

## Leadership

Patrik Antoni  
IKEA India

## Economy

Employer-led Models  
of Job Creation

## Research

How Much Does Your Boss Make?  
The Effects of Salary Comparisons



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# Business Digest

## MASSMERIZE 2018

# WHY INDIAN RETAIL NEEDS WHOLESALE CHANGES



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Food & Public Distribution



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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.



# Massmerize 2018

# Contents

Vol No 15 ■ Issue No 08 ■ November 2018

## 04 From the Secretary General 6-16 Upfront

- 6 FICCI's Newsmaker of the Month
  - Gita Gopinath Appointed IMF Chief Economist
- 8 Who Said What?
- 9 FICCI Diary: Upcoming Events
- 12 Policy Monitor
- 16 Statistical Snapshot – India

## 17-23 Higher Education

- The Imperative of Globalising Education
- Executive Education: The Role of Business Schools – Yesterday, Today and Tomorrow
- Development Management – A New Domain in Higher Education for Societal Change
- Importance of International and National Partnerships for Management Schools

## 24-27 Briefings

## 35-37 Leadership

- 'A Leader Should Be Able to Forecast Market Trends and Adapt the Business Strategy Accordingly'

## 38-41 Economy

- Employer-led Models of Job Creation

## 42-43 Research

- How Much Does Your Boss Make? The Effects of Salary Comparisons

## 44-52 Policy Watch

- 44 Businesses are Taking a Lead in Tackling Climate Change
- 46 'South Asia is one of the Most Potential Regions of the World As it is the Hotspot for Growth'
- 48 Gadkari Urges Chemicals and Petrochemicals Industry to Promote Import Substitution
- 49 Odisha Intensifying Its Strategy to Promote Tourism
- 50 Language Localisation is Vital for Success of E-commerce
- 51 'We Cannot Stop Innovation, But Cyber Security Implementation Has to Be Given Equal Focus'
- 52 Demystifying Life-cycle Thinking for Business Decision-making

## 53 International

- FICCI Business Delegation Revitalises the B2B Connect in the Netherlands and Italy

## 54-56 States

## 57-60 Pursuits

- 57 There Maybe Common and Overlapping Pathways Between Mental Illness and Sleep Disruption: Russell Foster
- 60 Flashback

We would like feedback/comments from our readers to enable us to improve our offering. Write to us at: [george.skaria@ficci.com](mailto:george.skaria@ficci.com) or [sushmita.yadav@ficci.com](mailto:sushmita.yadav@ficci.com)  
Cover Photo by Marcin Kempa on Unsplash



## From the Secretary General

The Indian retail market is on a high! The market is expected to reach \$1.2 trillion in the next 5-8 years. It is expanding its footprint across India and is expected to reach 25 per cent of total retail sales (from the current share of 10 per cent). At the same time, e-commerce is expected to double its share to 10-12 per cent of total retail sales in the same period. This change in the retail landscape is significantly impacting the 5Ws (where, when, why, what and who) and the 'how' in retail. Thus, the time is ripe to witness the true potential of growth in this sector. In this backdrop, FICCI organised their annual retail event on Massmerize on 9 October 2018 in New Delhi on the theme 'Consumer Leads'. The day-long conference concentrated largely on how to stimulate and increase conversation and engagement in the ongoing quest to unravel the opportunities in the Indian retail industry.

Traditionally, the goal of management education has been to create a pool of talent that will lead, manage, supervise and guide industries and organisations. But today more than ever, the expectations are changing. In this fast-growing economy, the role of management education is key to economic growth. In this issue of *Business Digest*, we look at the various aspects of management education like its future, executive education, partnerships and globalisation as a rising phenomenon. This segment is a precursor to FICCI's upcoming Higher Education Summit.

This month we also organised the 11th India Climate Policy and Business Conclave. This is India's flagship event in climate policy and carbon market space. This year's conclave emphasized on the implications of the Paris Agreement while largely focusing on themes that are relevant to business and the industry. This has served as a knowledge and best-practice sharing platform for all the stakeholders to deliberate on climate policy and business priorities required to accelerate climate action in the pre- and post-2020 climate regime and has drawn participation from leading companies and organisations that are at the forefront of this sector.

We, along with the World Bank, launched the World Bank Report titled 'A Glass Half Full – The Promise of Regional Trade in South Asia' on 28 September 2018 in New Delhi. The report, authored by the World Bank Group's Sanjay Kathuria, Lead Economist and Coordinator, South Asia Regional Integration identifies an eight-point strategy in order to increase trade between the South Asia regions. It focuses on the existing gap between current and potential trade in South Asia and addresses the specific barriers that have held back trade and investment within South Asia. We share some high points from the report in this issue.

A changing global economic environment, structural changes to the Indian economy and digital transformations have the potential to greatly exacerbate the employment challenge. At the same time, a major opportunity for India stems from its existing economic structure that is dominated by the informal sector and unique models of employment generation. Towards this, FICCI published a primer – 'Employer-led Models of Job Creation' – to identify and recognise the various models, which have the scope to create large number of employment and livelihood opportunities. We give you a sneak peak into the report in this issue.

It has been our consistent endeavour to keep you informed of our efforts and we will continue to do so.

Dilip Chenoy