

MANUFACTURING | ENERGY | RETAIL | AUTOMATION

MAKE IN INDIA

APRIL 2023



A PRESENTATION FROM
THE TIMES OF INDIA

WELLNESS AROMA
IS GAINING GROUND

MSME SECTOR:
GROWTH ENGINES
OF ECONOMY

CONSTRUCTING
A BETTER FUTURE

SUSTAINABILITY:
THE NEW DAWN

'Toy'ing THE SUCCESS STORY

MAKE IN INDIA



true childhood companion



JOURNEY OF TOY ZONE IMPEX PRIVATE LIMITED AND ITS PROMOTER



Mr. Sanjay Mehndiratta
Managing Director

Toy Zone Impex Pvt. Ltd.

Toy Zone Impex Private Limited

is today one of the largest toys' manufacturer in India. However, **Mr. Sanjay Mehndiratta**, its promoter, started working at the age of 14 when it was his time to study and play. He dropped out from the school like many other poor Indians who, out of compulsion, are forced to take odd jobs. After working for a year in a wholesale market, he landed a job in a toy shop at the age of 15. Due to some differences with the shop-owners, he left the job after one year and decided that he will never take up a job again.

Having seen his parents struggle and successfully overcoming the hardships, he had developed a trait, "Never give up. Success will definitely follow you." He made up his mind that he will do his own toy business and bring smiles on the little ones which he himself was deprived of.

In 1986, at the age of 16, he started trading in toys with just Rs. 500 that too borrowed from a friend. He would go to Sadar Bazar, Delhi twice on daily basis buy a bag full of toys and sell it to the local shops including the shop where he was working with. Very soon, his untiring hard work paid dividends and his business started flourishing.

At the age of 18, he formally started a proprietorship firm and took **first credit limit of Rs. 25,000.00 from Punjab National Bank**, with whom he is still continuing his relationship and the company is enjoying substantial credit limits. There is no looking back since then. Today, his company, ToyZone Impex Private Limited with 100% holding in his hands i.e. truly an Indian Company, in letter and spirit, is one of the largest manufacturer of toys in India.

When Sanjay Mehndiratta started, toys were mostly available from the local manufacturers and China was no threat to the Indian toy industry. By 1993, India started importing toys from China and the beginning of fall of Indian toy industry started. Sanjay Mehndiratta who was so far buying toys from local manufacturers also started importing toys from China in 1996-97 as big range of toys at reasonable prices was available. He became a frequent visitor to China & regularly attended various Trade Exhibitions. Being a keen observer, he developed his understanding on the manufacturing processes and customer preferences.

Having missed the fun a child is entitled to; he is always conscious that the other children should not miss their right to play with toys and cherish their childhood memories. He realized that with the knowledge he had gained over the years, he can deliver good quality toys at affordable prices by setting up his own manufacturing unit by applying the ideas he imbibed over the years from his visits to various Chinese factories.

In 2004, ToyZone Impex Private Limited started its manufacturing activity with 7 fully automatic machines in three categories of toys in its owned manufacturing facility on a 12000 sq. ft premises. Today, the company and its promoters boast to have manufacturing facilities of more than 1.60 lakh sq ft and total area under their command in excess of 2.60 lakh sq ft. The company manufactures toys in more than 25 categories which include educational, mechanical and electronic toys at very affordable prices and at the same time quality of international standards. ToyZone is first to manufacture many products in India which are/were being imported from China. It is giving tough competition to the imported toys in price as well as quality. The products of the company are available all over India, through E-Commerce platforms such as

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its own website etc and from Modern Trade Stores such as

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- ▶ Vishal Mega Mart
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etc. and General Trade Stores. The company has exported its toys to Japan and many more countries after passing the stringent quality test norms of those countries.

The manufacturing journey has not been easy as the company had to bear the onslaught of cheaper Chinese toys flooded in the markets. Strong will of Mr. Sanjay Mehndiratta coupled with his business acumen ensured that he sailed through all the difficult times and simultaneously grow.

Things have started changing for the better for the industry in the last few years after our revered Hon'ble Prime Minister Shri Narendra Modi ji, in his 'Mann ki Baat' talked about the Toy Industry. There has been constant support to the Industry since then. Today, it has become mandatory to have BIS certification of the toys whether being produced in India or being imported, Custom Duty is increased to 70%. Many opportunities are emerging to buy locally the components and parts as new units are being set up. However, challenges in the form of eco-system are still there as the size of the overall Indian Toy industry is still very small and it will take few years before we become a real threat to China in the global market which is ruled by it. That day will definitely come soon as the mindset of the Indian manufacturers is also changing and they have started looking for export markets and replace the India made products which were hitherto being imported from China.

Mr. Sanjay Mehndiratta not only thinks about the toy industry but also has plans to support the Special Persons with some kind of disabilities. Out of his three sons, his two younger sons have difficulty in hearing and speaking. These two sons who are no way less than normal persons, have demonstrated that they can successfully contribute to the growth of the business of the Company and

are independently handling manufacturing units whose responsibility they have been bestowed.

Having seen his sons actively involved and working successfully, he has employed a few persons with similar disabilities in the company who are performing commensurate to their skill sets. Encouraged by the results, the company would definitely employ such persons in bigger number in the days to come.

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A TIMES OF INDIA
PRESENTATION

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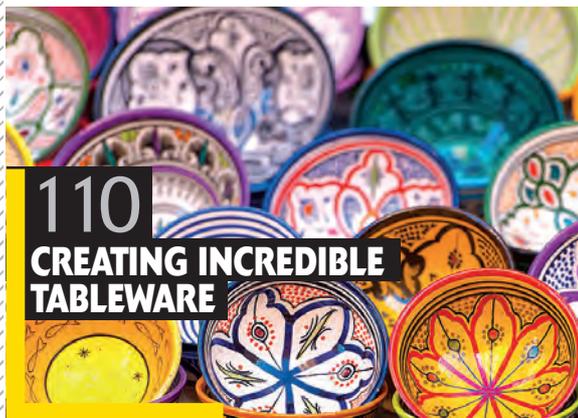
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Mr. Durgesh Gupta
Director

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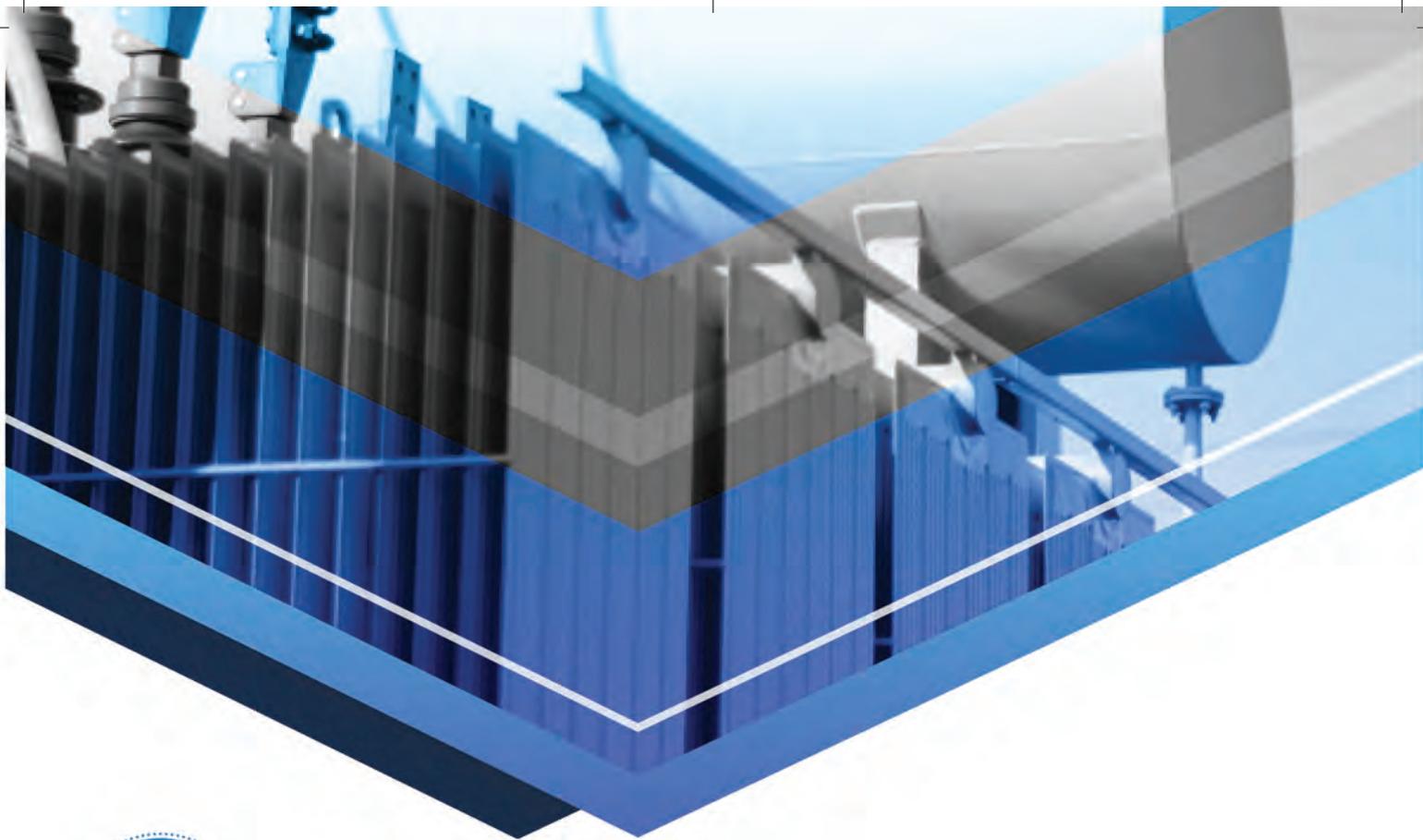
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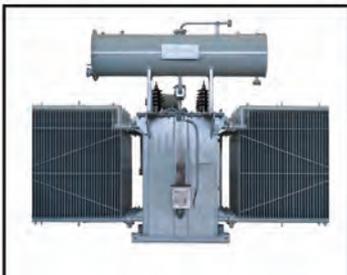
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MSME SECTOR: GROWTH ENGINES OF ECONOMY



THE BUDGET SOPS FOR THE MSME SECTOR WILL GO MILES TO REVIVE THE SECTOR STILL REELING UNDER THE PANDEMIC SHOCK

JADAV.KAKOTI@TIMESGROUP.COM

Describing the MSMEs as the growth engines of our economy, Finance Minister Nirmala Sitharaman announced several initiatives in the Budget with the goal of reviving the sector post pandemic. There are some important announcements for the segment in the budget. The budget has provision for setting up of entity DigiLocker for use by MSMEs, large business and charitable trusts to store and share documents online securely. Murali Ramakrishnan, MD and CEO of The South Indian Bank, says, "This year's Union Budget is noteworthy on a number of counts. Effective implementation of

schemes like opening of 478 crore PM Jan Dhan bank accounts will benefit common citizens. With the establishment of the Urban Infrastructure Development Fund (UIDF), we expect infrastructure in Tier-2 and Tier-3 cities receiving a significant boost. The enabling of the Digital locker for MSMEs for securely storing and sharing documents online with various authorities, regulators and other entities will encourage seamless business."

The revamped credit guarantee scheme for MSMEs will take effect from April 1, 2023 through infusion of ₹9,000 crore in the corpus. This scheme would enable additional collateral-free guaranteed credit of ₹2 lakh crore and also reduce the cost of

MarketGrowth



PLI

■ The provision for PLI payouts has been cheered by the MSME segment. Hetal Gandhi, Director-Research, CRISIL Market Intelligence & Analytics, says, "The budget retains sharp focus on manufacturing with an allocation of around ₹11,000 crore towards incentives. Nearly 70% of these are linked to Production Linked Incentive (PLI) payouts and the balance towards payment of incentives to the semiconductor-linked ecosystem. The incentives are a meaningful push towards private capital expenditure as their allocations rise 2.2x from ₹5,100 crore in fiscal 2023 revised estimate. However, these are lower than CRISIL's initial estimates of ₹24,000 crore for fiscal 2024 and indicate delays in implementation and invoice verification in the PLI scheme."

the credit by about 1 per cent. The revamping of credit guarantee for MSME's to the tune of ₹9,000 crore will enable additional collateral-free credit of ₹2 lakh crore and reduce the cost of credit by 1%, is another welcome step. The move to improve bank governance and enhance investor protection by amending certain sections in the Banking Regulations Act, Banking Companies Act and RBI Act is bound to increase investor confidence in the India's economic story.

As per the budget, a unified Skill India Digital platform will be launched for enabling demand-based formal skilling, linking with employers including MSMEs, and facilitating access to entrepreneurship schemes.

Spelling out further Shachindra Nath, vice chairman and MD, U GRO Capital, says, "The demand of NBFCs from the finance minister was to

advance hassle-free credit access and the government has given a much-needed boost to the MSME sector. An allocation of ₹9000 crores for the credit guarantee revamp scheme starting April 1, 2023 will give a big relief to MSMEs in the current inflationary conditions. Presumptive taxation for micro-enterprises with a turnover of ₹2 crores, unified filing process, entity-based Digi lockers, and formation of National Financial Information Registry will enable better underwriting of credit to MSMEs. It will help Datatech NBFCs like us bridge the needs of India's credit-starved business segment. The government has provided the financial sector much-needed momentum, however an active liquidity support system for NBFCs still remains a request."

Pushan Sharma, director-research, CRISIL Market Intelligence &



CRISIL Ratings Ltd, says, "MSMEs, which are yet to recover fully from Covid disruptions, will benefit from the revamped credit guarantee scheme that envisages ₹2 lakh crore credit flow at lower interest rates. Additionally, the move to link tax deduction on expenditure of larger companies to making timely payments to MSMEs will improve the liquidity position of these entities."

Pramod Kathuria, founder & CEO, Easiloan, says, "The government is profoundly embraced the digital revolution in the fintech sector and promoting the use of Digi locker for documentation. The collection and retrieval of relevant document for customer verification and identification is a key area. The expansion of Digi locker services to the fintech sector will be a great boost for individuals, banks and financial institutions to store and share data online in a secured and faster manner."

Rajesh Sharma, managing director, Capri Global Capital Ltd, says, "In the backdrop of a slowing global economy, budget's strong emphasis on capital expenditure as well as social sector spending seeks to strengthen foundations for growth continuity over medium term without ignoring short term social welfare needs. The collateral-free credit limit under the revamped credit-guarantee scheme for MSMEs should inject the right booster shot for a sector that has begun to emerge very strongly after the pandemic. The expansion of the digital ecosystem for skilling, especially through linkages with employers including MSMEs augurs well for the growth of new businesses and employment. The direct tax proposals fulfil much anticipated expectations of the tax-paying middle class. Overall budget estimates are pragmatic and based on reasonable assumptions of nominal GDP growth. It has once again provided a good anchor to all stakeholders for the year ahead. The likelihood of outperforming the estimates seems higher."

Neeraj Dhawan, country manager, Experian India, further says, "The government's efforts to enable more fintech innovative services and simplify the KYC process by expanding the scope of documents available through DigiLocker is a welcome move. The move to set up an Entity DigiLocker which can be leveraged by MSMEs, large businesses, and charitable trusts to safely secure and store their documents, which can be shared with various authorities and regulators, is a positive step towards ease of doing business. Also, the government's commitment to putting the final touches to National Data Governance Policy."

Analytics, says, "The hike in presumptive tax benefit limit for micro entities to a turnover of ₹3 crore from ₹2 crore at present is likely to reduce taxable income by 20%, assuming ₹3 crore turnover, 7.5% EBITDA margin, and digital transactions (6% presumptive rate). While all entities under this revenue mark are likely to benefit, those with higher EBITDA margins, such as service sectors information technology, healthcare, education, could see more meaningful benefit compared with their manufacturing counterparts. Further, the move to allow deduction for expenses only when payments are made to MSMEs will support timely payments to these entities considering delayed payments have been a critical issue, as reflected in MSME Samadhaan (pending amount of ₹18,216 crore as of Feb 1, 2023).

Gurpreet Chhatwal, Managing Director,



MICRO, SMALL & MEDIUM ENTERPRISES (MSMEs) ARE SAID TO BE PROVIDING STRONG SUPPORT TO A COUNTRY'S ECONOMIC STABILITY. THEY UNFOLD NEW AVENUES SUCH AS BUILDING A STRONGER TRADE BALANCE

TOY SECTOR GROWING LEAPS AND BOUNDS



AFTER THE CALL BY PM MODI TO MAKE INDIA A HUB FOR TOY MANUFACTURERS HAS INFUSED NEW LIFE INTO THE TOY INDUSTRY AS THEY LOOK TO ENCASH VOCAL FOR LOCAL CAMPAIGN. ALSO, RECENT REPORTS SUGGEST THAT THE TOY INDUSTRY IS GROWING FAST, OVERCOMING ITS SHARE OF CHALLENGES

RAKESH.MALIK2@TIMESGROUP.COM





When the Prime Minister Narendra Modi talked about India's talent and ability to become a toy hub for the entire world and called upon startups to work towards realising this potential while being "vocal about local toys". He said the global toy industry is over ₹ 7 lakh crore but India's share is very small, as he stressed on the need to work to increase it. Modi called upon start-up entrepreneurs to "team up for toys" and said it is time to get vocal for local toys.

Till the early 80s, India was self-sufficient in toy manufacturing. With less than 10 per cent of the toys were imported from countries like USA, UK, Germany, France, Italy and Japan. With primary materials like wood, polymer, cloth, fibre, wood pulp, rubber and metal used to manufacture Indian toys, these toys had been making their presence felt across the globe. With opening of economy in 1990s resulted in entry of toys manufactured outside India, mainly from China, Hong Kong, Taiwan, Netherlands, and Sri Lanka. In 2020-21, 71.1% of India's toy imports was met by China, followed by Netherland, Hong Kong, and Taiwan. The government of India is urging start-ups and entrepreneurs to develop "toys and games, for India and of India" to meet the growing domestic demand, to minimize imports and to increase India's share in global toy exports.

The government has been making efforts to boost the toy industry, like raising import duties, issuing Bureau of Indian Standards (BIS) for import of toys and financial incentives and subsidies for domestic toy manufacturers. Many State governments have already started inviting global toy manufacturers to set up manufacturing units

in their respective states. The Indian toy industry, currently an approximately ₹250 crore sector, was expected to grow by around 20-25%. The government's call to push this industry forward should increase the rate of growth, while also getting more key players in the organized sector (right now, almost 90% of industry is comprised of unorganized players).

"We believe the PM's call will accelerate the growth of the Indian toy industry dramatically. India has always been on the cutting edge of innovation. Our IT companies actually herald in digital transformation for the largest brands around the world. Our national penchant for 'jugaad' also ensures that our solutions are more grounded - deployable at better costs and lesser efforts. We believe the toy sector will boom with innovation as soon as we turn these abilities towards the industry. We are already seeing companies which are blending intelligent design, cutting edge digital technologies and the very latest print

TOY INDUSTRY AND WAY FORWARD...

- The Indian Toy industry is about ₹250 crore with around 10% of players in the organized sector. The issues which have been curtailing this industry till date are high costs of manufacturing components, costs of maintaining inventory, difficulty in showcasing products with limited retail spaces and difficulty in growing brand awareness because of the diversity of customer profiles across the length and breadth of the country

- The internet has now given simple solutions to many of these problems. Online marketplaces allow manufacturers to retain minimum inventory and 'build on demand' as orders come in. Advancements in print and production technologies has helped solve most of the other issues. Today, 3D printing and laser cutting allows for customization of components as and when required

TOY INDUSTRY AND WAY FORWARD...

FOR MANUFACTURERS

Indian skilled labour in the toy manufacturing sector is cheaper in comparison to global competitors like China and Taiwan. The import duty hikes, higher certification standards for import of toys manufactured outside the country are expected to encourage domestic toy manufacturers. In addition, availability of raw materials, supporting infrastructure and government support are likely to boost the industry

FOR GOVERNMENT

Many state governments are offering fiscal incentives including up to 30% in capital investment subsidy, which is a strong incentive for toy manufacturers. In addition to these, there are interest subsidy on term loan, power tariff subsidy, electric duty exemption, reimbursement of stamp duty and registration charges. Other subsidies by state governments including rental subsidy, wage subsidy and skill development incentives will likely benefit the industry

FOR INVESTORS

Given the growth potential, the investors are likely to consider this asset class for their capital investment. Investors are expected to diversify their portfolios and continue to invest in this emerging asset class. Domestic and offshore funds are expected to diversify their portfolios and continue to invest in the emerging toy manufacturing sector

FOR END USERS

Capitalising on the advantage of raw materials and cost of labour, India is likely to become one of the largest manufacturers and exporter of toys in the future. In addition, the higher import duties issue of Bureau of Indian standards (BIS), quality control orders to adhere to the global safety standards will encourage domestic manufacturing and result in availability of India-made toys at relatively lower prices with higher safety standards

and production techniques to make toys and games which are as educational as they are fun. Abhimanyu Saraf, partner, The Arty Smarty Project, a leading to startup.

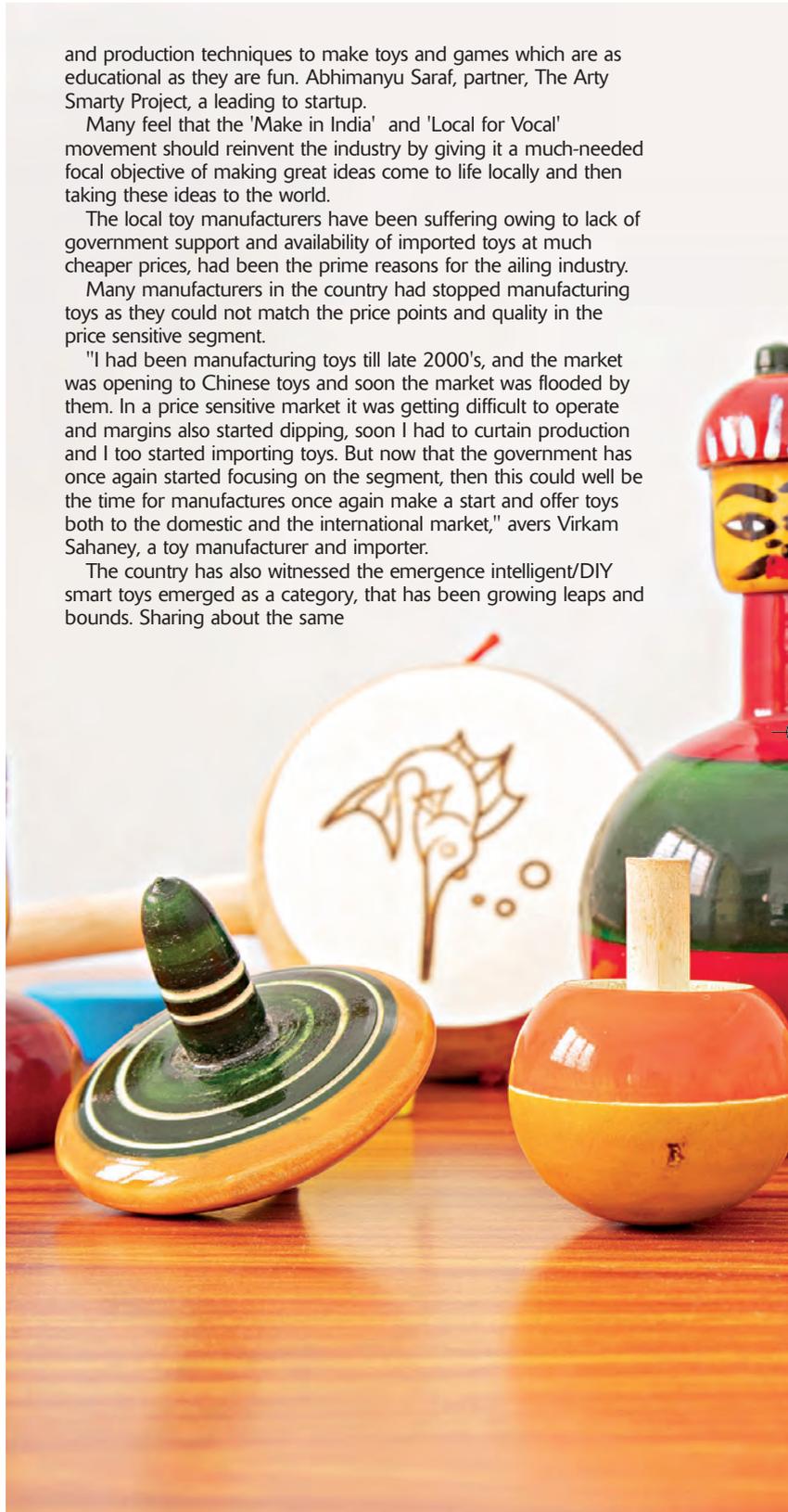
Many feel that the 'Make in India' and 'Local for Vocal' movement should reinvent the industry by giving it a much-needed focal objective of making great ideas come to life locally and then taking these ideas to the world.

The local toy manufacturers have been suffering owing to lack of government support and availability of imported toys at much cheaper prices, had been the prime reasons for the ailing industry.

Many manufacturers in the country had stopped manufacturing toys as they could not match the price points and quality in the price sensitive segment.

"I had been manufacturing toys till late 2000's, and the market was opening to Chinese toys and soon the market was flooded by them. In a price sensitive market it was getting difficult to operate and margins also started dipping, soon I had to curtail production and I too started importing toys. But now that the government has once again started focusing on the segment, then this could well be the time for manufactures once again make a start and offer toys both to the domestic and the international market," avers Virkam Sahaney, a toy manufacturer and importer.

The country has also witnessed the emergence intelligent/DIY smart toys emerged as a category, that has been growing leaps and bounds. Sharing about the same



Saraf said, "One of the earliest ways we learn is through play. Simple childhood activities like rolling tyres down a street with a stick or floating a paper boat in a rain puddle teach us elements of physics without us having to 'study' them. Unfortunately, once we grow up, we disassociate learning from play. We do not think of toys and games when we think of picking up a new skill. This is where the new generation of toys and games will make an impact. Toys and games will use the potency of technology to create user experiences which are fun, addictive and educational. Soon you could be learning programming through a game which allows you to find your way out of a maze by picking the correct steps of code. Or you would learn how to paint with an app which allows you practice and hone your technique on a digital canvas before you use the same strikes on paper. The practical inherent value of these types of intelligent games and DIY kits will make them much more sought after once parents and professionals see their effects."

The recent decision of the government to increase duty on toys too would have further help the segment grow faster and sustain the market forces. The fact can will be

ascertained from the response to the announcement of a new toy hub at Greater Noida has invoked an overwhelming response and already over hundred players have expressed interest to be setup base at the upcoming hub and produce international quality toys for the country and the world.

GLOBAL TOY MANUFACTURING SECTOR

The Global toy market size was valued at USD 92.2 billion in 2019, and is expected to reach USD 103.8 bn by 2027, registering a CAGR of 2.5% from 2021 to 2027 according to Allied Market Research¹. In 2019, the sports and outdoor toy segment led in terms of market share and is expected to retain its dominance going forward. World toy exports (HS-9503) accounted for USD 53.4 bn in 2019, according to data released by the World Bank. China is the major exporter of toys with USD 31.3 bn of exports accounting for 58.7% in the global market. Other major exporters of toys include Czech Republic, Hong Kong, Germany, and European Union

INDIAN TOY ANUFACTURING: PRESENT SCENARIO

Indian toy manufacturing sector is witnessing robust growth. The domestic



KEY CHALLENGES FOR THE INDUSTRY

- Highly fragmented
- Lack innovation and resources to invest
- f Quality standards
- Skilled labour
- Availability of foreign toys
- No uniform demand
- Lacks and fails to generate branding

GOVERNMENT INITIATIVES

- 1) Call to start-ups
- 2) Mandatory quality certification
- 3) Phased Manufacturing Programme (PMP)
- 4) Programmes boosting the toy sector
- 5) Pumping investments into the sector
- 6) Educating consumers
- 7) Inducing the value of traditional toys
- 8) Involving various sectors to uphold the toy story

toy market was estimated at USD 1.23 bn in 2020. The market is expected to grow at a CAGR of 12.2% between 2021 and 2026 according to the market research company IMARC2. At present, the market is fragmented with over 4,000 toy manufacturing units located in states such as Karnataka, Tamil Nadu, Maharashtra, and Uttar Pradesh. The organised sector accounts for only 10%. Specialty stores represent the largest distribution channel for toys in India followed by supermarkets and hypermarkets, online and others. The growing demand for toys in India is driven by large base of young population, rising disposable income, changing spending patterns and shift from traditional toys to innovative intelligent electronic toys. Educational toys are believed to improve creativity and contribute in the development of the brain of the child.

GOVERNMENT INITIATIVES AND SUPPORT

The government is promoting toy exports at district level. The Ministry of

Commerce through the Director General of Foreign Trade (DGFT) is engaging with state governments to implement the initiative in all districts of the country in a phased manner. Many state governments are already inviting global toy manufacturers to set up manufacturing units in their respective states. Recently, Karnataka government sanctioned 400 acres of SEZ land in Koppal to set up country's first toy manufacturing cluster. Similarly, Uttar Pradesh government has allocated 100-acre land for toy manufacturing hub in Greater Noida. The government of India is urging start-ups and entrepreneurs to develop "toys and games, for India and of India" to meet the growing domestic demand, to minimize imports and to increase India's share in global toy exports.

NATIONAL TOY ACTION PLAN

The Government of India, by involving 15 ministries has prepared a National Toy Action Plan to make Indian toy industry competitive. It is a



TOYS, YOUR FRIENDS IN LEARNING

ONE OF THE EARLIEST WAYS WE LEARN IS THROUGH PLAY. SIMPLE CHILDHOOD ACTIVITIES LIKE ROLLING TYRES DOWN A STREET WITH A STICK OR FLOATING A PAPER BOAT IN A RAIN PUDDLE TEACH US ELEMENTS OF PHYSICS WITHOUT US HAVING TO 'STUDY' THEM.

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THE PRACTICAL INHERENT VALUE OF THESE TYPES OF INTELLIGENT GAMES AND DIY KITS WILL MAKE THEM MUCH MORE SOUGHT AFTER ONCE PARENTS AND PROFESSIONALS SEE THEIR EFFECTS.



KEY CHALLENGES FOR THE INDUSTRY

- Need for end-to-end, integrated manufacturing facilities
- Economies of scale
- Small-sized factories
- Skilled labour
- Fragmented market
- Organised players
- Technological challenges
- Raw material cost

big Make in India push for domestic manufacturing of toys. The formation of National Toy Action Plan, Vocal for Local and Make in India under the Atmanirbhar Bharat scheme are likely to benefit domestic toy manufacturers.

ADVANTAGE INDIA

Higher Import Duties and issue of Bureau of Indian standards (BIS) The Government is making efforts and providing support to boost the toy industry. These efforts include raising Import Duties (up from 20% to 60%), issue of Bureau of Indian Standards (BIS) quality control orders effective from Jan 2021 to adhere to the global safety standards. The Government of India has mandated sample testing of all consignments of toys being imported and to be permitted only if the quality tests are successful. This development is likely to encourage domestic manufacturing and reduce import dependency.

Modi also asked young entrepreneurs to develop computer games in and also about India.



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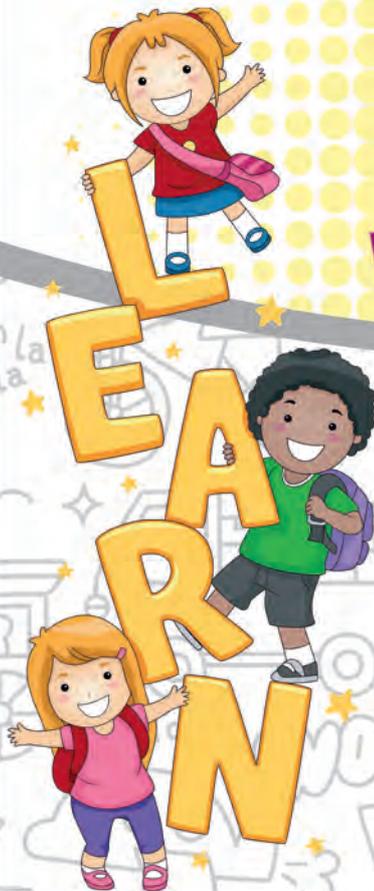
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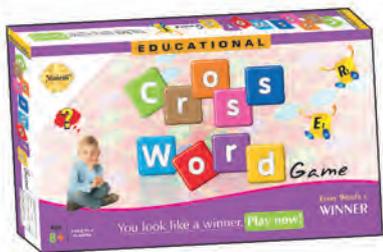
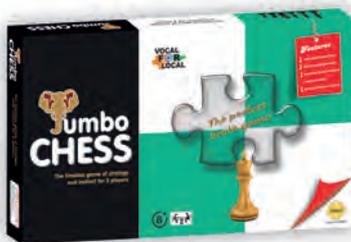
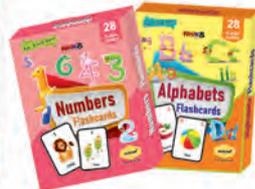
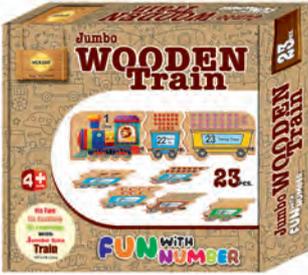
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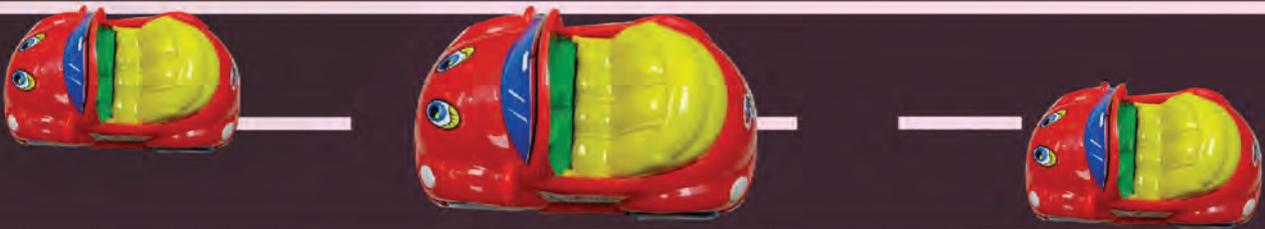
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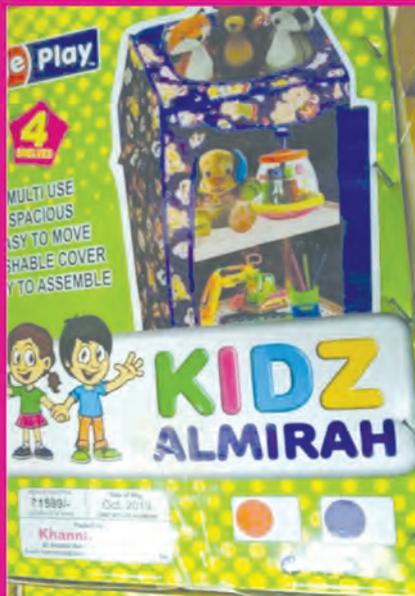
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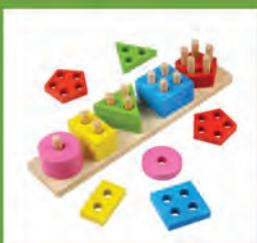


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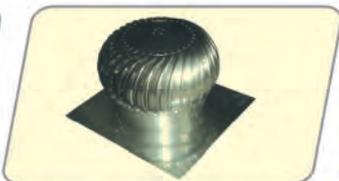
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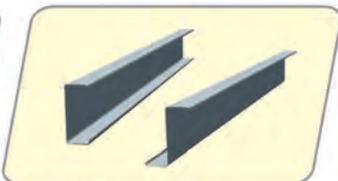
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SUSTAINABILITY: THE NEW DAWN



THE NEED FOR A RAPID TRANSITION TO CLEAN ENERGY IS ENABLING NEW DEVELOPMENTS IN THE RENEWABLE SECTOR

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W

With rising economic costs and pollution from fossil fuels, switching to clean sources of energy has become imperative to ensure the welfare of future generations. Today, businesses and industries are moving towards renewable energy to reduce emissions, lower energy costs, and improve eco-friendliness. New policies support sustainable growth and technological innovations aimed at reducing urban environmental risks and maintaining

urban ecology.

"Green and clean energy is not just a buzzword, it is a necessity for the survival of our planet. The increasing demand for energy combined with the negative impact of fossil fuels on the environment has made renewable energy the need of the hour. By transforming our energy distribution systems, we can achieve a carbon-neutral future and ensure a sustainable tomorrow for generations



to come. We need a better fuel mix that is sustainable, affordable and accessible for all," says Aditi Bhosale Walunj, founder and CVO, Repos Energy.

Globally, the increasing frequency and intensity of extreme weather events are impacting the lives and livelihoods of millions of people. Rising global average temperature and rapid global warming are causing alarming consequences for all forms of life on earth. Dr Rattandeep Singh, associate professor, school of bioengineering and biosciences, Lovely Professional University, says, "Renewable energy is a clean and green energy derived from renewable resources

such as solar, wind, hydro, tidal, geothermal and biomass."

"These resources are inexhaustible and have natural regeneration which can be renewed along with their exploitation and can always be available for use. The harnessing of renewable energy sources necessitates the understanding of system components and conversion technologies. The design, development, deployment, operation and maintenance of various renewable energy systems require knowledgeable and skilled manpower at all levels," adds Singh.

There is a need to create a capacity building in renewable energy technologies. Battery storage systems and other essential technologies allow for the storage and release of energy from renewable sources like solar and wind when people, communities, and businesses require it.

Flexibility in the energy system is increased by their ability to rapidly absorb, store, and re-inject electricity.

Faced with climate change, soaring energy prices and concerns about security of supply, renewable energy sources such as wind and solar power seem an obvious way forward. "If efforts are made to transform current energy systems, the worst effects may still be averted. Greenhouse gas emissions from the combustion of fossil fuels can be greatly reduced if we switch to renewable energy sources. Renewable energy sources have the



TOWARDS GREEN GOALS

THE GOVERNMENT ANNOUNCED AMBITIOUS TARGETS FOR 2030, INCLUDING INSTALLING 500 GIGAWATTS OF RENEWABLE ENERGY CAPACITY, REDUCING THE EMISSIONS INTENSITY OF ITS ECONOMY BY 45 PER CENT, AND REDUCING A BILLION TONNES OF CO2

potential to lessen the negative effects of energy production on people's well-being, the environment, and the economy if they are implemented effectively," adds Singh.

A TIME TO REFLECT

As the world continues to grapple with the effects of climate change, the need for renewable energy sources has become more important than ever.

"People are making various efforts around us to push eco-friendly methods in all sects and fields; however, due to the lack of collective efforts the desired outcome to see a noticeable change remains unfulfilled. We understand that as a society, we can't afford to slow down, and our planet can't bear the taxing and toxic growth for much longer. Hence, we'll have to find a middle ground. The perfect approach to tackle such an urgent issue would be to strike a balance between sustainable alternatives that don't hinder our growth or development," shares Setul Shah , founder,

RunR Mobility.

By using renewable energy sources, we can reduce carbon emissions and mitigate the effects of climate change. In addition to being better for the environment, renewable energy sources offer a number of other benefits. They are more reliable and sustainable than fossil fuels, which are finite resources that will eventually run out. They also have the potential to create new jobs and spur economic growth, particularly in areas that are rich in renewable energy resource.

India has pledge to achieve net zero by 2070, although this time frame is nearly less than half a decade. But, to achieve this milestone of carbon neutrality India has to go through different phases of energy transition. To name a few key sectors like construction, steel, aluminium requires integration of green and clean energy will boost India's commitment to achieve net zero.

"Envisioning the past empirical numbers



cent of peak demand from renewable energy, Shoonya scheme where Bureau of energy efficiency gives certification of Net Zero Building has shown a great potential and impact in the integration of renewable energy.

"Many new technologies are welcomed but the amount of proven impact and the potential of renewable energy can't be compared. And it is high time for us to harness the benefit of 300 days of sunshine. Solar powered must be used for operating equipment's to be used," adds Ansari.

NEW LEAD IN SUSTAINABILITY

Electric vehicles are the best examples of sustainable innovation. Today, auto brands are not only offering customers the best experiences but also are adapting their e-vehicles to comply with changing consumer expectations around eco-consciousness.

Energy storage systems, usually batteries, are essential for all-electric vehicles, plug-in hybrid electric vehicles (PHEVs), and hybrid electric vehicles (HEVs). Lithium-ion batteries are currently used in most electric vehicles because of their high energy per unit mass relative to other electrical energy storage systems. Most components of lithium-ion batteries can be recycled Lithium-ion batteries said to contribute to the realisation of a sustainable society. One reason is that the use of lithium-ion batteries in various applications spreads electrification, reducing the use of fossil energies such as oil and gas, which is thought to lead to the curbing of global warming.

CLEAN ENERGY

THE NEED FOR A RAPID TRANSITION TO CLEAN ENERGY IS ENABLING NEW DEVELOPMENTS IN THE RENEWABLE SECTOR. BUSINESSES ARE MOVING TOWARDS RENEWABLE ENERGY TO REDUCE EMISSIONS, LOWER ENERGY COSTS, AND IMPROVE ECO-FRIENDLINESS

of building and construction sector, accounted for 36 per cent of final energy use and 39 per cent of energy and process-related carbon dioxide (CO₂) emissions in 2018, 11 per cent of which resulted from construction building materials and products such as steel, cement and glass," says says Taha Ansari, managing director, business and operations and development relations project management, Colliers India.

"To bridge the gap of 2070 vision, targeting fundamental key areas of construction industry like formwork, concrete production and supply chain through application of PVC and HDPE in formwork and application of slag and green cement in concrete component is low hangings fruits," adds Ansari.

Recent initiatives by government like Energy Conservation Building code which pushed commercial building to reserve a minimum of 25 per cent of roof area for renewable energy and ensuring 1 per

WELLNESS AROMA IS GAINING GROUND



EVER INCREASING DEMAND AND THE MAKE IN INDIA PUSH, THE INDIAN WELLNESS AROMA MARKET IS EXPECTED TO GROW AND WILL LIKELY REACH USD 700 MILLION BY 2027, SUGGEST INDUSTRY PLAYERS THIS INTERNATIONAL FRAGRANCE DAY (MARCH 21)

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The wellness aroma market in India has been increasing its foothold and with many taking up products from the category, the segment and its reach is increasing faster than expected. The Indian lifestyle/wellness aroma market is currently valued at USD 500 million, with the home aroma category accounting for 40% of that total. The market is predicted to experience tremendous growth and will likely reach USD 700 million by 2027. The Indian home and wellness aroma market has gone from strength to strength in recent times. Increasingly, there has been demand for wellness aromas and many distinguish it now from functional and need based aromas.

Dr Deepak Jain, founder, The Fragrance People, "Wellness aromas refer to the use of essential oils and natural fragrances to promote relaxation, reduce stress, and improve overall well-being. The practice of using aromas for wellness purposes has been around for centuries and is gaining popularity in India, where traditional medicinal practices like Ayurveda and Yoga have been widely adopted. The market for wellness aromas in India is growing rapidly, with an increasing number of consumers turning to natural remedies for health and wellness. The market includes a range of products, including essential oils, diffusers, candles, incense, and other aroma-based products. The demand for these products is driven by consumers' desire for natural and sustainable alternatives to synthetic fragrances and chemicals." Adding further, he shares, "India has a rich tradition of using essential oils for medicinal and spiritual purposes. The country is home to several indigenous plants and herbs that are used to extract essential oils, making it a prime source of natural fragrances. Indian consumers are increasingly interested in using these oils for their therapeutic benefits, such as reducing stress, promoting better sleep, and improving mood. The rise of e-commerce and social media has made it easier for wellness aromas companies to reach consumers in India, driving



the growth of the market.

With the increasing popularity of wellness aromas in India, it is expected that the market will continue to grow in the coming years, presenting new opportunities for businesses in the industry."

The Indian wellness and lifestyle aroma market is currently valued at USD 500 million, with the home aroma category accounting for 40% of that total. The market is predicted to experience tremendous growth and will likely reach USD700 million by 2027.

Talking about the growing demand, Kiran Ranga, master perfume creator and managing director, Ripple Fragrances (IRIS), shares, "With the growing demand for holistic well-being not just for one's physical and mental health but also for one's home, essential oils have been making way in the fragrance industry of India. With aromatherapy being our core outlook, there is a premium collection of products and essential oils in aromatic fragrances of lavender, lemongrass, apple-cinnamon which have been an aid to enhancing one's mood. The impact of these fragrance notes have been immense in



FACTS

THE INDIAN WELLNESS AND LIFESTYLE AROMA MARKET IS CURRENTLY VALUED AT \$500 MILLION, WITH THE HOME AROMA CATEGORY ACCOUNTING FOR 40% OF THAT TOTAL. THE MARKET IS LIKELY REACH USD 700 MILLION BY 2027

alleviating wellness. For instance, the fragrance of apple-cinnamon, often widely recognized as a sure-shot mood lifter helps unwind from a hectic day. Even fragrances of lemon grass and lavender are well-known for improving moods and increasing concentration levels. Post the pandemic, consumers have found convenience and luxury in enlivening one's senses and home spaces with the right kind of fragrances and decor essentials. There is a shifting trend wherein consumers prefer staying indoors for get-togethers and gatherings with friends and families more so over these past few years. Luxury is now an integral part of fine living for one's home and also interiors. They are constantly looking at improving their home interiors with the additional use of exotic fragrances such as Silk Musk or Amber Rose. With the objective of fine living, the market demand has been increasing in the country for such products. Each fragrance identifies each distinct personality, and these are seasonal fragrances that are well-suited for one's home all throughout the year."

Many people have discovered alternative medical therapies and traditional cures for living a healthy life in recent years. Umesh Singh, director, Tara Candle, discloses, "The demand for and use of essential oils and aromatherapy methods has skyrocketed as a result. The 'therapeutic application or the medical use of aromatic substances (essential oils) for holistic healing' is how aromatherapy is defined. In recent years, the Indian market for house fragrances has grown significantly due to the importance of aroma to décor and ambiance.



Consumers are now aware of the benefits of having the proper perfume at their desks, which can improve concentration, reduce distractions, and combat the exhaustion that comes with working alone for long periods of time. If you regularly practise mindfulness and meditation, scented candles should be your best friend for a variety of reasons. Pleasant scents such as jasmine, lavender, and peppermint may enhance your self-visualization exercise or advance your yoga practise. As a result of channelling your goals to the universe and becoming engrossed in the present, your spiritual health improves. Finally, scented candles can be very romantic on a date night. Their delicious smells will improve your general health and wellbeing by helping one up their connection."

Substantiating further, Ridhima Kansal, director, Rosemoore, asserts, "The concept of Aroma wellness is picking up in India. Increasingly now people understand how general well-being, wellness, and aromas are closely linked. Households are using numerous popular aromas and fragrances, such as Oudh, Eucalyptus, Lime, Rose, Bergamot, Lavender, etc. to give an aromatic makeover to homes and create a



refreshing atmosphere. Using the right fragrance can be instrumental in reducing stress and anxiety to a great extent and help people refresh their minds and body. The growth in the usage of aromas is also rooted in the fact that households wish to reduce dependence on medicines and chemicals."

A growing need and culture is also making Indians realise how keeping the right aroma at the work desk can help in focusing better, cut distractions, and fight the fatigue of isolated working hours. Arjun Ranga, managing director, Cycle Pure Agarbathi, concludes, "Soothing aromas are deeply rooted in every aspect of Indian culture and traditions including Ayurvedic medicine, yoga practices, and meditation. Our country is well-known for fragrances like Jasmine, Sandalwood, and Camphor to name a few, which are widely popular in and around the world. There are aromas in the Indian geographies that are known for wellness. The aroma of sandalwood encourages serenity, reduced stress, and overall better sleep. This aroma conjures up memories of childhood homes for many Indians. The earthy essence of this smell grounds your mind and body and makes it uniquely recognisable around the globe. The soothing and stress-relieving qualities of camphor essential oil have some miraculous effects on the brain. Jasmine is known for its uplifting and mood-enhancing properties. It is often used in aromatherapy to promote relaxation and reduce stress. It is also used for its antiseptic properties. In addition to their therapeutic benefits, Indian aromas are also used in cultural and religious practices. For example, incense is often during many ceremonies to create a calming and purifying atmosphere. Overall, Indian aromas are fascinating, and our country offers a diverse tradition that has many benefits for the mind and spirit. Whether used in aromatherapy, religious ceremonies, or everyday life, these fragrances can help promote wellness and enhance overall health and well-being."



TOWARDS AN INCLUSIVE INDIA



PRUDENT POLICY FRAMEWORKS, TECHNOLOGY, AND INNOVATION ARE PAVING WAY FOR AN INCLUSIVE AND ACCESSIBLE WORLD FOR ALL

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With more and more nations working towards inclusive development, governments and organisations are sensitising the world about the significance of progressing together. Individuals and communities are creating a world that is accessible to all. When it comes to accessibility, differently-abled persons are among the beneficiaries of today's technological advancements. Technology is both an equaliser and a tool of empowerment for the differently-abled.

Today, when 'inclusive development' is being emphasised as the right path towards

sustainable development, focused initiatives for the welfare of differently-abled people are essential. This, in turn, emphasises the need for strengthening disability statistics in the country as per the Rights of Persons with Disability (RPD) Act 2016. The purpose of inclusive development is to promote, protect, and ensure the full and equal enjoyment of all human rights and fundamental freedoms by all differently-abled persons, and to promote respect for their inherent dignity.

BRIDGING THE GAP

Ever since the introduction of the Accessible India Campaign (AIC) in 2015, crafting a barrier-free and conducive environment for

specially-abled persons have been the government's priority. The campaign aims to enable them to gain universal access, equal opportunity for development, independent living, and participation in all aspects of life in an inclusive society.

Brisk progress and exemplary innovations in this area are getting noticed. The Department of Empowerment of Persons with Disabilities (DEPwD) is collaborating with the Ministry of Home, Ministry of Health and Family Welfare, and Ministry of Tourism for creating 'accessible police stations', 'accessible hospitals', and 'accessible tourism' respectively across the country.

In recent times, extensive work in developing technologies to assist them has been witnessed. Be it software that helps the visually impaired to learn computers or apps and technology for easy



communication and navigation, breakthrough technologies have empowered and geared many specially-abled towards the mainstream. Moreover, assistive technology is gaining prominence as many tech companies are merging special hardware with software to meet the needs of differently-abled persons.

"Assistive technology is a subset of health technology. People who most need assistive technology include differently-abled people, older people, people with noncommunicable diseases such as diabetes and stroke, people with mental health conditions including dementia and autism & people with gradual functional decline," says Siddarth Daga, co-founder, head - sales and outreach, Neomotion.

According to Daga, the Make in India initiative facilitate investment, fosters innovation, enhances skill development, protects intellectual property, and builds best-in-class manufacturing infrastructure in the country. The development of robust manufacturing and provision of components of the AT system is necessary to meet the needs of a diversity of users and provide a broader range of products that match their needs.

MAKING EDUCATION MORE ACCESSIBLE

On the education front, there have been considerable developments aligned with the inclusive development goals of the government. According to

the World Bank, nearly 70 per cent of disabled persons in India live in rural areas. Considering this, digital inclusion for the differently-abled should be a priority for wider reach.

"Technology is a boon for special children. However, one needs to be cautious about the usage of such technologies. Specific Learning Disability (SLD) students or those students who have average IQ levels can take more advantage of technology. But, when the severity of the disability is high like low



WHEN 'INCLUSIVE DEVELOPMENT' IS BEING EMPHASISED AS THE RIGHT PATH TOWARDS SUSTAINABLE DEVELOPMENT, FOCUSED INITIATIVES FOR THE WELFARE OF DIFFERENTLY-ABLED PEOPLE ARE ESSENTIAL

functioning ASD, CP, or ADHD (obsessive) we take some precautions like avoid access use of the device," says Pawan, a special educator.

"Technology can immensely help differently-abled people to learn and earn. The approach has to be condition specific. There are now technologies in use in different parts of the world which can methodically be brought to India and tied up with various medical and educational institutions," says Vaibhav Maloo, MD, Enso Group.

Digital education through smartphones, tablets, and laptops is enabling students with practical problem-solving skills.

Trends and consumer preferences across industries suggest that organisations are offering customised career options tailored specially for differently-abled persons. "Under the National Education Policy 2020, the government has ensured to provide inclusive education for students with special needs. The policy can be a decisive tool in curtailing dropout rates and ensuring universal access to education at all levels. The need of the hour is that the government should review the special educator training and education system and policy of the Rehabilitation Council of India (RCI) for the developmental change in curriculum and pedagogy in inclusive schools, where learning should be holistic, integrated, enjoyable and engaging to provide equitable and inclusive education," says Indira Kumari, a special educator.

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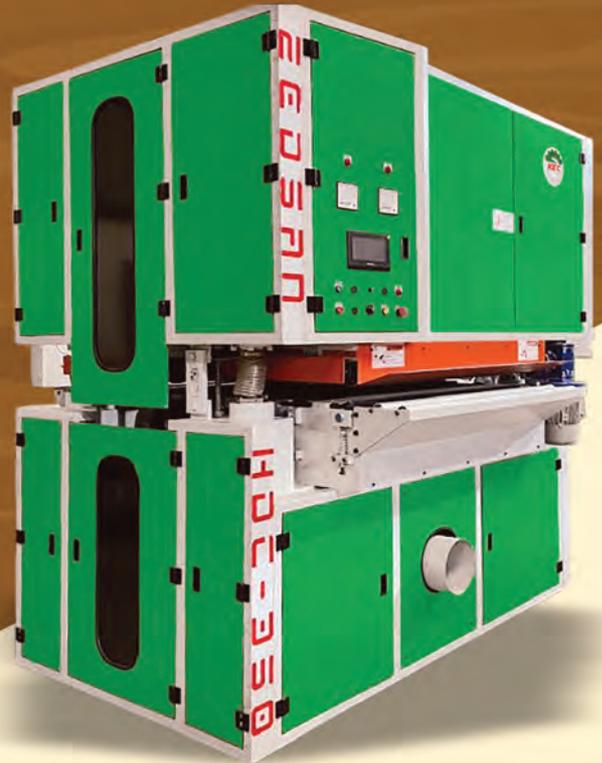
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Their Mission is to become the one stop destination for people's kitchenware and tableware requirements. They value their customers and are working with unwavering focus to produce and supply good quality products for the satisfaction of the end users and are constantly striving to develop new user-friendly products and designs and keep on improving its existing range. PNB KITCHENMATE is committed to provide its dealers and end-users true value for their money.

Their Vision is to value its customers who have trusted them and have helped them in establishing PNB KITCHENMATE as the leading kitchenware and tableware manufacturer and exporter. It is because of their trust that PNB KITCHENMATE is the household name today and their products can be seen in every Indian kitchen.

Apart from ruling the Indian kitchenware and tableware market with 60 distributors and 12000 dealers they have product distribution in 11 states and union territories which includes: Himachal Pradesh, Punjab, Haryana, Uttar Pradesh, Uttarakhand, Chandigarh, West Bengal, Jammu and Kashmir, Rajasthan, Assam and Gujarat and have also established in the overseas markets of Moscow, Dubai and Sri Lanka. Walmart India Pvt. Ltd., Metro Cash & Carry and Flipkart India Pvt.Ltd. are their top three clients.

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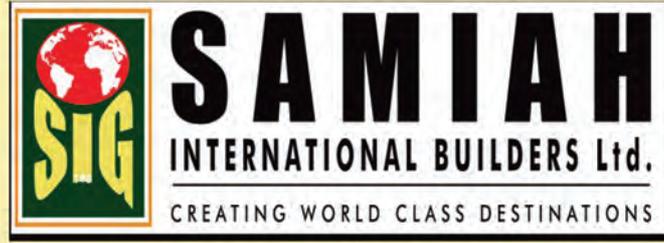


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25 वर्षों से अधिक समय में 25000 से अधिक फ्लैटेड एवं टाउनशिप परियोजनाओं का निर्माण किया तथा आई आई टी दिल्ली, आई आई टी रुड़की, टेहरी हाइड्रो, अलीगढ़ मुस्लिम यूनिवर्सिटी के होस्टल निर्माण में योगदान दिया और दिल्ली के प्रसिद्ध इंडिया इस्लामिक कल्चरल सेन्टर का निर्माण कर निर्माण के फील्ड में एक विशेष स्थान प्राप्त किया। इसके अलावा उत्तराखंड के रुद्रपुर में बड़ी टाउनशिप उत्तर प्रदेश की राजधानी लखनव में आईएस व आई पी एस अधिकारियों के लिए टावर का निर्माण तथा भीमताल नेनिताल में विला का निर्माण किया है।

निर्माण एवं टाउनशिप के माध्यम से सामाजिक सेवा का सराहनीय कार्य किया और एकता का संदेश समाज को देने के लिए एकता कुंज जैसी बड़ी टाउनशिप का विकास कर रहे हैं।

एकता कुंज एक टाउनशिप ही नहीं बल्कि राष्ट्रीय एकता की एक सोच है।

मेरठ के पूर्व हिस्सा रहा और वर्तमान में हापुड़ में 1857 के शहीदों को श्रद्धांजलि देने के लिए एक भव्य शहीद द्वार जिसकी भव्यता एक बड़े मोनोमेन्ट समान है का निर्माण कर लोकार्पण किया।

अति गरीब बच्चों के शिक्षा के लिए तथा राष्ट्रीय एकता के लिए व कोरोना काल में अपनी निर्माण से जुड़े कर्मचारी हो या मजदूर। सब को कार्य एवं रोजगार मिलता रहे पर पूरी जागरूकता के साथ कार्य किया।

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10 वर्ष जॉब अनुभव ले कर एक निर्माण कंपनी की आधार शिला रखी अपने सहयोगी मरगूब त्यागी एडवोकेट के साथ निरंतर रियल एस्टेट के क्षेत्र में लगातार देश के निर्माण में अपना सहयोग कर रहे हैं।



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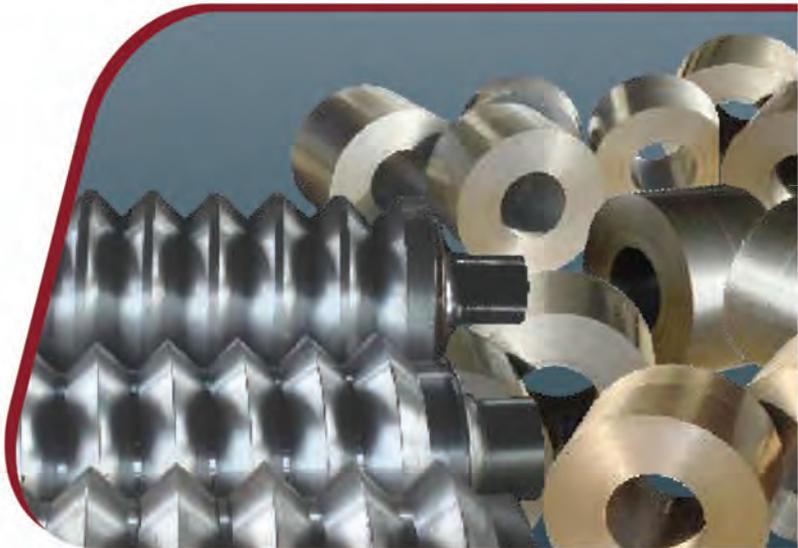
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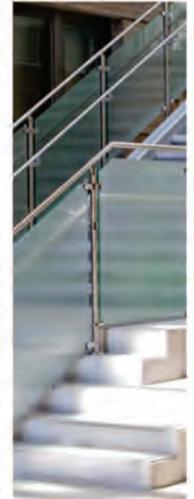


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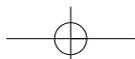


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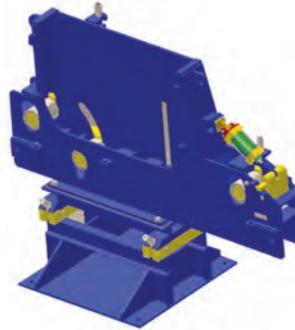
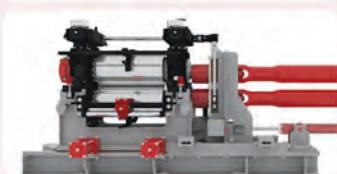


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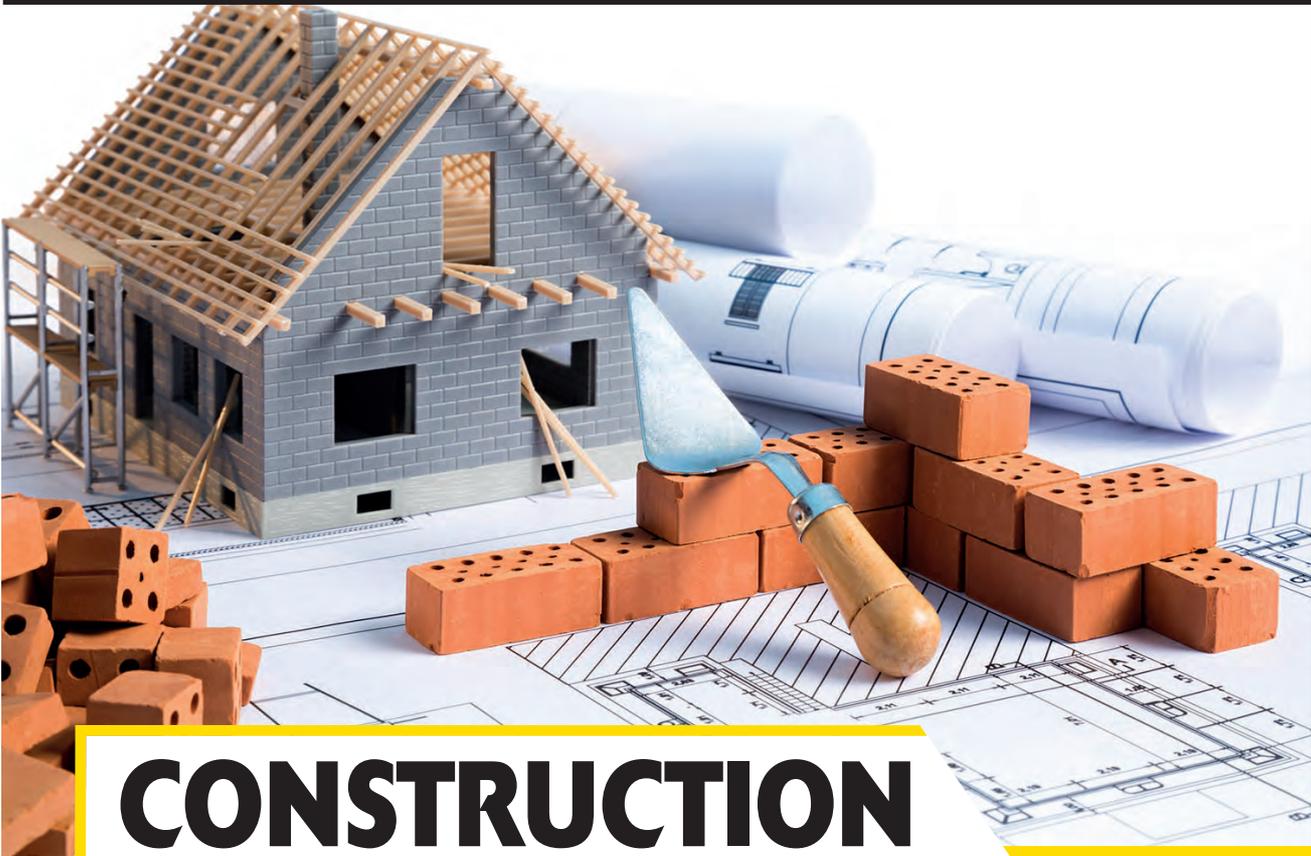
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CONSTRUCTION SECTOR: CRUISING AHEAD



MAKE IN INDIA INITIATIVE IN THE CONSTRUCTION SECTOR HAS OPENED OPPORTUNITIES FOR INDUSTRY PLAYERS

JADAV.KAKOTI@TIMESGROUP.COM

M

ake in India, a pet project of Prime Minister Narendra Modi and a kind of swadeshi movement covering 25 sectors of the economy, was launched by the Government of India on 25 September 2014 to encourage companies to manufacture their products in India and also increase their investment. While rolling out red carpet for foreign companies to invest in

India, India smaller companies were also encouraged to participate in the process of development. The Make in India campaign was launched as part of a wider set of nation-building initiatives. Aimed at transforming the country into a global design and manufacturing hub, the initiative was a timely response to a critical situation.

The primary objective of the Make in India initiative is to attract investments



ROBUST DEVELOPMENT

INCREASE IN POPULATION IS DEMANDING MORE SPACE FOR ACCOMMODATION, ESPECIALLY IN TIER-1 CITIES. TO FULFIL THE DEMAND, CONSTRUCTION ACTIVITIES HAVE BEEN INCREASED BY BOTH GOVERNMENT BODIES AND PRIVATE SECTOR COMPANIES. IN INDIA, GOVERNMENT IS ALSO EMPHASISNG ON THE DEVELOPMENT OF RURAL AREAS

from across the globe and strengthen India's manufacturing sector. From 2014 to now, the Indian manufacturing industry has seen immense progress and it is on a path of becoming a hub for high-tech manufacturing.

Srinivas N, MD, Industrial & Logistics, Savills India, elaborates, "The growth in Gross Value Added (GVA) in the manufacturing sector has grown from 5% in 2013-14 to 12.5% in 2021-22. Whereas GVA of construction industry has grown from 2.7% in 2013-14 to 10.7% in 2021-22 as per the advanced estimates of Ministry of Statistics and Programme Implementation (MoSPI). The industry is expected to grow significantly between 2022 and 2030,

driven by the government's increased focus and spending on large-scale infrastructure projects, along with growing demand for industrial and warehousing facilities including data centers and other real estate asset classes. Growing demand for warehouse space for manufacturing, e-commerce, growing Tier-II and Tier-III cities and organised retail are likely to drive warehousing demand in 2022. The market is likely to see absorption more than 40 mn sq. ft. (including Tier-I, II and III cities) in 2022."

The infrastructure sector is receiving an intense push from Government to improve the nation's manufacturing capabilities. "Several initiatives such as



the National Infrastructure Pipeline (NIP), National Monetization Plan (NMP), dedicated freight corridors and investments, and incentives for development of Inland Container Depot (ICD), Cold storage and cold chain, Special Economic Zones (SEZs), Free Trade Warehousing Zones (FTWZs), Export

Oriented Units (EOUs) amongst others, have been taken to propel the infrastructure investment and thereby growth of the construction industry. The department for the promotion of industry and internal trade (DPIIT) has facilitated the mapping of as much as 5.6 lakh hectares on the India Industrial Land Bank (IILB) to attract manufacturing companies," Srinivas says.

Construction industry in India will remain buoyant due to increased demand from real estate and infrastructure projects. It is estimated that India would need to spend USD 4.51 trillion on infrastructure by 2030 to realise the vision of a USD 5 trillion economy by 2025 and continue an escalated trajectory until 2030.

The government has also initiated a number of policy changes. 100 per cent Foreign Direct Investment (FDI) has been permitted through the automatic route for townships and cities. Dedicated Fund for Affordable Housing under National Housing Bank, identification of 100 Smart Cities, having an outlay of USD 31.38 billion are some other key policy initiatives undertaken by the government.

KEY COMPONENTS

The real estate is the second largest employer after agriculture and is slated to grow at 30 per cent over the next





POISED TO GROW

INDIA IS POISED TO BECOME THE 3RD LARGEST CONSTRUCTION MARKET IN THE NEXT 2-3 YEARS, ADDING THAT THE REAL ESTATE SECTOR WILL PROVIDE HUGE BUSINESS OPPORTUNITIES, GENERATE EMPLOYMENT AND PROVIDE BIG AVENUES FOR THE STARTUP ECOSYSTEM

decade. The real estate sector comprises four sub sectors - housing, retail, hospitality, and commercial. The growth of this sector is well complemented by the growth of the corporate environment and the demand for office space as well as urban and semi-urban accommodations. The construction industry ranks third among the 14 major sectors in terms of direct, indirect and induced effects in all sectors of the economy.

GO LOCAL IN CONSTRUCTION

Architects and builders, today, prioritise the use of materials sourced from local suppliers. Construction designs emphasise the utilisation of locally available materials as a means of reducing costs. Building designs often incorporate innovative technologies while also utilising natural materials that have been available for centuries. This approach not only promotes sustainability but also supports the growth of companies specialising in building materials, sanitary wares, cement and wall putty, pre-fabricated structures, and roofing sheets.

The construction industry has been booming, driving the growth of the building material sector. There has been a shift towards sustainable and eco-friendly





building materials, with a growing focus on green building practices and energy-efficient solutions. The growing awareness about the importance of quality construction materials and the adoption of advanced construction technologies has also driven the demand for cement and wall putty. Pre-fabricated structures, including pre-fabricated buildings, modular structures, and steel structures, are also gaining popularity in various sectors such as commercial, industrial, and residential, as they offer faster construction, reduced labour costs, and improved quality. Roofing sheets made of materials such as metal, polycarbonate, and asphalt have gained popularity due to their durability, affordability, and ease of installation. Changing climatic conditions, such as heavy rainfall and extreme temperatures, have also driven the demand for high-quality roofing sheets that offer better protection and insulation.

Besides, there has been a growing demand for modern and innovative sanitary ware products, such as water-saving faucets, smart toilets, and designer bathroom fixtures. The government's Swachh Bharat Abhiyan (Clean India Campaign) has also played a significant role in promoting sanitation and hygiene practices, further fuelling the demand for sanitary ware products.

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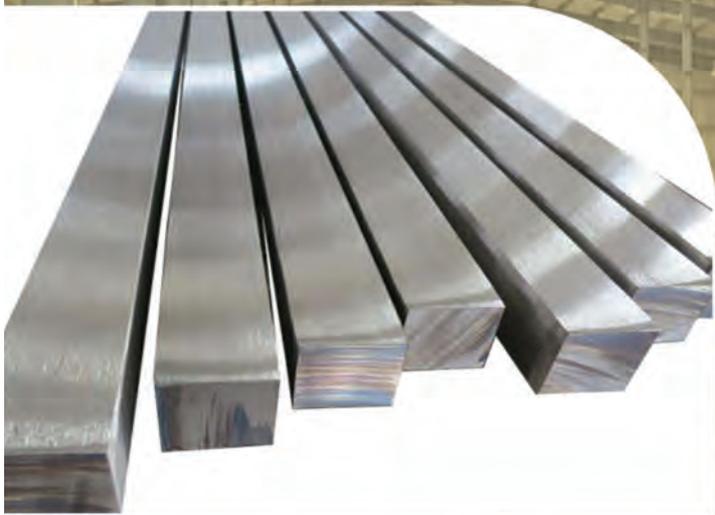
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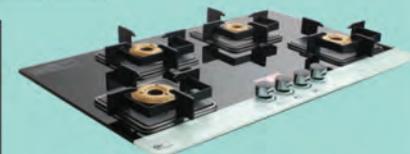
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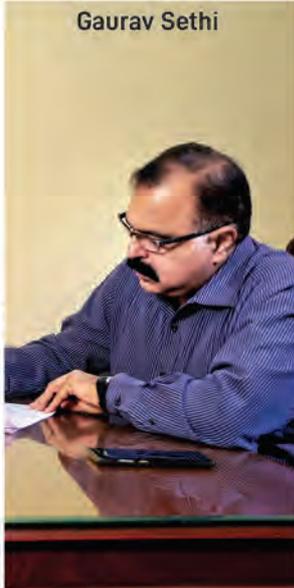
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Tarun Sethi (Partner) & Gaurav Sethi (Partner)
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LEGACY OF A LIFETIME

SN Industries was started as a family business by Sh. Madan Sethi in 1966 when they were manufacturing Double Action & Single Action Spring Hinges and his sons Tarun Sethi and Gaurav Sethi joined the company in 1995 with Tarun Sethi simultaneously pursuing his studies, with the latest knowledge he has always tried to keep the production facilities with upto- date technology and use latest plant and machinery to match the customer's needs."

There were few products that changed the game for their business. The company has developed some great and unique designs that has never been developed by any other company. Today they can proudly say that they enjoy a respect in the market for their innovative designs, finish, and workmanship, which are comparable to any international brands," says Tarun Sethi.

The company offers a wide variety of around 35 different door closing devices/door closers in more than 10 types of finishes. Depending upon the usage, functionality, finish, and customer requirements, the company has door closing devices for a wide variety of applications.

The company's success mantra is 'Innovation with an eye for perfection'.

They are always researching innovative ideas for market development of their brand. The company provides its customers with a full range of products, from affordable range to premium range. Sethi says he wants all products to be perfect in terms of quality, designing, finish, user experience.

Competitors don't manufacture their own products and have turned traders by just importing similar cheaper products from China or any other source and sell them under their brand. But when compared to life and quality of the product, S N Industries products excel and stand ahead as they regularly modify and innovate to provide best quality products. The company also offers better after sales service and always has components and parts available which at times the traders are unable to provide as backup.

The company plans to expand its distributor network which will help in business expansion. The company will continue to invent and innovate to attract new customers in the future and keep its existing customers engaged with its business. Plans are also there to update the technology for production of new products.

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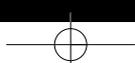
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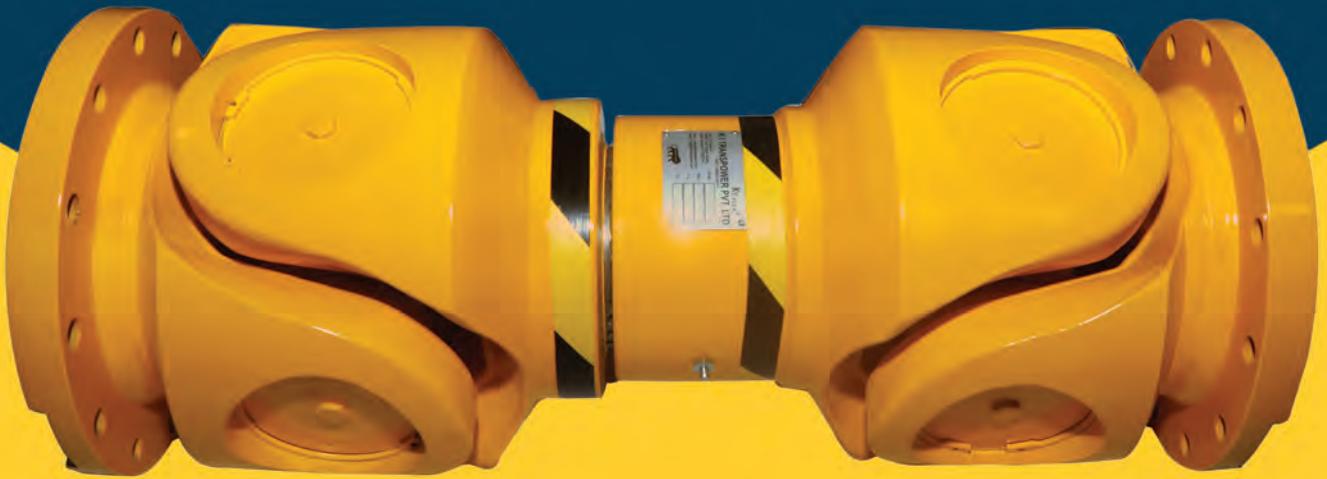
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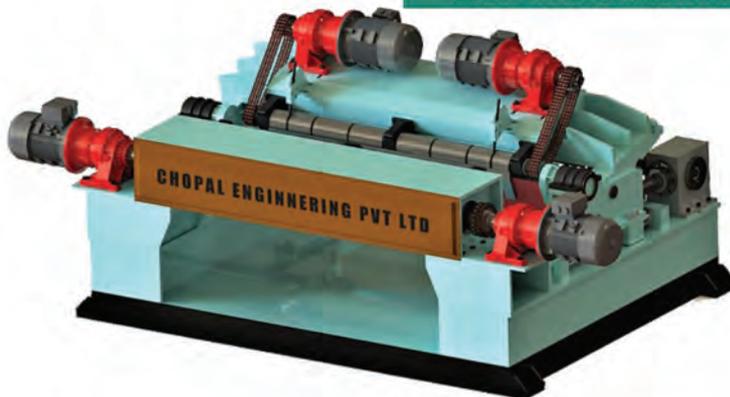
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MSMES: SHAPING INDIA'S ECONOMY

THE MSME SECTOR IS OFTEN CALLED THE GROWTH ENGINE OF THE ECONOMY AND IS POISED TO PLAY A VITAL ROLE IN SHAPING THE CONTOURS OF THE NATION

JADAV.KAKOTI@TIMESGROUP.COM



The Micro Small and Medium Enterprises (MSMEs) segment contributes a lot to the socio-economic development of the country. The sector has gained tremendous importance as it contributes to GDP of the country and exports in a major way. As per provisions of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the MSME are classified in two classes i.e., Manufacturing Enterprises and Service Enterprises.

The enterprises are further categorized

based on investment in equipment and annual turnover.

Talking about the role played by the MSME sector, K V Srinivasan, executive director and CEO of Profectus Capital, says, "For India to reach the \$ 5 trillion target by 2027 in nominal terms, our GDP must grow at over 13-14% p.a. The vital MSME supply chain must grow much faster for that to happen. Be it agri-processing, intermediary goods or support services, MSMEs occupy an important place in our economy and provide substantial employment

opportunities. MSMEs in India have the expertise to manufacture a large part of the imported intermediate goods and help India become "Atmanirbhar". In areas such as electronics, auto components, pharmaceuticals and even defence production, MSMEs can substitute imports in the supply of components, intermediate chemicals, engineering services, etc."

Highlighting the hurdles before the sector, Srinivasan says, "MSMEs face some basic hurdles in their progress - finance, skilled workforce, management expertise

and archaic land and labour laws. The penetration of formal credit into the sector has been abysmal. Of late, NBFCs have played a significant role in making formal finance available to the last mile, but much more effort in this direction is needed."

As MSMEs scale up, there is also a need for equity capital infusion, and venture capitalists have a significant role to play. A critical hurdle venture capitalists and lenders face is the need for more transparency on the financial performance of the sector and better governance standards. Educating entrepreneurs on the virtues of tax and legal compliance will boost their chances to grow exponentially.

"The government's skill development initiative has not been as effective as it



IN A CONSTANTLY CHANGING ENVIRONMENT, IT IS IMPORTANT THAT MSMEs UTILISE DIGITAL TOOLS TO BECOME MORE DATA-DRIVEN, THUS MAKING BETTER DECISIONS FOR THEMSELVES AND THEIR CUSTOMERS





HIGH ON TECHNOLOGY

TODAY, DIGITISATION HAS OPENED MANY AVENUES FOR MANY MANUFACTURING BUSINESSES TO STRENGTHEN THEIR OPERATIONS. AS INDIA EMBARKS UPON THE JOURNEY OF BECOMING ATMA NIRBHAR IN THE MANUFACTURING SECTOR, ENTERPRISES ARE SEEN EXPLORING NEWER DIGITAL OPPORTUNITIES TO DELIVER QUALITY PRODUCTS

could have been - resulting in a lack of trained manpower for MSMEs to employ. There is a crying need to overhaul the initiative and make it more job-skill-oriented and extensive," Srinivasan adds.

Two major resources - Land and Labour are in the domain of the state governments, and significant reforms at that level have yet to happen. While many state governments have made attempts at labour law amendments, a lot more needs to be done to rid the MSMEs of needless paperwork, the inspector raj, and to make hiring and termination more equitable.

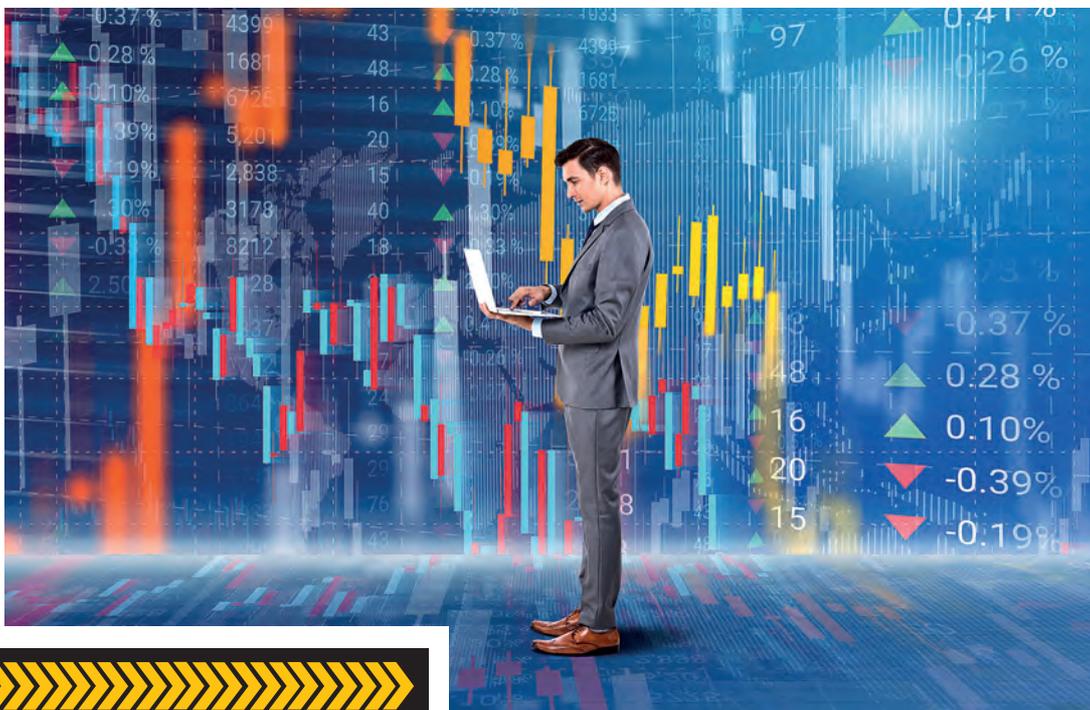
"If we overcome these hurdles through policy initiatives, there is no doubt that MSMEs will play a stellar role in making 'Atmanirbhar Bharat' a reality," Srinivasan further adds.

The MSME sector is also a major employer of the skilled workers. YS Chakravarti, MD & CEO, Shriram Finance, says, "The MSME sector employs over 110 million people and contributes around 30 per cent to India's GDP, making it a vital artery in India's economic framework.

Rightly so, the Central Government has introduced initiatives to promote and encourage MSME businesses. Ease of doing business: The Central Government has simplified regulatory and statutory processes to remove administrative roadblocks and procedural bottlenecks. Along with increasing digitisation, it has enabled entrepreneurs to launch their enterprises with more ease."

ACCESS TO FINANCE: The Central Government has implemented several initiatives to provide MSMEs with easier access to finance. The MUDRA (Micro Units Development and Refinance Agency) Yojana offers loans to micro-enterprises up to ₹10 lakhs. The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) scheme facilitates the delivery of collateral-free credit with flexible repayment terms to first-time and small entrepreneurs.

The Covid-19 pandemic battered the sector resulting in many MSMEs shutting shop temporarily in FY21 and FY22.



SELF SUFFICIENT

MSMES ARE SAID TO BE PROVIDING STRONG SUPPORT TO A COUNTRY'S ECONOMIC STABILITY. THEY UNFOLD NEW AVENUES SUCH AS BUILDING A STRONGER TRADE BALANCE, CREATING SUBSTANTIAL EMPLOYMENT, AND SECURING PEACE AND STABILITY



Subsequently, the Central Government infused capital into the sector and provided relaxation in regulations and repayment terms to resuscitate the MSMEs.

INFRASTRUCTURE DEVELOPMENT: The establishment of technology and industrial parks, business clusters and SEZs (Special Economic Zones) has provided the MSMEs with better connectivity to their markets.

Apart from the above measures, the Make in India project has played a significant role in promoting exports. The programme has encouraged MSME exporters by providing them with better

access to global markets and helped them become more competitive.

The Make in India initiative seeks to support domestic manufacturing and attract foreign capital. By extending several facilities, the initiative has unlocked many opportunities for the MSME sector.

The Central Government's initiatives, including the Make in India project, has created an enabling environment for India's MSME sector. By simplifying regulatory processes, widening financial access, building infrastructure, and encouraging exports, the measures have opened the doors of growth and development for the MSMEs.

WOMEN SHINING



TIMES HAVE CHANGED FOR WOMEN WHO CLIMB THE CORPORATE LADDER. IN RECENT TIMES, THE NUMBER OF WOMEN STEPPING INTO THE ENTREPRENEURIAL DOMAIN HAS INCREASED TREMENDOUSLY

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way inferior. They are efficient enough to face all odds, challenges and obstacles and prove their excellence in every sector. In India, more than 40 percent of the start-ups are run by women, of which over 50,000 are recognised by the government. The country witnessed the most women-led start-ups turning into unicorns in the past few years," says Pooja Merani COO, Wacoal.

The world, especially India, has undergone a transformation from traditional jobs to entrepreneurship, leading to a surge in start-ups. This shift has allowed many women, including housewives and working professionals, to pursue their entrepreneurial dreams and become independent business owners.

"It is heartening to see this change take place, and I feel fortunate to be a part of this movement. As a working woman for many years, I have come to realize that it is an

O

ver the years, women leaders in various sectors have been acknowledged and celebrated. They are leading nations, multinational companies, global initiatives, shoulder-to-shoulder with their peers. There is no feat that the women of today cannot accomplished.

"Indian women make up approximately 50 per cent of the Indian population, and they directly or indirectly contribute to its economy. Their efforts and role in shaping the nation's development have demonstrated that women are in no





ongoing cycle. I take pride in being a part of a work culture where we prioritize providing our customers with a platform that has been missing in the health and wellness industry for a long time, instead of focusing on societal issues. Our team comprises of three co-founders who work together without any gender biases. Like everyone else, I did face some initial challenges, but today, I concentrate on our common goal," says Anvi Shah, Founder & CEO, HyugaLife.

"Women make up about half of the global population, but are still under-represented in entrepreneurial and business leadership roles. It is crucial to encourage and assist more female entrepreneurs as they not only contribute to the economic growth of the nation but also helps in job creation. According to research, businesses with more diverse leadership teams tend to perform better and be more innovative. Women entrepreneurs may bring a distinct viewpoint to the table, as their experiences and perspectives may differ from those of their male colleagues. Supporting female businesses can also have a positive effect on gender equality. Women

entrepreneurs can motivate other women and girls to pursue their own business goals by serving as role models," says Aiswarya Bansal, Co-founder, Smartworld Developers.

"If you stay true to the vision that inspired your journey and keep finding ways to build your skill set, success is inevitable. It takes determination and confidence, but the women that can persevere become the best at what they do. A woman entrepreneur should not lose sight of the bigger picture; where do you envision your business in 10 years, 20 years? If you can answer that, it will guide you through the tough decisions that will come your way," says Kimi Jain, co-founder and head of brand experience, Kimirica.

The famous saying, if a woman is supported, a nation is built, highlights the crucial role that women play in building and strengthening a nation.

"Women make up nearly half of the world's population, and their economic participation is essential for a nation's growth and development. When women are supported through education, training, and access to financial resources, they can contribute significantly to the national economy.



THE EMERGENCE OF WOMEN ENTREPRENEURS IN RECENT YEARS CAN BE ASCRIBED TO A MULTITUDE OF FACTORS, INCLUDING INCREASING ACCESS TO EDUCATION, SHIFTING SOCIETAL STANDARDS, AND TECHNOLOGICAL IMPROVEMENTS



NEW ERA OF ENTREPRENEURSHIP

INCREASING NUMBER OF INDIAN WOMEN, TODAY, HAS ENTERED THE FIELD OF ENTREPRENEURSHIP AND ALSO THEY ARE GRADUALLY CHANGING THE FACE OF BUSINESS OF TODAY, BOTH LITERALLY AND FIGURATIVELY

Women's economic empowerment can lead to increased household income, improved standards of living, and reduced poverty levels, all of which are critical for building a strong nation," shares Nidhi Aggarwal, founder, SpaceMantra.

On similar note, Merani says, "Everything starts with the mind. It is the origin of all thought, hence all action. If you have the right skills and enough strength but the wrong mindset, you aren't going to get very far. The fundamental of pushing beyond your limits is to take on challenges that are harder than what you are used to. If you do not push past your capabilities regularly, you are stuck within your comfort zone and do not experience any growth, which causes stagnation and, eventually, despair. So, I plan to enthusiastically



embrace challenges that are bigger, tougher and more complex to get more comfortable being outside my comfort zone and get closer to my dreams."

Women are writing their own stories and gradually changing the age-old norms of society for the better. "I believe that it is the determination and confidence of women that has brought them so far. Society is not bereft of hurdles, rules and judgement for both men and women, but women have far to go. And I am not talking only about women in the corporate or business world. Women from all walks of life, whether working or not, are gradually recognising their immense contribution to society and celebrating it. This cosmic change has been more the result of women's determination and confidence than the support of society at large," says Harini Sivakumar, CEO and founder, Earth Rhythm.

"As the world moves towards a more digital and global economy, women entrepreneurs are essential to driving economic growth and creating jobs. Women entrepreneurs bring a unique set of skills, vision, and creativity to their businesses, and they bring a passion and commitment that can help break down barriers to success. Women entrepreneurs also provide access to new markets, products, and services that can help to create a more equitable and prosperous future. By encouraging and supporting more women entrepreneurs, we can create a more robust, diverse, and sustainable



global economy," says Yashika Luthra, founder, Yashika Luthra Designs.

Today, women entrepreneurs have been making a considerable impact in all most all the segments of the economy. With more and more women entrepreneurs, the world will be a far better place to work in and live in. When women are also breadwinners, men are encouraged to share household work. There's more mutual respect and accurate division of labour both inside and outside home. The emergence of women entrepreneurs, in recent years, can be ascribed to a multitude of factors, including increasing access to education, shifting societal standards, and technological improvements. "Equal opportunities are what every human being deserves,

irrespective of gender. When presented with equal opportunities, we encourage a healthy environment where there is more mutual respect, growth and no gender-based discrimination," says Sheetal Saxena, founder, Athyeka Café.

"Recently blessed with a daughter, the sparkle is her eye makes me push myself each day. Boundaries are physical, limitations are endless. Today, there is nothing a woman cannot fix or achieve. Here's wishing all you young and enthusiastic entrepreneurs the very best. May the winds of fortune blow kindly upon you, good luck and god bless, as quoted by Field Marshal Sam Manekshaw," says Vanya Aulakh, director and chief business development officer, Trust rpo.



PUSHING LIMITS

ENTREPRENEURSHIP DEVELOPMENT AMONG WOMEN IS ONE ACTIVITY THAT PROMISES ENCOURAGING RESULTS. BY MOTIVATING, TRAINING AND ASSISTING WOMEN TOWARDS INDEPENDENT BUSINESS VENTURES, IT MAY BE POSSIBLE TO BRING BENEFICIAL RESULTS IN THE DEVELOPMENT OF A REGION



CREATING INCREDIBLE TABLEWARE



THE PREMIUM TABLEWARE SEGMENT HAS GOT MORE THAN DESIRED PUSH, WITH THE MAKE IN INDIA INITIATIVE IT IS CREATING RIPPLES

RAKESH.MALIK2@TIMESGROUP.COM



It is one of the fast-growing segments and the premium tableware segment has got the desired impetus under the 'Make in India' initiative. The ease of manufacturing products that has accompanied the Make in India initiative has helped in the development of many tableware brands, that are not only made in India but made for India. The initiative has helped in the development of products that cater to Indian tastes and aesthetics. Make in India has given real push to lots of manufacturers and have given designers a push to show their creativity. Though many are still influenced by western culture from minimalism to maximalism but you can now see amalgamation wherein we pick inspiration from the palaces of Mughals to intricacies of temple art and Indian modernism has used all this art in smaller elements like tableware keeping charm and grace of Indian art. There has been a new wave of design. In addition, Indian customer now wants to put a designer product on their table to reflect their sensibilities.

Talking about the initiatives and how it is helping the local economy, Ayush Baid,

founder, ellementry, states, "Make in India' has provided encouragement to artisans to showcase their skills not just to the Indian market but also to the international one. At the same time, it has inspired people to purchase products made in their very own country as they have realised that the products made in India are of export quality and available at the best prices. We work closely with over 4000 talented artisans, helping them hone their skills, and improve their livelihood. Moreover, integration of sustainable materials like terracotta, eco-mix, glass, etc. in functional forms with desirable aesthetics. This has proven to add more value to the premium tableware segment."

According to reports, the tableware industry in India is expected to grow at a CAGR of 4.51%.

"We expect the premium tableware segment to have an increasing market share within the industry as the willingness to spend on home goods increases. There had been a sudden upsurge in the demand for premium tableware, both domestically and internationally, during the lockdown period. Now, with more and more companies adopting flexible work-from-home policies and consequently, with people spending more time at home; the focus of spending in the luxury industry is incorporating home



goods industries, like tableware. Therefore, we expect the growth in demand in the premium tableware segment to be a secular trend. Tableware companies in India have surely risen to the occasion by creating products on par with international standards and products," asserts, Sonal Jetha, founder, Kaunteya.

The spike in demand in the premium tableware segment has provided an opportunity for brands with a specific ethos and design aesthetics to nurture. Consumers are looking to find brands that cater to a specific niche within the premium segment. Our brand has capitalized on the new consumer preferences by making products specifically focused on Indian art and culture. Our design aesthetics and mission have resonated well with the populace.

Sangeeta Vasishtha and Rachna Dhawan, co-founders and creative stylists, Amoli concepts, shares, "Indian customer today is able to have many choices which reflect a mix contemporary and traditional ethos. Indian homes today reflect both sensibilities, customers want to extend their décor to tableware. With Covid subsiding socializing is on rise and hence we do see this demand increasing. There is good demand in India as well as International market for made in India tableware. Indian product is at par with international standards and is surely very much in demand. With the mix of both traditional and contemporary unique designs readily available we see a spurt in demand."

Adding further, Baid, says, "There has been a stark difference pre and post Covid. Earlier, the demand and buying behaviour for the tableware category was limited to festive seasons, housewarming, setting up new homes, etc. during and post Covid, as people spent more time at home, the need to add more value to their spaces increased. The need to improve the quality of life through



CONSCIOUS LIVING

PEOPLE ARE LEANING TOWARDS SUSTAINABLE, HANDMADE PRODUCTS. CHOICES REFLECT CHANGING LIFESTYLE DECISIONS, AND HOW PEOPLE ARE MORE CONSCIOUS ABOUT ENCOURAGING LOCAL ARTISANS (MADE IN INDIA), AND LONGEVITY OF THE PRODUCTS AND SEEK TO KNOW MORE ABOUT MATERIALS, ETC.

handcrafted, sustainable products that add to the wholesome quality of life also showed up."

Industry players also feel Covid and the changing lifestyle choices have had a huge impact on this category. The biggest advantage that they feel the reflection of the Indian culture and age-old practices in products that are handmade by talented pool of artisans. While they bring alive art forms that are slowly fading, it is also the sustainable benefits and international food safety protocols that have made these products a preferred choice.

"The great thing about any tableware is its ability to showcase your personality and that is the real joy of décor. One can opt for traditional look or sophisticated contemporary look to go with other décor and colour, you can either choose to have a complete matching set or you might decide eclectic is your thing and mix them all up. There are no rules!" says Vasishtha and Dhawan.

"From price to quantity, there are a lot of different factors to consider when searching for the right tableware. Fusion trend is here to stay e.g. products inspired from western world like cake stand in traditional designs, use of brass, wood and marble in contemporary designs, cheese boards with Indian carvings and cheese sets are catching the eye of the Indian as well as International customer. One can now observe fusion of influences of old and new creating a product which is contemporary yet supporting Indian art and making Indian products look very unique and novel," disclose Vasishtha and Dhawan.



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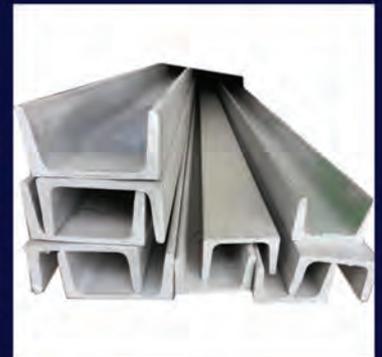
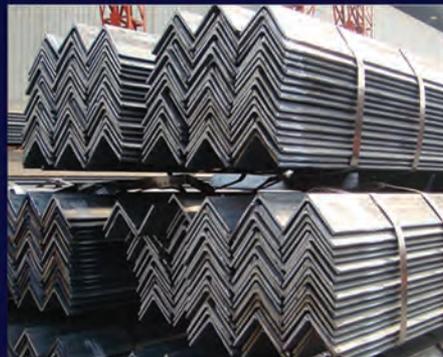
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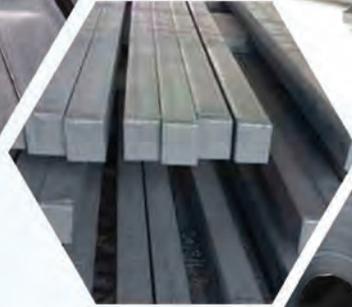
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A strong infrastructure is vital for the overall economic development of any locality. Real estate is a major component of the economy and is also shaped to a large extent by the presence of a healthy infrastructure. Infrastructure is a key element in determining price levels and influencing the market sentiment of the real estate sector. It is common for proposed developments to influence the price points in micro markets and adjoining areas as it acts as a USP for a homebuyer or developer. A location that is equipped with excellent infrastructure will command high property rates and have good growth prospects. The environs are not limited to only civic amenities like roads, water, and electricity but also social facilities.

The infrastructure sector is a key driver of the Indian economy. The sector is highly responsible for propelling India's overall development and enjoys intense focus from the government for initiating policies that would ensure the time-bound creation of world-class infrastructure in the country. The infrastructure sector includes power, bridges, dams, roads, and urban infrastructure development. In other words, the infrastructure sector acts as a catalyst for India's economic growth as it drives the growth of the allied sectors like townships, housing, built-up infrastructure, and construction

development projects.

To meet India's aim of reaching a USD 5 trillion economy by 2025, infrastructure development is the need of the hour. The government has launched the National Infrastructure Pipeline (NIP) combined with other initiatives such as 'Make in India' and the production-linked incentives (PLI) scheme to augment the growth of the infrastructure sector. Historically, more than 80 per cent of the country's infrastructure spending has gone toward funding for transportation, electricity, and water& irrigation.

While these sectors remain the key focus, the government has also started to focus on other sectors as India's environment and demographics are evolving. There is a compelling need for enhanced and improved delivery across the whole infrastructure spectrum, from

housing provision to water and sanitation services to digital and transportation demands, which will assure economic growth, increase the quality of life, and boost sectoral competitiveness.

India's infrastructure forms an integral part of the country's economic ecosystem. There has been a significant shift in the industry that is leading to the development of world-class facilities across the country in the areas of roads, waterways, railways, airports, and ports, among others. The country-wide smart city programs have proven to be industry game-changers. Given its critical role in the growth of the nation, the infrastructure sector has experienced a tremendous boom as a result of India's

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necessity and desire for rapid development. The expansion has been aided by urbanisation and an increase in foreign investment in the sector.

Indian economy is driven through multiple economic sectors and infrastructure is one of the major sector contributions to continuous growth. The infrastructure sector in India is poised to grow at a CAGR of 8.2% by 2027. The launch of a quadrilateral economic forum by India, the US, Israel & the UAE in November 2021 has further added to the influx of infrastructure growth perspectives. Alternatively, the introduction to the "Infrastructure for Resilient Island States" program in November 2021 has shown a significant opportunity to improve the lives of vulnerable nations across the globe by enabling Indian infrastructure growth to



ROBUST DEMAND

INFRASTRUCTURE DEVELOPMENT IS THE DRIVING FORCE OF THE ECONOMY. NOTABLY, GOVERNMENT'S CAPITAL EXPENDITURE HAS INCREASED FIVE TIMES AS COMPARED TO 2013-14. UNDER THE NATIONAL INFRASTRUCTURE PIPELINE, THE GOVERNMENT IS AIMING TO INVEST RS 110 LAKH CRORE IN THE COMING TIME

flourish in tri-folds.

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In India, about 42 per cent of the projects in the National Infrastructure Pipeline (NIP) are under implementation, which means construction work is already going on. Another 19% is under the development stage, while a significant 31% is still in the conceptual stage. During the fiscals 2020 to 2025, sectors such as Energy (24%), Roads (19%), Urban (16%), and Railways (13%) amount to around 70% of the projected capital expenditure in infrastructure in India.

Infrastructural Projects in India.

The roadmap to India's infrastructure is exciting and the new decade seems to be promising. More and more green and clean initiatives are happening across government bodies in major countries, especially, the Indian government has given the much-needed push to the infrastructure sector in the recent 2021 budget. India is looking at a US\$ 5 trillion economy dream.

As per the Department for Promotion of Industry and Internal Trade (DPIIT), FDIs in the construction development and construction sector stood at US\$ 26.17 billion and US\$ 26.30 billion, respectively, between the period of April 2000 and December 2021. The logistics sector in India is rising at a CAGR of 10.5% annually which shows that both in terms of investments and revenue the infra

game is going strong.

India is now at a juncture where a huge investment in R&D for energy-efficient and green fuel is much-needed. Thus, boosting the overall infrastructure.

India has made significant progress in improving its infrastructure in recent years. The Indian government has launched several initiatives to boost infrastructure development, such as the Bharatmala project, which aims to build a network of highways and roads across the country, and the Sagarmala project, which aims to improve port infrastructure.

To conclude, India has made significant progress in improving its infrastructure in recent years, but there is still much to be done.

Addressing challenges such as funding, regulatory hurdles, and environmental concerns will be essential to continue the momentum of infrastructure development and ensure that India has the infrastructure it needs to support its growing economy and population.



UPSKILLING TO CHANGING TIMES



TECHNOLOGICAL ADVANCEMENTS ARE RESHAPING THE RULES OF SKILL DEVELOPMENT IN EVERY SPHERE. AS LEARNING SOLUTIONS CONTINUE TO MATURE, THE ABILITY TO LEARN COMPLEX CONCEPTS THROUGH TECHNOLOGY WILL BECOME POSSIBLE

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With a population of 1.5 billion and a major chunk of the growing young population in the working-age bracket, India has the potential of becoming the capital of the world for providing a skilled workforce. However, does the country have the right skilling infrastructure in place?

It was in 2014 when India's skill agenda got a push. The government introduced The Ministry of Skill Development and Entrepreneurship to focus on enhancing the

employability of the youth through skill development. Between 2015 and 2020, the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), a flagship skill development programme, reached out to about 72 lakh youth. Pradhan Mantri Kaushal Vikas Yojana 3.0, launched in January 2021, followed by a five-year PMKVY in 2021-22 has set an ambitious target of skilling 1.5 crore youth.

Giving a boost to education, skill development, entrepreneurship, R&D, digital infrastructure, green growth, and job creation, the Union Budget 2023 draws a meticulous blueprint for India at 100 and lays a solid foundation for transforming India into a technology-driven knowledge-based economy.

Moreover, the launch of Pradhan Mantri

Kaushal Vikas Yojana 4.0 (PMKVY 4.0) will promote skilling in new-age courses such as coding, AI, Robotics, 3D Printing, etc., and will lead to the creation of a job-ready workforce which is essential from an employability perspective. The proposal to establish 30 Skill India International Centres across different states and the introduction of the Skill India Digital Platform will promote demand-based formal skilling, create a link with employers including MSMEs, and facilitate access to entrepreneurship schemes.

SKILLING FOR A BETTER FUTURE

"Professional advancement does not cease on achievement of a position, a professional always seeks scope for individual advancement. Upskilling and reskilling are necessary for

the purpose and in the direction, ed-tech programs have come a long way bridging the needs and limitations of working professionals," shares Mohit Marwah, co-founder, AFT Online.

According to Marwah, skilling is core for the progress of any individual or nation at large. Indian professionals have proved their skills in a global panorama of health, IT, engineering, and all other sectors. They have driven India's growth story this far and for another leap, we need to further upskill the people for optimum utilisation of their true potential.

Over the years, there has been a consistent focus in the skill development sector on inputs including curriculum, infrastructure, and quality of trainers and lately, integration of technology in the delivery of skill development. However, there has not been any study that has been able to evaluate the ROI and understand which of these following inputs has a significant impact on the outcomes delivered by the programs.

TECHNOLOGY IS PIVOTAL

Technological advancements are reshaping the rules of skill development in every sphere. As learning solutions continue to mature, the ability to learn complex concepts through technology will become possible.

Despite the progress made so far, today, learners and candidates face a multitude of challenges on their skilling journey. There exists limited access to credible sources of information on high-quality service providers and high-potential opportunities. This translates to job seekers and learners relying on personal networks or proximate training providers.



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SHAPING ENTREPRENEURS

FOR THE INDIAN YOUTH, THE DREAM OF BEING AN ENTREPRENEUR COMES WITH ASPIRATIONS OF DOING QUALITY COURSES PAR WITH UNIVERSAL EXCELLENCE. HENCE, THE GOVERNMENT PROVIDES STARTUP INDIA PLATFORM. THIS PLATFORM HAS SEVENTY-NINE COURSES RANGING FROM FINANCIAL ANALYST, DIGITAL TRANSFORMATION, DATA ANALYST, AND MORE



"Cutting-edge technologies AI and ML can help companies understand the skills they will need in the future by analysing historical data to identify trends, predicting future demand for specific skills, identifying skills gaps in the current workforce, and recommending training opportunities. By leveraging these technologies, companies can make informed decisions about their workforce strategy, ensuring they have the necessary skills and capabilities to achieve their business objectives. This, in turn, will help companies stay ahead of the competition by proactively addressing their workforce needs,





TECH DRIVEN

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rather than reacting to them after the fact," says Beas Dev Ralhan, CEO, Next Education.

On similar lines, K. A. Alagarsamy, director, Consortium for Technical Education (CTE), says, "Companies are increasingly adopting AI and ML technologies to gain insights into their workforce and identify the skills needed to achieve their business objectives. By leveraging AI-enabled talent management systems, organisations can compare the skills of their employees to those in the market and make informed decisions about talent management and business growth."





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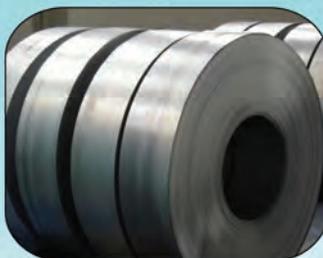
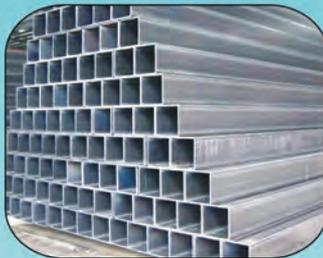
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-By Amit Gupta (Owner)

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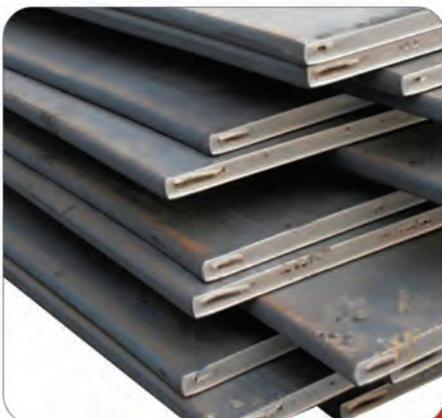
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GREEN GROWTH: A NEW MANTRA



UNION BUDGET 2023-24 FOCUSES ON GREEN GROWTH AND INFRASTRUCTURE DEVELOPMENT

JADAV.KAKOTI@TIMESGROUP.COM

The Union Budget 2023-24 accords importance on green growth, urban infrastructure, and technology. Green growth is one of the seven key priorities of the budget. While presenting the Union Budget the Finance Minister said, "This Budget builds on the focus on green growth. The recently launched National Green Hydrogen Mission, with an outlay of ₹19,700 crores, will facilitate transition of the economy to low carbon intensity, reduce dependence on fossil fuel imports, and make the country assume technology and market leadership in this sunrise sector. The target is to reach an annual production of 5 MMT by 2030."

Commenting on the green push by the government, Samantak Das, chief economist, and head of Research and REIS, India, JLL, says, "The aim towards net zero carbon by 2070 has been galvanized with a grassroot-level focus in the current Budget. The enhanced production target of 5 MMT by 2030 for green hydrogen under the National Green Hydrogen Mission, the ₹35,000 crore outlay for priority capital investment in green power, green credit programme, PM PRANAAM scheme for pushing alternative fertilizer usage, battery storage promotion through VGF as well as the vehicle scrapping policy will all support in the creation of a circular economy and put the country firmly on the path towards its sustainability targets."

The emphasis on green mobility and increasing ownership of EVs was supported by custom duty reduction on lithium-ion batteries and an extension of subsidy on EV batteries. Additionally, the Budget allocation for FY 2024 under the FAME scheme has been enhanced from ₹2,908 crores to ₹5,172



NEED OF THE HOUR

DATA SHARED BY CENTRAL POLLUTION CONTROL BOARD (CPCB) SHOWS THAT DELHI WAS THE MOST POLLUTED CITY IN INDIA IN 2022 WITH PM2.5 LEVELS AT MORE THAN DOUBLE THE SAFE PERMISSIBLE LIMIT AND PM10 AT THE THIRD-HIGHEST AVERAGE CONCENTRATION. SO, AMID THE RISING POLLUTION, GREEN BUILDINGS THE EFFECTIVE SOLUTION

crores. "This will continue to provide a boost to EV production in the country," Das adds.

CREATING SUSTAINABLE CITIES OF TOMORROW

Addressing the need for creating sustainable cities of tomorrow, the focus on urban planning, easing land availability, promoting TOD schemes, and supporting urban local bodies in enhancing property tax collections will be key. The setting up of the Urban Infra Development Fund to be managed by the National Housing Bank, for urban infra improvement in

tier 2 and 3 cities, is a welcome step towards creating more infra-led economic centres in the country.

Sudheer Perla, country head, Tabreed India, says, "With India's G20 presidency as a backdrop, this year's budget has listed 'Green Growth' as one of the seven priority areas. With a budgetary allocation of ₹35,000 cr for transition to a low-carbon intensity, green and secure economy, 2023 may be a turning point for the country. India is moving swiftly to achieve its Net Zero targets by 2070, implementing a multi-pronged approach focussed on supply and demand side measures including



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introduction of more and more renewables and hydrogen in the energy mix, focus on energy efficiency as well as behavioural aspects through programmes like LiFE and Green Credit Programme, waste to wealth plans to promote circular economy, etc. Through implementation of a sustainable and holistic cooling solutions such as district cooling across vital sectors like real estate, cold chain and refrigeration in the agriculture and pharmaceuticals sector, air-conditioning in passenger transport and data centres along with government initiatives like urban planning and smart cities will expediate India's energy

transition efforts in the long term, helping sustained green inclusive economic growth."

POLICY INCENTIVES

The government also announces to add Green Credit Programme in the Environment Protection Act to incentivize companies and local bodies who help in mobilizing sustainable actions. Bijay Agarwal, MD, Sattva Group, says, "As a promising first step towards putting India on a green and sustainable future path, the Finance Minister has envisioned 'sustainable cities for tomorrow', with an emphasis on governance changes, infrastructure funding, and scientific waste management in metropolitan areas. The government's commitment to this 'green growth' policy is a step in the right path toward building a better future for all Indians, one that is healthier and wealthier. This is consistent with India's intention to take the initiative in addressing the global climate crisis. The effort to enhance the focus on scientific management of dry and wet waste in urban areas is notable."



priority areas and reiterating India's goal to achieving net zero carbon emissions by providing ₹35,000 crores for priority capital investments. The green credit programme is unique and will incentivise companies to take environmentally responsible actions."

Ram Raheja, MD, S Raheja Realty, says, "As development and construction increases keeping the environment in mind is crucial to ensure we are sustainable. The governments endeavour for clean energy and focus on encouraging green construction is a welcome move."

Overall, the budget will serve as the blueprint to make India self-reliant and drive long-term economic growth with ecological sustainability.

B Santhanam, CEO, Asia Pacific and India Region, Saint-Gobain and chairman, Saint-Gobain India, avers, "The Union Budget 2023-24 is a pro-growth budget having a strong focus on green growth that will act as a key motivator for businesses to accelerate their shift towards net-zero goals and boost sustainable growth. With governments core focus on urban development, infrastructure investment, employment creation and green growth, the intentions have been clear to steer India journey towards sustainable development. The budget has also captured important aspects such as target to reach green hydrogen production of 5MMT by 2030, implementing many programmes for green growth across various economic sectors as well as create green jobs, allocation of 10000cr/year investment on urban infrastructure development and Pradhan Mantri Kaushal Vikas Yojana 4.0 that will further fuel economic growth and empower our youth."

Ashish Puravankara, MD, Puravankara Limited, says, "The government has shown its seriousness in building an environmentally sustainable economy by including 'Green Growth' as one of its



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Manoj Kumar Gupta from Betco Furniture receiving the felicitation

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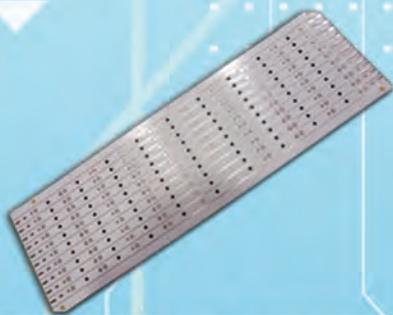
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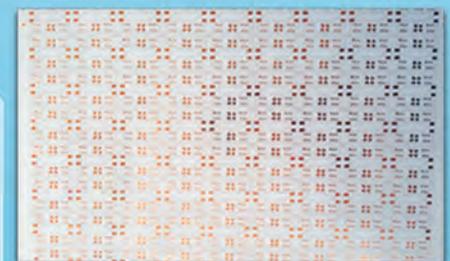
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Tyres Shoppe provides an effective online presence so that the customers can schedule their service appointments at their convenience. Its contemporary, user friendly website now allows them to get tyres changed, at the touch of finger says Jain, "Placing the trust on Tyres Shoppe will ensure proper educated guidance and prompt customer support which will effectively resolve many of the nitty-gritties of tyre maintenance and their timely advice may save people money in the long run and ensure the safety of their vehicle and comfort of passengers."

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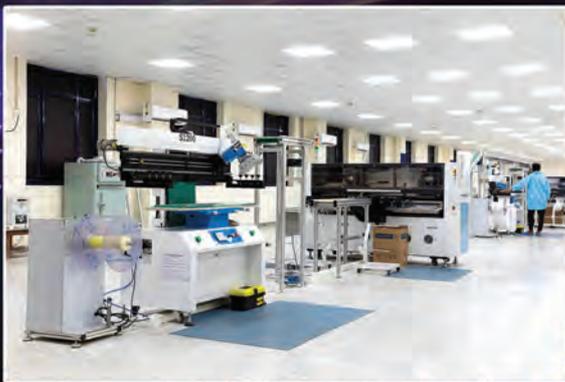


Joginder Singh Saini
[Founder – Babas Group]

Time and experience made them well versed with the terms, products, and trends of the lighting industry to a great extent. They have researched the intricacies of the lighting industry to understand it better and finally stepped in with expertise in the LED strip light chain sector. Babas have set up a full fledged Lab with various advance testing equipment for the development & testing of LED Lighting products and are committed to delivering the most advance and innovative lighting products to their clients as OEM as well as ODM.

Babas has established itself as a prominent player in the manufacturing industry, having garnered a sterling reputation for producing high-quality products. In a remarkably short span of just two years, the company has made significant strides and secured the trust of several distinguished organizations, including Osram, Bajaj, Syska, Orient, Jaguar, Usha etc. Babas range of strip light covers products suitable for 12V & 24V both IP as well as Non-IP. They also have 220V high voltage input Strip / Rope light.

Their Mission is to focus on new and advanced lighting technologies, allowing lighting to beautify any interior or architectural element and their future Vision is committed to delivering the most innovative, effective lighting solutions with world-class products and services. Babas' unwavering commitment to delivering exceptional service and products has earned them a coveted position in the industry, and they continue to raise the bar for excellence with each passing day.



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Today's modern 3PL warehouses are not just storage godowns; they have transformed to smart storage spaces enclosing bigger areas to a tune of 40,000 to 80000 sqm (also going vertically up), with 24x7 operations that include storage, packaging, and delivery to end-clients. Also as India is becoming a hub for manufacturing for new Technology based products, manufacturing facilities Areas are also bigger in requirements ranging from 20000 Sqm to 2 Lakh Sqm with a focus to start early productions.

This calls for proper designing of imposed loads and accounting for impact of sophisticated Material Handling Equipment (MHE) that operates on the floor. Resultantly, high-end flooring solutions become the need of the hour as against normal saw-cut floors such as the jointless ones. Jointless floors are those constructed in large panels which typically measure 25x25 sqm without intermediate or control shrinkage joints and fine tolerance surface finish - Free Movement (FM 2) - as per international standards TR-34 from the UK Concrete Society. These are constructed by us using cuttingedge technology of laying concrete floors with laser screeds. Normally, it is an SFRC with a higher dosage of steel fibres, say 30-45 kg/m³ depending upon the design, with higher thickness of slab which may be up to 225 mm. Subsequently, to meet operational requirements, surface treatment carried out on concrete floors by making use of liquid densifiers and polishing is also done. This increases the abrasion resistance of the wearing surface and prevents dust generation.

Lamba Techno has developed inhouse capabilities not only in Design but also in inspecting and delivering the preconditions activities of flooring like subbase preparation, and civil work associated with Flooring Projects. To date, the company is having LWD Testing machines, 12 Laser Screed Setups, 22 Dedicated Densification Setups to cater and deliver 2Lakh Sqm per month of flooring Areas on time. Lamba Techno has produced more than 45 million square meters of warehouse and industrial concrete flooring to its clients with great satisfaction. Main focus is to understand the need of the floor owner or user, to deliver a project at an acceptable and predictable cost with key focus on maintaining the importance of warehouse flooring in handling loads and what needs to be done to ensure they remain durable. High-end flooring solutions become the need of the hour as against normal saw-cut floors such as the jointless / Jointfree. : "LTF SPL covers all aspects from design, detailing and specification, through to material selection, preparation, installation and maintenance of durable floors."

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OREGENAL



We, Oregenal Electricals are not only in smart innovation but also one of the topmost LED Light manufacturing houses in the country. Since we are a firm with a large and strong human resource unit we develop our lights with a human centric approach in making the world experience the richness of lighting. We are into the manufacturing & also into R&D of Led Lighting and electronic products since 2017.

We have a dedicated R&D unit by the name of "Wake-Up Technology Private Limited" wherein we work on various futuristic technologies like IoT platform development and AI projects too. We have multiple supervisors who are segregated under various responsibilities, and it is only after their minute observation and clearance, our products / units are dispatched. Because of this

quality services, we have been recognized by the Government of INDIA in 2018 and also funded by the Government of India for developing IoT technology with Spain Government. Our aim is to provide the most effective, long-lasting lighting and other electronic solutions to our customers. We are an OEM partner of most of India's Biggest Lighting companies like Havells, Jaquar Lighting, C&S Electric, and many more. We already have an A+ rating from our buyer for delivering quality products. Last year, we developed India's most economical and technologically advanced non-invasive ventilator within 30-40 days. (Reference media coverage link is mentioned below for your reference), This year, we have developed an economical oxygen concentrator of 10L(Per/min).

As already mentioned we are human centric, we have already chalked out short term future plan to launch customizes products, which are now best termed as smart lightings. In addition to it, we not only assure, but you will experience our superb delivery services, since we value our as well as our client's time. In coming days we are also opting for Green Tech light.



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Along with this they also serve many OEM's in India under their brand name. The Company is manufacturing with extreme good grade of raw material which is sourced from reliable and Quality driven vendors for high durability.

The Company was started by **Late Daulat Ram Goel**, who was Engineering Graduate from IIT, and was also associated with many charitable Institution. He started Company with limited means and due to his hardwork and passion he was able to rechieve success and put company to great level.

After him his Daughter in Law and Son is handling company affairs.

Blnita Goel, Bsc Graduate is CMD of company and is an example of woman enterprenuer acheiving Sucess and had a dream of reaching each home with Summerking Prodcuts.

Vikas Goel, BE Graduate is working towards implementing automation of Process and is deeply attached with creating new and better products for the consumer.

CMD believes that their commitment at "Summerking" is to provide a 'Better life' for their consumers and contribute to create a 'Better World' around them. The requirement of audience differs across region and therefore technological solutions have to be customized to the local environment. Driven with this philosophy they intend to provide solutions that are made in India for the Indians, across business and consumer sectors.

Today India is at the verge of change and is being recognized as one of the most influential markets globally. With more than half of India's population under the age of 25 it is a rapidly expanding youth segment. Taking into account these unique local conditions, "Summerking" is now looking at putting its footprint across India as priority market. Taking from their legacy, they will continue to provide solutions which will be fueled by 'Innovation with strategy' to manufacture and service with solutions.

Summerking has always believed in R & D and has a strong team of technical professionals with vast experience for design & development as they always believe that quality of product is guaranteed by design and validated by different parameters. They manufacture and operate with Indian as well as international standards for quality assurance & have passed the International Quality System Authentication of ISO 9000 series.

The Vision of Summerking is to create technology that help free up people's schedule for what really matters and they feel that their products should positively impact people's life.

Their brands and products will help all appreciate today with an eye for tomorrow.

Their Mission is always looking for new oppportunities to grow, collaborate with purpose, delivering innovation that expands boundaries for new categories, services and businesses.



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Few Industrial Associations Letter Requesting for "MAKE IN INDIA" Magazine for distribution to their members.



Sahibabad Industries Association (Regd.)
Regd. Office - 42/20, Sita IV Industrial Area, Sahibabad, Ghaziabad - 201010, U.P.
 E-mail : siasahab@rediffmail.com, Website : www.siasahab.com

Ph: 0120-4117070, 8510927070

दिनांक: 2021-22/04/30/09/017

To,
The Time of India
Make in india magazine noida.

Subject : Make in india magazine 700 copies.

Dear Sir,

This is in regards to the above mention that we have received 700, copies and the same will be distribute to our members.

Thanks & Regards

FOR SAHIBABAD INDUSTRIES ASSOCIATION(REGD.)

for sheet
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To
M/s. Times of India
NOIDA

Sub: Regarding Copies of Make in India Magazine

Dear Sir,

As discussed about the launching of your 'Make in India' magazine

We would like to take 100 Number of copies of the same as we have 90 active members in our association.

Please provide the same.

Thanking you,

Amit Chawhan
Amit Chawhan
Gen Secretary

For Valves & Cocks Manufacturing Association (Regd.).



Association of Ludhiana Machine Tool Industries
ASSOCIATION OF LUDHIANA MACHINE TOOL INDUSTRIES
 Dist No. 818, Industrial Area A, B & Road Ludhiana-141 003 (Pb)
 Phone: 911-981-429443. E-mail: almti@rediffmail.com
 Website: www.almti.org

Ref No ALMTISS/2018-19/184

M/s-Times of India,
NOIDA

Sub:Regarding Copies of Make In India Magazine/

Dear Sir,

As discussed about the launching of your "Make In India" Magazine, we would like to take 370 Copies of the same for distribution amongst our members, as we have 370 Active Members in our Association.

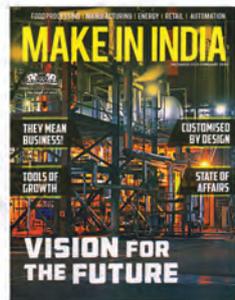
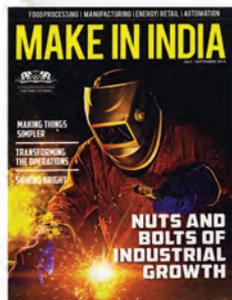
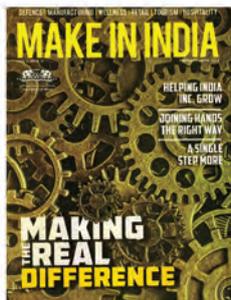
We shall be grateful if you kindly provide us the said number of copies so that we could distribute the same in our members.

Thanking you,

With best regards,

Association of Ludhiana Machine Tool Industries.

Surinder Singh
(Surinder Singh)
Office Secretary
9815288182



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To,
 The Times of India
 Make In India Magazine

Sub : Make In India Magazine 500 copies

Dear Sir,

This is in regard to the above mention that we have received 500 copies and the same will be distributed to our Members.

Thanks & Regards,

For Noida Entrepreneurs Association

NEW TIMBER MARKET DEALERS ASSOCIATION (REGD.)
 (Kirti Nagar Timber & Furniture Dealers Association)
 B-96, W.H.S. Kirti Nagar, New Delhi - 110015 Tel. : 41425165

Ref. No.

To
 The Times of India,
 Make in India Magazine
 Noida.

Subject: Make in India Magazine 500 Copies

Dear Sir,

This is in regards to the above mention that we have received 500 Copies and the same will be distributed to our members.

Thanks & Regards.

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To
 The Times of India
 MAKE IN INDIA MAGAZINE

DEAR SIR,

This is in regards to the mention that we have received 1000 copies and the same will be distribute to our members.

7/11/2023

Yours faithfully,
 For Okhla Industries Association (Regd.)

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 Opp. Plot No. 157, Patparganj Industrial Area, Delhi-110092
 Tel. 011-43092854 E-mail: pfappg@gmail.com
 website: www.pfggassociation.com

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Ref: MMM/2023/235 Dated: 11.04.2023

To,
 The Times of India,
 Make in India Magazine Noida

Subject: Make In India magazine 400 copies received.

Dear Sir,

This is in regards to the above mention subject that we have received 400 copies and the same will be distribute to our members.

Thanks & Regards.

For Patparganj F.I.E. Entrepreneurs Association(Regd.)

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CO-LIVING: THE NEW-AGE LIVING



INDIA'S CO-LIVING MARKET IS EXPECTED TO DOUBLE BY 2024. HERE'S WHAT EXPERTS HAVE TO SAY ON THE RISING TREND

ARTHA.NEOG@TIMESGROUP.COM

The concept of shared spaces is not a new trend. Along with co-working spaces, co-living is fast catching up among many. Searching for a new home can often be overwhelming. Choosing the right location and figuring out how much you can reasonably spend on rent takes time and effort. Hence, co-living has become a popular alternative to traditional housing options for renters looking forward to saving money and becoming part of a community. So, if you are looking for the affordability and sense of community that comes with a share house, but do not want to deal with the up-front costs of leasing and furnishing an entire home, not to mention finding responsible roommates to fill it, co-living can offer you the best of both worlds.

A co-living space offers a convenient and community-based lifestyle for young professionals who are not looking to relocate permanently into the city and want cost-effective, convivial accommodation. According to Colliers' latest report, India's co-living market is expected to double by 2024 with 4,50,000 beds by the end of





CoLiving



CO-LIVING IS AN INTENTIONAL COMMUNITY PROVIDING SHARED HOUSING FOR PEOPLE WITH SHARED INTENTIONS. THESE NEW-AGE LIVING SPACES VALUE OPENNESS AND COLLABORATION, SOCIAL NETWORKING, AND THE SHARING ECONOMY

2024 against the 2,10,000 beds as of 2021-end. "Co-living spaces are about a lot more than mere lodging and boarding. They offer convenience and an engaging lifestyle for tenants who find the restrictive paying guest or hostel environment onerous and overly limiting. With the arrival of co-living as an organised rental housing segment, the hardships of dealing with intrusive landlords, a big no-no with most young professionals these days, are finally becoming a thing of the past. Co-living provides a more streamlined, less hassled, and more invigorating rental living experience with opportunities to cohabit and interact with others without overbearing scrutiny and 'house rules'," says Prashant Thakur, sr director and head, research, ANAROCK Group.

As the term means, co-living is about living together as a community with like-minded individuals who may or may not be known to you. These spaces come with

all-inclusive costs. The tenant pays the total fixed cost up-front for a certain number of months or years. Hence, if any of the costs increase, the tenant does not have to pay the extra charge. In the case of rented apartments, one has to pay additional costs out of pocket.

"The co-living sector faced a massive setback during the first and second waves of the Covid-19 pandemic - but is now once more firmly on a growth path. Many organized operators are in the fray and they're getting generous investments to aid their growth. That said, its immediate future does depend on no further pandemic waves disrupting the market. However, with widespread vaccinations having taken place in the country, there is every reason to be optimistic," adds Thakur.

Those who are looking forward to adopting a more sustainable and minimalist lifestyle will find that co-living

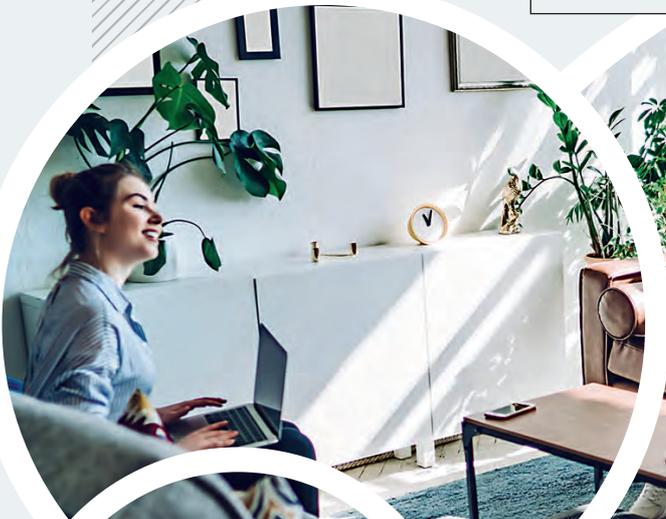


suits their needs perfectly. A major benefit of moving into a fully furnished co-living space is the ability to live in the light and not burden with too many material belongings. These flexible spaces provide all the essentials such as a common kitchen, utility space, lounge area, and common work zone. Elaborating more on the benefits of co-living spaces, "Unlike the traditional tenant, the significant factors behind the decision-making process of millennials these days are amenities, flexibility, and a powerful sense of community and privacy. This change in consumers' decision-making process is resulting in the rise in demand for co-living spaces. Flexi-stay options with low-security deposits coupled with a helpful and friendly community are what millennials are looking for. Privacy and security play a huge role today, especially in metropolitan areas. Millennials are the major promoters



THE NEXT BIG THING

CO-LIVING IS ABOUT LIVING TOGETHER AS A COMMUNITY WITH LIKE-MINDED INDIVIDUALS. THESE SPACES COME WITH ALL-INCLUSIVE COSTS. THE TENANT PAYS THE TOTAL FIXED COST UP-FRONT FOR A CERTAIN NUMBER OF MONTHS OR YEARS



CoLiving

of the new age living solution i.e. co-living spaces," says Abhishek Tripathi, co-founder, Settl Co-living.

The real estate sector has always been a crucial component of annual budgets, and in recent years the co-living segment has risen to prominence within it. This segment, which addresses the evolving housing needs of

young working professionals, has gained significant traction in a short span. "The recent revision of income tax slabs and introduction of tax benefits is welcome news for the industry, providing much-needed relief for young professionals just starting their careers. This timely announcement is poised to drive growth in the sector," says Deepak Anand, co-founder and CEO, Hourr.

Adding more, Mayank Bajaj, founder, The Livlit, says, "The pandemic has changed the lifestyle for many as flexible working hours & hybrid college lectures are the new normal.

There is a dire need for flexibility, hygiene & convenience which will further bolster the growth of the co-living sector, especially in metropolitan cities, where the supply of residential units is limited. The budget does play a crucial role as most co-livers are either students, interns, or young professionals. However, for a pleasant environment with great service & hygiene, everyone's willing to go the extra mile."



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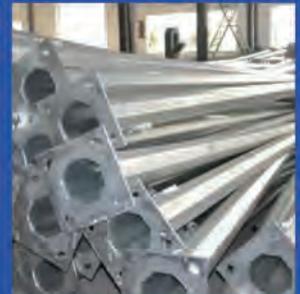
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YONKER

Yonker as a brand, owned by Yonker Skates Pvt. Ltd., was primarily established for manufacturing of all goods related to skates and skating protectives. Currently Yonker lists over a hundred SKU well loved by kids and adults all across the country. The brand and company holds 25 years of global experience in the field.

Amongst company products the skating headgear was widely appreciated and using it as foundation the firm slowly started manufacturing head protection of different sports. The Yonker Cricket line was first introduced as a result and now produces various models for beginners to professional. A couple of models are BSI tested and certified for new BS 7928:2013 standards.

Moving on from Cricket, Yonker developed Equestrian head protector which is again tested with BSI standards, PAS 015:2011, which is one the toughest standards in the world for product certification.

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