



# FTCCI *Review*

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THE FEDERATION OF TELANGANA CHAMBERS OF COMMERCE AND INDUSTRY

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## COVER STORY

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# Dear Members

The UN Report projecting India's growth at 5.8% in 2023 and 6.7% in 2024 Calendar years supported by resilient domestic demand is good news for investors. But the report also cautioned that higher interest rates and weaker external demand will continue to weigh on investment and exports for the country. The high cost of funds may have an impact on investments till the interest rates are reduced by RBI.

Unilateral taxes / regulations have often led to multinationals locking horns. The recent policy measure such as Carbon Border Adjustment Mechanism ('CBAM') alias Carbon Border Tax by EU is going to impact the prices of Indian-made goods in the EU markets, thereby upsetting demand. Though the Ministers of Brazil, South Africa, India and China (representing the BASIC countries) issued a joint statement protesting the "Unilateral measures and discriminatory practices", the European Union Council has come out with yet another regulation that impacts the exports to EU countries, viz, 'The European Union Deforestation Free Products Regulation (EU-DR).

It is evident that the EU Council is creating trade barriers making exports more difficult for other countries. A report by economic think tank, Global Trade Research Initiative estimated that India's exports worth \$ 1.3 billion could be affected every year due to EU-DR Regulation. The regulation poses challenges for small and medium sized enterprises as compliance costs and due diligence requirements may exclude them from global agriculture trade and these measures need to be challenged by the countries collectively in multinational forums such as WTO.

The month gone by was filled with many exciting and most constructive programs such as Summit on Health Insurance Vision 2023 – Quality & Affordable Health for All where in Hon'ble Governor Smt. Tamilisai Soundararajan graced the summit as Chief Guest. The program has delved on many aspects of health insurance and what steps are needed to provide quality and affordable health for all.

Seminar on Export Opportunities for Agro and Agri related Products from Telangana is graced by Hon'ble Minister for Agriculture Sri Singireddy Niranjan Reddy as Chief Guest and Mr. Vishnuvardhan Reddy, Special Secretary to Govt and MD of TSTPC; Smt. Dr. B. Neeraja Prabhakar, Hon'ble Vice-Chancellor, SKLTSHU as Guests of Honour. The message given by Minister to explore the opportunities for exporting various Agri products

from Telangana, as India is going to be the protector of food needs of world is well received by participants.

The other major event was HR Conclave on "Empowering Organizational Effectiveness" that had who is who of HR Professionals from across the country. I express my deep sense of gratitude to all the Guests and Speakers for making the conclave huge success with highly motivating sessions on various topics like, achieving organizational effectiveness through harmonious industrial relations, nurturing future leaders, people's management for business development, coaching for high performance etc that have received applause from participants. Apart from these major events, other programs organized viz, Panel Discussion on Audit Trail, Entrepreneur Mentorship Programs, Certificate Program on Advanced MS Excel Training by FTCCI-Pokarna Skill Centre were also very successful.

As part of FTCCI effort to create international business opportunities to its members, the Federation has received Mr. Bona Kusuma, Trade Attaché from Embassy of Indonesia, Delegates of Economic Development Board of Mauritius and discussed the export-import opportunities from respective countries.

I am pleased to inform the members that Federation, with the support of Ministry of MSME is organizing IITEX (Industrial Innovation and Technology Expo) from 28th to 30th of June 2023 at Hitex. The expo is unique and first of its kind that showcases innovation and technology developments in various industries. The main objective of the expo is to create B2B opportunities by bringing various innovations to the doorstep of MSMEs of Telangana for their adoption and growth.

The Annual flagship event of FTCCI-Excellence Awards, the prestigious and sought-after Awards among the industry, was launched and I invite all the members to apply under various categories and gain the recognition due for your hard work and achievements.

Let us all be part of and together celebrate the success and achievements of industry fraternity

## President's Desk



  
Anil Agarwal  
President



### Power ministry panel outlines roadmap to develop electricity market

A power ministry-constituted panel has suggested a roadmap outlining the interventions for the near, medium, and long term for the development of the electricity market. The interventions suggested by the panel include setting up a mechanism to monitor whether adequacy of supply is being maintained by the state utilities, enhancing the efficacy of the Day-ahead Market, introducing a market-based mechanism for secondary reserves, and implementing 5-minutes based metering, scheduling, dispatch, and settlement.

The proposed changes also include demand response and aggregation, which could reduce reserve requirements and lower electricity costs, according to a power ministry release. There will be strengthening of market monitoring and surveillance activities to keep track of participation and prevent price volatility. A regional-level balancing framework for deviation management will be implemented which would result in reduction in deviation penalties for the States at the ISTS level and consequently lower the reserve requirements.

The ministry constituted a Group for "Development of Electricity Market in India" under the chairmanship of S Power Secretary Alok Kumar with representation from Ministry of Power, Ministry of New & Renewable Energy, Central Electricity Authority, Central Electricity Regulatory Commission, Grid Controller of India (Grid-India) along with state governments.

The Group presented the report to Union Minister of Power and New & Renewable Energy, R. K. Singh, a power ministry statement said.

The Group proposed solutions to address key issues, including the

dominance of inflexible long-term contracts, harnessing the inherent diversity of a large and synchronous grid and the need for Resource Adequacy planning in Centre and States.

Issues like reduction in system inefficiencies through lesser reliance on self-scheduling, increasing share of renewables in the overall energy mix, encouraging market participation for renewables, and firmness in procurement of ancillary services through well-developed ancillary services market also sought to be addressed by the group.

The solutions are aimed at creating an efficient, optimal, and reliable market framework to enable the energy transition and integration of renewable energy into the grid. The Group has outlined the roadmap and specific recommendations in the redesign of the Indian electricity market of the future.



### India's electricity markets are set to undergo significant changes in the shift towards renewable energy.

Singh said the proposed reforms are crucial to meeting India's renewable energy targets, and will also create a conducive environment for investment in renewable energy. The changes will enable better grid integration of renewable energy and pave the way

### MNRE Announces major reforms to promote domestic production of solar photovoltaic modules:

The Ministry of New & Renewable Energy (MNRE) on Monday announced significant reforms in the Approved List of Models and Manufacturers (ALMM) for solar photovoltaic modules, aimed at reducing costs and increasing ease of doing business in the sector.

The reforms include an 80% reduction in the application fee and substantial reductions in inspection fees, with cuts in some cases being as high as 70%. Manufacturers will also be allowed to withdraw their applications prior to factory inspection, with a refund of 90% of the application fee.

In addition, the ALMM enlistment validity has been increased from two years to four years, and the time limit for factory enlistment

and final enlistment has been reduced to two months, failing which deemed enlistment will occur.

The ministry has also introduced end-use category-wise minimum module efficiency thresholds for enlistment in ALMM, including 20.00% for utility/ grid scale power plants, 19.50% for rooftop and solar pumping, and 19.00% for solar lighting.

"The changes in the ALMM for photovoltaic modules would enhance the ease of doing business and help in ramping up the domestic production of solar photovoltaic modules for catering to the current and the future demand," secretary at MNRE, B. S. Bhalla, said.

[www.livemint.com/  
industry/energy](http://www.livemint.com/industry/energy)



for a cleaner, greener future.

Singh said that India's energy transition towards renewable energy has further highlighted the need for enabling operational and electricity market developments to operate under a new energy order.

"India has been in forefront of taking timely interventions and was able to keep electricity prices in check during the energy crisis in last one year whereas electricity prices shot up many times in electricity markets of many developed countries," Singh added. The Minister emphasized on the need of ensuring procurement of most efficient power generation capacity while designing the capacity contracts and also agreed with the recommendations of having long term PPAs (Power Purchase Agreements) of 12-15 years duration now onwards.

The Union Minister also directed to immediately undertake development of new RE capacity based on Contract for Difference (CfD) methodology in order to ensure competition and transparency. He directed that the power exchange clearing engine may be validated by the CERC.

According to the latest data for 2022-23, the total traded volume in the Indian electricity market was 1,02,276 MU (million units), which represents only a small portion of the energy generated from all sources (including RE) of 16,24,465 MU. The peak demand for electricity in 2022-23 was 215.8 GW, and it is expected to increase to 335 GW by the year 2029-30. The Ministry of Power's initiatives towards electricity market reforms, coupled with the proposed interventions by the Group for Development of Electricity Market in India, will transform India's electricity markets and help the country achieve its energy goals in a sustainable manner.

[www.economictimes.indiatimes.com](http://www.economictimes.indiatimes.com)

## India eyes clean energy sources to tackle tariffs

*The move comes as the steel and aluminium sectors, which predominantly use gas and captive coal-based power plants, will need to shift to cleaner fuels like green hydrogen to align with India's net-zero goals and global mandates like the European Union's Carbon Border Adjustment Mechanism (CBAM).*

The government is considering revising its industrial electrification strategy to prioritize adopting cleaner energy sources, such as green hydrogen and battery storage, over fossil fuels amid the need to meet net-zero targets and the potential imposition of taxes on products based on their carbon emissions by developed nations.

The government plans to develop a long-term strategy to transition industries that use fossil fuels to cleaner energy sources. The move comes as the steel and aluminium sectors, which predominantly use gas and captive coal-based power plants, will need to shift to cleaner fuels like green hydrogen to align with India's net-zero goals and global mandates like the European Union's Carbon Border Adjustment Mechanism (CBAM). "The strategy is being looked at, as round-the-clock reliable power cannot be assured for all the industries, and industries like steel need 24/7 power. Further, even if they get connected to the grid, most of the supply would be through coal-based power, and only some of it would be through solar, which does not help these businesses on the decarbonization front. When storage comes up, they will be able to take it from open access, but storage cost would come down only gradually," said one of the people aware of the developments.

The focus on electrification may now be further narrowed down to renewable energy. Given the increasing investments in green hydrogen, industries will be provided with more alternatives to transition away from using fossil fuels, another person aware of the development said. "Green hydrogen would be a different play; both electrification and hydrogen would be competitive

with each other," said the second person. The government is also considering establishing a timeline to transition to cleaner fuels to avoid business disruptions. "Industries have just recovered from the pandemic's effect. Therefore, there is no intention to cause a disruption," the person added.

Iron and steel consume the highest amount of electricity at 24% of the total industrial electricity consumption in India, followed by chemical and petrochemical (17%), non-metallic minerals (9%), and other industries (48%), according to data from the ministry of statistics and programme implementation (Mospi). The MSME sector has a high penetration of electrification, with approximately 76% of the energy demand. The consumption of electricity by the industry sector has doubled in the past decade. Mospi data showed that consumption of electricity by the industrial sector rose to 5,51,362 GWh in 2019-20 from 2,72,589 GWh in 2010-11. In 2020, the Indian manufacturing sector's primary sources of energy was coal (29%), followed by oil (20%), electricity (22%), natural gas (19%), renewables (6%) and heat (4%), data from International Energy Agency shows. The review of the strategy is significant given that Indian producers of carbon-intensive products such as steel are expected to be heavily impacted by the EU's proposed carbon tariffs.

India is also likely to counter the EU's carbon tariff as well as prepare the domestic industry to conform with the new mechanism that comes into force in its transitional phase on 1 October. The permanent system will take effect in 2026.

[www.livemint.com](http://www.livemint.com)



## ECONOMY WATCH

### India remains a bright spot, economy expected to grow 6.7% in 2024: UN

The World Economic Situation and Prospects as of mid-2023 released on 16th May said India's economy, the largest in the South Asian region, is expected to expand by 5.8 per cent in 2023 and 6.7 per cent in 2024 (calendar year basis), supported by resilient domestic demand.

However, higher interest rates and weaker external demand will continue to weigh on investment and exports in 2023, it said.

Inflation in India is expected to decelerate to 5.5 per cent in 2023 as global commodity prices moderate and slower currency depreciation reduces imported inflation.

Chief of the Global Economic Monitoring Branch, Economic Analysis and Policy Division, UN Department of Economic and Social Affairs, Hamid Rashid had said at a press conference that India is a "bright spot" in the world economy.

Our projection for India hasn't changed since January and we see many positives, including the inflation has come down significantly." "We are pretty confident with our forecast right now for the year," he said.

India's inflation is about 5.5 per cent while the regional average for South Asia is 11 per cent. Rashid said this means there will be significant room for both fiscal expansion and monetary accommodation and that would support domestic demand.

He however added that risks lie on the external side. He noted that if the external financing condition deteriorates further and it becomes much tighter, then India would face some challenges and exports may face some challenges going forward.

The mid-year assessment said that prospects for a robust global

economic recovery remain dim amid stubborn inflation, rising interest rates and heightened uncertainties.

<https://www.moneycontrol.com>

### With 6.9% year-on-year growth, goods exports rise to \$451 billion in 2022-23

India's goods exports for 2022-23 scaled up significantly from earlier estimates to almost \$451 billion, indicating a 6.9% year-on-year growth, with exports for March upgraded sharply to a nine-month high of \$41.9 billion, as per Commerce Ministry data.

Initial estimates for the March had pegged exports at \$38.38 billion, marking a sharp 13.9% decline, but revised numbers signal only a 6% contraction. The \$41.9 billion exports made March only the second month of 2022-23 to cross the \$40 billion mark after \$42.3 billion in outbound shipments last June.

The Ministry, which will be releasing the initial estimates for April's merchandise trade, also revised March's import bill to over \$60 billion, the highest in 2023, raising its initial estimate of imports during the month by \$1.9 billion.

However, the overall import bill for 2022-23 remained virtually unchanged at \$714.04 billion, a 16.5% rise from 2021-22, compared to \$714.24 billion reported initially. The rise in March's import figure was largely offset by a \$1.7 billion correction in November 2022's import tally that was initially pegged at \$58.2 billion, then revised upwards by half a billion dollars and finally pared to \$56.95 billion.

The latest revisions to official trade numbers cap off a year marked by what economists termed as significantly higher than usual variations between initial estimates and final numbers.

<https://www.thehindu.com>



### CBIC launches automated return scrutiny module for GST compliance

The Central Board of Indirect Taxes and Customs said on Thursday it has rolled out automated scrutiny of GST returns aimed at improving tax compliance and to boost revenue collections. The move comes after Union Finance and Corporate Affairs Minister Nirmala Sitharaman directed the board to roll out the non-intrusive compliance verification system for GST returns.

The module enables officers to scrutinize GST returns of Centre Administered Taxpayers, selected on the basis of data analytics and risk identification by the system. Discrepancies associated with returns risk are displayed to the tax officers. "The implementation of this Automated Return Scrutiny Module has commenced with the scrutiny of GST returns for FY 2019-20, and the requisite data for the purpose has already been made available on the officers' dashboard," the ministry said. The module offers tax officers a workflow to interact with taxpayers via the GSTN Common Portal to communicate discrepancies identified under FORM ASMT-10, receipt of taxpayer's response in FORM ASMT-11 and subsequent action, such as issuing an order of acceptance of reply in FORM ASMT-12 or a show cause notice, or initiating an audit/investigation.

The ministry hopes that the implementation of this module will help to streamline compliance verification and reduce the need for intrusive checks.

<https://www.livemint.com>



## Commerce ministry recommends anti-dumping duty on optical fibre imported from China, Korea, Indonesia



The commerce ministry's arm DGTR has recommended imposition of anti-dumping duty on imports of a certain type of optical fibres from China, Korea and Indonesia to protect the domestic industry from cheap inbound shipments. The Directorate General of Trade Remedies (DGTR) has recommended the duty after conducting an investigation on the dumped imports of 'Dispersion Unshifted Single-mode Optical Fiber' from these countries.

The product is mainly applied to high-data rate, long distance and access network transportation. Birla Furukawa Fibre Optics Pvt. Ltd, on behalf of the domestic industry, has asked for initiation of an anti-dumping investigation on this product coming from these countries.

The applicant had alleged that material injury is being caused to the domestic industry due to the dumped imports and has requested for the imposition of the duties.

The directorate in its findings has concluded that the domestic industry has suffered material injury due to the dumped imports. The presence of dumped imports in the Indian market forced the applicant to sell the product at prices below its cost of sales, thereby incurred losses and adversely affected the profitability parameters of the domestic industry, DGTR has said in a notification.

"The authority recommends imposition of definitive anti-

dumping duties... so as to remove the injury to the domestic industry," it said. The recommended duty was in the range of USD 122 per KFKM and USD 857.23 per KFKM.

The trading of this commodity occurs in FKM (fibre kilometre). 1 KFKM = 1,000 FKM.

While DGTR, which is under the commerce ministry, recommends the duty, the finance ministry takes the final decision to impose the same within three months of the recommendation.

Countries initiate anti-dumping probes to check if their domestic industries have been hurt because of a surge in below-cost imports. As a countermeasure, they impose duties within the multilateral regime of the WTO (World Trade Organisation). Anti-dumping measures are taken to ensure fair trade and provide a level-playing field to the domestic industry. It is not a measure to restrict imports or cause an unjustified increase in the cost of products.

<https://economictimes.indiatimes.com/news/economy/foreign-trade>

### Easing policy may not be easy even at 18-month low inflation:

Driven largely by base effect, headline retail CPI inflation is expected to drop further with the JUNE quarter inflation below 5 percent. The Reserve Bank in its April policy statement projected CPI inflation at 5.2 per cent for 2023-24, with April-June Q1 at 5.1 per cent.

Retail inflation at a 18-month low may be comforting for investors, but the central bank's MPC when it meets in June will have its plate full - the sudden reversal by the Australian central bank, an unlikely softening by the Fed and domestic farm prices.

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<https://economictimes.indiatimes.com>

## Finance Ministry operationalises amnesty scheme for traders failing to meet export obligation

The finance ministry has operationalised the amnesty scheme for traders who defaulted in export obligation under the Advance and EPCG authorisation scheme. As per the amnesty scheme, which was announced in the Foreign Trade Policy on March 31, EXIM traders who failed to meet the export obligation under the Advance and EPCG (export promotion for capital goods) authorisation scheme can come clean by paying customs duty and interest, subject to a ceiling of 100 per cent.

The Central Board of Indirect Taxes and Customs (CBIC) asked principal commissioners/ commissioners to ensure that the exporters approaching for paying the duty, etc. are registered with the Directorate General of Foreign Trade (DGFT). "These cases under the scheme be monitored and tracked so that there is efficient handling and expeditious closure of these old cases of bona fide default in a seamless manner," the CBIC said in a circular dated May 17.

The authorisation holder choosing to avail this scheme will have to complete the customs duty payment by September 30, 2023. "It is an initiative towards supporting exporters by providing them with a pathway/chance to rectify their non-compliance, which may have happened due to several reasons".



## Expansion of Definition of Reporting Entities under PMLA

The Ministry of Finance has published a notification on May 9, 2023 specifying that the following activities carried out by persons would have obligations of a “reporting entity” under the Prevention of Money Laundering Act, 2002 (PMLA) which include verification of identity, maintenance of records, enhanced due diligence and providing information to the authorities under the PMLA.

- ▶ acting as a formation agent of companies and limited liability partnerships (LLPs);
- ▶ acting as or arranging for

another person to act as:  
(i) director or secretary of a company; (ii) partner of a firm; or (iii) similar position in relation to companies and LLPs;

- ▶ providing a registered office, business address or accommodation, correspondence or administrative address for a company, LLP or trust;
- ▶ acting or arranging for another person to act as a trustee of an express trust or performing the equivalent function for another type of trust; and
- ▶ acting or arranging for another person to act as a nominee shareholder for another person.

### **The following activities are excluded from the scope of the aforementioned activities:**

- ▶ any activity that is carried out as part of any agreement of lease, sub-lease, tenancy or other such agreement for use of land/ building or any space, and the consideration is subjected to deduction in accordance with the provisions of the Income-tax Act, 1961;
- ▶ any activity undertaken by an employee on behalf of its employer in relation to its employment;
- ▶ any activity undertaken by an advocate, a chartered

accountant, cost accountant or company secretary in practice, in respect of formation of a company to the extent of filing a declaration under Section 7(1) of the Companies Act, 2013; or

- ▶ any activity of a person within the meaning of intermediary under the PMLA.

## Mergers and Amalgamations between small companies and start-ups, or between a holding company and its wholly-owned subsidiary.

On May 15, 2023, the Ministry of Corporate Affairs has amended certain provisions of the Companies (Compromises, Arrangements and Amalgamations) Rules, 2016, for schemes of merger or amalgamation (Scheme) between small companies and start-ups, or between a holding company and its wholly-owned subsidiary. Some of the key aspects of the amendment which would come into effect on June 15, 2023 are as follows:





- ▶ **Timeline for Objections:**  
A timeline of 30 days after filing of the Scheme has been provided for the Registrar of Companies or the official liquidator to provide their objections or suggestions (“Objections”) to the Central Government.
- ▶ **Confirmation Order:** If no such Objections are received, the Central Government can issue the confirmation order for the Scheme only if it is in the interest of the general public or the creditors. Such confirmation order must be issued within 15 days from expiry of the timeline for Objections.
- ▶ **Unsustainable Objections:**  
The Central Government can now decide if the Objections are not sustainable. In such cases, the Central Government can issue the confirmation order for the Scheme if it is in the interest of the general public or the creditors, within 30 days of the timeline for Objections.
- ▶ **Deemed Confirmation:** If the Central Government



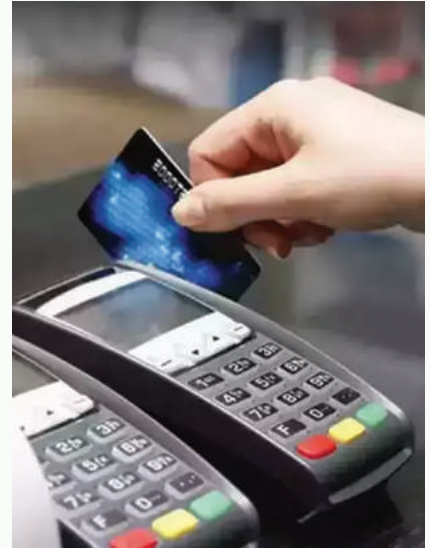
does not issue a confirmation order or submit its Objections or opinion before the NCLT within the specified timelines, it shall be deemed that the Central Government has no objections and a confirmation order shall be issued.

## International Credit Cards used outside India within the purview of LRS

Under the Liberalized Remittance Scheme (LRS), the limitation on individuals to avail foreign exchange facilities for purposes such as gifts, donations, private visits outside India, emigration, education abroad, business travel, medical treatment is an amount up to USD 2,50,000, subject to certain conditions, in a financial year, without any approval of Reserve Bank of India.

The Ministry of Finance has amended the Foreign Exchange Management (Current Account Transaction) Rules, 2000, (Rules) to bring the use of international credit cards within the purview of LRS with effect from May 16, 2023.

Now, when a resident individual is on a visit outside India and uses an International Credit Card for making payments towards meeting expenses, such person would be subject to the LRS limits specified in Schedule III



of the Rules, which currently is USD 2,50,000, in a financial year.

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## Webinar on Audit Trail



**15<sup>th</sup> April, 2023  
ONLINE**

Welcoming the participants, Sri Meela Jayadev, Sr. Vice-President, said that intending to get more transparency in the accounting transactions, the Ministry of Corporate Affairs issued a notification asking all companies, big or small, including not-for-profit companies licensed under Section 8 of the Indian Companies Act 2023 to ensure that the software which they use has a built-in mechanism to record an audit trail of every transaction and ensure that the audit trail cannot be disabled w.e.f. 1st April 2023. He further said that an audit trail aims to reduce errors, fraudulent activities, and unauthorized system access, improve internal controls, and verify the accuracy of underlying accounting transactions flowing to financial statements.

CA Naresh Chandra Gelli V, Chair of the Corporate Laws, IBC & ADR Committee, briefed the objective of the Panel Discussion. He said if the concerned person of a company, who is in charge of Accounts, contravenes such provisions, the such person of the company shall be punishable with imprisonment for a term which may extend to one year or with a fine which shall not be less than Rs. 50,000/- but which may extend to Rs. 5.0 lacs or with both.

Sri Anil Agarwal, President, FTCCI in

his address, emphasized that the accounts department plays a vital role in any organization as it plans finance, mergers, acquisitions, long-term business strategies, cash management, internal risk management, auditing, and accounting. The Ministry of Corporate Affairs has mandated all companies, big or small, profit or non-profit, to follow guidelines that ensure financial statements are accurate and transparent. To achieve this, the government has introduced a provision that will require all companies to embed an audit trail in their software, which cannot be disabled. The audit trail will help reduce errors, fraudulent activities, unauthorized system access, and improve internal controls.

Earlier, in the opening remarks, Smt M Veena, Secretary, FTCCI, briefed about FTCCI and the activities of the Corporate Law, IBC and ADR Committee for information of the participants.

### **Sri Ritesh Mittal introduced the Panelists to the Participants. The Panellists are**

1. CA Ganesh Balakrishnan, Partner, Audit & Assurance and Managing Partner of Deloitte Haskins & Sells LLP for Hyderabad Office;
2. CA Vijay Totapally, Fellow Member, Institute of Chartered Accountants of India and a Certification holder in Forensic and Fraud Deduction

from ICAI;

3. CA Vijay Srinivas Kothapalli, a Fellow Chartered Accountant and a Certified Information System Auditor (CISA) by ISACA;
4. Sri Chandrasekhar K, Vice-President, FOCUS Softnet; and
5. Sri Jitendranath Rao P, Proprietor, Quest Infotech Solutions, Andhra Pradesh.

Sri Vijay Totapally initiated the discussions and moderated them. He explained the rule that mandates companies to have an audit trail feature in their accounting software, which should not be tampered with and should operate throughout the year. Companies must preserve the audit trail as per statutory requirements for record retention. The auditor must comment on whether the company has enabled the audit trail or not. Companies must create an edit log for each change made in the books of accounts. However, there is an anomaly between the Accounts and Accounting Rules, which says it is applicable from 1st April 2023, and the Audit and Auditors Rules, which says it is applicable from 1st April 2022. As a result, the auditor may have to comment on the company's use of an audit trail for the financial year 2022-23. Therefore he requested FTCCI (The Federation of Telangana Chambers of Commerce and Industry) to seek clarification from the Ministry of Corporate Affairs (MCA) regarding conflicting dates in the accounts and accounting rules and the audit and auditor rules.

Sri Balakrishnan Ganesh explained the need to look at the broader accounting and auditing perspective to prevent fraud and material misstatements in a company's income. The focus should not only be on accounting but also on understanding the cost and the process of information flow within the company, from the decision-makers to the board, SEBI, and tax department. The issue is not only on the recording of transactions but also on the proprietary of the transaction's

source. Every party involved, including the company, service providers, and auditors, will be questioned on how they justify and test the transaction's validity. The discussion also highlights the recent cases of accounting transactions that raise concerns about the propriety of the transaction, which needs to be addressed seriously. In conclusion, understanding the larger universe of the accounting process, including the transaction's source, is crucial in preventing fraud and ensuring the propriety of a company's income. CA Vijay K Srinivas said that it is important to note that any changes made to the company's books of record must be documented. This poses a risk for companies because the accounts department is often not seen as a cost or profit centre; thus, the necessary investments may not be made to maintain proper documentation. Therefore, it is crucial for companies to invest in the required resources for maintaining adequate documentation, such as implementing policies, drafting security, admin controls, server protection, communication, and networking. India is the first country to implement such Audit Trail;

surprisingly, this is the only country that has done so. Companies must take these regulations seriously to prevent financial misconduct and safeguard their interests. For example, having a separate team to handle GST end-to-end would be a wise investment for companies. In summary, companies must invest in the resources required to maintain proper documentation of their books of accounts to avoid financial misconduct and protect their interests.

Sri Chandrashekhar, a representative from Focus, has explained that any company operating in India that uses an ERP system will have an audit trail feature enabled by default. This means that all activity within the ERP system is recorded and can be extracted into a printable format such as Excel. The system administrator can determine who can access this data and how often it is accessed at both a report and login level. Focus has a policy in place that once data has been saved in the database, and it cannot be tampered with. Additionally, the focus can retrieve data in the form required for specific reports. In summary, ERP systems used in India are equipped

with an audit trail feature that records all activity within the system, and focus has policies and tools in place to ensure the integrity of this data.

Sri Jitendra Rao and Sri Rajesh Raghu from Quest Infotech Solutions discussed Tally Prime 2.1 and Tally Prime 2.1 Edit Log. They explained that data could be tampered with in the old version despite the Edit Log feature being enabled, but the new version of Tally 2.1 Edit Log prevents data tampering. The software has various features to track edited vouchers, updates, and deletions. The Audit Trail version can also be enabled to view reports for a specific period, making it easier to detect tampering without going through transactions one by one.

Several questions raised by the participants were clarified by the Panelists and Sri V S Raju, Advisor of the Corporate Law, IBC and ADR Committee.

Sri Ritesh Mittal, Co-Chair of the Committee proposed a vote of thanks and Sri Suresh Kumar Singhal, Vice-President, also participated in the event.

## PRESS MEET

*FTCCI & Government of Telangana's*

# INDUSTRIAL INNOVATION AND TECHNOLOGY EXPO (IITEX-2023)

03<sup>rd</sup> April, 2023 at Surana Hall, Federation House, Hyderabad.

The Federation of Telangana Chambers of Commerce and Industry (FTCCI), organized a press meet at FTCCI Surana Hall, Federation House, Hyderabad, which was well attended by industry leaders, members of the media, and the press. The press meet was addressed by Sri Anil Agarwal, President, Sri Meela Jayadev, Sr Vice President, Smt T Sujatha, Dy CEO. The primary objective of the press meet was to announce the maiden expo, Industrial Innovation and Technology Expo (IITEX), which will be held in Hyderabad on June 28<sup>th</sup>, 29<sup>th</sup> & 30<sup>th</sup> 2023.

Sri Anil Agarwal said that the IITEX is an ambitious initiative of the chamber and would be organized from 28 to 30 June 2023 at Hitex for three days. The expo will have 150 stalls and aims to boost production through the use of the latest technology and innovations, thereby supporting the Atamanirbhar Bharat initiative of the Government of India.

Sri Anil Agarwal, President, Sri Meela Jayadev, Sr Vice President, Smt T Sujatha, Dy CEO and Sri Varun Bandi, Joint Director answered the Q&A session by the media which was followed by lunch.

Overall, the press meet was informative and provided insight into the objectives and significance of the IITEX. It highlighted the importance of industrial innovation and technology and emphasized the need to promote indigenization and support the Atmanirbhar Bharat initiative.





FTCCI in partnership with Mahesh Bhagwati Baldwa Foundation organized  
**Two Day Entrepreneur Mentorship Programme**



**19<sup>th</sup> & 20<sup>th</sup> April, 2023**  
**Federation House, Hyderabad**

The Inaugural session was presided over by Sri Meela Jayadev, Sr. Vice President, FTCCI and Smt Bhagawathi Devi Baldwa – Chair, Ladies Wing/ Women Empowerment, FTCCI, Smt T.Sujatha, Dy CEO, FTCCI; Smt D.L.Hinduja, Sr. Officer, FTCCI.

Special Guests are Mrs Vanita Datla, Chairperson, Elico Ltd and Mrs Deepanwita Chattopadhyay, Chairman & CEO, IKP Knowledge.

Sri Meela Jayadev, Sr. Vice President, FTCCI, In his welcome speech he stated that to become a successful entrepreneur is for many people a dream come true. However, too many entrepreneurs see their dreams fall apart. As a society, we need to do more to encourage and support women entrepreneurs, especially those from marginalized communities who face additional barriers to success. As the world continues to undergo rapid changes and disruptions, entrepreneurship will play an increasingly important role in shaping the future of work and society.

Mrs Bagawathi Devi Baldwa, Chairperson of the Ladies Wing of FTCCI shared about her business and how her product KSM 66 Ashwagandha was able to garner 70% market share. She shared her journey and traits for her success, and she expressed that the young generation should take

challenge and start your journey.

Mrs Vanita Datla, Chairperson, Elico Ltd, stated in her speech that she asked participants to become entrepreneurs and create jobs, 5% of 80,000 plus startups in India are in Manufacturing. We need more startups in the manufacturing sector. But India doesn't have so much capacity to offer jobs to the entire youth of the nation. So entrepreneurship is necessary. You are lucky that there is a conducive ecosystem to launch you, and handhold you in your entrepreneurial journey. When I began my career 30 years back we had not heard of mentorship. Now it is gaining a lot of importance. Telangana should become a capital for entrepreneurship in India. Gujarat, Maharashtra, Delhi and NCR region, and Karnataka are long-standing in the entrepreneurial journey. The next big

happening state should be Telangana. We are a young nation. Many youths seek jobs every year.

Mrs Deepanwita Chattopadhyay, Chairman & CEO, IKP Knowledge in her speech she said the India ranks 40 in the global innovation index rank. It ranks 19th in Startups and 121 in Sustainable Development Goals (SDGs). We rank the lowest globally in SDGs. So align your businesses to SDGs. India is a signatory to SDGs and we need to meet them by the year 2030.

### **Technical Sessions**

#### **Day-1**

The eminent speakers are Sri Yerram Raju Founder Director, Telangana Industrial Health Clinic Ltd., he took presentation on Enterprise Traits for Business Development Coaching,







mentoring and training?; Traits of Entrepreneurship; Some Myths about Entrepreneurship; Business Development; CMA Mallikarjuna Gupta the Working Capital Management, Cost Benefit Analysis and Breakeven are some of the fundamental concepts ; Dr. Mohammed Abdul Nayeem, Selling is an Art and Finding Customer Needs and Wants'; Mr Mukesh Phalor, Partner, keyman associates LLP on Preparation of Business Plan.

## Day -2

Mr. John Digital, deliberated on Digital Connect, gave presentation on E-commerce & Digital Marketing; Mrs Kanika Gupta, Company Secretary & MSME Consultant explained in detailed about the Central and State schemes; Sri Balbheem Vaidya, Asst Secretary General, State Bank of India took session on Bankers Outlook on Business Plan and Schemes relevant for funding the ventures; Mr C.V. Anirudh Rao, Executive Director (Op), CVSV Agritech & EXIM Ltd, Mr Mukesh Phalor, Partner, keyman associates LLP and Mr Meela Sanjay, Director at Sudhakar Groups has graced for an interactive session which has imbibe the

whole essence of the two days training, the session gives a platform to all to get an academicians a banker and an entrepreneur /angel funder at same dias to clear all their doubts. The interactive session has finally geared all the participants and clear their most of the practicing all queries with respect to floating of a new start up.

## Valedictory Session

Mrs Manisha Saboo, President, HYSEA graced the occasion as Chief Guest & the session was presided over by Mr Mukesh Phalor, Partner, keyman associates LLP Smt Bhagawathi Devi Baldwa – Chair, Ladies Wing/ Women Empowerment Committee, FTCCI, Smt T.Sujatha, Dy. CEO, FTCCI & Smt D.L.Hinduja, Sr. Officer, FTCCI.

Ms Saboo said as an entrepreneur you will face a lot of hurdles. More the hurdles you face, the stronger you will become. When you face problems you need to be smarter to move ahead. The Programme concluded with the distribution of the certificates to the participants.



## Brainstorming Session on Workplace Women Safety Initiative:

*with*

Ms. Shikha Goel, IPS Additional Director General of Police who took over charge as the new head of Women Safety Wing of Telangana State Police.

14<sup>th</sup> April, 2023 at Federation House.



# Health Insurance Vision 2030 - Quality & Affordable Health for All



## 21<sup>st</sup> & 22<sup>nd</sup> April, 2023 Federation House, Hyderabad

The Federation of Telangana Chambers of Commerce and Industry, in partnership with Royal Sundaram General Insurance Ltd, United India Insurance Company Limited, Sudhakar PVC Products Pvt.Ltd, Patient Safety and Access Initiative of India Foundation, Healthy You Foundation, Consumer Online Foundation, The Aware Consumer , Administrative Staff College of India ,Red Cross Society of India, hosted a two-day summit on Health Insurance Vision 2030: Quality and Affordable Healthcare for All on April 21 and 22, 2023.

The summit, held at the KLN Prasad Auditorium, Federation House, Hyderabad, was the first of its kind, bringing together government officials, policymakers, insurers, distributors, hospital owners, and policyholders to develop innovative, patient-centric health insurance schemes and products that increase accessibility, affordability, and penetration of health insurance.

The summit was inaugurated by Hon'ble Governor Dr. Tamilisai Soundararajan



and Smt. SN Rajeswari, Member (Distribution), IRDA. Also present were Mr. Anil Agarwal, President, FTCCI; Prof. Bejon Kumar Misra, Chair of Health Insurance Vision 2030; Shekhar Agarwal, Chair of the Healthcare Committee; Senior VP of FTCCI Meela Jayadev; VP Suresh Kumar Singhal; Secretary Veena and Dy CEO Sujatha.

During the inaugural session, Mr. Anil Agarwal spoke about how the Federation realized the importance of "Health for all" during the pandemic and has taken initiatives to address

gaps in healthcare delivery by creating a document on Vision 2030: Quality and Affordable Health for All in Telangana.

Governor Soundararajan emphasized the importance of healthcare reaching everyone by saying "Calculating calories is as important as calculating currency" and urged people to take medical check-ups seriously. She highlighted the importance of a healthy lifestyle and the need for Health Insurance cover. She commended the efforts behind the development of Document Vision 2030: Quality &



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Affordable Health for All.

Guest of Honour Smt. SN Rajeswari highlighted the growth of health insurance in India and the need to simplify the process and build a robust grievance redressal mechanism.

The event also included panel discussions on "Reforms Required in the Healthcare Insurance Delivery System," "How to Further Improve Government-Driven Health Insurance Reach," "Role of Intermediaries and Technology Providers to be More Customer-Friendly," and "Modernizing Customer Grievance Redressal Mechanisms to Assure Customer Delight."

### Round Table Discussion

The summit concluded with a round table discussion involving government officials, CEOs, and heads of various stakeholders. Prof. Bejun K Misra, Chair of Health Insurance Vision 2030, shared that after due

deliberations, the summit firmed up nine recommendations, which will be incorporated into the Vision Document expected to be ready in the next three months.

Some of the key recommendations is the establishment of a Clearing House to create evidence of any kind of breakdown in the healthcare delivery

system. The body will conduct research and studies on the barriers to access and affordable healthcare in Telangana State. Another recommendation is to work on developing standards for all stakeholders in the healthcare ecosystem. Additionally, a Cost Account Committee will be constituted to work on developing a unique model for cost accounting in healthcare.





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- BHEL Junction - 20 Km
- IIT - 5 Km
- Gitam University - 1.5 Km
- JNTU - 28 Km
- Toshiba - 1 Km
- Financial District - 33 Km
- Madhapur - 20 Km

## PREFERRED SPACE FOR A GROWING HUB OF INDUSTRIES

- Pharmaceutical Laboratories
- EV Manufacturing & Assembling
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- Defence Equipment
- Aerospace
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- Chemicals
- Power Components
- Smartphone Manufacturing
- Food Industry
- Central Kitchens
- Consumer Appliances
- Telecom Equipment
- Plastic Products
- IT, and others



# Seminar on “Export Opportunities for Agro and Agri Related Products from Telangana



**28<sup>th</sup> April, 2023**  
**Federation House, Hyderabad**

The Federation of Telangana Chambers of Commerce and Industry has organized one-day Seminar on “Export Opportunities for Agro and Agri Related Products from Telangana” on 28<sup>th</sup> April, 2023 in partnership with the Telangana Government, TSTPC, and APEDA. The supporting partners were - Indian Institute of Millet Research, Sahasra Crop Science, HARIOM, Dodla Dairy, Sudhakar Pipes and others. About 300 people participated in the programme.

Shri Singireddy Niranjan Reddy, Hon’ble Minister for Agriculture Minister, Govt of Telangana graced the inaugural function as Chief Guest. He said that the Farmers of India are going to be protectors of the world in terms of food protection. Telangana is not only self-secured but also in a position to export many products.

Hon’ble Minister suggested to identify products that have potential to export. Indian exports comprises essential food products for many countries. We know California almonds are good. The way their products are branded, they

are perceived as the best in the world and one must definitely try them. They have become a symbol of prestige. Our Telangana Groundnuts are eight times more nutritious and better than theirs. People in the Netherlands cannot dream of their day without groundnut butter. We must focus more on producing groundnuts and exporting the same. Even educational institutions must focus on offering courses on groundnut research. The groundnuts grown in Telangana have less aflatoxin. Groundnuts are one

example and there are many others, maybe mangoes, Millets etc. New Zealand with just 45 lakh population exports many products to neighbouring countries.

The remarkable increase in agri products and allied products reflects the achievements of Telangana Government’s initiatives towards development of agriculture sector. The per capita meat consumption in Telangana is much higher than the national average. Our villages’ rivers







produce more fish. The surplus quantity can be exported, Hon'ble Minister told. He also added that today's degrees need to be relevant to current societal needs. He told the youth to be job creators rather than job seekers. Dr. E Vishnu Vardhan Reddy, IFS, Special Secretary, Investment Promotion & NRI Affairs, and Jt. MD of TSTPC graced the occasion as Guest of Honour. He said that everyone should utilize the government schemes and benefits towards exporting agro and agri related products.

Dr. B Neeraja Prabhakar, Vice Chancellor of Sri Konda Laxman Telangana State Horticultural University graced the occasion as Special Guest and addressed the gathering.

Sri Anil Agarwal, President, FTCCI in his welcome address said that, agricultural exports are expected to play a pivotal role in doubling the farmers' income and linking agriculture production to the export market is a critical step. The State government has been striving to achieve all possible linkages to the export markets. Telangana has made significant progress in the agriculture sector by adopting innovative methods, increasing technology use, expanding irrigation facilities, and providing financial support to farmers. Accordingly, the scope for exports of

agro and agri-related products from Telangana has widened considerably. Telangana is a state that is rich in agricultural resources and has a long history of being a major contributor to India's nutrition requirement.

Sri S. Chandra Mohan, Chair, Agro and Food Processing Committee delivered opening remarks. Sri K Bhasker Reddy, Imm. Past President, FTCCI and Advisor, Agro and Food Processing Committee delivered the theme address.

Sri Meela Jayadev, Senior Vice-President FTCCI proposed Vote of Thanks and the program ended with presenting the mementos to the Chief Guest and Guest of Honor. Sri Suresh Kumar Singhal, Vice-President, FTCCI and Smt T. Sujatha, Dy CEO of FTCCI also graced the Inaugural Session.

#### **The Technical sessions include:**

Sri. P. Sampath Kumar, Retired Chief Manager, International Banking Dept, State Bank of Hyderabad taken session on "Government Schemes for Export Promotions and Finance Schemes for Exporters"

Mr. Bhujanga Rao M, Team Leader, Project Monitoring Unit AIF TS, NABCONS NABARD taken session on "Agriculture Infrastructure Fund Scheme"

Dr Jagadeesh Kodali, Vice President - Food Division, VIMTA LABS LIMITED taken a session on "Export Opportunities for Botanical Products" Mr. R P Naidu, Regional Head, APEDA, Hyderabad taken a session on "Export Opportunities for Agriculture/ Horticulture Products"

Mr. Israel Raj Alladi, Associate





Researcher - Food technologist, ICAR - IIMR, Hyderabad taken a session on "Export Opportunities for Millet & Millet Based Products".

Mr. Siva Kumar Ganiwada, Asst. Director i/c, Spices Board of India, Divisional Office, Hyderabad taken a session on "Agriculture/ Horticulture Products and Spices Products".

The panel discussion on "Infrastructure and Logistics challenges for Exports" was moderated by Sri Thumma Reddy Shanmukha, Co-chair of the Agro and FP Committee of FTCCI. The Panel Speakers were: Sri Dr. G V Ramanjaneyulu, Executive Director, Centre for Sustainable Agriculture (CSA); Sri K Nageswara Rao, Technical Director, Sam Agri Group; Sri. Gubba Kiran, Chief Executive Officer, Gubba Cold Storage Ltd; Sri V V Satish, Head - Business Development, Marketing & CR., GMR CARGO.







**Delegate from Indonesia  
Mr. Bona Kusuma,  
Trade Attache:**

*18<sup>th</sup> April, 2023 at Federation House,  
FTCCI, Hyderabad.*

Indonesia Trade Attache from Embassy of Indonesia, New Delhi, Mr. Bona Kusuma visited FTCCI and discussed the prospects of trade between Indonesia & Telangana State with International Trade Committee Chair AVPS Chakravarthy, Co-Chair Mr. Rupesh Agarwal.



**Delegates from Economic Development Board, Mauritius visited FTCCI :  
2<sup>nd</sup> May, 2023 at Federation House, Hyderabad**

Mr Arvind Radhakrishna, Strategic Adviser, Mr Seewraj Nundlall, Counsellor (Investment & Trade), based in Mumbai with the Consulate of The Republic of Mauritius, Mr Veepre Kureeman, Lead Professional visited FTCCI and discussed trade opportunities between Mauritius and Telangana State in the sectors of Trade, Investment, Information Technology, Manufacturing and Life Sciences and also Agriculture and Food Processing.

**PRESS MEET**

*25<sup>th</sup> April, 2023*

**FTCCI announced its Annual Excellence Awards 2022,  
invites entries, last date 31<sup>st</sup> May, 2023**







## HR Conclave on Empowering Organizational Effectiveness

**6th May, 2023**  
**Park Hyatt, Hyderabad**

Sri R. Chandra Shekaram, Joint Commissioner of Labour, Govt of Telangana graced the inaugural session and addressed the gathering as Special Guest. He said the meaning of industrial relation is changed drastically over the period of time. Today all the stakeholders expect relations to be balanced, mutually respectable and trustworthy. The companies which contribute by way of taxes and partners in the growth story of the government command respect. The Governments encourage industries and then only the region can prosper. The human element must be given importance in this relationship.

Sri Prabir Jha, Founder & CEO, Prabir Jha People Advisory, Mumbai addressed the gathering as Keynote Speaker and delivered the talk on "Enabling Organisational Effectiveness Today". He stated that one of the biggest challenges and opportunities in corporations is to grow leadership beyond leaders and cannot solve paediatric problems with geriatric solutions. He said that the new-age problems need new-age solutions. It is very important to build a culture of collaboration. Building effective alignment is very important. He talked about change, structure, cultural innovation, leadership etc. Policies no doubt are important. But they should not be mere guidelines. They should be about enablement. Private organizations shouldn't work like government institutions. Bureaucracy in fact is a killer. Innovation is key to organizational effectiveness. Innovation only comes when you are willing to disrupt your old practices. Power distance is a problem in most organizations for innovation. We should include innovations within ourselves. The problem with most of us is we just think the way we always thought. You must hire people who are more intelligent and smarter than you. He explained 8 leadership commandments for Organizational Effectiveness such

as 01. Stay genuine and authentic, 02. Challenge Conventional Wisdom; 03. Keep the flock together, 04. Construct meaningful jobs, 05. Build empathy and connect 06. Bring in inspiration, inclusion and innovation, 07. Upgrade your culture and 08. Grow leadership beyond leaders. He also has taken the Q&A Session during the conclave.







Sri Anil Agarwal, President, FTCCI in his welcome address said that, the theme of the conclave “Empowering organizational effectiveness covering People Management, High Performance, Industrial Relations and Effective Future Leaders” is apt and relevant to the current context as we are working towards achieving \$5 trillion economy target by FY 2026 and 2027. But the way things are, we may cross that milestone even earlier. He said that to achieve this significant milestone, the role of HR is critical as it is the backbone of any economy.

Sri R Ravi Kumar, Chair, HR&IR Committee in his opening remarks said that, HR is no longer merely an administrative job. It is much more. There is strong HR backing behind every successful company. If any company wants to grow, it must put HR in the forefront.

Sri Meela Jayadev, Sr VP and Sri Suresh Kumar Singha, VP of FTCCI; Smt T. Sujatha, Dy CEO of FTCCI also graced.

During the Conclave following eminent experts delivered their talks.

Mr F Israel Inbaraj, Head-HR Compliance, Adani Group, Ahmadabad on “Achieving Organizational Effectiveness through Sound Industrial Relations.

Mr. Rajorshi Ganguli, President and Global HR Head, Alkem Laboratories Ltd, Mumbai on “Nurturing Future Leaders”.

Mr. Mohan R. Sharma, Managing Partner, Thought Leaders Academy, Hyderabad on “Coaching for High Performance”.

Mr. Arun Leslie George, Executive Vice President & Head of Retail Business, Coromandel International Ltd, Hyderabad on “People Management for Business Development”.

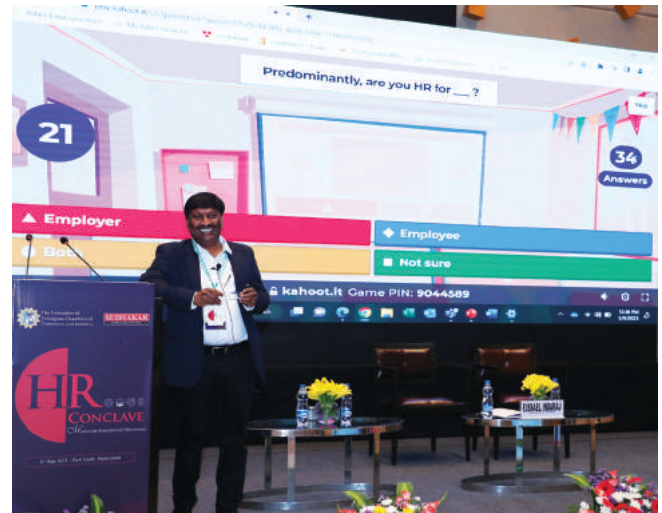
#### Observations:

In a changed work environment,

leadership serves a variety of purposes in ensuring the smooth operation of an organization. Effective people management practices help in empowering employees, enhancing their skills and abilities, maintain a positive work environment, facilitate collaboration and teamwork, foster employee engagement and retention and drive optimal performance observed the speakers.







## Certificate Course in Advanced MS-Excel

**2<sup>nd</sup> to 6<sup>th</sup> May, 2023**  
**Federation House, Hyderabad**

Certificate Course in Advanced MS-Excel program was conducted on 02<sup>nd</sup> to 06<sup>th</sup> May '2023 at the FTCCI Pokarna Skill Centre. A total of 15 participants from different backgrounds attended the program which included students, corporate individuals as well as nominees from different organizations. All of them had a great learning experience which

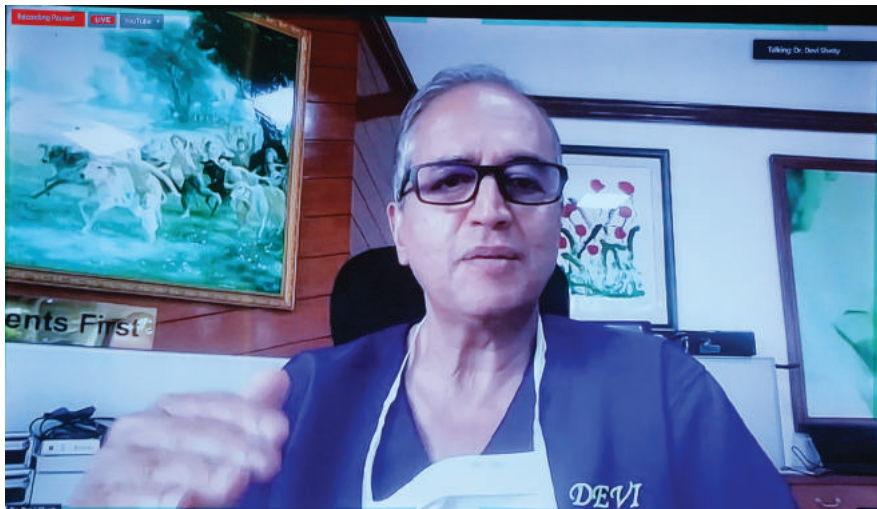
enabled them to get ready for their day to day on job implementation. The 5 days program covered the topics like Sorting, Filtering, Functions, Formulas and Functions, Data Validation, Conditional Formatting, What If, Graphs, Charts, Dashboards.

Feedback and testimony were taken from all the participants to evaluate their experience at the end of the program. Participants were glad to share their overall experience and the valuable learning & take away from the

5 days program.

On the last day of the program, valedictory was conducted which included issuing of the course completion certificates. Dr. Ankit Bhatnagar, Director, Skill Centre handed over the certificates to the Participants. Program Director Mr. Rakesh Singh gave the valedictory speech on the concluding day. Program Coordinator Ms. Reena Rao took feedback and felicitated the mentor for the training.

# Round Table Meeting with Padma Bhushan Dr Devi Shetty on Vision 2030 Quality & Affordable Healthcare for All – Telangana



**15<sup>th</sup> May, 2023**  
**Federation House, Hyderabad**

Mr. Anil Agarwal President FTCCI has welcomed the Chief Guest “Padma Bhushan Dr Devi Shetty” Chairman & Founder Narayana Hrudayalaya Limited, and all the attendees and expressed his delight in having them join this important discussion.

Mr. Anil Agarwal highlighted the significance of the event and the goal of achieving quality and affordable healthcare for all citizens of Telangana. He emphasized the importance of collaborative efforts in making this vision a reality.

Mr. Agarwal expressed deep appreciation for Padma Bhushan Dr. Devi Shetty and Dr. B R Shamanna, for their presence and support. He acknowledged Dr. Shetty’s relentless efforts in making quality healthcare accessible and affordable, which has positively impacted the lives of millions of people across India.

Mr Shekar Agarwal, Health Committee Convenor addressed the theme of the conference and expressed the honor and privilege of having Dr. Shetty virtually present at the meeting to share his thoughts and insights on

this crucial subject and expressed his words how a solution is not a solution if it is affordable and importance of it. He also expressed gratitude to Dr BR Shamanna for gracing the event.

He mentioned how in healthcare globally there is a wide gap between the demand & supply and how India must certainly take care of its citizens first and requested Dr Shetty ji’s guidance in making the Vision 2030 document to make Quality Healthcare affordable to All.

Managing Committee member M Sri

Hari Govind Introduced the guest of Honour Dr B R Shamanna,

Dr B R Shamanna, the esteemed Guest of Honour, addressed the participants and emphasized the importance of addressing equity issues and implementing a comprehensive framework to reach the unreached populations in Telangana. He began by acknowledging the overarching goal of Vision 2030 Telangana, which aims to ensure quality healthcare for all. He highlighted the critical issue of reaching the unreached populations, indicating that equity issues still persist in the healthcare sector

He emphasized that by addressing the equity issues related to geography, gender, and socio-economic status, significant progress could be made in achieving the vision of quality and affordable healthcare for all in Telangana. He commended Telangana for its pioneering efforts in healthcare transformation and there is a need to bridge the gap between demand and supply, improve governance and leadership, and leverage technology for better healthcare outcomes.

Ms. Rakhi Kankari, Co-Chair, Health Committee, FTCCI introduced the







chief guest.

Dr. Devi Shetty, chief guest, addressed a Round Table Meeting highlighted the importance of providing quality healthcare regardless of wealth and emphasized the need to address healthcare costs and accessibility.

Dr. Shetty emphasized that healthcare should be accessible to the poor, challenging the notion that it is expensive. He shared an example of a heart surgery that cost Rs 1.5 lakh 33 years ago, which is now available for Rs 90,000 under a government scheme. He emphasized the need for health insurance as a financial intermediary to bridge the affordability gap.

He highlighted the large number of surgeries needed in India each year and expressed concern for those who are unable to access them due to financial constraints. He stressed the importance of health insurance in making healthcare affordable and accessible, especially for the missing middle class and the economically disadvantaged.

Dr. Shetty shared that Narayana Hrudayalaya performs 14% of the heart surgeries in India each year, recognizing the limitations faced by poor patients who cannot afford the full cost. He emphasized the responsibility of individuals and organizations to bridge this gap through initiatives such as health insurance.

He pointed out the challenges faced by a large country like India in providing universal healthcare through taxation, citing the need for alternative solutions. He suggested that hospitals themselves should become health insurance companies to eliminate conflicts of interest and provide affordable healthcare.

Dr. Shetty proposed the cultivation of a culture of Health Savings Accounts among the unorganized sector workforce, where individuals can deposit a small amount each month to cover medical expenses. He highlighted the tax benefits of such accounts and encouraged states like Telangana to lead in implementing this approach.

In response to Dr. Shetty's talk, Anil Agarwal, President of FTCCI, expressed immediate support for implementing Health Savings Accounts for their employees. This exemplified the willingness of organizations to take proactive steps towards making healthcare more affordable.

Dr. Shetty's speech underscored the need to address healthcare costs, enhance accessibility, and explore innovative approaches such as hospital-led health insurance and Health Savings Accounts. His insights emphasized the role of different stakeholders in achieving the vision of quality and affordable healthcare for all in Telangana.

The session was Concluded by Dr Subodh Kandamuthan, Director. ASCI. he has thanked Dr Devi Shetty for bringing out importance of accessibility and Affordability and also primary healthcare.

Mr Meela jaydev has given Vote Of thanks.

Around 35 delegates participated in the event which included professionals from various sectors like healthcare, public health expert's, industrialist and also public sector.

The meeting was ended with beneficial discussion.

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## FTCCI in association with Directorate General of Foreign Trade (DGFT) organized **Awareness Program on Foreign Trade Policy-2023**



**18<sup>th</sup> May, 2023**  
**Federation House, Hyderabad**

FTCCI in association with Directorate General of Foreign Trade (DGFT) organized "Awareness Program on India's new Foreign Trade Policy - 2023". Mr. Sambhaji Chavan - ITS, Joint Director General of Foreign Trade, Dr B Punnam kumar, Deputy Director General of Foreign Trade and Karthik Prasanna from Amazon, India, Delhi were invited to present their views on the New Foreign Trade Policy that is effective from 1st April, 2023.

Ms. Khyati Amol Naravane, CEO, FTCCI made the introductory remarks by welcoming the guests and audience.

Sri Anil Agarwal, President of FTCCI addressed the guests and the participants. He mentioned that the new foreign trade policy gave scope to lot of young aspirants from Telangana state to export their Goods and Services.

He mentioned that Telangana IT exports in 2022 had made a landmark achievement and was leading in the export of IT services and was at number 3 in India currently.

Mr. Chakravarthi AVPS, Chair of International Trade & Business Relations of FTCCI said,

The approach of new FTP 2023 is laudable especially because of its

approach towards industry and trade. "From Incentives to Tax Remission, Better Trade facilitation through technology, especially automation and continuous process re-engineering, promotion of exports through collaboration of Exporters also authorities of districts and states.

Another key aspect of the new FTP 2023 is focus on Emerging Areas like E-Commerce Exports and then taking development into districts making them export hubs.

As per me key highlight of the policy is reduction in user charges in advanced authorized and EPCG schemes as well. Another one is, almost zeroing physical interface with online approvals enabling use of doing business. One more salient feature is reducing threshold level of achieving export turnovers to achieve respective Star Status. Well, there are several other export promotion initiatives and treating districts as export hubs etc."

He emphasized "efforts to be made to include some initiatives in the new foreign trade policy to support women entrepreneurs who wish to pursue exports to new markets and different countries"

He also mentioned Telangana is surging ahead in export growth, thanks to the industry friendly and investment friendly policies of state government.

Especially the IT exports (services) grown exponentially and significant growth in other manufacturing sectors as well despite the long pandemic situation.

Dr B Punnam kumar, Deputy Director General of Foreign Trade made a presentation on various points of the New Foreign Trade Policy with regard to Amnesty Scheme digitization and flexibility of various schemes that exporters can avail from the new Foreign Trade Policy.

The keynote speech was delivered by Mr. Sambhaji Chavan, ITS, Joint Director General of Foreign Trade.

Mr. Karthik Prasanna from Amazon India, Delhi, India explained at large the importance of E-Commerce and digitization was a primary need for India to export its Goods and Services. He mentioned that India in comparison with China is doing about 5-8% of e-commerce trade in the world. Karthik mentioned India was yet to scale up in E-Commerce and was behind in China in several aspects in this line.

There was a Question and answer hour in which speakers answered various questions from the audience in regard to Foreign Trade Policy.

The session was concluded by Vote of Thanks by Mr. Rupesh Agarwal, Co-Chair of International Trade and Business Relations Committee.

## ARTICLES

**W**estern companies are desperately looking for a backup to China as the world's factory floor, a strategy widely termed "China plus one." India is making a concerted push to be the plus one. Only India has a labour force and an internal market comparable in size to China's. India's population may be the world's largest, according to the United Nations, Wall Street Journal reported.

Western governments see democratic India as a natural partner, and the Indian government has pushed to make the business environment friendlier than in the past.

It scored a coup with the decision by Apple to significantly expand iPhone production in India, including expediting the manufacturing of its most advanced model. Signs that India is changing are visible in the sprawling industrial parks in Sriperumbudur, a city in the southern state of Tamil Nadu, WSJ reported. Foreign manufacturers here have long churned out cars and appliances for the Indian market. They're now being joined by multinational corporations making goods from solar panels and wind turbines to toys and footwear, all looking for an alternative to China.

In 2021 Denmark's Vestas, one of the world's largest wind-turbine manufacturers, built two new factories in Sriperumbudur. Its six assembly lines now assemble hub cells, power trains and other components, stacked high in a storage yard to be shipped across the world, WSJ reported.

Forecasts that India would soon become the second-largest market for turbines sparked Vestas's expansion. But it was also a conscious effort to diversify away from China, which hosted the bulk of its regional production, especially after repeated lockdowns under Beijing's zero-Covid policy. "We don't want all our eggs in one basket in China", said Charles McCall, senior director of Vestas Assembly India.

Some of Vestas's suppliers have joined it. American contract manufacturer TPI Composites moulds 260-foot-



# China finally has a rival as the world's factory floor, India: Report

**Western nations see India as a natural partner, and the Indian government has been pushing to make the business environment friendlier than in the past.**

long turbine blades that regularly draw attention as they are shuttled along surrounding highways. It has expanded significantly in India even as it reduces operations in China. Eventually, 85 per cent of Vestas's suppliers will be in India, said McCall.

China still towers over every other country in global manufacturing, a position it cemented when multinationals flooded in after it joined the World Trade Organization (WTO) in 2001. But a growing list of factors has prompted companies to search for a backup. First, there were rising labour costs in China and pressure from the Chinese government to transfer technology to Chinese competitors. Then there were President Donald Trump's tariffs on Chinese imports in





## **We don't want all our eggs in one basket in China**

**Charles McCall**

2018, Covid lockdowns from 2020 through last year, and now a push by Western governments to decouple their economies from China.

Many countries are competing to be the "plus one," with Vietnam, Mexico, Thailand and Malaysia in particular contention. India must still overcome entrenched problems that have kept it a bit player in global supply chains. Its labour force remains mostly poor and unskilled, infrastructure is underdeveloped and the business climate, including regulations, can be burdensome.

Manufacturing remains small relative to the size of India's economy. Nonetheless, after decades of disappointment, it is making progress. Its manufactured exports were barely a tenth of China's in 2021, but they exceeded all other emerging markets except Mexico's and Vietnam's, according to World Bank data.

The biggest gains have been in electronics, where exports have tripled since 2018 to USD 23 billion in the year through March. India has gone from making 9 per cent of the world's smartphone handsets in 2016 to a projected 19 per cent this year, according to Counterpoint Technology Market Research.

Foreign direct investment into India averaged USD 42 billion annually from 2020 to 2022, a doubling in under a decade, according to central-bank figures.

Since China declared a "no limits" friendship with Russia on the eve of the invasion of Ukraine last year, the US and its allies have stepped up efforts to reduce dependence on China.

No company better embodies the bet on India as the next China than Apple. Over the past 15 years, the company built up a state-of-the-art supply chain almost entirely in China to make its laptops, iPhones and accessories. Its presence helped the entire manufacturing sector in China.

The California-based company has assembled low-end iPhone models in India since 2017 and began making its newest, flagship iPhone 14 here within weeks of its launch last year. J.P. Morgan estimates a quarter of all Apple iPhones will be made in India by 2025.

"Very often you have anchor companies who set the trend," Commerce and industry minister Piyush Goyal said in an interview. We believe that this will send a strong signal...to other companies in Europe, America and Japan." Apple has been pushing suppliers to diversify beyond China after many faced production disruptions during Covid lockdowns. Meanwhile, geopolitical tensions have been growing between the US and China and between Beijing and Taiwan, where Foxconn Technology Group, Apple's main manufacturer, is based. Foxconn is set to expand production of iPhones at its existing plant near the Indian city of Chennai.

India has made progress in overcoming some barriers to business. In 2014 Indian Prime Minister Narendra Modi

unveiled "Make in India" an effort to boost manufacturing. India has digitised many government services and accelerated the construction of railroads, airports, container shipping ports and electricity generation.

Piyush Goyal pointed to India's rise on the World Bank's ease of doing business rankings and the World Intellectual Property Organisation's global innovation index and a growing number of free trade pacts as evidence "we have now taken...integrating ourselves with other countries far more seriously."

India introduced tax and customs rebates for exports in 2015 and overhauled them in 2021. The customs rebates were "the trigger point for the entire electronic industry," said Sasikumar Gendham, managing director of Finland's Salcomp.

For all this progress, it isn't clear it's enough to set India apart. Jules Shih, a

**It can take longer  
to get land and  
approvals to set  
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technicians,  
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to make "Make  
in India" happen  
faster," Jules Shih  
said.**

Chennai-based director of Taiwan's trade promotion agency, TAITRA, said India has become an easier place to do business but in many respects still lags behind other countries.

It can take longer to get land and approvals to set up a factory in India and getting visas for expatriate technicians, managers and engineers is time-consuming, Shih said. "We feel they don't have a united goal integrated across agencies to make "Make in India" happen faster," he said.

In March 2020, India introduced "production-linked incentives" that directly subsidise targeted products, starting with mobile phones and components, pharmaceuticals and medical devices. Some companies have found the process to claim production-linked incentives to be burdensome. South Korean technology giant Samsung Electronics has been in discussions with authorities over the amount of the rebate. A Samsung India spokesman said the company is committed to being a partner of India and working to make the plan a success.

Labour shortages are emerging in India's manufacturing hubs, local officials and businesses say. That's

because, unlike in China, many workers are reluctant to relocate long distances in search of work. Trade unions are more potent in India than in China. Work Trade unions are more vital in India than in China.

China encouraged foreign companies to locate supply chains in special economic zones with reduced tariffs on imported components and machinery. By contrast, "Make in India" sought to replace imports with domestically manufactured products by raising import tariffs.

Those tariffs discourage industries that import many components. "India is protectionist in precisely those sectors, goods manufacturing, where the China+1 opportunity arises," Viral Acharya, an economist at New York University and former deputy governor of India's central bank, wrote in a report for the Brookings Institution released in March. In its annual review of India's economy last December, the International Monetary Fund said its integration into global value chains has stalled.

Manufacturing's share of Indian economic output has actually shrunk since Make in India was launched, to 14 per cent in 2021, far below that of

Mexico, Vietnam and Bangladesh.

Arvind Subramanian, who was Modi's chief economic adviser from 2014 to 2018, said for every company such as Apple that has embraced India, several report bad experiences. Even Apple's investment "wouldn't have happened without the push from China," he said.

Amazon.com closed some of its Indian ventures last fall. "We continue to develop and grow the local e-commerce ecosystem," Amazon said in a statement. China's experience suggests creating lots of moderately paid jobs for less-educated rural workers, especially women, requires manufacturing.

In Tamil Nadu, a homegrown unicorn, Ola Electric, embodies those hopes. India is the world's largest market for two-wheeled motorcycles and scooters, and Ola has made a splash with its brightly painted scooters catering to the demand for electric vehicles.

<https://economictimes.indiatimes.com/small-biz/trade/exports/insights/china-finally-has-a-rival-as-the-worlds-factory-floor-india-report/articleshow/100149232.cms>



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- ▶ International Trade.
- ▶ Company Law



The main purpose of creating the helpdesk is to provide guidance to the members in getting the necessary help to resolve the problems.

**All the members are requested to make use of this helpdesk facility**

**Forward your queries to [helpdesk@ftcci.in](mailto:helpdesk@ftcci.in)**

**Officer Incharge : Lokesh Fatehpuria, Joint Director, FTCCI Ph. 8309788764**





# India's Horticulture sector holds untapped potential despite Challenges

## Synopsis :

## India's Horticulture sector holds untapped potential despite Challenges

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India's horticulture sector has proven to be more profitable and productive than the agricultural sector and has emerged as a rapidly growing industry. According to the Agricultural and Processed Food Products Export Development Authority (APEDA), India ranks second in fruits and vegetable production in the world after China. The country's advantage lies in being a low-cost producer of fruits and vegetables because of a combination of factors such as favourable agro-climatic conditions, availability of labour, and low input costs. As a result, fruits and vegetables account for almost 90% of the total horticulture production in the country.

Horticulture contributes around 30.4% to the Gross Domestic Product (GDP) while using only 13.1% of the gross cropped area, making it a significant player in India's agricultural growth. In recent years, the total horticulture production in India has even exceeded the total production of food grains, highlighting the potential of the sector. Horticulture not only contributes to the nutritional needs of the country but also creates additional job opportunities in rural areas, expands the range of agricultural activities, and generates higher incomes for farmers.

The productivity of horticulture has increased significantly from 8.8 tonnes per hectare (TPH) in 2001-02 to 12.1 TPH in 2020-21, leading to a sharp rebound in production and acreage, far outpacing foodgrains production since 2012-13. In 2021-

*Ministry of Food Processing Industries has launched several schemes aimed at promoting the food processing industry in India, including the creation of cold chain infrastructure, agro-processing clusters, backward and forward linkages, preservation infrastructure, Operation Greens, and Mega Food Parks.*

22, the total horticulture production was around 341.63 million tonnes, with fruit production at around 107.10 million tonnes and vegetable production at around 204.61 million tonnes. With its vast production base in horticulture, there is ample opportunity for export, with fresh fruits and vegetables being a major contributor. APEDA estimates that the country exported fresh fruits and vegetables worth INR 11,412.50 crore during 2021-22. Bangladesh, UAE, Nepal, Netherlands, Malaysia, Sri Lanka, the UK, Oman, and Qatar are the major export destinations for fresh fruits and vegetables.

But despite the fact that India's horticulture sector is growing, the country's share in global trade remains insignificant, accounting for only 1% of the global trade in vegetables and fruits. Export growth is being undermined by production challenges, marketing challenges, inadequate transport

infrastructure, fragmented supply chains, and insufficient storage facilities. These factors result in delays and wastage and discourage farmers from improving the quality of their produce.

The horticulture sector faces many production challenges that stop it from realising its full potential, such as small operational landholdings, lack of irrigation and poor soil management. Take for instance, small operational landholdings that limit the amount of land available for cultivation, which in turn limits the number of horticultural crops that can be produced. Limited land availability also affects crop rotation and the use of sustainable agricultural practices, as small farmers may not have the space to rotate crops effectively or implement sustainable soil management practices. This can lead to reduced yields and decreased soil fertility over time.

Insufficient access to water for irrigation, coupled with poor soil management practices such as over-tilling, over-fertilising, and monocropping, can reduce soil fertility, leading to lower yields and lower-quality produce. Lack of irrigation can be particularly detrimental during dry spells or droughts, where crops can quickly wither and die due to

insufficient water supply. In contrast, excessive water can also be harmful, leading to waterlogging, root damage, and reduced yields. The Government is addressing the irrigation problem through the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY), which aims to promote the development of irrigation infrastructure, expand the cultivable areas, and enhance on-farm water efficiency. Pests and diseases are another constant threat to horticultural crops. Insect infestations, fungal infections, and other diseases can spread quickly, leading to lower production levels and crop losses.

The limited outreach of farm insurance and farm mechanisation, combined with a lack of access to institutional credit for small and marginal farmers, contribute to lower investment in the sector. To ensure the flow of adequate credit, the Government sets annual targets for the flow of credit to the agriculture sector. Banks have been consistently surpassing the annual target. Notably, the Government provides interest subvention of 2% on short-term crop loans up to INR 3 lakh.

Climate change, such as changing weather patterns, droughts, floods, and other natural disasters, is another significant challenge that can lead to crop failures and losses, which ultimately affects the sector's overall output. Land lease constraints also pose a challenge, particularly for small farmers who may not have access to adequate land for cultivation.

The horticulture sector also suffers because of weak Farmer Producer Organisations (FPOs), which typically play a vital role in the development of the horticulture sector by providing farmers with access to markets, financing, and technical assistance. The weakness of these organisations contributes to the sector's challenges, limiting farmers' ability to benefit fully from the opportunities available. Recognising the need to increase the bargaining power of farmers, the Government is implementing an FPO formation and promotion scheme with a budgetary outlay of over INR 6,300 crore. This scheme aims to promote the formation and strengthening of FPOs and agri-entrepreneurship development among





farmers.

The horticulture marketing chain faces its own set of challenges due to the perishable nature of fruits and vegetables, which makes it difficult to store and transport them efficiently. Poor logistics and lack of equitable cold storage and warehousing facilities contribute to delays and wastages. The cold storage distribution among the states is inequitable, with around 59% of the storage capacity (i.e., 21 MMT) present in the four states of Uttar Pradesh, West Bengal, Gujarat, and Punjab, and most of it is only for the potato crop. Top crops have a short shelf life because of the absence of storage and warehousing facilities, which causes price rises in the same months every year. There is also a lack of guidance for farmers on which crops to plant, resulting in overproduction of certain commodities and shortages of others.

The horticulture sector will have to take measures to improve its production and value chain system. To address the issues faced by the horticulture sector, Bayer and The Economic Times have come together to organise a national seminar called the India Horticulture Future Forum 2023 on 26 April 2023. Grant Thornton Bharat LLP is the Knowledge Partner for the event. The forum aims to deliberate on the future of Indian horticulture, focusing on developments, opportunities, and challenges in the sector.

Despite the numerous constraints faced by the horticulture sector, there are several opportunities for improvement. One such opportunity is the Agricultural Marketing and Farmer Friendly Reforms Index, launched by the NITI Aayog, which ranks states and union territories based on their implementation of provisions proposed under the model APMC Act, joining the e-NAM initiative, providing special treatment to fruits and vegetables for marketing, and tax levies in mandis.

The Government is also working on reducing crop losses through the Pradhan Mantri Fasal Bima Yojana (PMFBY), which provides comprehensive crop insurance coverage from pre-sowing to post-harvest losses against non-preventable natural risks. Another key initiative is the Centre's Cluster Development Programme which has the potential to revolutionise the value chain by enhancing its scale. The programme aims to promote the integrated and market-led development of pre-production, production, post-harvest, logistics, branding, and marketing activities by leveraging the geographical specialisation of horticulture clusters.

Meanwhile, the Ministry of Food Processing Industries has launched several schemes aimed at promoting the food processing industry in India, including the creation of cold chain infrastructure, agro-processing

clusters, backward and forward linkages, preservation infrastructure, Operation Greens, and Mega Food Parks. These schemes provide various facilities to food processing units, such as storage, testing labs, and logistics, while also stabilising the supply and prices of perishable commodities and promoting their value addition. The Government has also introduced post-harvest infrastructure schemes to reduce post-harvest losses, a Land Lease Act to help legalise leasing and allow tenants access to insurance and credit, and Soil Health Cards to promote soil health.

India is globally recognised as one of the top producers of fruits and vegetables, and the horticulture sector has consistently performed well in terms of production. By implementing these measures, the horticulture sector can expand even further and generate increased profitability for farmers. This growth can also help meet the rising demand for fruits and vegetables, both domestically and internationally.

<https://economictimes.indiatimes.com/news/economy/agriculture/indias-horticulture-sector-holds-untapped-potential-despite-challenges/articleshow/99763533.cms>

*(This article is generated and published by ET Spotlight team. You can get in touch with them on etspotlight@timesinternet.in)*



# The Rise and Rise of OTT Platform

\*MS Devi

*While Netflix built an empire out of couch potatoes glued to the platform, it is also an intellectual property (IP) powerhouse, with a portfolio that covers content creation techniques to user experience enhancements and data analytics. This article is an attempt to provide insights into the fascinating world of Netflix's IP.*



## NETFLIX'S COPYRIGHTED CONTENT

Copyright protection is granted for the original expression of an idea through literary, artistic, dramatic, and musical works, as well as mechanical rights in the form of cinematograph films and sound recordings. For example, by creating and owning the rights to hit shows like "Stranger Things" and "Orange is the New Black," Netflix can control the entire lifecycle, from production to distribution.

Netflix India has gained licenses to stream regional content in India such as RRR, Gangubai Kathiawadi, etc. to increase its regional user base.

Netflix is also exploring opportunities in the gaming sector by copyrighting gaming user interfaces and content to widen its subscriber base and enter a futuristic market. Additionally, Netflix has several registered designs to protect the Graphical User Interfaces of its content, visible on mobile

Netflix Inc, which owns the rights to the company's house marks such as "Netflix", the logo "N" etc., This strategy allows for more efficient management of its IP portfolio and licensing opportunities while reducing the risk of infringement.

It has also registered trademarks like "Netflix Recommended TV" to identify TV sets optimal for Netflix viewing, "Netflix Store" an online store to sell Netflix merchandise, "Netflix Geeked," for virtual fan-facing events, and "Netflix Chilleez," for Netflix-branded plush soft toys and other merchandise. In India, Netflix currently owns 136 registered trademarks, which include word marks like "NETFLIX", as well as logo marks and variations. Recently, in 2022, Netflix also obtained registration for its well-known sound mark, "TU-DUM".

Netflix's focus on the range of trademark protection enables them to effectively enforce their rights against third parties who attempt to mimic any services or offerings, while also defending their use in claims of violation of IP by third parties.



As early as 2008, Netflix obtained a year-long license from the then Starz Media (now Starz Distribution) to stream 1,000 movies on its platform, including, "Pirates of the Caribbean, At World's End", "Spider-Man 3", and "Ratatouille". Netflix also has exclusive agreements with Universal Filmed Entertainment Group and Sony Pictures Entertainment to stream their movies.

*Netflix has several registered designs to protect the Graphical User Interfaces of its content, visible on mobile devices, and the domain "Netflix.com" registered since 1997.*

devices, and the domain "Netflix.com" registered since 1997.

## THREE MILLION TRADEMARKS AND COUNTING

Trademarks help identify and distinguish the goods and services of one proprietor from others; they can take various forms such as a word, device, brand, sound, etc, depending on the laws of the country where protection is sought. Netflix understands the importance of its trademarks and proactively registers, protects, and defends them. As of now, Netflix has almost three million registered marks worldwide, with 300,000 more still pending, as seen on WIPO's brand database.

Netflix manages such a vast trademark portfolio by dividing its filings between two entities: Netflix Studios LLC, which owns rights to the titles of the programs produced in-house, and

## SKIP COMPETITION - WHAT IS INSIDE NETFLIX'S PATENTS?

Patents protect industrially useful and novel ideas translated into inventions from unauthorised use. Netflix has expanded its patent portfolio as its services have diversified. While its first patent was for identifying items to be rented, it has since filed patents for features such as fast-forwarding and rewinding during streaming.

Netflix's "Skip Intro" feature is a crowd favourite for binge-watching. By patenting this novel feature, Netflix gained a competitive edge in the streaming market. Netflix has also patented sophisticated AI algorithms that enhance content delivery, improve the viewing experience, and suggest content based on user behaviour. Netflix's portfolio also includes technologies that address common streaming issues, like buffering and video quality. This array of patents continues to secure Netflix's innovations, ensuring that it supplies niche services to its viewers.



BATCO CFS is a unit of Batco Integrated logistics Pvt Ltd., established over a decade ago. The CFS offer seamlessly coordinated logistic services to the EXIM community in Telangana. BATCO CFS was the first private CONTAINER FREIGHT STATION to be established in the city of HYDERABAD as an inland extension to the gateway ports. Batco-CFS is ISO 9001:2015 certified.

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#### IMPORT SERVICES

Complete range of import services from collecting and carting containers from port, lift-off and de-stuffing, Custom clearance, logistic support for delivery of duty paid cargo, COD service and more.

#### STORAGE FACILITIES

Storage facilities include Custom Bonded Warehouse, Warehouse for consolidation of LCL Cargo, Import Warehouse Pharma Cold Zone and facilities for palletization, film wrapping etc.

#### PHARMA COLD ZONE (PCZ)



PCZ at BATCO-CFS has a builtup area of 325 Sq Mts and a holding capacity of 175 tons. It has temperature controlled chambers to store products at +2°C to +8°C and +15°C to +25°C constantly. It is specifically designed to handle Export, Imports and in-transit pharmaceutical cargo.

Customs examination available at the cold zone through dedicated truck docks with Ante room. Air shipments can be Customs Cleared at BATCO-CFS and can be moved directly to Airport for handover to the respective airlines. Batco-CFS Cold zone is AEO and GDP Certified facility.

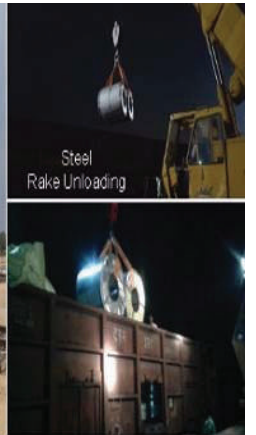


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2. Dedicated Rail Line for Domestic Traffic with stacking area and road connectivity.
3. Dedicated Rail Line with Platform for Handling Bagged Traffic.

Contact Us :

Mr. D. Boobathy Rajendran  
Terminal Manager.

Call: 97035 22958

Mr. Udai S Kumar  
Asst. Terminal Manager.

Call: 98666 83791.



Netflix currently has four granted patents and 27 pending applications in software and electronics in India. In India, software patents are a grey area, thanks to the ambiguity of section 3(k) of the Indian Patents Act, 1970 ('the Patents Act'), which prohibits the patenting of "mathematical or business methods, computer programs per se, or algorithms." The phrase "per se" is not clearly defined by section 3(k) of the Patents Act. However, recently, Netflix was granted an Indian patent for a technology that allows users to download digital content from a server for playback without buffering. The grant of this patent which solved a technical problem and offered a technical effect was a remarkable achievement for Netflix in India.

Netflix's recent research activities appear to focus on its global customer base and accessibility issues such as generating subtitles for trailers, techniques for automatically translating any string of text in a user interface (e.g., buttons and menus) into another language, and translating subtitles. More patent activity in this area by Netflix is, therefore, expected.

### COLLABORATION IS KEY

In addition to securing statutory rights for their IP, entities can boost their business models and generate considerable revenue by acquiring third-party IP licenses or by granting licenses to their IP.

In 2016, Netflix licensed TiVo's patent for delivering a better entertainment experience to consumers across more devices. Netflix also signed a license agreement with Intellectual Ventures<sup>\*</sup> for their patent portfolio on OTT offerings.

Apart from content-sharing licenses, as described above, Netflix has several copyright licenses with third-party retailers, such as Walmart and Fanatics Inc, to sell merchandise and games based on the Netflix brand and shows. Netflix has also launched its e-commerce store in the US to sell limited-edition apparel, collectibles, and other merchandise.

This approach proves that if a suitable opportunity or technology is readily available in the market, it is wiser to collaborate rather than reinvent the wheel.

### NETFLIX'S LITIGATION STRATEGY

Owing to its premium IP, Netflix is involved in several litigation suits. Rovi Corporation, an entertainment tech firm, filed a lawsuit against Netflix alleging infringement of five of its patents, related to organizing programs like comedy and drama. Netflix argued that such patents are abstract in nature and not patentable, and successfully got them invalidated by the order of the US District Court of Northern District, California (District Court of California).

In an ongoing litigation, Broadcom Corporation v. Netflix Inc., chipmaker Broadcom has filed a lawsuit against Netflix for infringement of its eight patents related to video playback and data transmission. Netflix once again responded by invalidating Broadcom's patents, arguing that their application was abstract, and hence not patentable. The District Court of California, passed a judgment invalidating Broadcom's patents of Broadcom, thereby creating a setback for them in its enforcement pursuit against Netflix's use of patented streaming technology, which is cutting into Broadcom's set-top market.

Netflix also uses the law to prevent streaming websites from infringing on its proprietary content. For instance, Netflix along with some other entertainment powerhouses filed a suit against two streaming websites namely AllAccessTV and Quality Restreams, for copyright infringement. Similarly, it filed a case against Jason Tusa for the mass infringement of Netflix's content through unauthorized streaming services, along with other Hollywood studios.

Netflix is earning a reputation for appropriately using both offensive and defensive enforcement strategies to protect its IP. For patent protection, its strategy is defensive in the examples above, while for copyright protection, it has adopted the offensive.

## Key IP lessons to take away

- ▶ **Pivot and adapt:** Seeing the appeal of videos based on YouTube's early success, Netflix pivoted from DVD rental to online streaming in 2007. Netflix always emphasised a strong IP portfolio and thus, revisited its IP strategy. As early as 2010, it started protecting technology for auto-suggestions, scaling streaming, etc.
- ▶ **Invest in all IP:** As innovations grow, so should the IP portfolio. Netflix has been able to build a formidable IP portfolio because it started early, invested in and acquired IP globally, in line with its business plans.
- ▶ **Use all IP to the owner's advantage:** Netflix successfully demonstrates how one can use other's IP to secure one's business model, in addition to building one's IP portfolio.
- ▶ **Ascertaining patentability:** Understand the extent of patentability in various jurisdictions, and accordingly draft the patent claims, modulating the IP strategy.
- ▶ **Making IP a priority:** Businesses must ensure that IP is always a priority for them because it is not possible to predict when a business must defend itself.

<sup>\*</sup>Partner at K&S Partners and has extensive experience in managing patents on emerging technologies such as AI, blockchain, IoT, 4G/5G, defense technology, etc. She works with industry leaders as well as critical government departments and advises them on various patent needs.

SNo Panel Name of the Company Business

April 2023

**PANEL - A**

1	A-502	Sew Infrastructure Limited	Constructions
2	A-503	Nuevosol Energy Pvt. Ltd.	Manufacturing Exports & Imports of Solar Components and Design
3	A-504	Shyam Salasar Logistic Pvt. Ltd.	Employee Transport Service

**Panel - B**

4	B-205	Telangana Spinning & Textile Mills Association	Association
5	B-206	Aluminium Association Of Aluminaium Products (Aaap)	Association

**PANEL - C**

6	C-1888	Hexagon Capability Centre India Pvt. Ltd.	Software Development
7	C-1889	Organo Metallics Pvt. Ltd.	Trading of organo metallic products, Metal Amides & Alkoxides, Grignard Reagents, Turbo Grignard and other Lithium downstream products (Chemicals)
8	C-1890	Ark Logistics Services Pvt. Ltd.	Customs Broker Logistics Services Clearing Forwarding International Cargo Air & Sea and Exim Consultancy, STPI/SEZ/FTWZ/Transporation
9	C-1891	Kanerika Software Pvt. Ltd.	Software Services
10	C-1892	Marami Infotech Limited	IT, Real Estate ERP (Real Estate Management Cum Accounting System)
11	C-1893	Amneal Oncology Pvt. Ltd.	Manufacturing of Pharmaceutical Formulations injectables and R&D Services
12	C-1894	Ricetech Machinery India Pvt. Ltd.	Manufacturing of Rice mill machinery
13	C-1895	Q-Mart Retail Limited	Super Market
14	C-1896	Wenable Technologies Pvt. Ltd.	Software Development
15	C-1897	Zenfold Sustainable Technologies Private Limited	Manufacturing of API & Intermediates and Electronic Chemicals
16	C-1898	Shree Tulja Bhavani Jewellers Pvt. Ltd.	Manufacturing of Gold Jewellery Items
17	C-1899	Nichebrains India Pvt. Ltd.	Software Consulting Platform connecting MSMEs and Industry Expert on-demand for outcome focused engagements

**PANEL - D**

18	D-2279	Mallesh Pharma Exports	Pharma Products
19	D-2280	Credencer Technologies	Services of IT Solutions, IT Projects and IT Resources
20	D-2281	M V Padmaja Kalyani	Secretarial, Legal and Compliance Services
21	D-2282	Finorbit Marketing	Financial Services and Banking Services
22	D-2283	He. Technocrats	Trading, Services and Exports & Imports of Spares for B.G. Sets and Servicing Earth Moving Equipments
23	D-2284	Hermes Express	Shipping and Logistics Services
24	D-2285	Fortune 360 Pyramids	Pyramid Vasthu Consultants, Energy Balancing for Individuals, Homes and Industries
25	D-2286	P. Krishna Mohan Gupta	Services of Insurance and Mutual Funds
26	D-2287	Mogalamdaka Sandeep Kumar	Health Insurance
27	D-2288	G. Naga Srinivasa Sarma	Financial Services Consultant, Loans, Investments, Insurances, Chits and Property



PANEL - E			
28	E-1597	Coronet Foods Pvt. Ltd.	Manufacturing Trading and Exports of Biscuits and confectionery
29	E-1598	Sri Sathya Agri Biotech Pvt. Ltd.	Manufacturing & Exports of Developing, Producing, Packing, Marketing of sowing seeds
30	E-1599	JAI TULSI SWITCHGEAR PVT. LTD.	Manufacturing of HT/LT Transmission Line Items, Authorized Stockiest L&T, Switchgear, Gloster Cables, Trinity FLP Fittings, Sunlux Led
31	E-1600	SYINCO TECHNOLOGIES	Manufacturing & Services of Thermal, Thermo Electric Vacuum Systems
32	E-1601	BAGGAS EV PVT. LTD.	Sales, Services, Assembling, Loans, Insurance for EV Vehicles and pre owner cars sales
33	E-1602	AURALEAFS LABS PVT. LTD.	Manufacturing and Exports of Herbal Extracts
34	E-1603	PALASAH MANUFACTURERS AND TRADERS PVT. LTD.	Manufacturing of Sanitary Pads, Sanitary Napkin Vending & Burning Machines
35	E-1604	D & D CREATIONS	Manufacturing of Apparels, Textiles, Fashion Designing
36	E-1605	SAMBHAV ECO PRODUCTS PVT. LTD.	Sustainable Packaging, Materials & Solutions, Paper Mailer bags & shopping bags
37	E-1606	NATURES BIO PLASTIC PVT. LTD.	Manufacturing of Bio Compostable Bags
38	E-1607	BR MEDICAL RESEARCH AND SOFTWARE SOLUTIONS (OPC) PVT. LTD.	Manufacturing of Diabetic and Renal products (Indian Spices soups). Innovation, Software Designs and Automation.



Sri Anil Agarwal, President, FTCCI presented as Panelist at FRANCHISE INDIA SUCCESSPRENEUR AWARDS 2023 :  
3rd May, 2023, Hyderabad



## Congratulations

Ms. Bhagwati Baldwa felicitated by the Hon'ble Home Minister Mr. Md. Mahmood Ali for her contribution towards the SAHAS initiative of the Telangana Police Women Safety Wing :  
19th May, 2023



# FTCCI OFFICE BEARERS *With*



With Hon'ble Governor of Telangana & Lieutenant Governor of Puducherry Dr Tamilisai Soundararajan : 9th April, 2023



With Smt. Dr Mrs. C Tara Satyavathi, Director, ICAR - Indian Institute of Millets Research(IIMR), Dr. Mrs C V Ratnavathi, Former Director & Dr B Dayakar Rao, Principal Scientist : 5th April, 2023



With Ms. Shikha Goel, IPS Additional Director General of Police, Govt. of Telangana : 11th April, 2023



With Hon'ble Consul General of Republic of Turkiye Mr. Orhan Yalman OKAN : 26th April, 2023



With Mr. Nanda Kishore, Managing Director, Ramky Foundation : 2nd May, 2023





Officials from FTCCI met the Managing Committee of Balanagar & Jeedimetla Industrial Association and discussed various industrial initiatives & representations taken up by FTCCI with Govt of Telangana, contribution of FTCCI towards the industry & FTCCI's upcoming events : 4th May, 2023



With Er.N.Janaiah, Vice Chairman & Managing Director, TSREDCO : 5th May, 2023



With Mr. G. Rakesh Kumar, CEO, Pride Motors dealers of car brands like JAGUAR, LANDROVER, JEEP, HONDA, ATHER, MITSUBISHI, FIAT, CITROEN : 11th May, 2023



With Mr. Aravazhi Selvaraj, CEO, ICRISAT : 12th May, 2023



With Mr. Amit Jhingran, CMD, State Bank of India : 12th May, 2023



Sri Anil Agarwal, President felicitated by the Hon'ble Home Minister Mr. Md. Mahmood Ali in recognition of FTCCI's support and contribution towards the SAHAS initiative of the Telangana Police Women Safety Wing : 19th May, 2023



With Mr. Prateik Asrani and Mr Niraj, Partners at THE COLOSSEUM and apprised them about FTCCI and invited to CEO Forum, Excellence Award and IITEX. : 20th May, 2023









The Federation of Telangana  
Chambers of Commerce and Industry



# FTCCI EXCELLENCE AWARDS 2022

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FTCCI Excellence Awards have been instituted to recognize Corporates, Institutions, Entrepreneurs and Individuals for their outstanding contributions and achievements

## FTCCI AWARDS ARE OPEN TO ALL

### Categories

#### INDUSTRY

1. Excellence in Industrial Productivity
2. Excellence in All Round Performance
3. Excellence in Agro Based Industry
4. Excellence in Marketing Innovation
5. Excellence in Export Performance
6. Excellence in Export Performance (MSE)
7. Excellence in New & Renewable Energy Development / Application
8. Excellence in Employee Welfare Initiatives
9. Excellence in Corporate Social Responsibility

#### INNOVATION

10. Excellence in Product Innovation
11. Excellence in Product Innovation (MSE)
12. Excellence in Innovative Product/ Service in Healthcare with Highest Impact

#### R & D TECHNOLOGY

13. Excellence in Research & Development
14. Excellence in Research & Development (MSE)

15. Outstanding Contribution to the Aerospace and Defence Industry

#### INFORMATION TECHNOLOGY

16. Excellence in Information Technology (IT)

#### TOURISM

17. Excellence in Tourism Promotion

#### CHAMBER / ASSOCIATION

18. Excellence in Association/Chamber for serving Industry, Commerce and Economy

#### INDIVIDUAL ACHIEVEMENT

19. Excellence in Science or Engineering
20. Outstanding Woman Entrepreneur

#### SOCIAL WELFARE

21. Outstanding Self-Sustaining Effort by a Differently Abled Person
22. Excellence in Social Welfare Initiatives for Women Empowerment

#### STARTUP

23. Best Startup of the Year

A Brochure containing the guidelines and questionnaire of awards can be obtained from the Federation Office or can be downloaded from website : [www.ftcci.in](http://www.ftcci.in)

The last date for receipt of entries is

**31<sup>st</sup> May, 2023**

For Details Contact

Pavan Kaundinya, Joint Director

**Ph: 9866901919 / 8978539118**

**e-Mail: [ftcciawards@ftcci.in](mailto:ftcciawards@ftcci.in)**

Date & Venue

**Monday, 3<sup>rd</sup> July, 2023 | HICC, Hyderabad**





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