

YLC News

MONTHLY NEWS LETTER

From the Chairman

It is my pleasure to present the 11th edition of YLC newsletter.

The YLC Session - Innovation first: Disruption as Strategy at the recently concluded 46th National Management Convention of AIMA was very well received and appreciated. It was an enriching experience to be on a panel with Young Leaders members. AIMA provided a platform for YLC members to meet and network at special Lunch sessions that had a good turnout of members from Gujarat, Indore and the Delhi chapters. A few members also joined us from Pune, Bengaluru, Netherlands and Kolkata and the entire group was quite exhilarated networking with fellow members. Please find more details below in the newsletter.



Vineet Agarwal
National Chairman YLC, AIMA

Ministry of Electronics and Information Technology, Government of India, chaired by Mr Kumardeep Banerjee, Country Manager ITI Council, YLC Member. The session was very well received by young Leaders and AIMA members.

More sessions are planned in Bengaluru and Delhi in coming months. Do try and attend wherever possible.

As we complete one year at YLC, we are enthused by the response across the country. We are well positioned in the coming year to take the Young Leaders council to new heights with your encouragement and support.

I do hope you all are following YLC social Media Pages and have joined our new LinkedIn Group. Please share your ideas, thoughts and feedback with us on ryadav@aima.in to help us attain the envisaged vision for Young Leaders Council, AIMA.

YLC Office Bearers

Vineet Agarwal

National Chairman YLC, AIMA

Pranav Pai

National Vice Chairman

Radha Kapoor Khanna

Forum Chair

Suraj Dhingra

Chairman – Events

Published by

AIMA Young Leaders Council,
Management House, 14 Institutional Area,
Lodhi Road, New Delhi-110003
Tel : 01124645100, Fax : 01124626689
E-mail : ryadav@aima.in
Website : <http://ylc.aima.in>

Inside

02 Young Leaders Council

04 Member's Column

07 Management Article

11 Meet YLC New Members

12 Upcoming Events & YLC Membership

Young Leaders Council

AIMA 46th National Management Convention, 17-18 September, 2019, Hotel Le Meridien, New Delhi

Young Leaders Council, AIMA session at 46th National Management Convention AIMA on 18th September 2019, Wednesday

A session on ' Innovation first: Disruption as Strategy ' with Moderator Syna Dehnugara Chief Brand Officer, LetsVenture . Panelists Vineet Agarwal Managing Director, Transport Corporation of India Ltd , National Chairman YLC , Abhishek Nath Managing Director and CEO, Ixora Corporate Services Pvt. Ltd, Mohit Gupta Chief Curator, City Book Leaders, Kartik Sharma Director, Agnitio . The session was very well received by AIMA members and Delegates.



(L-R) Mr. Abhishek Nath, Managing Director and CEO, Ixora Corporate Services Pvt. Ltd; Mr. Vineet Agarwal, Managing Director, Transport Corporation of India Ltd; Ms. Syna Dehnugara, Chief Brand Officer, LetsVenture Mr. Mohit Gupta, Chief Curator, City Book Leaders; Mr. Kartik Sharma, Director, Agnitio and Mr. T V Mohandas Pai, Chairman, Manipal Global Education Services.



Mr. Vineet Agarwal- National Chairman, YLC



YLC Members at 46th National Management Convention

YLC Interactive Session on New Age Digital Economy & Data Protection on 6th September 2019

Young Leaders Council, AIMA Delhi NCR chapter organised an interactive session on 'New Age Digital Economy & Data Protection Law'. Speakers were Shri Gopalakrishnan S IAS Joint Secretary Ministry of Electronics and Information Technology, Government of India, Mr Pranjali Sharma Economic Analyst, Advisor & Writer. The session was chaired by Mr Kumardeep Banerjee, Country Manager ITI Council, YLC Member. Audience interacted on various aspects of New Data Protection Law and its implications on various business function. Pranjali Sharma, Economist discussed about his book 'Kranti Nation' India and the Fourth Industrial Revolution, how technologies like AI, 3D printing, robotics and

blockchain changing India's Business Landscape. The questions from audience on how to use technology more securely and protect their personal data were being discussed with the panel. Gopalakrishnan S, Joint Secretary, Ministry of Electronics and IT (MeitY) also mentioned that government is working on framework to uphold privacy of user in stages. The session was very well received by young Leaders and AIMA members.



(L-R) : Mr. Kumardeep Banerjee, YLC Member; Mr. Gopalakrishnan S, Joint Secretary, MeitY and Mr. Pranjali Sharma, Economic Analyst and Writer



Mr. Kumardeep Banerjee presenting memento to Mr. Gopalakrishnan S, Joint Secretary, MeitY

Member's Column

Disable the plastic bomb

Contributed by Kumardeep Banerjee, YLC Member

An awareness campaign in regional languages, riding on social media platforms, must be undertaken by the Centre and pushed down to the panchayat level

Mariam, an orphaned, baby dugong died somewhere in Thai waters this week. While she lived, 'Sleepyhead', so fondly nicknamed by the social media, ensured engaging moments for millions of her fans. Sadly, Mariam's life story ended tragically with her demise due to intestinal blockage caused by plastic waste. The little marine

creature's suffering once again put the spotlight on the grave issue of plastic debris polluting our oceans.

A ticking bomb, that will inevitably lead to our destruction, microplastics, particles that are smaller than five millimeters, are making their way into our food and drinking water, yet, very little prevents us from asking the vegetable vendor for a plastic carry bag.

Let's take a look at some eye-popping statistics in order to understand the magnitude of the problem that we, with our callous attitude towards the environment, have created.

It is estimated that an average Indian ingests around five grams of microplastic every week, the equivalent of a credit card. A study conducted a few years ago by the Central Pollution Control Board (CPCB) found that major Indian cities generate nearly 4,100 tons of plastic waste daily, which for the whole country translates to nearly 30,000 tons per day, out of which Delhi tops the chart at nearly 700 tons of plastic waste generated daily.

According to estimates, nearly 90 per cent of this untreated and non-recyclable plastic ends up in the soil, forests, mountains, landfills and oceans,





harming humans and unsuspecting birds, marine creatures, cows and other animals.

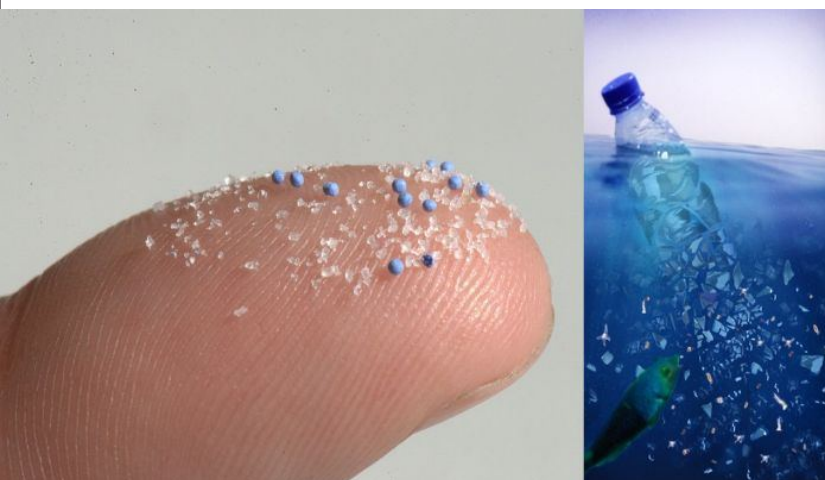
Given the detrimental impact of plastic waste on human lives, particularly children, our oceans and the planet at large, it is commendable that a clarion call to defuse this bomb has come from Prime Minister Narendra Modi himself. Modi, during his Independence Day address urged citizens to eliminate single-use plastic and use cloth and jute bags instead. He asked for the first big step in this direction to be taken from October 2, 2019, to mark the 150th birth anniversary of Mahatma Gandhi.

Thankfully, many government agencies and large private sector players have taken cognizance and have started taking steps to reduce or eliminate plastic under the Extended Producer Responsibility (EPR) policy approach. While the Parliament has banned use of non-reusable plastic items within the complex, the Indian Railway Catering and Tourism Corporation (IRCTC) a subsidiary of the Indian Railways, has also banned plastic use from October 2. It has issued a circular which prevents vendors from using plastic carry bags and will ensure the return of plastic drinking water bottles by passengers. Encouragingly, some private firms like Mahindra and Hindustan Lever have also announced plastic reduction measures.

On the policy-making front, the CPCB is slated to submit a consolidated report on the use and management of plastic waste, after it gets data from State Pollution Control Boards (SPCBs). The recommendations the CPCB will make are likely to bring in more norms on top of the Plastic Waste Management (Amendment) Rules, 2018.

However, good intentions and new guidelines are not enough to tackle this menace. There are a couple of measures that need to be implemented without any compromise to ensure compliance.

A mass awareness campaign in regional languages, riding on all social media platforms,



needs to be undertaken by the central government and pushed right to the municipal and village panchayat level. Only mass campaigns on the lines of Swachh Bharat Abhiyan will create awareness at the grassroots and prevent indiscriminate and irresponsible plastic use. A key issue which needs urgent attention is coordination between the CPCB and SPCBs. Most often, like other areas of Federal Vs State policy overlaps, we find SPCBs passing "Shut with Immediate Effect" kind of orders that are not in line with Plastic Waste Management (Amendment) Rules, 2018.

A nodal ministry, looking into plastic waste management rules and their implementation, the Ministry of Environment and Forests (MoEF) should urgently set up a national-level co-ordination task force comprising state and CPCB representatives. There should be significant private sector and civil society representation as well. This body should be given targets to reduce plastic waste and co-ordinate on key matters between the Centre and states. In the absence of such a body, interpretation of key laws remains ambiguous and lands in No Man's Zone. This leads to non-compliance and missed targets. Finally, citizens need to get religious about plastic waste management. The festive season is approaching and tons of plastic will be used, that will most likely end up in the nearest water body. A



conscious, collective effort has to be made by all to cut down plastic use. In fact, a zero plastic festival would be a welcome idea this season.



Contributed by

Kumardeep Banerjee, a policy analyst, Country Manager, ITI Council YLC Member

Disclaimer

Published In: www.dailypioneer.com

Date: Friday, 23 August 2019

Invite Contribution to Member's Column

We invite YLC members to contribute to the Newsletter by sending in articles, stories on Business Management. Also share valuable experiences, reports from Management field and any recognition that you have received in various endeavors.

We welcome your insightful inputs that can add to growing base of Management transformation across country through various new initiative incorporated in systems, processes, teams and organisation.

Management Article

MAINSTREAMING RURAL INDIA BY ENSURING SUSTAINABLE GROWTH IN AGRICULTURE

India has set forth ambitious objectives as it aims to continue being one of the fastest growing mainstream economies globally – first, double the farm income by 2022, and second, become a USD 5 trillion economy in next five years. However, both these objectives cannot be achieved without mainstreaming rural India. To achieve this, it is critical for India to focus on the sustainable growth of its agricultural sector, so as to enhance the contribution that 70 per cent of its rural workforce makes through agriculture. A transformation of the agriculture sector should help India achieve 9-

10 per cent growth, which is crucial to attain the 5 trillion dollar target.

Indian agriculture is ailing - the overall scenario is that of under-performance and lack of motivation. To tackle this, it is critical to address some key challenges which are hindering growth of agriculture in India, and leading to the persistent poor state of the Indian farmer:

Fragmented land holdings

The average landholding in India is 1.1 hectare, down from the 2.3 hectare in 1970-71. The

problem of small and fragmented holdings is more serious in densely populated and intensively cultivated states like Kerala, West Bengal, Bihar and parts of Uttar Pradesh. Nearly one-third farmers have land parcels which are smaller than one hectare, of which 37 per cent of farm households own land parcels smaller than 0.4 hectare. Given our inheritance laws, this picture is likely to become grimmer in coming years. Fragmentation of the land is among the primary causes of our low agricultural productivity and difficulty in irrigation. While we have legislation in place for the consolidation of farmlands, implementation of this policy is not as effective. In the existing scenario, we need to understand if it is time for all of us to start considering cooperative farming, wherein farmers pool their resources and share the profit.

Degrading soil quality

Fruits and vegetables have seen a steady decline in flavours which is strongly attributed to degrading soil quality, caused by excessive use of pesticides and fertilizers. Further, our farmers are also not always aware of the impact that crops have on soil quality, and have no regard for soil revival practices and appropriate crop rotation. To avert an agrarian crisis owing to soil degradation, India must look at reducing the indiscriminate use of fertilizers by adopting technology, such as sensors measuring plant health and precision agriculture tools to



reduce indiscriminate use of groundwater for irrigation. It has been observed that continuous cultivation of water intensive crops like sugarcane and rice has resulted in their water tables running low at 149 per cent. The way forward would be to encourage crop rotation which can help create a sustainable agricultural ecosystem in India.

Poor support prices

Distress in agricultural sector is also attributed to the lack of fair share received by the farmer. While the government has approved higher support prices for various crops to support marginal farmers, however, in January 2019, there were





19,872 transactions across 18 states, where the price was below the MSP. In 2018-19, only 12 per cent of the 33.6 million farmers who were growing wheat availed of the government's MSP, while the others relied on mandis, which are still heavily controlled by middlemen. While, the government has introduced income transfers to farmers, but the effectiveness of this initiative is yet to be completely tested at a pan-India level.

Farm loan waivers

Loan waivers, though a debatable option, continue to remain the preferred solution for governments to tackle farm distress. Loan waivers, wherein 8 states that announced farm loan waivers till December 2018, were worth 1.9 trillion rupees. This method of aiding stressed farmers while effective in the short term, has severe long-term implications. Banks eventually are apprehensive to issue fresh loans after a slump in repayments and there is skepticism on 'whether the benefit reaches the poorest of the poor or not, as they are primarily dependent on moneylenders. Considering this, it is time for us to consider using these funds towards providing technological support or research on crops and soil, which can have a long-term impact on the growth of agriculture.

Over dependence on monsoons

On the environmental side, our nation has very high dependency on monsoon for a strong agricultural output, and delayed or low monsoons leads to deferred planting, often producing smaller yields of crops. The southwest monsoon is solely responsible for irrigating over 50 per cent of the agricultural land in the country and the ongoing climatic changes are impacting the sector further. This accelerates food inflation, and has a cascading impact on the entire economy. While the extreme rainfall events have become frequent and more variable, the severity and frequency of droughts has also increased since 1970s. This variable and extreme of weather has led to significant declines in the yield of India's key crops with rice witnessing larger declines this year. Such conditions now demand us to review our food basket and shift part of our 44 per cent annual grain production, which is only rice, towards millets, and maize, which are more weather resilient.

Lack of mechanisation

While, significant efforts have been made to increase mechanization, it has not proliferated across the board in India, with some segments still



leveraging manual labour. There is no doubt that share of mechanical and electric power has risen from 40 per cent in 1971 to 84 per cent in 2003-2004 however, more needs to be done. Given the technological advancements being made both globally and in India, it is time for us to transform the agricultural sector and bridge the rural-urban digital divide in the country. Efforts are being made towards providing mobile connectivity to farmers, with regional language applications, but to drive the next phase of growth for the country, we must look at embedding technologies such as drones, analytics, AI, etc. We are increasingly seeing several agricultural-tech start-ups armed with remote sensing, data analysis and visualisation tools attempting to reduce, if not solve, farmers' issues.

Way forward

Going forward, it will be imperative to collectively put our mind to envision and implement various steps which can fast-track the development of agricultural sector and boost the rural economy of India. The Central and state governments are consistent in their efforts to ensure improvement of agriculture for which they have undertaken various initiatives such as the Scheme for Agro-Marine Processing and Development of Agro-Processing Clusters which would create modern infrastructure and an effective supply chain management to help farmers get better returns on their produce. The Agri-Udaan initiative promotes

agricultural innovation and start-ups, providing them with mentorship and potential investments.

With the government introducing progressive market reforms, and the private sector focusing on providing seamless support across the value chain, India can holistically move forward on its economic growth path and achieve the sustainable development goals.



About The Author

Akhil Bansal is
Deputy CEO at KPMG in India

Disclaimer

This article was originally published on LinkedIn on September 3, 2019.

Meet YLC New Members

Mr. Harsh Shah

CEO
Sterlite Investment Managers Ltd

Mr. Chirag Madhubhai Kathiriya

Proprietor and Partner
B.R.Farm & Party Plot
Hitech Chem Plast Corporation

Ms Shruti Nath

Mentor & Director
Qwazent Health Search (P) Limited

Mr. Shivam Bhaskar Patel

Managing director and project manager
Shivaam construction

Mr. Vikram Shah

Executive Director South Asia
The CollegeBoard

Ms. Ayoshmita Biswas

Head Marketing and Communications
Piramal Capital & Housing Finance

Mr. Ashish Gupta

Founder and CEO
Benori Knowledge

Mr. Madhav Das

Senior Director- HR
Zeta Global

Mr. Janmay Rakesh Raskapoor

Director
Homecraft

Mr. Harsh Ruthia

Founding Partner
Blockmatic Technologies LLP

Mr. Gurumukh Uttamchandani

Executive Director
Syska

Mr. Dheeraj Jain

Director
ReGraduate

Mr. Tushar Mittal

Managing Director
Studiokon Ventures Pvt. Ltd.

Mr. Pritam parashar khound

Managing Director
Markets and Partners | Strategic Intelligence

Mr. Raghav Priyadarshi

Partner
Koan Advisory Group

Mr. Satish Anandan

Business Consultant and Delivery Leader
Tech mahindra

Mr. Subhankar Saha

Vice President
Global Insurance Brokers Private Limited

Mr. Rachit Batham

Associate Partner Financial Services
IBM

Mr. Amit Tiwari

Vice President Marketing
Havells India Ltd.

Mr. Parag Agarwal

Founder and CMD
JanaJal - Supremus Developers Pvt Ltd

Mr. Syed Mohammad Rizwan Anwar

Deputy Manager
Deloitte India

To see all members

[CLICK HERE](#)

Above list is as updated on 24 September 2019

Upcoming Events

- YLC Bengaluru Chapter Event Saturday 28th September 2019. Speakers: Ms Gargi Dasgupta Director for IBM Research in India and CTO for IBM in India & South Asia & Mr Anurag Ramdasan Head Investment 3one4 Capital, IIM Bengaluru
- YLC session @ Regional Management conclave on Friday 8th November 2019 – Mumbai
- Young Leaders Council, AIMA Delhi NCR Chapter Event on Saturday, 30 November, 2019. Session On “ Farm to the Table ” Speaker : Mr Kapil Mandawewala , Founder & CEO at Edible Routes Pvt Ltd

YLC Membership

The membership of Young Leaders Council (YLC) of the AIMA shall comprise of young people, with a maximum cut off age limit of 40 years. The members could be Young Promoters, Founders of Startups, Young Professionals, Leaders in Art & Culture/Music, NGOs, Politicians. Bureaucrats, Diplomats. The membership will be at National level (Mandatory) and at the Chapter level (currently there are six chapters).

For More Information Contact:

Rajni Yadav, Assistant Director
AIMA Young Leaders Council
14 Institutional Area, Lodhi Road
New Delhi -110003
Tel. 011-43128100, Ext: 157
Email. ryadav@aima.in
Visit Us @ <https://ylc.aima.in>

Become a YLC Member

[CLICK HERE](#)