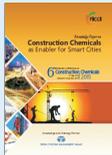
A large, white, semi-transparent magnifying glass graphic is centered on the page. The handle of the magnifying glass extends from the bottom right towards the center. The lens of the magnifying glass is positioned over the main title text.

# KNOWLEDGE PAPERS

## Series 2/2015



## Knowledge Paper on Construction Chemicals as Enabler for Smart Cities

Indian construction chemicals industry was valued at INR 3,500 Crores in FY 14 and grew at 12% between FY 09 to FY 14. Overall market is fairly consolidated but there is considerable fragmentation of individual products and application areas. A large number of global construction companies have set up local manufacturing operations in India. The industry is expected to maintain its growth momentum driven by building up of Smart Cities, untapped potential of the market and expected growth in construction industry over the next 5-7 years due to government's investment plans in infrastructure. Also, increasing awareness amongst industry players regarding compliance with international standards is expected to promote the adoption of best practices in the industry. The industry has its own challenges. The construction chemicals industry will have a key role to play in the sustainable evolution of the smart cities in India. Even though construction chemicals increase the cost of the project by 2-5%, their benefits are multi-fold for e.g. they help in achieving higher performance with lower lifecycle cost, in optimizing energy consumption and in controlling the menace of corrosion. This has special relevance in present context when significant importance is being given to infrastructure development of the country. These aspects are covered in the Knowledge and Strategy Paper on Construction Chemicals – As Enablers for Smart Cities which is prepared by FICCI with the help of Tata Strategic Management Group..

<http://www.ficci.com/publication-page.asp?spid=20575>



## Speeding Ahead on the Telecom and Digital Economy Highway

The key takeaways from the report "Speeding Ahead on the Telecom and Digital Economy Highway" are:

- Recommends to bring handsets under provisions of "Goods of Special Importance" under the Central Excise Tax Act, 1956; thus, capping the maximum VAT levied by states at 5%.
- Endorses a ten-year tax holiday on a block of 15 years on all profits and gains for manufacturing in the mobile phone industry.
- Endorses to incorporate the DoT guidelines on installation of mobile tower in the statutory framework and rules in line with the 53rd parliamentary committee report.
- Recommends to have minimum interest subsidy of 5% on all fixed capital investments for entire Electronic System Design and Manufacturing sector in the lines of benefits given under Technology Upgradation Fund Scheme.
- EY-FICCI report recommends to eliminate or reduce Universal Service Obligation Fund (USOF) to 1%–3%.

<http://www.ficci.com/publication-page.asp?spid=20592>



## Impact Assessment Study on Education to Employability Project in West Bengal

Education to Employability (E2E) is an innovative model of Employability Skills Training for secondary school students.

The project provides basic employability skills like Communicative English & Soft Skills and IT Skills. E2E also offers career counseling and career direction setting to address the aspiration-capability gap and guide students to make appropriate and informed career choices after completing school education.

Department of School Education, Govt. of West Bengal under Paschim Banga Rashtriya Madhyamik Shishka Abhiyan (PBRMSA) rolled out the project in 200 government and government aided schools across the state covering nearly 30,000 students of Classes IX and X in 2013-14 in collaboration with Vikramshila Education Resource Society.

The Impact Assessment Study on Education to Employability Project in West Bengal, jointly developed by FICCI and Vikramshila, tries to gauge the overall impact of the project in the three areas of intervention - Communicative English & Soft Skills, IT Skills and Career Awareness and draw up a possible way forward.

<http://www.ficci.com/publication-page.asp?spid=20586>



## Location based services: Adding another dimension to smart cities

India is presently witnessing advancements in technological adoption and use. There are cutting-edge technologies available in the market to harness information and data for improving government services and city functioning. Smart Cities around the world use GIS and LBS to obtain useful information for planning and for making processes automated, efficient and cost-effective. Emerging technologies, especially location-based services (LBS), will reveal massive data streams pertaining to cities as well as citizens. LBS in smart cities can give new dimensions to how cities are governed and the mode and efficiency through which basic services such as power, waste management, water, transportation, etc. are delivered. The objective of this report is to highlight the potential of LBS for Smart Cities as well as present LBS applications with the help of a few international case studies.

Key recommendations:

- Use of LBS for city master planning
- Creation of single agency for generating, collecting and utilising location and geospatial data of a city
- Policy for data security and privacy
- Setting up a task force for effective implementation of LBS across cities in India
- Building synergies among all stakeholders including city authorities, telecom operators, businesses, advertisers, academia and citizens

<http://www.ficci.com/publication-page.asp?spid=20593>



## Indian life sciences: Vision 2030 - Expanding global relevance and driving domestic access

Life Sciences Industry in India has the highest potential to become the engine for growth and contribute to the success of PM's vision of 'Make India'. This fact is supported by India's current position as a world leader in generic pharmaceuticals production with an estimated market share of USD 26 billion, exports to over 200 countries and FDI worth of USD 11.30 Bn. Going forward, the sector has the potential to be a USD 200 bn industry with domestic market growing by 65%, 5x increase in contribution to the trade deficit and generate employment for 5-6 million people by 2030.

Vision 2030 builds on the successful trajectory of the Indian life sciences industry. It lays out the path forward to unlock the industry's true potential. This can become a reality if all the stakeholders collaborate and build on the strengths that would help the sector achieve a higher trajectory.

<http://www.ficci.com/publication-page.asp?spid=20594>



## FICCI Stakeholder's Consultation on Online Sale of Drugs and Medicines

The objective was to work towards developing some guidelines for sale of pharmaceuticals in e-commerce market place. The guidelines have been prepared after various consultations with all the stakeholders including the pharma associations. While proposing the guidelines, the report has also tried to address the key concerns faced by the regulator for this segment. The report has dealt with following issues: Definition of e pharmacy, Regulation of e-Commerce platform designed to sell prescription drugs, definition of generic e-Commerce marketplaces, concept of intermediaries and regulation of generic e-commerce platform and Suggestive Guidelines for Reinforcing Due Diligence for those Intermediaries who wants to specifically allow sale of prescription drugs. The report has also highlighted on the Status of E Pharmacy/ Online Pharmacy in other Countries.

<http://www.ficci.com/publication-page.asp?spid=20602>



## Unlocking the potential in the food and beverage services sector 2015

The report highlights the overall potential of the industry and some of the challenges faced while opening a restaurant or restaurant chain in India and points to ways to mitigate these challenges. The report also focuses on how to improve 'Ease of Doing Business' in this sector and make it more attractive for both Indian and foreign investors. The report suggests that the government's intervention in creating good infrastructure and developing skilled manpower would help boost the growth of the sector. Simplified licensing requirements with a single-window clearance approach and rationalisation of taxes levied on the restaurant industry are a few solutions proposed in the report to effectively tackle licensing and taxation issues, faced by the industry.

<http://www.ficci.com/publication-page.asp?spid=20589>



## Ease of Doing Business- Dealing with Process Inefficiencies/Bottlenecks

The report on "Ease of Doing Business: Dealing with Process Inefficiencies/Bottlenecks" highlights process issues/challenges that slow down foreign investment flows into India and proposed an action plan to work with relevant partners to address these issues. The intent of undertaking this study was to identify implementation issues within existing policy framework that can be resolved through process redesign and improvement.

'Deductive' approach was followed to derive issues to be taken up from a fact-base built on the basis of specific cases of foreign investment in India sourced from industry interactions. Top three issues linked with process inefficiencies/bottlenecks are: Delay in Clearances, Manual processing of applications, and Lack of integrated investor facilitation services.

Recommendations have been drawn from patterns emerging out of specific instances for each of the issues mentioned above and some of the important suggestions forming part of the report are:

1. Need for institutionalizing a culture of time bound service delivery, extension of Right to Public Service Guarantee legislations to routine business and investor services also, including especially the MSMEs; and implementation of the Acts to be taken up seriously
2. Availability of online service delivery for both public services and industrial/investor clearances
3. Broadcast existence of Investment Promotion Intermediaries (IPIs) and evolve mechanisms to improve their functioning

<http://ficci.com/publication-page.asp?spid=20603>



## Background Paper - India-USA, Leveraging Synergies

The report on "India-US Leveraging Synergies" provides an overview of the state of Indian economy under the new Indian government, Major policy reforms taken by the Government of India, Mega plans of Indian Government and Investment opportunities. It also elaborates on the ease of doing business which is an informative section for foreign companies.

The report elucidates on the trajectory of India-US economic relations as well as highlights the possible areas of cooperation between India and US. With two back-to-back heads of the State visit in less than a year after the formation of the new government, it is a "very momentous" phase of India-US relationship. The relationship between India and United States is unprecedented which is evident from the positive trajectory of growth and cooperation in key areas, in trade and economics, in climate and clean energy, in science, space and health and so many different areas.

<http://www.ficci.com/publication-page.asp?spid=20597>

## UPCOMING EVENTS

### Call for Application: FICCI Chemicals and Petrochemicals Awards 2015

July 15, 2015, FICCI, New Delhi

### Workshop on Forensics of Fraud Investigation

July 17, 2015, FICCI, New Delhi

### Felicitation of 1.25th Million International Trademark & Seminar on Protecting Brands Abroad with the Madrid System

July 20, 2015, FICCI, New Delhi

### Tourism Investors Meet (TIM)

July 22-23, 2015, Tourism Investors Meet (TIM)

### Chemical (Industrial) Disaster Management (CIDM) Prevention, Preparedness and Emergency Response to Chemical Disasters with Special Reference to Transportation and Oil & Gas Sector

August 05-07, 2015, Trivandrum

### Massmerize 2015

August 07, 2015, The Lalit, Mumbai

### Master-Class on Branding & Innovation

August 08, 2015, Mumbai

### FIBAC 2015

August 24-25, 2015, Mumbai

### 5th National Conference on Agrochemicals

August 27-28, 2015, FICCI, New Delhi

### FICCI HEAL 2015 : "India's Healthcare: Time for Paradigm Shift"

August 31-September 01, 2015, FICCI, New Delhi

### FICCI Indian Delegation to Soccerex Global Convention

September 07-09, 2015, Manchester, UK

### India Pavilion During 19th Viet Food & Pro Pack 2015

September 09-12, 2015, Ho Chi Minh City, Vietnam

### Global Investors Meet, Tamil Nadu

September 09-10, 2015, Chennai

### BIG 5 Construct India 2015

September 10-12, 2015, Mumbai

### Annaporna 2015

September 14-16, 2015, Mumbai

### Vastra 2015

September 28-30, 2015, Jaipur



INDUSTRY'S VOICE FOR POLICY CHANGE

### Federation of Indian Chambers of Commerce and Industry, FICCI

Federation House Tansen Marg, New Delhi - 110001  
Phone: 23738760-70 (11 Lines), Fax: 23320714, 23721504  
E-Mail: [ficci@ficci.com](mailto:ficci@ficci.com), Website: [www.ficci.com](http://www.ficci.com)



For more details contact at [tripti.kataria@ficci.com](mailto:tripti.kataria@ficci.com)

WE LISTEN

WE ANALYZE

WE INFLUENCE

WE CONNECT