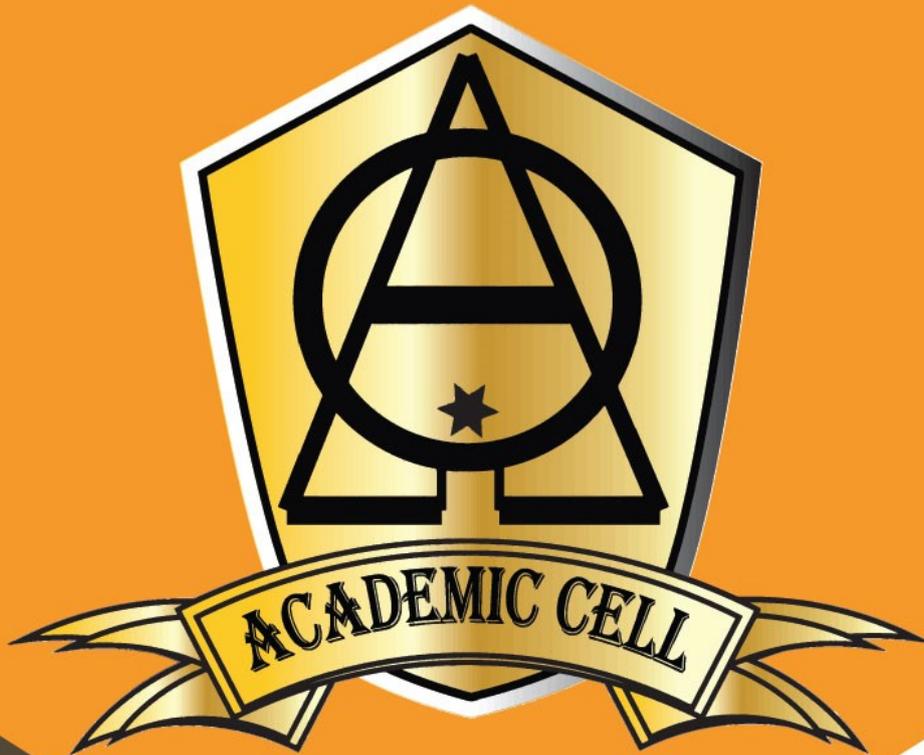


ACADEMIC CELL

PRESENTS

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A year after launch- 'Make in India' effects made in India



To manufacture something, you need a management system and dedication. Businessmen prefer to buy ready-made goods and sell them at a profit. Even basic items in our apparel industry like belts, rivets, buttons etc. come from China. Businessmen who were manufacturers of these accessories have become Importers lately. From the perspective of generating gainful employment and a more balanced growth in the economy, there are no two opinions about the importance of the manufacturing sector. However, the share of manufacturing sector in India has remained stagnant at about 15-17% for over three decades, and is much lower than other emerging and developing economies despite the dynamics of globalization resulting in a dramatic shift of manufacturing to developing countries over the last few dec-

ades. The "Make in India" program includes major new initiatives designed to facilitate investment, foster innovation, protect intellectual property, and build best-in-class manufacturing infrastructure. The project is featured in KPMG's "100 Most Innovative Global Projects" as one of the world's most innovative and inspiring infrastructure projects. The policy is the first of its kind for the manufacturing sector as it addresses areas of regulation, infrastructure, skill development, technology, availability of finance, exit mechanism and other pertinent factors related to the growth of the sector. Modi's call to make in India has had things moving in the automobile sector. Fiat Chrysler Automobiles has come up with a plan to manufacture a range of C-segment Jeep brand premium sports utility vehicles in In-

dia and export these SUVs to countries such as Australia, South Africa, and the United Kingdom. This manufacturing (export) unit is likely to be up and running within an year and shall bring in an investment of about INR 1,500-2,500 cr. Also, the Government has placed Defence order worth INR 2 lakh crore under buy and Make in India category to boost local manufacturing sector. A lot of economists and political leaders make a defensive argument that India has become a service sector intensive country, and we can also have knowledge intensive industries like the IT sector. However, as long as we have large-scale unemployment, we have to explore all avenues of the economy, and it is imperative that we promote that sector of industry which has the maximum potential for employment

Leaders become great, not because of their power, but because of their ability to empower others.

— **John Maxwell**



PEPSICO



Microsoft

Deutsche Bank



Deloitte.



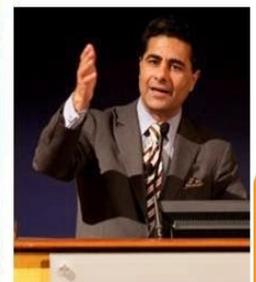
Indra Nooyi
CEO of [PepsiCo](#)



Satya Nadella
CEO of [Microsoft](#)



Anshu Jain
Co-CEO of [Deutsche Bank](#)



Punit Renjen
CEO of [Deloitte](#)

A new approach towards food processing Industries

The food processing industry in India is massive in terms of its production, growth, consumption, and export. It entails fruit and vegetables, spices, meat and poultry, milk and milk products, alcoholic beverages, fisheries, plantation, grain processing and other consumer product groups such as confectionery, chocolates and cocoa products, soya-based products, mineral water, high protein foods, etc. This industry has been a major contributor to the world food trade, and its share in the same has witnessed an increasing trend over the years.

According to the data provided by the Department of Industrial Policies and Promotion (DIPP), the food processing sector in India has received around US\$ 6,429.15 million worth of foreign investments during the period April 2000-June 2015. Some of the major investments in this sector in the recent past include:

□ Acquisition of food ordering portals TastyKhana and Just Eat India by Food Panda

□ Plan of Gujarat Cooperative Milk Marketing Federation (GCMMF), popularly known as 'Amul', to invest INR 5,000 crore (US\$ 753.16 million) in order to establish ten new processing and to touch 32 million litres per day (MLPD) capacity by 2020.

□ Acquisition of Pizza Corner from Global Franchise Architects by Papa John's India, thus making it the third-largest pizza chain in India, after Domino's and Pizza Hut.

□ ITC Limited to invest INR 800 crore (US\$ 120.51 million) to set up a world-class food processing facility in Medak, a district located in Telangana

The Government of India through the Ministry of Food Processing Industries (MoFPI) has been actively involved in giving an impetus to the investments in this sector. It has taken various steps in this direction which include the approval

of proposals for joint ventures (JV), foreign collaborations, industrial licences and 100 per cent export oriented units. India's diverse agro-climatic conditions and diverse raw material base suitable for food processing companies, a huge scientific and research talent pool, rapid urbanisation, changing life styles, increased number of women in workforce, rising per capita income- leading to rapid growth and new opportunities in food and beverages sector are some of its unique benefits. Moreover, the adoption of food safety and quality assurance mechanisms such as Total Quality Management (TQM), Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP) and Good Hygienic Practices (GHP) by the food processing industry would enable adherence to stringent quality and hygiene norms and thereby protect consumer health, prepare the industry to face global competition and keep the industry technologically abreast of international best practices.

1. Marketing World Cup 2015 (21st and 22nd November, 2015)

Organizer- Institute of Management Technology, Ghaziabad

(MBA Students)

2. SpEnt- Sports and Entertainment Quiz (31st October, 2015)

Organizer- Mudra Institute of Communications, Ahmedabad

(Engineering Student| MBA graduates| Post level Grauates)



3. Rasprava (4th December, 2015)

Organizer- Institute of Management, Nirma University, Ahmedabad

(MBA Students)

4. Quest 2015 (14th November, 2015)

Organizer- Xavier Institute of Management and Entrepreneurship, Kochi

(Engineering Students| MBA students| Postgraduate Level)

Industry at a Glance: Maintenance and Service Providers

In the race of creating a niche for themselves in the business world, companies target businesses which can generate greater transaction volumes and which can compel customers to repeat their purchases.

Companies have come up with the business of connecting local service providers and users online in the past couple of years. Adding to this, these companies are now eyeing beauty, fitness and at home personal care services to garner greater transaction volumes and repeat usage.

The whole idea is to provide something more than the need based repair and maintenance services. Many start ups and e-commerce sites are expanding their width for the

same.

To name a few; Flatpebble, an online aggregator which promises to help find the best photographer for events, recently rolled out its beauty and styling services. Ziffi which was actually an appointment site for doctors has now expanded its offering to cover wellness as a whole.

Crown-it, which used to a deal site for restaurants, and food and beverages, recently announced addition of beauty and wellness category, along with leisure travel. By including frequently used services, companies are ensuring customer adherence to the brand / company/ product through repeated usage.

Apps are another buzz word these days. Start-ups are catering to the services keeping in mind the frequency of usage by customers. Statistics indicate that food apps are used once a week, beauty and well-ness once a month and travel is looked up once a quarter. In the apps segment there is fierce competition to be the go-to app where the customers can discover deals across various categories.

Personal healthcare, household repair and maintenance handling start-ups and sites are growing, but it will take few years to witness which companies will survive the race and will be amongst one of the companies which will establish the 'POWER OF THREE' in this segment.

Future of Animation Industry In India

They were the untold secrets of Hollywood but not any-more! When out of 10 Oscar nominated movies six entailed having their VFX done in India it is evident enough that Indian animators have begun to change the face of the industry in a major way.

The year 2014 saw the value of Visual FX grow the highest at 22%, followed by post-production at 15%, animation production at 9% and animation services at 1%. With the manpower skills & technological advancements in the field growing steeply in the last few years, India is fast becoming the most popular destination for providing animation services and content. India's animation industry generated revenue

worth Rs.4,490 crore in 2014, a 13% increase from the previous year, according to data from a FICCI-KPMG report on India's media and entertainment industry. The industry is expected to double in size to Rs.9,550 crore with in five years, as Hollywood studios tap a large pool of low-cost, English-speaking animators who are familiar with Western culture.

Indian animation companies and studios have been moving up the value chain to create their own intellectual property rights. Global giants such as Walt Disney, Warner brothers and Sony have been outsourcing animation characters and special effects to Indian firms. Cities such as Mumbai, Chennai, Bangalore, Hyderabad and Trivandrum

are becoming the country's major animation hubs. The reasons why global entertainment firms are flocking to India are as follows: The cost of animation production in India is one fourth of North America, Animation studios in the country provide a large pool of low-cost, high-quality software engineers, Large English speaking workforce.



INTERN INSIGHTS



Yash Punia (Human Resources 2014– 16 Batch)- My summer internship was at Deloitte, in Human Resource Management. Deloitte is known for taking care of the employees and developing talent in the organisation, and even as an intern, I could sense that right from day one. I was assigned a buddy, mentor and sponsor who helped me adjust to the culture of the work-place and guide me in my summer project. Apart from the serious working hours, there were lots of informal and fun activities such as 'Coffee Sessions' to interact with the other interns and leaders; 'Yam Jam' sessions to interact with other Deloitte interns on Yammer across India; and occasional night outs to relax and enjoy a drink with top professionals at Deloitte and lots more!

Shivangee Mehta (Finance, 2014– 16 Batch)- I was working with the Accounting and Reporting Department at Credit Suisse which is responsible for the legal, MIS and regulatory reporting mainly in the form of Profit and Loss account and Balance Sheet. There were two projects as-signed to me. The first being, to study the impact of New Swiss GAAP for Credit Suisse Group and Swiss Specialist Entities and second, to execute and finalize specific tasks related to audit and month-end completion for the Pune office of Credit Suisse.

The internship was a great start towards the future journey in the corporate sector. Besides familiarizing with the work culture, it helped in gaining practical experience about the knowledge gained over time, working with deadlines and with minimum errors. During this time, many lunch and learn sessions and opportunities for networking were given. A trip to Powai, Bombay office was like a breather in this type of work environment.

Naina Sabherwal (Human Resources, 2014– 16 Batch)- I interned as an HR intern with "Marsh India Insurance Brokers Pvt. Ltd." It is a part of the Marsh and McClennan group of companies.

My project was about doing a Training need identification and analysis for Marsh India. The project was about making a training calendar for year 2015-16 for all the employees in the organisation.

I also assisted in other projects like, Goal setting process, making HR dashboard ,conducting and assisting on various training programs - an induction program and a management development program. I also conducted induction for new batch of interns and for a junior level HR employee. My experience overall was great. The learning was immense. Being a fresher I got hands on experience on subjects I just read and studied during classes. The culture was really nice and learning oriented. The misconception regarding LnD as a department was clarified when I worked on the projects. Hence, the two months learning were actually more than what I studied during my one year about LnD.