



KNOWLEDGE PAPERS

Series 2/2023



India Risk Survey 2022

The report identifies possible business risks and difficulties prevailing in the Indian business landscape. IRS 2022. The report is the 10th edition in the series and captures risk perception of corporates to 12 key areas of concern and 5 emerging risks that might seriously impact their businesses. The report ranks Intellectual property theft, information & cyber security threats, and accidents were ranked as the top three business threats in India.

https://ficci.in/api/pdf1/EMP?fileID=23775&fileName=India_Risk_Survey2022.pdf



Healthcare Beyond Boundaries

This knowledge paper titled as "Healthcare Beyond Boundaries" was part of the 6th edition of the "One Earth One Health Advantage Health Care India - 2023" International summit. This paper encapsulates the following topics:

1. Global MVT Sector Scenario: This chapter emphasizes on latest trends in the global MVT market scenario. It also explores the major treatments, major source and destination countries related to MVT, and recent developments in top competing destination countries (developing and developed countries) related to Indian MVT industry.
2. MVT in India: This chapter highlights the MVT scenario in India based on Foreign Tourist Arrival (FTAs) for medical purposes. It also details the key achievements in the Indian MVT sector, and the ongoing developments being implemented in the field by GoI.
3. CEOs Speak: This chapter consists of the industry voice of the distinguished CEOs and Managing Directors on various segments of Medical Value Travel.
4. Proposed Policy Interventions: This chapter presents proposed initiatives in the MVT sector. It follows the sector's growth based on the analysis of global and Indian MVT scenarios and subsequent stakeholder consultations.

https://ficci.in/api/pdf1/EMP?fileID=23779&fileName=study_healthcare.pdf



Smart, Safe & Sustainable Ports

With a coastline stretching over 7,500 km and 13 major ports, India has always relied heavily on maritime trade. The seaports play a vital role in the country's economy, serving as gateways for international trade and hubs for the movement of goods and commodities. The Knowledge Paper titled 'Smart, Safe & Sustainable Ports' aimed to provide insight for policymakers, port authorities, and key stakeholders about factors that contribute to making of a safe, smart, and sustainable port system for India's future — one that shall meet demands arising from a rapidly evolving global economy, as well as protecting the interests of its citizens and the environment. It will also examine the relevance of new-age digitalisation, innovation, and environmental sustainability as key elements in creating an efficient port system in the country.

https://ficci.in/api/pdf1/EMP?fileID=23777&fileName=study_Smart_Safe_SustainablePorts.pdf



Empowering Small Businesses: A Deep Dive into the Indian MSME Financing Market

To empower the MSMEs, creating an enabling regulatory environment that strikes a balance between systemic risks and facilitating ease of doing business is imperative. The integration of digital platforms, fintech solutions, and initiatives like the Open Network for Digital Commerce and Open Credit Enablement Network can further revolutionize the MSME ecosystem. These initiatives can stimulate interoperability and standardization and enable MSMEs to access a wider range of financial services, improve operational efficiency, and strengthen their credit profiles.

The report provides valuable insights into the potential benefits of leveraging digital platforms and fintech solutions, along with initiatives like ONDC and OCEN, in overcoming funding challenges faced by MSMEs in India. It emphasizes the need for a comprehensive approach to address issues such as limited access to affordable financing, inadequate working capital, and lack of awareness. It also offers a detailed overview of various government initiatives and highlights the role advanced technology can play in accelerating the growth and resilience of MSMEs.

<https://ficci.in/api/pdf1/EMP?fileID=23798&fileName=XuBx9uI9vKtJXMIln51yf15FuzxYRDQ4b7eQrh6m.pdf>



Windows of opportunity: India's Media & Entertainment sector - maximizing across segments

The Indian media and entertainment (M&E) consumer base is large but heterogenous, hungry for content but willing to pay only for value, and more than ready to experiment with technology, be it streaming, digital payments, online education, virtual experiences, e-commerce, social media, or gaming.

The diverse consumer base, coupled with favorable macroeconomic and demographic factors, has translated into a very exciting time for the industry. India's M&E sector achieved its highest ever revenues in 2022. Almost every single segment grew across both traditional and new media. Media consumption increased across video, audio, text, and experiences. Advertising grew 19% and crossed INR1 trillion, while subscriptions grew by 13%. Each consumer segment of the M&E industry presents a window of opportunity — to produce relevant content, distribute it, price it and interact with it. Successful companies in this space were willing and able to segment their audience and serve every segment the way they want. Pricing innovations can traverse free trials to premium windows; product innovation from textual to 4K and then immersive; experiences from casual mobile games to hardcore VR games; cinemas from "Janta" theaters to ritzy multiplexes, and much more!

The era of walled gardens and consumption restrictions is ending; make way for the multi-media-multi-window era! This report focuses on the various audience segments and the variety of opportunities they provide for the M&E sector to continue growing.

https://ficci.in/api/pdf1/EMP?fileID=23783&fileName=ME_report2023.pdf

New Age Energy Minerals



Rare earth elements as well as battery minerals such as lithium, cobalt, nickel, and graphite form the core for new age energy minerals. The demand for these minerals is going to witness a rising trend as India moves towards 2047, enabled by rising demand from traditional sectors such as steel, alloys, electrical applications, as well as from emerging applications such as e-mobility, renewable energy, nuclear & defence.

Therefore, it becomes imperative for stakeholders to identify opportunities and challenges to meet the forecasted demand, augment production with enhanced technology adoption & increased efficiencies and ensure uninterrupted supply of new age energy minerals without supply chain & price fluctuations.

Acknowledging the above and the importance of exploration and production of these minerals for the Indian Mining Industry, this report has been prepared to identify the opportunities, challenges and recommend the way forward to make India self-reliant in such minerals.

https://ficci.in/api/pdf1/EMP?fileID=23782&fileName=New_Age_Energy_Minerals.pdf



Facilitating Growth of Corporate Renewable Market

The report on Facilitating Growth of Corporate Renewable Market' in collaboration with Bridge to India, incorporates the suggestions of the sector stakeholders including RE industry and C&I consumers.

The report highlights the policy support required to create a robust ecosystem to enable the transition of Corporates and Industries to green energy. It underlines the growth drivers for Corporate RE adoption and the various alternative routes available for C&I consumers to shift towards RE power. The report also covers the challenges being faced by C&I consumers at the state level and have highlighted recommendations for RE rich states.

https://ficci.in/api/pdf1/EMP?fileID=23786&fileName=Report-Corporate_RE_Market.pdf



Prevention of Sexual Harassment at Workplace

FICCI - SS Rana & Co Report on Women Safety at Workplace is a compendium about the laws and issues pertaining to sexual harassment at workplace and the POSH Act, 2013 in India. Considering the dearth of existing literature on the subject, the Report addresses myriad critical concerns emerging from sexual harassment at workplace. It clearly defines the attributes of the sexual harassment and the workplaces under the scope of the POSH Act. It describes composition and jurisdiction of internal committee, complaint mechanism, relief and compensation, role of various departments, other applicable laws around POSH in India. Highlighting the need for organisations to be POSH complaint, a section in the report lists key measures to be practiced towards compliance and penalties subjected to non-compliance. The report also touches upon the applicability of POSH on unorganized sector in India, and how workplace sexual harassment is seen and addressed in some of the other countries.

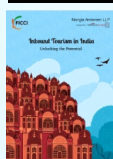
https://ficci.in/api/pdf1/EMP?fileID=23785&fileName=Women_Safety_Workplace.pdf



The Future is Flexible

Flexible workspace segment in India has been expanding its footprints rapidly across India. Courtesy COVID-19 Pandemic, it's no longer restricted to a segment of companies or certain kind of geography. The Flexspace is now being utilized as an alternate viable medium of commercial real estate by small and large enterprises across growing cities and not just limited to metro cities. This gradual shift has resulted in providing growth multipliers for Flexible Workspace Ecosystem in India. Today corporations are looking at Enhancing the performance of their Human Capital to ensure that both workforce and business can thrive together and therefore bringing out policies, which align with employee growth and wellbeing. Flexspace provides such a collaborative and community driven environment, where the employees are incentivized in the form of workplace flexibility, safety and superlative amenities for greater productivity and profitability. In some of the cases, organizations have also been able to optimize operation costs through flexible workspace options. While this new normal is here to stay, it needs to be seen how the flexspace industry further evolves and innovate to provide long-lasting, cost-effective solutions to its occupiers, who are looking to not only optimize office space but also aims to greatly satisfy employee expectations from their workspace. Therefore, a more detailed analysis is required for better understanding of the growth in this niche yet very vibrant segment of real estate in India. FICCI - CBRE have collaborated for the second time to bring out this report with a theme - the Future is Flexible - which attempts to provide insight into the Trends and Innovation driving the Transformation of Flexspace.

https://ficci.in/api/pdf1/EMP?fileID=23793&fileName=CBRE_FICCI_The-Future_Flexible.pdf



Inbound Tourism In India - Unlocking The Potential

The report highlights the present scenario of Inbound tourism in India, the initiatives being undertaken by the Central & various State Governments to boost the sector, various niche tourism products introduced by Government of India, India's G20 Tourism priorities and Vision 2047 with respect to tourism sector.

https://ficci.in/api/pdf1/EMP?fileID=23780&fileName=Inbound_Tourism_in_India.pdf



India@2047: Electric Mobility

FICCI's Electric Vehicle Committee and YES BANK, establishes a vision for e-mobility in India for 2047, and an accelerated road-map to achieve the same. It identifies key aspirations the sector has potential to achieve over the next 25 years – from market development (87% xEV penetration in new vehicle sales), to local industry development (where >85% of the xEV value chain can be localized), and being a key pillar towards India's net zero goals. The report identifies opportunities offered by a >20 mn domestic vehicle market, and the global shift towards electrification, supported by tailwinds such as tightening emission norms (CAFEII, RDE, BS6.2), central & state incentives on vehicle purchase, demand aggregation, and growth of the TCO attractive fleet segment.

It recognizes local industry developing due to need of products made for the Indian drive cycle, schemes such as PLI and localization norms for demand incentives. It further notes technology partnerships with advanced markets and starting of R&D focus, especially in the emerging PE/VC funded startup ecosystem.

However, the report also finds several challenges that remain to be fully tackled: ranging from high upfront cost & constraints on vehicle finance, safety concerns, nascent global inroads; to limited access to key raw materials, R&D and skillsets combined with low order volumes, rapid tech. evolution; and issues in charging infrastructure development & utilisation. It offers a roadmap of solutions to these issues to achieve the aspirations of the sector, developed through extensive stakeholder consultations. For this, the report identifies milestones to be achieved in the short-, medium- and long-term, especially segments and value chain products/processes to be focused, and suggests actions that firms, the industry and policymakers can undertake over these periods.

<https://ficci.in/api/pdf1/EMP?fileID=23795&fileName=cvnCPB4JQZyZrGrWNFC7VnDhWv6MgIMx2iEwjOUm.pdf>



The Economic Impact of Generative AI

This report provides an analysis of the economic ramifications of generative artificial intelligence (AI) and its potential impact on the future of work in India. Given India's expansive and diverse economy, it is well-positioned to capitalize on the opportunities presented by AI. The nation has witnessed remarkable growth in AI start-ups and has attracted substantial investments in AI-related technologies. Generative AI, renowned for its ability to augment creativity and expedite discovery processes, brings forth fresh possibilities for businesses and workers alike. By reducing the time and costs involved in generating novel ideas and producing innovative outputs, generative AI can benefit individual creators, freelancers, and solopreneurs.

Moreover, it has the potential to support research endeavors and enhance access to quality education, fostering a more inclusive and equitable learning environment. To fully harness the potential of generative AI, it is imperative for policymakers to establish a coherent national vision for AI and prioritize workforce readiness. This involves equipping workers with future-ready skills, enhancing digital literacy, and fostering an aptitude for AI. Currently, the skills gap and limited expertise act as obstacles to the successful adoption of AI in India, necessitating swift and decisive action.

<https://ficci.in/api/pdf1/EMP?fileID=23796&fileName=1LhYgz8oYZKpNSPQfjIbnBOqUkRXk6KMcwHux6xf.pdf>



INDUSTRY'S VOICE FOR POLICY CHANGE

Federation of Indian Chambers of Commerce and Industry, FICCI

Federation House Tansen Marg, New Delhi - 110001

Phone: 23738760-70 (11 Lines), Fax: 23320714, 23721504

E-Mail: ficci@ficci.com, Website: www.ficci.in

 [ficci_india](https://twitter.com/ficci_india)  [ficciindia](https://facebook.com/ficciindia)  [ficci_india](https://instagram.com/ficci_india)  [FICCI](https://in.linkedin.com/company/ficci)  [FICCI India](https://youtube.com/FICCIIndia)

For more details contact at tripti.kataria@ficci.com

WE LISTEN

WE ANALYZE

WE INFLUENCE

WE CONNECT