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FICCI FRAMES 2018 RE-IMAGINING INDIA'S MEDIA & ENTERTAINMENT SECTOR



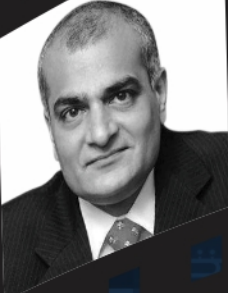
WINGS India 2018



Interview with Vasvi Bharat Ram



C K Mishra at India Sustainability Conclave



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FICCI is the voice of India's business and industry, reaching out to over 2,50,000 companies. Established in 1927, it is India's oldest and largest apex business organization. FICCI serves its members from large (domestic and global companies) and MSME sectors as well as the public sector, drawing its strength from diverse regional chambers of commerce and industry.



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From the Secretary General

For companies, the month of March may be winding down of the financial activity for the year, but at FICCI it will be remembered as the month of FICCI FRAMES and WINGS 2018. The 19th FICCI FRAMES, a three-day event, was held in Mumbai. FRAMES, today, is Asia's largest and most definitive annual convention on the business of entertainment and, for over nearly two decades, it has been instrumental in bringing the best of international talent, global thought leaders, cutting edge companies and intellectual forums under one umbrella. All these, in turn, have translated into substantial deals which have impacted the Indian Media & Entertainment (M&E) business. Indeed, FICCI has played a key role in the professionalisation of the entertainment business in India.

The M&E industry has continued to grow at a rapid pace year-on-year. In the process, it has also become a critical contributor to the economic and social narrative of the country. The sector today generates millions of jobs directly and indirectly, contributes to economic growth at a rate almost twice that of GDP and provides an immeasurable ancillary contribution by serving a platform for the growth of several other industries. Today, India produces the maximum number of hours of content globally, across 2,000 films, 800+ television channels, 250+ radio stations, 100,000+ newspaper and magazine editions and thousands of live events. The Lead Story gives an in-depth coverage of the event and the M&E industry.

As India enters the next phase of economic growth, a major overhaul of the aviation sector is critical to complement the needs of the growing economy. But there is still significant scope for improvement and penetration. One of the important ways in which this can be achieved is through a robust regional connectivity network. This spotlight on regional connectivity and other aspects were part of the discussions and exhibition at the four-day Wings India 2018 organized jointly by FICCI, the Ministry of Civil Aviation and the Airports Authority of India. In this issue of *Business Digest*, we put the spotlight on India's burgeoning aviation sector.

Taking India's Sustainability agenda forward, FICCI organized the fifth edition of India Sustainability Conclave. The India Sustainability Conclave 2018 was also a World Environment Day 2018 event, for which India is the global host this year. The conclave is an annual platform to highlight the sustainability imperative of corporates and showcase corporate trendsetters, who are embracing sustainability as an integral component of long-term business strategies to highlight the direction that corporates have taken to reach their sustainability goals.

From Prime Minister Narendra Modi making a commitment about doubling farmers' income by 2022 at the Krishi Unnati Mela – an event facilitated by FICCI to FICCI Committee Against Smuggling and Counterfeiting Activities Destroying Economy (FICCI-CASCADE) organizing a series of programmes in Kerala with the objective to engage relevant stakeholders we capture these details in this issue.

Two important interviews are interesting and informative. One, with Vasvi Bharat Ram, the out-going President of FICCI Ladies Organization (FLO) and the second, with Kevin Sneader, the new global CEO of McKinsey & Company.

India-Jordan Business Forum, India-Europe 29 Business Forum and India-Vietnam Business Forum were FICCI's efforts to strengthen India's commitment to business-to-business relations. We bring to you the details as participants in these forums in this issue.

We hope this edition of *Business Digest* will be of interest to you.

With best wishes,

Sanjaya Baru