

# BusinessDigest

## FM at FICCI NECM



### FICCI eFRAMES

**Mansukh Mandaviya**

India will be one of the first nations to come out of COVID-19



**Yogi Adityanath**

Govt taking all measures to ensure UP becomes a safe, secure investment destination

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## Printed by

Samrat Offset Pvt. Ltd.

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Statement about ownership and other particulars about the journal (FICCI Business Digest) required to be published under Rule 8 of the Registrar Central Rules, 1956.

Printed and published by Secretary General on behalf of (or owned by) Federation of Indian Chambers of Commerce and Industry, New Delhi and Published at Federation House, Tansen Marg, New Delhi - 110001

R.N.I No. DELENG/2004/13722

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



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## From the Secretary General

When we began the month, the climate of uncertainty continued to prevail with no respite from COVID-19. FICCI successfully embraced and adopted the 'New Normal' and organized the 21st edition of FICCI FRAMES virtually. Breaking barriers of geographical boundaries and the traditional norms, the inaugural session of the first-ever e-FRAMES was addressed by Prakash Javadekar, Minister, Information and Broadcasting; Environment, Forest and Climate Change; and Heavy Industries and Public Enterprises. Minister Anurag Thakur in his special address encouraged the industry to look at increasing global presence in films as well as take the lead in advertising.

Minister Javadekar said that virtual space is the new normal. Virtual is the new place for forging real partnerships. The government will partner with the industry for the progress of the sector and to harness the soft power of India, which is media & entertainment. During the inaugural session, Dr Sangita Reddy, President, FICCI said, "We present to you the 21st edition of FICCI FRAMES virtually with the spirit that the show must go on."

At a special session, the Tourism Minister Prahlad Singh Patel announced the opening up of monuments for filming. The Valedictory session was addressed by Minister Piyush Goyal who encouraged the industry to convert the crisis into an opportunity.

At the National Executive Committee Meeting (NECM), Nirmala Sitharaman, Union Minister of Finance and Corporate Affairs addressed the Chamber members and said that the government is working with the RBI on Industry's need for restructuring of loans due to the COVID-19 impact.

The chamber also organized the 17th annual capital market conference, 'CAPAM 2020', virtually where Ajay Tyagi, Chairman, SEBI emphasized on the need to increase the participation of new retail investors in the capital market. Chief Economic Adviser Dr Krishnamurthy Subramanian, Finance Secretary Ajay Bhushan Pandey and Department of Economic Affairs Secretary Tarun Bajaj, Secretary also addressed various sessions of CAPAM 2020.

To support the most vulnerable populations and children during the COVID-19 response and its aftermath in India, UNICEF India announced its partnership with FICCI Socio-Economic Development Foundation (SEDF) to jointly develop UNICEF's #Reimagine Campaign.

FICCI in its efforts to provide a factual, accurate and holistic depiction of India Inc. has come out with various knowledge papers and surveys as well. FICCI-Dhruva Advisors Industry Survey: Rebooting the Indian Economy; Unprecedented impact of COVID-19 on Start-ups: FICCI-IAN Survey; India Roadmap on Low Carbon and Sustainable Mobility; and Redefining the FinTech experience: Impact of COVID-19, were some of the key papers released by FICCI this month.

Piyush Goyal, Minister for Commerce and Industry & Railways; Dr Mahendra Nath Pandey, Union Minister of Skill Development & Entrepreneurship; Mansukh Mandaviya, Minister of State (IC) for Shipping and Minister of State for Chemicals & Fertilizers; Fagga Singh Kulaste, Minister of State for Steel; Dr Shashi Tharoor, Member of Parliament and Chair, Parliamentary Standing Committee on Information Technology; RS Sharma, Chairman, TRAI; and Amit Khare, Secretary, Ministry of Information and Broadcasting, were some of the important dignitaries who graced FICCI webinars with their presence and shared policy initiatives of the government.

To fortify its engagement with the states, FICCI organized a webinar 'Rebuilding and Rebooting the Economy of Uttar Pradesh Post COVID-19' where Yogi Adityanath, Chief Minister of Uttar Pradesh said that the state government is taking all measures to ensure that UP becomes a safe, secure investment destination. In addition, FICCI and its state councils organized webinars that witnessed a healthy representation from various state governments including Mizoram, Madhya Pradesh, West Bengal, Telangana, Andhra Pradesh, Jammu & Kashmir and Rajasthan to name a few.

As we go to press, it is heartening to note that India is on the path of recovery now and FICCI reiterates its resolve to support the government and industry while adhering to the guidelines to deal with COVID-19.

We hope that you will enjoy reading this edition of Business Digest.

Dilip Chenoy