



KNOWLEDGE PAPERS

Series 1/2024



FICCI-BBP Rights Catalogue 2024

FICCI Rights catalogue in Indian writing was launched during the FICCI Seminar at the Bologna Children's Book Fair 2024 at Bologna, Italy. FICCI - BBP Rights Catalogue of Indian Writing included titles from the following genres:

- Fiction; • Non-Fiction; • Literary/research work, including poetry, short story, novella; • Children / Young Adult Writings; Illustrated books/ Graphics novels; • Others

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Women Safety At Workplace - 2nd Edition

The Prevention of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 (POSH Act), was enforced to create safe, equitable and diverse workplaces, the compliance of which has been mandated by the Government for all organizations. Over time organizations have understood the importance of the POSH Act in creating safe workspaces for their employees. Through the second edition of 'Women Safety At Workplace' FICCI explored new avenues of the POSH Act such as 'Reasonable Woman' which tackles concerns regarding the ambiguity and grey areas of the Act by utilizing a standard for eliciting sexually harassing scenarios and 'Principles of Natural Justice' as well as exploring recent developments in the space via the chapter on 'Amendments to the POSH Act'. Additionally, a chapter on the 'Guidelines issued by the Supreme Court on POSH' was added to address the leaky pipeline with regards to the implementation and enforcement of the POSH Act.

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MILAN - MTEX24 Defence Equipment Catalogue

FICCI, in association with the Indian Navy, organised the MILAN Technical Exposition (MTEX 24) on February 21- 23, 2024, at INS Satvahana, Visakhapatnam. This Defence Equipment Catalogue prepared by FICCI, was released by Hon'ble Raksha Mantri (Defence Minister), Shri Rajnath Singh in august presence of Indian Navy Chief, Admiral R Hari Kumar, PVSM, AVSM, VSM, ADC. The catalogue covering 318 products and solutions, is a ready reckoner for the defence forces from friendly nations and from India.

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FICCI - ANAROCK Homebuyer Sentiment Survey

The report indicates a resilient and promising outlook for the Indian real estate industry in 2024, driven by foreign investor confidence, government initiatives, and a notable shift towards luxury housing. It also highlights changing homebuyer preferences, emphasizing integrated lifestyles and a shift from renting to homeownership.

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FICCI - Colliers Report: "India Office - Repurposed to Scale Up"

The report highlights the robustness of the Indian office market in 2023, showcasing strong leasing activity, a significant role played by domestic enterprises, a growing trend in Global Capability Centers (GCCs) leasing, and the increasing prominence of flex spaces and sustainability. The forecast for 2024 suggests optimism with potential growth in leasing activity, particularly in GCCs and flexible spaces.

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#Reinvent: India's media & entertainment sector is innovating for the future

The latest FICCI-EY report titled '#Reinvent: India's media & entertainment sector is innovating for the future', launched at the FICCI FRAMES 2024 in Mumbai, revealed that the Indian M&E sector grew by 8% in 2023, reaching INR2.3 trillion (US\$27.9 billion), 21% above its pre-pandemic levels in 2019.

New media, comprising digital and online gaming, emerged as the frontrunner in growth, contributing INR 122 billion of the overall increase of INR 173 billion, and consequently, increased its contribution to the M&E sector from 20% in 2019 to 38% in 2023.

Experiential (outside the home and interactive) segments continued their strong growth in 2023, and consequently, online gaming, filmed entertainment, live events, and OOH media segments grew at a combined 18%, contributing 48% of the total growth.

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Beyond the Scroll: Exploring the Impact of Social Media on Individuals & Organizations

This knowledge paper explores the far-reaching effects of social media use on individuals, organisations, and the very fabric of society. Delving into generational differences and cultural influences, it examines how social media shapes our connections, identities, and livelihoods. While presenting opportunities for connection, self-expression, and even financial gain, it also harbours potential pitfalls that can impact mental well-being. Organisations leverage its power for branding, recruitment, and engagement, but face risks like employee distractions, negative publicity, and even online bullying. Navigating these complexities demands culturally sensitive strategies to foster responsible digital habits and safeguard the mental well-being of individuals and organisations alike.

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Inter Country Economic Corridor Through Northeast India : Potential and Prospects

The document outlines the vision and strategic initiatives aimed at fostering economic integration and promoting development through a proposed economic corridor connecting Bhutan, Bangladesh, Assam (India), and Nepal. This corridor seeks to leverage the geographical proximity, historical ties, and economic complementarities of these regions to enhance trade, investment, and infrastructure development, thus contributing to regional integration and shared prosperity.

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FICCI and S.S. Rana's report "Publishers' Law Book

FICCI and S.S. Rana's report "Publishers' Law Book" navigates the legal framework that governs the endeavours of publishing industry. Confronting the challenges posed by digitization, the report discusses the necessary adaptations for industry's survival in the digital age. The report provides an intensive look at the growth and challenges of the Indian publishing journey from print newspapers to digital frontiers, and the ever-changing sands of readership. Furthermore, it offers a succinct overview of trade secrets, trademarks, and character merchandise in the legal sphere. The report serves as an informative guide, unveiling the rich tapestry of the publishing industry.

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Sustainable multimodal logistics: A vision and green logistics paradigm

This report encapsulated India's logistical landscape, emphasizing the integration of efficiency and sustainability. It delves into key government initiatives like the National Logistics Policy (NLP) and the Production Linked Incentive (PLI) scheme, showcasing a comprehensive approach at both national and sub-national levels. India's rise in the World Bank's Logistics Performance Index (LPI) underscores its commitment to global logistics standards.

Central to this transformation is PM GatiShakti, driving multimodal connectivity and green logistics through the Unified Interface Platform (ULIP). The report stressed the imperative shift towards sustainable practices, exploring global models and India's interventions while foreseeing challenges. It outlines the impact of PM GatiShakti and advocates for strategic collaboration to foster a greener logistical future. Ultimately, it serves as a guide for stakeholders, emphasizing the nexus between efficiency and environmental consciousness in India's logistical evolution.

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Connecting India to the World in Amrit Kaal: Setting the stage for Indian Civil Aviation @2047

With a growing economy, rising incomes, supportive policy environment and an open market, India's aviation growth story will accelerate in Amrit Kaal. The rapid expansion in India's airport and air navigation infrastructure, growth in leasing, MRO and skill development will fuel it further. The report outlines strategic action points and aspirations as India takes a pivotal position in global aviation during Amrit Kaal. The report highlights India's commitment to sustainable growth supported by development of mega future-ready airports and airlines, innovation and quantum leaps for global leadership.

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National Unified Circularity Measurement Framework-Automotive

In the context of the burgeoning circular economy in India, where sustainability and responsible business practices are gaining prominence, FICCI and Accenture, with support from NITI Aayog, collaborated last year to create design principles for measuring the circular economy, subsequently releasing a position paper titled Approaches for Measuring India's Circular Transition. We curated a Unified National Circular Economy Measurement Framework aimed to guide Indian businesses in evaluating their circular economy performance.

One of our key design principles was to deep dive onto sectoral nuances to bridge the gap between theoretical understanding and practical application within Indian industries. Therefore, FICCI in partnership with Accenture Strategy and support from EU REI and NITI Aayog, took a step further by developing the Unified National Circular Economy Measurement Framework-Sectoral Guidelines. The impetus behind this initiative also stems from a survey conducted by Accenture-FICCI, revealing that 65% of surveyed corporations identified the lack of industry-specific guidelines as a primary hindrance to effectively measure their circular economy performance. These sector-specific guidelines serve as a culmination of extensive research, incorporating insights from 50+ industry leaders and delving into 35+ circular Key Performance Indicators (KPIs). Each KPI is meticulously formulated, considering sector-specific nuances and the primary materials of interest. Acknowledging the critical importance of real-world application, the developed playbooks underwent a rigorous stress-testing phase, actively involving industry giants such as ITC and Mahindra.

Their participation not only validated the methodology but significantly contributed to enhancing the robustness of the guidelines outlined in this playbook.

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