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Business Digest

CAN TOURISM BE THE OUTLIER FOR A 'NEW INDIA'?

FICCI's Great Indian Travel Bazaar Places
India on the Global Tourism Map



Kamal Haasan and S Gurumurthy
at FICCI NECM



'Gold in 30 Years' by John Reade
World Gold Council



Leadership Lessons
from Sports Stars

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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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We would like feedback/comments from our readers to enable us to improve our offering. Write to us at: george.skaria@ficci.com or sushmita.yadav@ficci.com

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From the Secretary General

May was a month of change. I took over as Secretary General from Dr Sanjaya Baru. My focus would be to take the organization from strength to strength and I look forward to all your support.

The tenth edition of one of our star events – the Great Indian Travel Bazaar – was held in Jaipur. The response was heartening. Approximately, 280 foreign tour operators from 55 countries participated in the bazaar; 270 sellers comprising state governments, hotels and tour operators were present; and, around 10,936 B2B meetings materialized between buyers and sellers. Replicating success every year, GITB has proved that India's tourism sector has bucked global economic headwinds to remain on a steady growth trajectory for over a decade. Vasundhara Raje, Chief Minister of Rajasthan was the Chief Guest at the inaugural on 22 April 2018. And, KJ Alphons, Minister of State (Independent Charge) for Tourism, Government of India, inaugurated the exhibition on 23 April 2018.

FICCI Ladies Organisation (FLO) felicitated India's ace badminton players, Saina Nehwal and PV Sindhu, and their coach Pullela Gopichand. In a conversation, during the event, Saina, Sindhu and Gopichand, shared their experiences from the world of badminton and discussed the possible ways to create a roadmap for sports to evolve as a crucial tool for women empowerment. Boria Majumdar, sports journalist, academician, historian, commentator and author, moderated the discussion. We carry an excerpt from the discussion in this issue of *Business Digest*.

Recognizing the need for a sustained effort to empower women, we collaborated with the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, and commemorated the World Intellectual Property Day 2018 with a conference on 'Promoting Innovation, Creativity and IP Generation Among Women Entrepreneurs', on 27 April 2018 at The Lalit Hotel, New Delhi. The event focus was in keeping with WIPO's (World Intellectual Property Organization) theme for this year's World IP Day – Powering Change: Women in Innovation and Creativity – and was intended to be a tribute to the brilliance, ingenuity and courage of the women who are making a difference in our lives while shaping our world's future.

Emphasizing the importance of sanitation, FICCI, in collaboration with India Sanitation Coalition, organized the second edition of India Sanitation Conclave and Awards aimed at identifying and recognizing the efforts of various stakeholders, across the whole sanitation value chain of Build-Use-Maintain-Treat. In this issue, we share the knowledge and best practices followed by the experts across sectors including global thought leaders, policy makers and development partners.

FICCI organized an interactive session as well as released a knowledge report 'Reinvigorating BIMSTEC: An Industry Vision for the Next Decade'. The session witnessed participation of stakeholders from the BIMSTEC Secretariat (Bay of Bengal Initiative for Multi-sectoral Technical and Economic Cooperation), government, industry, multinational organizations and academia. BIMSTEC as a grouping acts as the bridge linking these regions and provides an institutional mechanism to enable regional economic synergy.

We also carry an excerpt from a World Gold Council's report – Gold 2048: The next 30 years for gold – in this issue. Gold market infrastructure has strengthened, trust in gold has increased and access to gold has broadened. The report is a timely look at 30 years ahead for the gold industry and market and considers ways in which the world and the gold market may develop.

Through *Business Digest*, it is our endeavour to keep you informed of FICCI's activities. We hope you will find this issue of the magazine useful and informative.

Dilip Chenoy