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Rata - Newsletter

15th June 2017 | Issue 42

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Overview Of RATA

The Refrigeration & Air-Conditioning Trades Association Ltd. (RATA) is one of the oldest association working for the development of Air-Conditioning & Refrigeration industry in India. Established in the year 1949, the association brings together people from the entire industry and gives them a central forum to help them accomplish their common goal of making progress and achieving success. To bring this vision to reality, RATA with its base of ethics and a strong code of conduct, actively and responsibly helps its members to grow and has also encouraged new entries for the expansion and betterment of the industry. RATA believes in providing a platform to its members to showcase their offerings which in turn will promote internal as well as external trade. In this constantly evolving industry and changing market trends, the association contributes towards the promotion and an overall development of its members and the industry by encompassing companies and traders to organize promotional, educative and informative events.

Details of Committee Members of Year 2014-2017

Name Of Member	Name Of Company	Post
Mr. Parasmal Sirohia	Delite Refrigeration Company	President
Mr. Deepak Dalmia	COOLVIN HVAC SYSTEM Pvt Ltd	Vice President
Mr. Jasprit Singh	H. J. International	Treasurer
Mr. Ajit Panicker	NOVA HVAC SYSTEMS (INDIA) PVT LTD.	Secretary
Mr. Mihir Sanghavi	Auro Engineering Company	Jt. Secretary
Mr. R. T. Gurnaney	Nova ACR Services (India) Pvt. Ltd	Committee Member
Mr. Pankaj Choraria	Boulton Trading Corporation	Committee Member
Mr. Akash Varma	Ishwar Trading	Committee Member
Mr. Hitendra Morakia	Industrial Metals	Committee Member
Mr. Anoop Sabnani	A. S. Controls Pvt Ltd	Committee Member
Mr. Anand Joshi	Manik Engineers	Committee Member
Mr. Rahul Rane	Emerson Climate Technologies (I) Pvt Ltd	Committee Member
Mr. Pritesh Shah	Filko Engineering Co	Action Committee
Mr. Harshal Padia	T J Controls	Action Committee
Mr. Sumod Nair	Kwality Engineering Co	Action Committee
Mr. Sanjay Ray	Russair Technologies	Action Committee
Mr. Nasir Khan	Airofrost HVAC Systems Pvt Ltd	Action Committee
Mr. Kunal Gosavi	Yogeshwar Service & Repairing Pvt Ltd	Action Committee
Mr. Rajen Bhimra	Bhimra Products	Action Committee
Mr Bhavesh Mehta	Mr Bhavesh Mehta	Action Committee

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Administrative Support : Ms Rinal Vira, info@rataindia.com

Circulation: Monthly to every member randomly every quarter to non members reaching over 5000+ small and medium enterprises in the field of airconditioning and refrigeration.

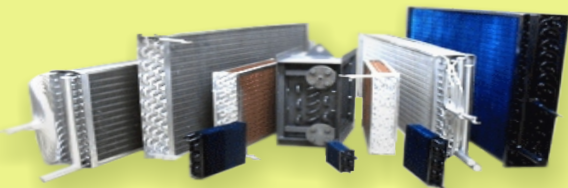
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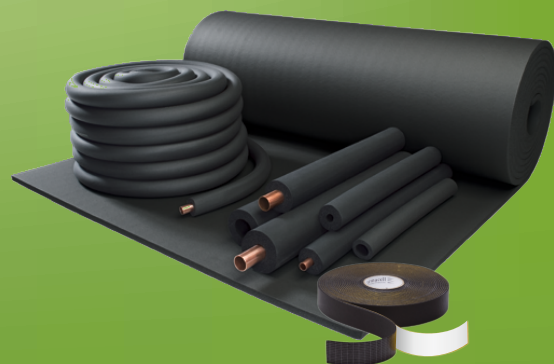


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Small is Beautiful

Source: Economy & Industry ~ Oct - Nov 2015

Many small and medium enterprises (SMEs) have taken to e-commerce platforms to expand their reach, both in the domestic and global markets. A recently released study, jointly conducted by domestic e-commerce player Snapdeal and consultancy firm KPMG, claimed that the e-commerce sector in India is projected to cross \$80 billion by 2020, examined the macro-impact of the sector on the growth of SMEs and identified the remaining gaps in the ecosystem that needed to be plugged.

According to the report, 85 per cent of SMEs which adopted e-commerce believe that it is a cost-effective medium for sales growth. The study also claimed that SMEs that actively adopt the internet for business activities boast 51 per cent more profit and a seven per cent broader consumer base than their offline counterparts. "The fast-paced growth of the e-commerce industry in India represents an unprecedented opportunity for SMEs. We hope that the findings of this report will assist policymakers, industry bodies and e-commerce companies to strengthen the support ecosystem, which could enable SMEs to ride the e-commerce growth wave successfully," said KPMG India chief executive Richard Rekhy. The 50-million strong SME market in India is largely unexploited. However, companies are recognizing the value and spending power of this segment. Facebook recently launched the SME Council in India – its first outside the US – to leverage technology for small businesses. Just recently, Paytm announced its partnership with LendingKart, an online platform for credit evaluation for SMEs, to offer collateral-free business loans to SMEs. The partnership aims to give a new selling experience to merchants and reduce the burden of funds for their operational purposes.

The Snapdeal-KPMG study also highlighted the importance of SMEs in the country which accounted for over 17 per cent of the gross domestic product (GDP) in 2014 and contributed 45 per cent of the nation's industrial output and 40 per cent of total exports. It also claimed that SMEs are capable of creating 1.3 million jobs a year. "At Snapdeal, we are working towards building the most impactful digital commerce ecosystem in the country and SMEs form the foundation of this ecosystem in many ways," said co-founder and chief executive Kunal Bahl. "With over 200,000 sellers operating on our platform, we felt the need to conduct a systematic unbiased study to identify opportunities and challenges to further accelerate the growth of the sector." According to the industry sources, of 50 million SMEs in the country, at least three million, especially from smaller cities, are already using e-commerce platforms. And, in the next year, this figure is likely to double and should touch 30 million in five years. Madanlal Suthar, based in Ahmedabad, had started Zeelplast Machinery with Rs. 50,000 in 2008. The fully automatic moulding machine manufacturing company was limited to supplying local areas, before it took to e-commerce. Now it is getting orders from across India. Says Suthar, "The company has evolved from strength to strength with its brand identity, marketing support and business multiplying manifold."

SMEs in manufacturing are also looking at tapping international business through this route. "The platform enables SMEs to understand the market in a better way. Moreover, it organizes the unorganized sectors," said Dinesh Agarwal, founder and chief executive of IndiaMart.com. "E-commerce platform are giving a marketing channel to SMEs, bringing them new business from anywhere," said Brijesh Agrawal, chief executive officer and founder of Tolexo.com. Some e-commerce entities are also helping SMEs to procure raw material at affordable costs. This has emerged as a new line of business. For example, Gurgaon-based Power2SME provides a platform to obtain pricing for SME procurement needs, door-step delivery and online tracking of orders. "E-commerce players are competing to provide personalized services, bringing in innovation and faster results for e-tailers," said R Narayan, chief executive officer.

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Small is Beautiful

Source: Economy & Industry ~ Oct - Nov 2015

Likewise, Ahmedabad-based tradohub.com supports SMEs for buying raw material from international markets. said Akash Domadiya, director: "Direct procurement of raw materials from global markets isn't easy for individual SMEs and costs more. Buying materials through e-commerce platforms reduces the cost by six to eight per cent." "We have taken a number of initiatives like seller training programmes, seller financing programmes to create life-changing experiences for over one million sellers in the next three years. This study has given us deeper insights into what more we can do to enable small businesses become more successful online," Bahl of Snapdeal added. Snapdeal also said that it is aiming to disburse Rs. 1,000 crore by the end of the year under its seller financing programmes. "We have zero non-performing assets (NPA) under the programme," Bahl said. Hand holding new entrepreneurs might be a wonderful thing and the long tail might earn e-commerce players rich dividends, but is the model sustainable? Most sellers on these marketplaces are growing at breakneck speed and if this growth continues, they will have to scale up rapidly to meet demand. Failure to meet demand or quality expectations would not only harm the vendor, it has the potential to hurt the credibility of the market place as well. Fashionara's Sirdeshmukh, however, does not believe it is an issue. Most marketplaces use advanced predictive analysis to get a sense of future demand. If they sense that a vendor cannot meet the demand, the easiest thing to do is to remove the vendor's catalogue from the site. A spokesperson for Myntra said, "The growth of these smaller brands will be determined by their ability to scale up. They have to invest in infrastructure." Mosr e-commerce portals believe that this trend will play out in two ways. Some brands will emerge as strong standalone brands in their own right. If and when they do. they would want to migrate to their own websites. Others will remain niche and only cater to an audience their inventory allows them to service. However, maintaining quality and managing the time-to-consumer-doorstep will continue to be the biggest challenges on their way.

Another giant taking the Indian market very seriously indeed is Alibaba. Earlier in December, it announced the launch of a slew of services for Indian SMEs selling on Alibaba.com called SMILE, or Small and Medium Industries Leveraging Export, the programme will offer solutions like financing, logistics, certifications and technology. Alibaba's partners for the SMILE programme include companies like ICICI Bank, Kotak Mahindra Bank, Crisil Rating, Tally, Capital Float Jeena, SGS and Mypacco, who will provide finance, credit rating, online lending, and transportation support to SMEs. This initiative is meant for the merchants who are on Alibaba.co, the global resellers platform that was opened to Indian SMEs in July.

A snapshot of India's e-commerce industry

- The e-commerce sector in India is projected to cross \$80 billion by 2020 and \$30 million by 2030 and is already changing the way small and medium enterprises operate in India.
- 2.9 billion Internet users worldwide, 348 million internet users in India in 2015
- 50 million of the 100 million shoppers in India will belong to tier I and tier II cities in 2016.

A snapshot of India's SME sector:

- The SME sector accounted for more than 17% of the GDP in 2014 while contributing 45% of the nation's industrial output and 40% of total exports
- SMEs in India add over 1.3 million jobs per year
- SMEs that use the Internet extensively tend to export approximately twice as much by export value when compared to SMEs using the Internet sparingly.
- 43% of SMEs in India participate in online sales
- 27% of SMEs using the Internet are engaging in e-commerce
- 69% of SMEs report an increase in customers due to the Internet

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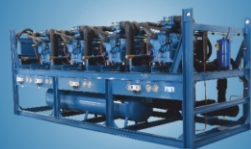
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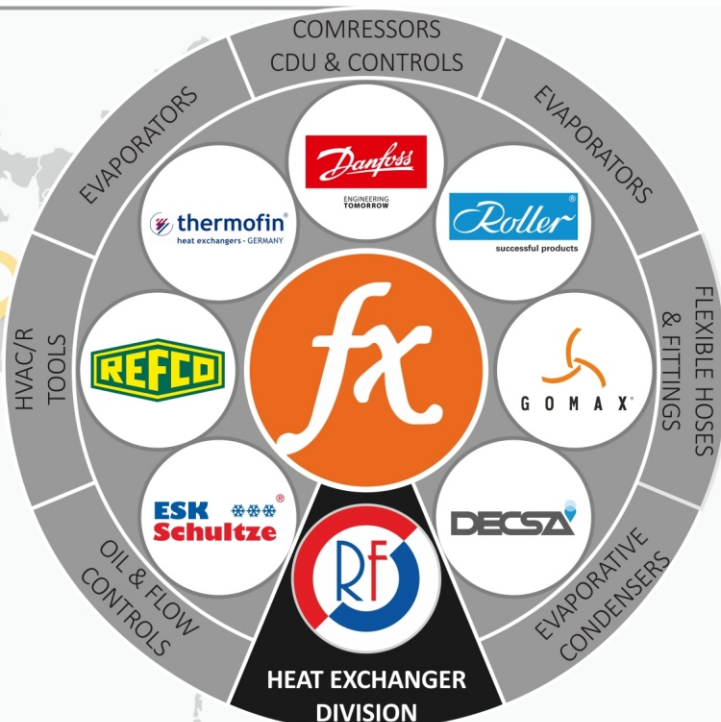
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Skilling India

Source: Skill Power ~ January 2017

Skilling India aims to provide skill training to about 120 lakh youth in the country, within a small span of time. The vision is to undertake skill development at an enhanced scale with a view to make India 'Human Resource Capital' of the world. This is perhaps India's first integrated scheme for developing Skills.

The objective of the National Policy on Skill Development and Entrepreneurship is to meet the challenge of skilling at scale with speed and standard (quality). It aims to provide an umbrella framework to all skilling activities being carried out within the country, to align them to common standards and link the skilling with demand centers. Between now and 2025, over 250 million young people are estimated to enter the Indian workforce, while only 5% of youth aged 20-24 have obtained vocational skills through a formal training system. Many students drop out of the formal educational system unaware of the alternative educational and employment opportunities available. These students often settle in rural areas and engage in daily wage work, and are not privy to the industry growth evident in urban areas. The national policy is expected to provide clarity and coherence on how skill development efforts across the country can be aligned within the existing institutional arrangements. This policy will link skills development to improved employability and productivity. The National Skill Development Corporation provides skill development funding either as loans or equity, and supports financial incentives to select private sector initiatives to improve financial viability through tax breaks etc.

The vision of 2020 is taking shape as the focus has shifted towards both job generation and skill development. India has the advantage of the "demographic dividend" which can be cultivated to build a skilled workforce in the near future. This demographic advantage is predicted to last only until 2040. India therefore has a very narrow time frame to harness its demographic dividend to overcome its skill shortages and to change the public perception about Skilling. Even today, Skilling is perceived as the last resort meant for those who have not been able to progress in the formal academic system. This mental block has only increased the gap between what the industry requires and what is currently available. An important aspect that has remained untouched till now is that of internship / apprenticeship. Data shows that countries which have a well-defined internship/apprenticeship plan have better employment percentages. If we want to derive maximum benefits of the demographic dividend, it is necessary to encourage internship/apprenticeship related initiative for students.

With the amendment of the Apprenticeship Act, employers can now engage up to 10% of its total workforce as apprentices. The number of apprentices in the country has increased from 2.70 lakh to 3.10 lakh in FY 2015-16, which is 15% higher as compared to FY 2014-15. National Apprenticeship Promotion Scheme (NAPS) was also notified on August 19, 2016 to equip 50,000 apprentices during 2016-2022. The Government of India has adopted skill development as a national priority over the next 10 years. The Eleventh Five-Year Plan has a detailed road-map for skill development in India and favours the formation of Skill Development Missions, both at the State and National levels, to create such an institutional base for skill development in India at the national level, a "Coordinated Action on Skill Development" with three-tier institutional structure consisting of the PM's National

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Skilling India

Source: Skill Power ~ January 2017

Council on Skill Development Coordination Board (NSDCB) and the National Skill Development Corporation (NSDC) was created. The most important initiative in last 12 months was to create a stand alone “Skills Ministry” headed by energetic and forward looking Minister, Mr. Rajiv Pratap Rudy. “I am happy that after on and half years at least in the space of skills ecosystem that we have been able to give the language for skills which is not being recognized so far. We expect from state governments and partners from the industries and also expect from the people who have huge infrastructure system and who understands the language of skills”, said Mr. Rajiv Pratap Rudy.

The Ministry is responsible for co-ordination of all skill development efforts across the country, matching of demand and supply of skilled manpower, building the vocational and technical training framework, skill up-gradation, building of new skills and innovative thinking of jobs. One of the key interventions to create training capacity is facilitating private sector participation in skill development. National Skill Development Corporation (NSDC), a one of its kind Public Private Partnership, was created in 2008 with the following pillars:

Create: Catalyze creation of large, quality vocational training institutions.

Fund: Reduce risk by providing patent capital including grants and equity.

Enable: Creation and sustainability of support systems required for skilled development.

Talking about the advent of NSDC and the role of Sector Skill councils, Mr. Rohit Nandan, IAS, Secretary, Ministry of Skill Development & Entrepreneurship, Government of India once acclaimed. “The creation of NSDC can be called to be a landmark in the history of Indian skilling. It was a very bold experiment. The government decided to have an organization in which the government has a minority 49% of shares and has handed over the leadership to the private sector... In the part of this mandate, the SSC's were also created,... to act as a bridge between the training system & the consumer, that is the industry. They were supposed to represent industry; alligate manpower; set the standards of training; to decide where, when, who & by whom the trainings will be conducted and how will it be certified.”

National Skill Development Corporation has facilitated setting up of Sector Skill Council (SSC) across 40 sectors and having representations from Industry Members, Industry Associations, Business Leaders, Training providers & Government bodies. SSCs have been tasked with job of defining the entire skill map for their sectors as well as National Occupation Standards and Qualifications Packs which details out the roles, responsibilities, knowledge and skill requirements for all trades in a sector. Till date, NSDC has 267 training partners and 4381 training centres across the country, which have been able to train 62,69,327 people out of which 26,16,554 have been placed successfully. NSDC also launched an advocacy campaign called “Hunar Hai to Kadar Hai” which means “With Skills Comes Respect” to generate awareness about skill development programs and to break the social stigma towards blue-collar jobs among youth. Under UDAAN, a special industry initiative to enhance the employability in the state of J&K, the number of candidates trained has become 3 times more; from 3061 in May 2014 to 10,810 in May 2016.

Another major milestone step was the introduction of the scheme for revitalizing the landscape of Industrial Training Institutes (ITI's) across the nation, that envisages up-gradation of an existing Government ITI in a State to Model ITI through Institute Management Committees (IMC's) with a representative as chairperson from Industry.

Skilling India

Source: Skill Power ~ January 2017

The scheme was approved in December 2014 for a total cost of INR 300 crore. Implementation period is for 3 years with a funding pattern 70:30 between Center and States. For North Eastern states, the funding pattern is 90:10 between Center and States. The number of it is in the country has increased from 10,750 in May 2014 to over 13,105 in May 2016. More than 1141 new it is have been added and 1.73 lakh seats have been increased in the last one year. In an endeavor to create a conducive socio-cultural and economic environment for women, several initiatives have been taken to further strengthen the ecosystem. 30% of all the seats are reserves in all Government and Private it is for courses for women candidates which includes girls as well. 5 new RVTIs for women in skill development have been established during FY 2015-16 and 3 are to be opened in FY 2016-17. NSDC training partners have trained a total of 1,55,236 women candidates across India, of which 54,456 have been placed as on October 31, 2016.

The Ministry of Skill Development and Entrepreneurship (MSDE) launched its flagship scheme on entrepreneurship education and training in November 2016. The scheme spans over five years (2016-17 to 2020-21) with a project outlay of INR 499.94 crore, and will provide entrepreneurship education and training to over 7 lakhs students in 5 years through 3050 Institutes. The institute under the PM's YUVA Yojana include 2200 Institutes of Higher Learning (colleges, universities, and premier insitutes), 300 schools, 500 it is and 50 Entrepreneurship Development Centers, through Massive Open Online Courses (MOOCs). NSDC is also committed towards promoting innovations in the skill value chain through an innovation fund and an innovation challenge. The efforts NSDC to build an ecosystem around the demand and supply side of skills through interventions of advocacy, capacity creation, standards and quality assurance, and an evidence base through research has given the government a robust foundation to realize the untapped potential youth of India.

The Ministry of Skill Development and Entrepreneurship (MSDE) launched its flagship scheme on entrepreneurship education and training in November 2016. The scheme spans over five years (2016-17 to 2020-21) with a project outlay of INR 499.94 crore, and will provide entrepreneurship education and training to over 7 lakhs students in 5 years through 3050 Institutes. The institute under the PM's YUVA Yojana include 2200 Institutes of Higher Learning (colleges, universities, and premier insitutes), 300 schools, 500 it is and 50 Entrepreneurship Development Centers, through Massive Open Online Courses (MOOCs). NSDC is also committed towards promoting innovations in the skill value chain through an innovation fund and an innovation challenge. The efforts NSDC to build an ecosystem around the demand and supply side of skills through interventions of advocacy, capacity creation, standards and quality assurance, and an evidence base through research

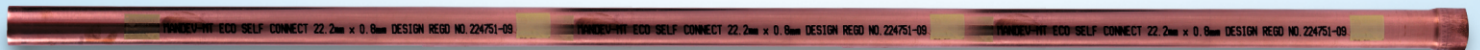
The need of the hour thus is to synergize the efforts and resources to provide a feasible platform for vocational education and skill development. The ideal way forward will be to seek partnerships that will strengthen the process of quality and inclusive education. To sum it up, an impressive start had been made by introducing these initiatives, keeping skilling and job on center stage, but the goal can only be achieved by staying on the track and making sure that all these plans are executed successfully. We hope that as we move on to the implementation of the new initiatives declared by the Government, we will be able to keep up with the challenging demands of both supply and demand sides and take the country in the right direction for the tryst with destiny in 2020.



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