



A COLLABORATIVE JOURNEY
FOR AN INCLUSIVELY DEVELOPED
INDIA OF 2022



Confederation of Indian Industry

Genesis

- CII through its institution India@75 Foundation has been working on the India@75 Agenda over the last decade. The India@75 Foundation has been established by CII with the focused objective of working towards an inclusively developed India by 2022. The journey began in 2008 by undertaking a pan India collaborative public reasoning exercise to capture people's aspiration of an India at 75th year of its independence in the year 2022. At the core of the approach was multi-stakeholder collaboration for drawing a broad vision for States and collate the same to evolve a National Vision Document critical to the development of the country. Elements of the vision and its approach resonated strongly with CII work ethos, which saw its potential to transform the lives of a billion plus people.
- The visioning exercise involved meeting over 6000 people across 21 states through 123 workshops and 984 interviews. The exercise yielded rich data and insights. A meticulous process collated the output and identified common aspiration threads to form the broad goals for the India of 2022. These goals formed the foundation of State-level visions. 17 of the 21 states visited by CII during the visioning, came up with their plans.
- These State documents formed the foundation for the national agenda, which was called India@75: the People's Agenda or more simply "India@75".
- CII then took it to several key stakeholders to seek their inputs. CII leadership met the then Prime Minister as well as CMs like Mr Narendra Modi (then CM, Gujarat), and the CMs of Maharashtra, Tamil Nadu, Rajasthan, Karnataka, Delhi and West Bengal. Politicians, academia, bureaucrats, students and common citizens were also met. The vision and its approach were well-received.



CII presents the vision to a select gathering in New Delhi



CII presenting the vision to Shri Narendra Modi, then the CM of Gujarat

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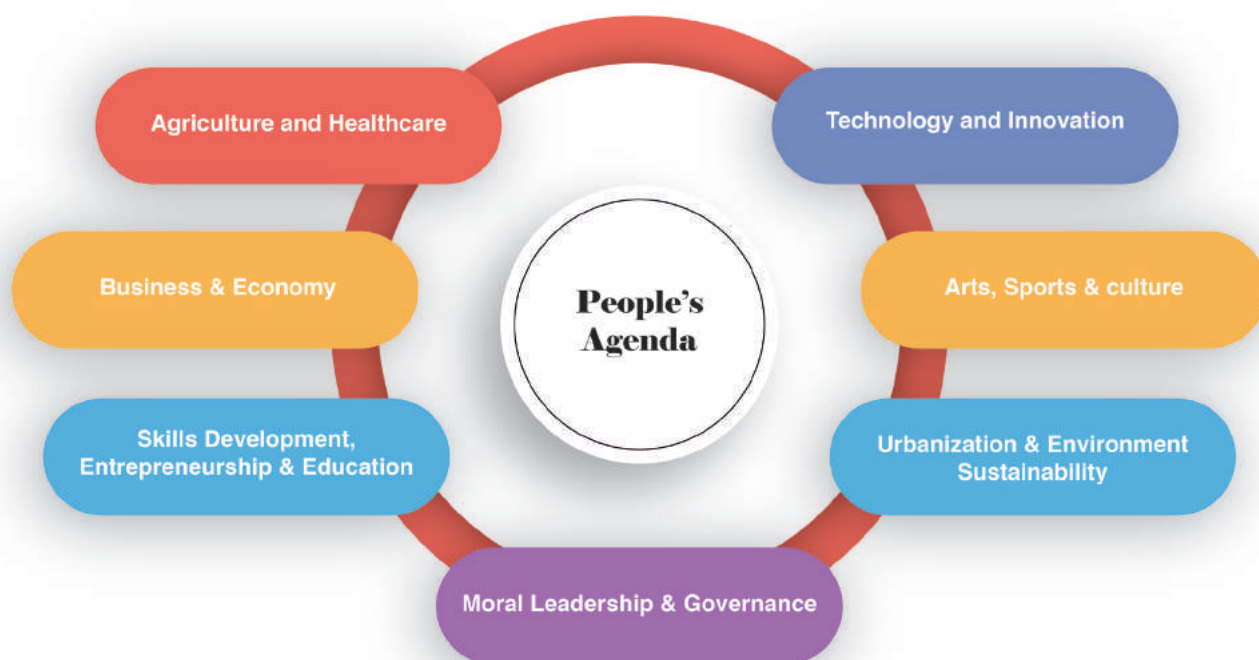
Ms Bhairavi Jani
Co-Chairperson, CII Council on India@75 &
Executive Director, SCA Group

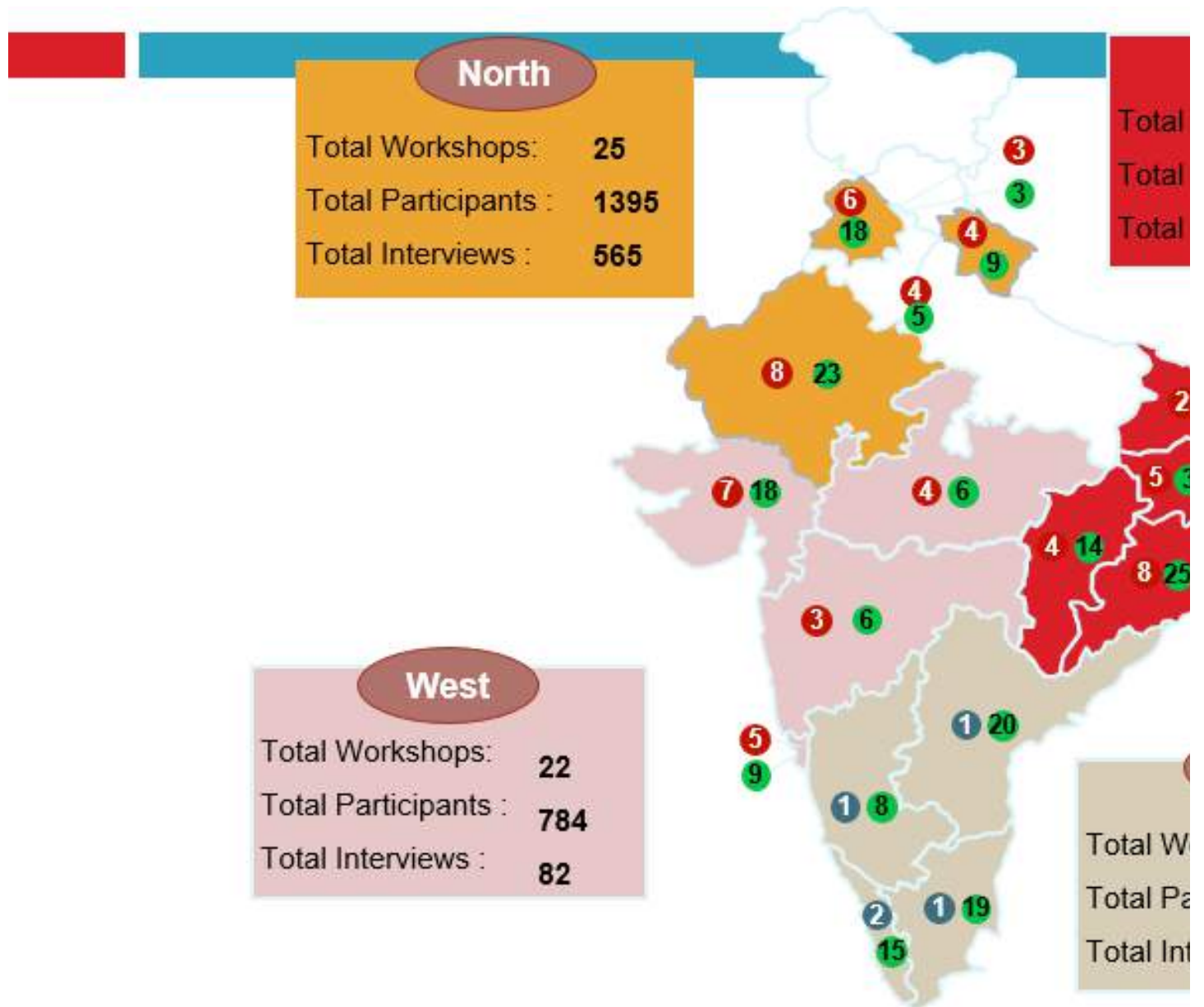
The Vision

The visioning exercise revealed that the broad aspirations for the India of 2022 were:

- India accounts for 10% of global trade
- It is home to at least 30 of the Fortune 100 firms
- India is the source of global innovation for new businesses & technology
- Everyone has access to nutritious and balanced meals
- World class healthcare is available to all
- The country has the largest pool of trained manpower in the world
- 500 million globally employable skilled workforce
- 100 % functional and financial literacy
- Excellence in sports at global level
- 500 developed and smart cities through planned urbanization

Based on the same the following area were synthesized as being critical to the India of 2022:

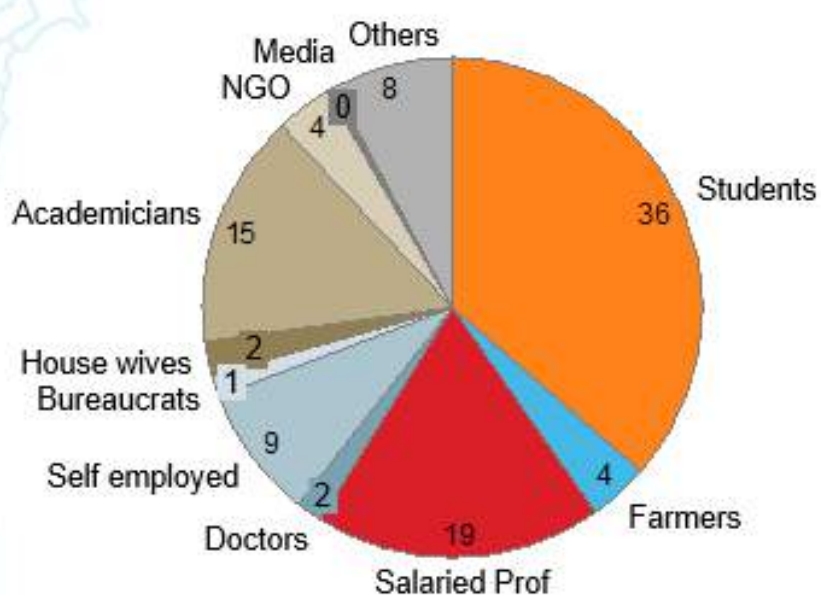




East

Workshops: **31**
Participants : **1431**
Interviews : **528**

● No of vision workshops
● No of consolidation workshops
● No of interviews



South

Workshops: **45**
Participants : **967**
Interviews : **309**

- **National Vision Document**
- **21 State Development Plans**
- **18 District Development Plans in TN & Kerala**

STATES RELEASING THEIR VISION DOCUMENTS





2007 VISION

The Late Professor CK Prahalad introduces the India of 2022 – defined by moral, economic and technology strength.



2008 CONSULTATION

CII takes the idea to the people in a pan India visioning exercise. The exercise yields the document **India@75: The People's Agenda**.



2009- ADVOCACY

CII takes India@75 to influential stakeholders such as ministers, bureaucrats, industry and civil society. Well-received.



2015-16 COLLABORATION

Works to establish the culture of collaboration in the country. The government establishes a volunteering programme. Collaboration platforms such as **Connects**, **National Volunteer Grid** and the **Functional Programme**.

2018-20 SCALE UP

Scale up of the vision begins. Public discourse in the form of televised panel discussions and dialogues begin. The India@75 Summit held successfully. The multi-stakeholder meet throws up important areas of focus for the country in its journey towards and beyond 2022.



The India@75 Journey



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20010-11 STRATEGY

CII spends time
deliberating on a strategy
to mainstream the vision.
Collaborative approach is
seen as key to the shaping
of India@75.

2012 FOUNDATION

CII helps set up the **India@75
Foundation**. Empowered with an
eminent Board of Trustees, the
Foundation gets the mandate to
act as the conscience keeper of
the vision and increase its
adoption

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2012-14 THOUGHT LEADERSHIP

Foundation seeds vision elements into
manifestos during state and national
elections; designs prototypes such as **Skills
Enterprise Plan Competition** and
Skillpedia and holds India@75 dialogues
with politicians. Also begins volunteering
programmes.

2020- WIP

CII and India@75 are
working to accelerate
collaborations between
different stakeholder
groups and also draw a
more current agenda for
the vision.

Towards India at 75:

- **Economic Strength**
- **Technological Vitality**
- **Moral Leadership**

Journey

- India@75 was taken up by CII as the flagship initiative towards its nation building agenda. In order to give it a larger mandate, India@75 was instituted as a Foundation Trust on 13 July, 2012 and India@75 became a TM protected property of the Foundation.
- As part of its outreach strategy to connect up with the stake holders – especially the Government, industry and civil societies, India@75 embarked on massive advocacy that included giving inputs to all political parties for their manifestos and interacting with their leadership as part of their visioning exercise.
- The first major exercise was undertaken to seed inputs from the vision document to the manifestos of political parties at the state-level and also before the general election in 2014. These helped inform mission mode schemes such as 500 million skilled manpower, 500 developed cities, 175 GW of new and renewable energy, housing for all, affordable & accessible healthcare and participative urbanization.
- The Foundation also worked to establish a participative and collaborative approach towards shaping the India of 2022. It started working extensively to establish the culture of both general and pro-bono volunteering. Technology was seen as a vital enabler to scale up people engagement by catalysing more collaboration and thereby elevating the pursuit of India@75 to a movement mode. This led to the development of robust online platforms like the National Volunteering Grid (NVG) to connect NGOs with citizens and Industry so that they could collaborate on issues of common interest.
- Gradually, the focus was shifted from advocacy to incubation and catalysation of next practices for scaling up. Programmes were identified for execution by India@75 under the focus areas of skill development, sustainable urbanization, functional literacy, volunteerism and technology, keeping in view the scales vis-à-vis the time constraints.



CII members pledging to keep the late Professor CK Prahalad's vision of India@75 alive. Seen with them is the Professor's wife, Mrs Gayathri Prahalad (front row).

Initiatives & Impact

Since the articulation of the India@75 vision, much ground has been covered by India in the areas that the People's Agenda highlighted. This has been made possible by the collaboration between different groups towards a common goal. CII, in its capacity as an influential Industry body, has been working both directly and through its members on many of the India@75 impact areas. The following are some important areas and the movement therein.

BUSINESS

- CII has been working extensively on building the might of small and medium enterprises, supporting them to become a global force and the driver of India's economy. Its Centre of Excellence working on SMEs has helped more than 3000 companies across India, belonging to 250 clusters, to save more than 1000 crore rupees through adoption of various best practices.
- 100,000 + Kaizens have been done by Indian SMEs through cluster approach to improve competitiveness in the area of PQCDSM.
- More than 1200 SMEs have been helped to become energy efficient through Energy Audits and Technology up-gradation services. Savings of Rs 1875 million have been reported by over 150 companies on the energy front.



- CII has been working extensively with businesses to build the culture of manufacturing excellence. Its Centre for Manufacturing Excellence has impacted 2235 professionals from 130 companies including 70 SMEs through initiatives like training programs, webinars, events, etc.
- CII's Task force on Industrial safety has recommended a series of initiatives with a view to bringing focus on Occupational health & safety (OHS) in the evolving global environment.

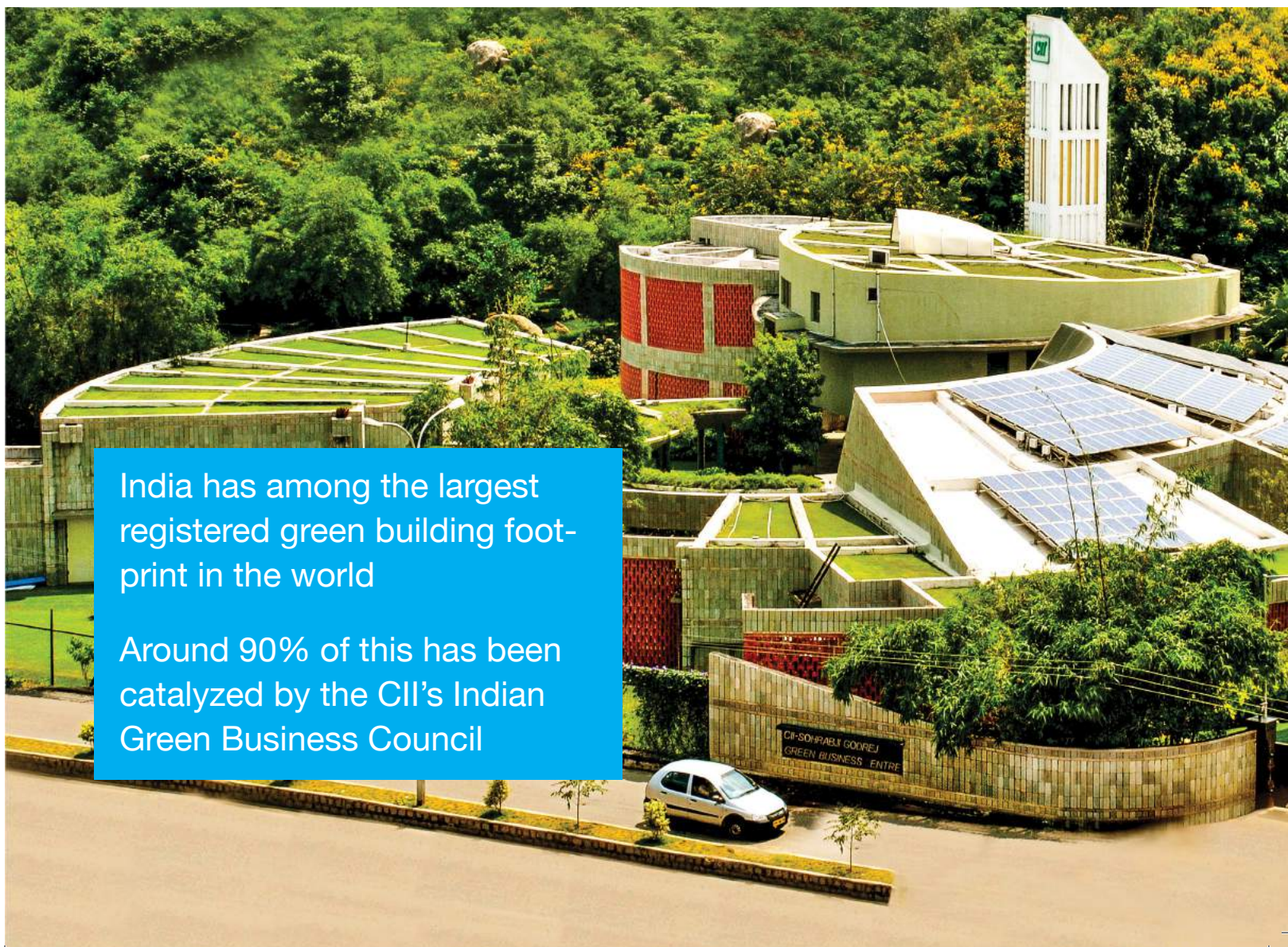
CII is also working on increasing the appetite for quality and technology in Indian businesses through dedicated Centres of Excellence in the space.

ENVIRONMENT AND MORAL LEADERSHIP

Ground covered:

- The Centre of Excellence for Sustainable Development (CESD) a CII Centre of Excellence, has developed an integrated Management System that combines environment management with quality, health and safety processes to make compliance easier. Increased compliance will ensure more efficient and responsible businesses. It has also created the Corporate Sustainability Management framework. This will help organisations manage the key economic, environmental and social impact of its products, services and processes.
- The Centre has also helped India launch the world's first and only corporate sustainability label called Sustainable Plus. This label is awarded after a comprehensive evaluation of the company's environmental, social and governance performance.
- Industry and the government run the Indian Business and Biodiversity Initiative (IBBI). This national platform sensitizes, guides and mentors Indian businesses in biodiversity conservation across their value chain and beyond.
- India has a Corporate Reporting Consortium to help businesses manage environmental performance and ESG (Environment, Social and Corporate Governance) disclosures.
- The Business for Human Rights initiative has been formed. This is an action group of business stakeholders interested in improving human rights record in their value chain.
- CII's Indian Green Building Council has developed a Green Railway Station Rating System. The certification process will help stations adopt green concepts and reduce the adverse environmental impact of their operations. Secunderabad Railway Station has the distinction of being India's first Green Railway Station. It has its own waste management system, harvests rainwater, uses organic fertilizers and bio-pesticides to grow nearly 408 different species of plants and trees on its 13-acre premise, meets almost 40% of its energy requirements through solar power generated onsite, is 100% LED lit and has CO2 sensors in air-conditioned waiting halls. Measures such as these, help address national priorities like water conservation, waste management, energy efficiency, reduced use of fossil fuels and the health and well-being of occupants.
- India has among the largest registered green building footprint in the world; this is about 5,424 registered green building projects and 7.0 billion sq. ft green building footprint. Around 90% of this has been catalyzed by the CII's Indian Green Business Council.

- CII's Green Business Centre has developed the 'Green Company Rating System' (GreenCo rating) for companies. This "first of its kind in the world" holistic framework evaluates companies on the environmental friendliness of their activities using the life-cycle approach and its implementation helps companies make products, services and operations greener. There are 202 GreenCo Rated Companies and 550 companies are in the process of adopting the ratings
- GBC has also developed a green product certification system called GreenPro. This certification, based on a lifecycle approach, covers over 800 products currently. The Centres has also carried out 1,800 detailed Energy Audits and helped realize Rs 3210 million annual recurring energy saving.
- CII's Centre of Excellence working on water (Triveni Water Institute) has developed the WATSCAN tool for Water Planning and Assessment. This is an integrated, IT-driven, GIS and Remote Sensing based information system that enables comprehensive watershed evaluation and leads to targeted community-level water management interventions. WATSCAN is being successfully used across the country.
- The water audits conducted by TWI help identify areas of improved specific water use, assess wastewater pollutant load and select mitigation techniques through the application of 3R Principle (Reduce, Reuse, and Recycle). These audits have till date helped save about 150 billion litres which is the equivalent of freshwater supply to the entire rural population of India for two day.




In the pilot project, CII Foundation helped farmers in 19 villages in Patiala and Ludhiana district in Punjab adopt alternative practices to stubble burning. The project involved behaviour change interventions, village-level participatory planning, demonstration and adoption of technologies for processing farm straw, entrepreneurial ventures around straw processing, linking farmers with entrepreneurs and technology-based monitoring of stubble burning through government infrastructure. The pilot stopped more than 27 thousand tonnes of rice straw from being burnt and helped recycle about 25 thousand tonnes of rice straw back into the soil. As a result of this initiative, 1500 farmers belonging to Jasso Majra, Bhorey and Mallewar Farmer Multipurpose Cooperative Societies have pledged to make the entire village cluster, of 7000 acres of farmland become stubble free.

FOOD AND AGRICULTURE

Ground covered:

- CII's Food and Agriculture Centre of Excellence (FACE) and the United States Agency for International Development have collaborated to develop a pilot model called Rural Business Hubs (RBH). These are one-stop-shops for private and public sector services designed to help local farmers increase their income. These services focus on community mobilization and empowerment and include financial literacy programmes, forward linkages and technology interventions.
- FACE is also bringing critical changes such as strengthening formal credit and insurance mechanisms, strengthening institutional mechanisms for success of contract farming, abolishing controls to avoid black marketing, integrating spot and derivative markets, leveraging technology to improve market efficiency, rationalizing fees and taxes and strengthening e-NAM.
- The Centre is also active in Food Processing. It has been advocating several changes and working on proofs of concept to herald a Food Processing revolution in the country. Apart from pushing for an enabling fiscal and regulatory environment, it has been advocating Agriculture Produce and



CII is working to help build the capacity of farmers to double their income

Marketing Committee (APMC) reforms, overhaul of market infrastructure and skills development to address the needs of the food processing value chain

- Surakshit Khadya Abhiyan is one of CII's most public facing campaigns. It works to enhance consumer awareness on labels, storage conditions and practices related to food. It also helps both, street food vendors and caterers adopt and adhere to hygienic practices. The programme also works to establish food safety benchmarks through initiatives such as the Food Safety Award Programs. CII is running this campaign jointly with the National Association of Street Vendors of India and Voluntary Organization in Interest of Consumer Education.

SKILLING

Ground covered:

- CII is deeply committed to creating a globally employable workforce at par with the best in the world. It set up a National Skill Committee in 2006 to help create this talent pool in an organized manner. Today, the Committee has almost 50 senior members from the Industry and draws its agenda on basis of key policy and ground-level issues concerning the skills ecosystem.
- The group works closely with the Ministry of Skill Development and Entrepreneurship (MSDE) and its associated bodies like National Skill Development Corporation (NSDC), National Skill Development Agency (NSDA), Directorate General of Training (DGT) and the newly-formed National Council for Vocational Training (NCVT). The intent is to impact 8 million youth by 2022.
- CII helped the Ministry of Finance set up the National Skill Development Corporation (NSDC) under the Public Private Partnership (PPP) model. It put together a crack team to work on the project full time. The Government of India, through the Ministry of Skill Development & Entrepreneurship (MSDE), holds 49% of the share capital of NSDC while the private sector has the balance 51%. NSDC works with a diverse set of stakeholders to help structure high-impact skill development projects, for-profit skilling institutions and also funds the scaling up of initiatives.
- CII is revamping 1396 ITI's in partnership with corporates to make the infrastructure, curriculum and pedagogy industry relevant. These institutes have for long been the face of indifferent Vocational Training in India. Revamping them will help them become the preferred skilling destination for Gen Z. 80,000 youth from these it is have been adopted by CII-members.=
- CII advocated for the creation of Modular Employable Skills (MES) Scheme. The idea was to break skills training into separate, level-specific modules, each with its own certification. Candidates signing up for the course could choose to step into the job market right after completing a single module or after going through all the modules. The MES was picked up by the Directorate General of Training (DGT), under the Ministry of Labour and rolled out across the country.
- CII has helped set up 9 of the 12 sector skill councils under NSDC. These councils are essentially national level partnership organizations that bring together stakeholders to shape a skilling ecosystem for that sector. SSCs have set up sector specific national occupational standards and job roles. These standards feed into the skilling initiatives being run by different stakeholders across the country and ensure uniform and quality curriculum across the country.



Model Career Centres
are being created across
the country

- CII is setting up CII-PARFI Skills Gurukuls is a case in point. PARFI is short for Pan IIT Alumni Reach for India. This is a unique residential skills school that provides practical training to marginalized youth at the district level in trades such as welding, construction, catering and driving. This model is self-sustaining and involves no subsidy. NABARD provides full financial assistance and since there is placement assurance from CII members, the graduates are able to pay back the loan. 10,500 students have been trained at these gurukuls.
- CII has been Setting up Model Career Centres. Model Career Centre (MCC) is yet another disruptive CII intervention in the skilling space. It is a physical infrastructure that ensures a perfect match between a job seeker and an employer. Youth are counselled, assessed, provided soft skills training on the basis of the assessment and thereafter connected to opportunities via job fairs. CII is running five MCCs with support from the Ministry of Labour and Employment at Gurgaon, Chennai, Mumbai, Bareilly and Rewa. CII is in the process of setting up 50 Model Career Centres across India. 29 are coming up in Karnataka, 4 in Andhra Pradesh and 10 in Gujarat and other parts of India.
- CII has also been working on popularizing World Skilling Competition to better the perception of skills. CII has become a member of the WorldSkills Competition. It helps NSDC send participants to this competition so that they can compete at the world level. Indian participants have been winning consistently. 2015 was a particularly good year – it brought a tally of nine medals of excellence.
- The India@75 Foundation conducted the Entrepreneurship Competition – Power to Empower in partnership with National Skill Development Corporation (NSDC). It has the distinction of being the

only national-level skills plan competition to encourage entrepreneurs with innovative and scalable business solutions to contribute to the development of a sustainable vocational skills ecosystem in India.

- The Foundation designed a web portal to complement the Government of India's goal of creating a 500 million skilled workforce by 2022. It aimed to bridge the gap between demand and supply of skilled personnel and also to provide an opportunity for various categories of skill providers for infrastructure, resources, training and assessment to optimally pool in their resources and collaborate. The portal has since been handed over to the Skills Ministry.

URBANIZATION

Ground covered:

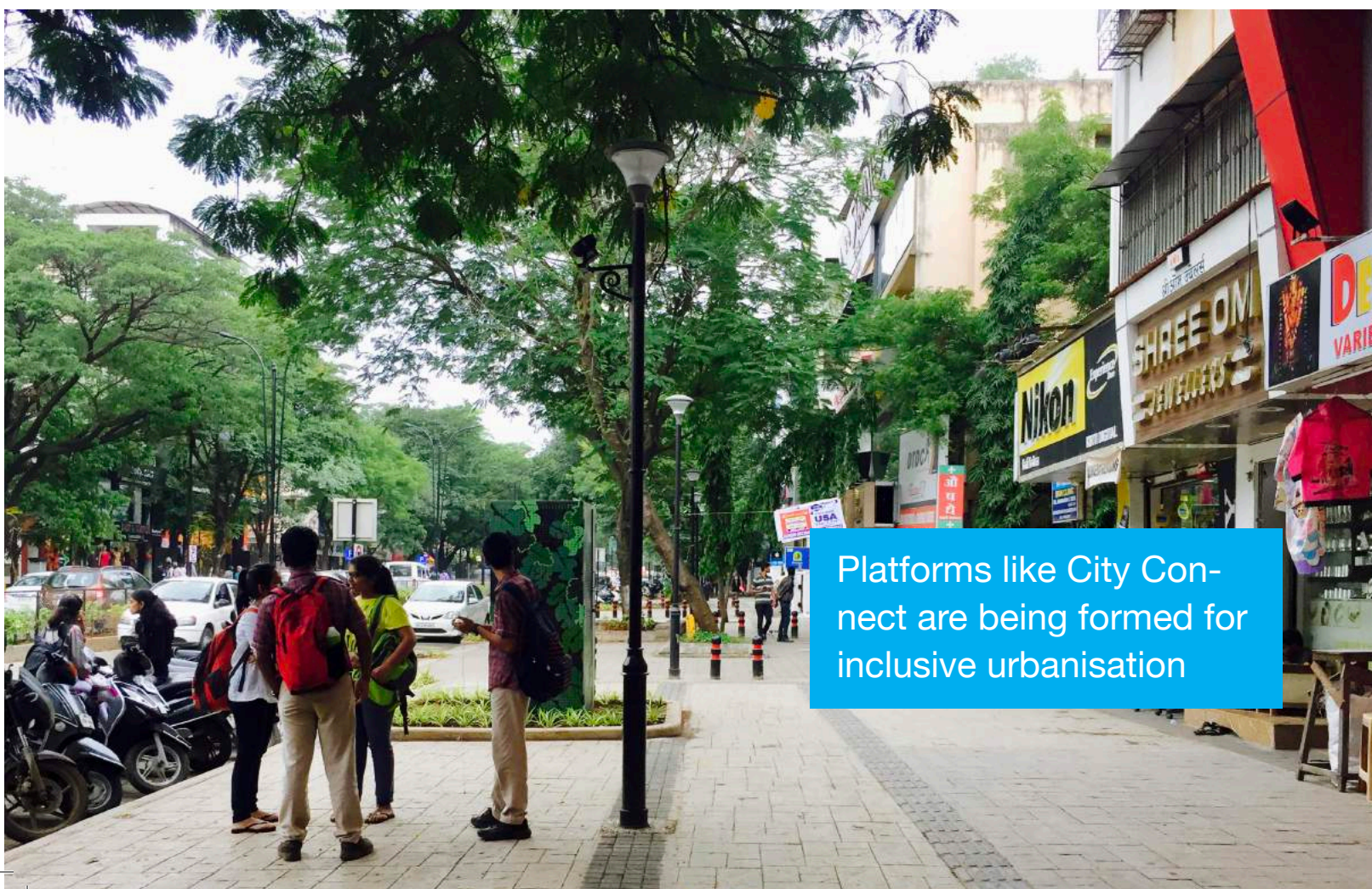
- The India@75 Foundation identified a citizen-centric, participative urbanization model – Bangalore Action Task Force (BATF) and used it to develop a similar replicable model called 'City Connect'.
- The rationale of setting up City Connects is to create an interface between the citizens and Urban Local Bodies (ULBs) and thereby ensure more inclusive and sustainable urbanization. City Connects, are registered as Foundation, Trust or section 8 company to facilitate raising funds under CSR and 80G. They are essentially Industry led but have a very strong representation from all stakeholder groups. City Connects have been quite successful in Bangalore, Chennai and Pune and have been endorsed by the Ministry of Urban Development.
- The Pune City Connect has an initiative called 'The Lighthouses', which is a multi-disciplinary project for people in the age group of 18-30- years from socio-economically vulnerable backgrounds. It is designed to awaken aspirations in these youth and address their skilling needs at the same time. The first lighthouse, launched in Aundh, was inaugurated by Prime Minister Narendra Modi on June 25, 2016. Aundh, Yerawada, Hapdapsar, Warje and Bhavani Peth now have a Lighthouse each. The Foundation is working to take City Connects to different parts of the country.
- The India@75 Foundation has launched the Mission Blue Sky Cities (BSC) with the aim to increase number of 'Good Air Quality Days' in seven cities from the list of 102 shortlisted by Central Pollution Control Board (CPCB) The Blue Sky Cities are Kolkata, Indore, Pune, NCR, Ludhiana, Surat and Bangalore. Industry is taking the initiative to draw up city- specific action plans Delhi has made credible progress with support from State Government, Industry and community and has been categorized as model case study for process and activity to be emulated in other cities.
- Under BSC, the Delhi state office of CII in collaboration with East Delhi Municipal Corporation (EDMC) has scaled up their 'Waste to Manure' Program. It will be working with over 10,000 households and more than 50,000 people will benefit directly.
- India@75 Foundation in collaboration with IBM volunteers conducted pilots in Coimbatore, Kochi and Indore on urban issues with an objective of creating awareness amongst the citizen about people's participation and collaboration with Urban Local Bodies to address local issues like solid waste management (Kochi), water conservation (Indore) rejuvenation of water bodies and revival of local fauna (Coimbatore). The local citizenry, civic societies, industry worked with the administration on specific issues with measurable impact to validate the model of a participative and collaborative approach.

- The Foundation worked with the Rashtrapati Bhavan on Project Roshni -an initiative to create sustainable urban habitats through capacity building of communities. India@75 and Roshni Prachodaya Society, Rashtrapati Bhavan signed an MoU in 2011. The first step was to organize a logo design competition. It was aimed at sensitizing students on eco-friendliness, sustainability, inclusion, environment preservation and conservation. The Foundation also worked with the President's secretariat to document the process for creating sustainable urban habitats through capacity building of the communities. ISO certification was facilitated in collaboration with the National Productivity Council (NPC), the project went on to get the golden peacock for environment conservation. The process was documented for replication.

TECHNOLOGY AND RESEARCH

Ground covered:

- CII has set up the Global Innovation & Technology Alliance (GITA) to increase private investment in R&D, create a culture of Research Development & Deployment (RD&D) in Industry and build a skilled workforce that can design and implement research projects and consequently build the country's reputation as an innovator and provider of technologies at the global level.
- GITA has instituted the Prime Ministers Research Fellowship (PMRF) to plug the brain drain from the research space. Industry and the government jointly fund this Fellowship, which is why the stipend is higher than any other in the country. The fellows have to solve a problem set by the company part-funding their research. The students have to work with both an academic guide and an Industry mentor. Currently, there are 100 PMRFs in the country.



- GITA is advocating to the government to develop a national priority list in consultation with the industry. This list will highlight the critical technologies to be developed over the span of two or three years. These should be needed by both the domestic and the international market. Subject to the line ministries committing an amount to technology development, CII has also proposed conditional mandatory investment by Industry in R&D.

EDUCATION AND AFFIRMATIVE ACTION

- CII set up the CII Foundation in 2011 to help businesses engage meaningfully with society and bring about inclusive development. The 2013 Companies Act increased the base of companies that were required to contribute to social development. Many did not have the ability to make good funding decisions because they had no history of corporate giving nor an understanding of ground level issues. CII Foundation shaped its role to serve as a meaningful bridge between marginalized communities and corporates by providing strategic guidance on CSR and helping with the design and implementation of high impact programmes. Some of its work in this direction has been:
 - The CII Foundation Woman Exemplar Program acknowledges women from the grassroots level, working to better their community. Each year, the programme identifies rural women working to facilitate change in the areas of health, education and micro-enterprise. 15 finalists are chosen and mentored to deliver more impact. One of the finalists also wins the CII Foundation (CIIF) Woman Exemplar Award. The program, has created over 80 exceptional women leaders who are impacting the lives of over 6 lakh people in the remotest part of India.
 - CII Foundation is working in partnership with the State Governments and seeking industry support in creating model Anganwadi Centres across the country. It is primarily focusing on strengthening ECE at Anganwadi Centres through policy advocacy and project implementation.
 - India @75 Scholarship with Macquarie University, Sydney India@75 and the Macquarie University of Sydney had institutionalized India@75 scholarship under the Ektaal Scheme amounting to AUD 11.8 Mn for 55 students for 3 years starting 1 October 2012 to 31 Nov 2015. The students were required to undergo an internship of 6 months with India@75 wherein they were exposed to the needs of the EWS so that the PhD students could identify the objectives of their prospective research and make it beneficial for the less privileged.
 - India@75 Foundation has designed the Functional Literacy Programme (FLiP) to encourage everyone, from an individual to an institution, lend a hand to the cause of inclusive digitalization. It complements the government initiatives of Digital India and Financial Inclusion. The scientifically-designed course modules, available free of cost on the India@75 website, involves 90 hours of animated digitized content to promote basic, digital and financial literacy amongst the target group. The infrastructure needs are minimal. Anyone with a computer and internet connection can download the modules and start spreading awareness about the unorganized sector workers in their immediate geography. While anyone can be a part of this movement to spread digital literacy, FLiP especially encourages Industry and non-profits to participate actively. Businesses can run the programme for their workers. It is in congruence with the Sustainable Development Goal (SDG) 4 and therefore easy to implement under CSR. Non-profits, on the other hand, can download these courses to further empower the people they work for.
 - The content is relevant to both rural and urban areas. After implementing FLiP pilot at 5 locations

impacting 620 beneficiaries. India@75 successfully completed phase II of Functional Literacy Programme (FLiP) at 12 locations across 7 states impacting approximately 3000 beneficiaries from Economically Weaker Section in November 2020. All participants were felicitated for their commitment to the programme. The subsequent phase III of FLiP will have 8,400 individuals under its ambit by 2021. While the project relies on proactive adoption by relevant stakeholders to scale up, India@75 will be personally rolling out the initiative at 22 locations across the country to jumpstart the movement. In parallel advocacy with the government is also an ongoing effort to translate content into multiple regional languages for larger impact. Strategy to transform it into a movement under 3i strategy; includes industry, institutions and individuals, is at an advanced level of execution. Advocacy efforts to hand over digital content to the National Literacy Mission Authority (NLMA) of Min of HRD for large scale implementation at pan India level and its translation into various regional languages are also underway.

Broad outcomes this programme seeks among its beneficiaries:

- A broad understanding of digitalization and its potential
- Basic ability to navigate the virtual world
- Improved capabilities for operating digital devices
- Enhanced awareness of government schemes
- Advanced understanding of banking and insurance products and services
- Knowledge of issues related to water, sanitation, hygiene practices as well as nutrition



The Functional Literacy Programme has been designed for the unorganised sector

FLIP CASE STUDIES

Mohammed Ashfaq, tailor, New Delhi

“The Functional Literacy Programme has served me well professionally. Now I connect with friends and buyers over e-mail and WhatsApp to share ideas and designs. I also accept payment online which makes it easier for customers to do business with me. The internet, especially YouTube, is a great way to stay in touch with the latest trends in the market. This programme is just the kind of help people like me require.”

Mohammad Ashfaq, 31-year-old lives in Badarpur, New Delhi with her wife and 6 children. He could not pursue formal education after class 8 and started tailoring to support his family. When he heard about functional literacy, he visited the nearby Centre to enquire more. Upon learning, Digital Literacy, he created an email account to connect with his friends and buyers. Now, he shares his designs and ideas through e-mail and WhatsApp with potential buyers. He also accepts online payment which makes it easier for customers to do business with him. The internet, especially YouTube, is a great way for him to stay in touch with the latest trends in the market.

Kajal Saini, flower seller, Lucknow

“This course will help me expand my business. Earlier I used to go from door-to-door to sell flowers but now I can send photographs of the samples through WhatsApp and take orders. I will ask my customers to pay me online. I have started searching for new floral patterns on YouTube and Google. This course has helped me save both my time and money.”

Kajal Saini is 36 years old flower seller from Narhi, Lucknow, Uttar Pradesh. A post-graduate and widow, she was sent back to her home by in-laws. Pressing circumstances forced her to be a breadwinner for her sisters as her parents have also demised. Kajal got to know about the programme through a community mobilizer who visited her colony to drive enrolment. She was elated and visited the centre to participate in the curriculum. The course has helped her in the expansion of business. Earlier, she used to visit door to door to sell the flowers but now she exchanges samples with her clients through WhatsApp. She also accepts online payment from customers and uses YouTube and Google for new floral patterns. This course has helped her by saving both time and money.

VOLUNTEERING AND PRO BONO

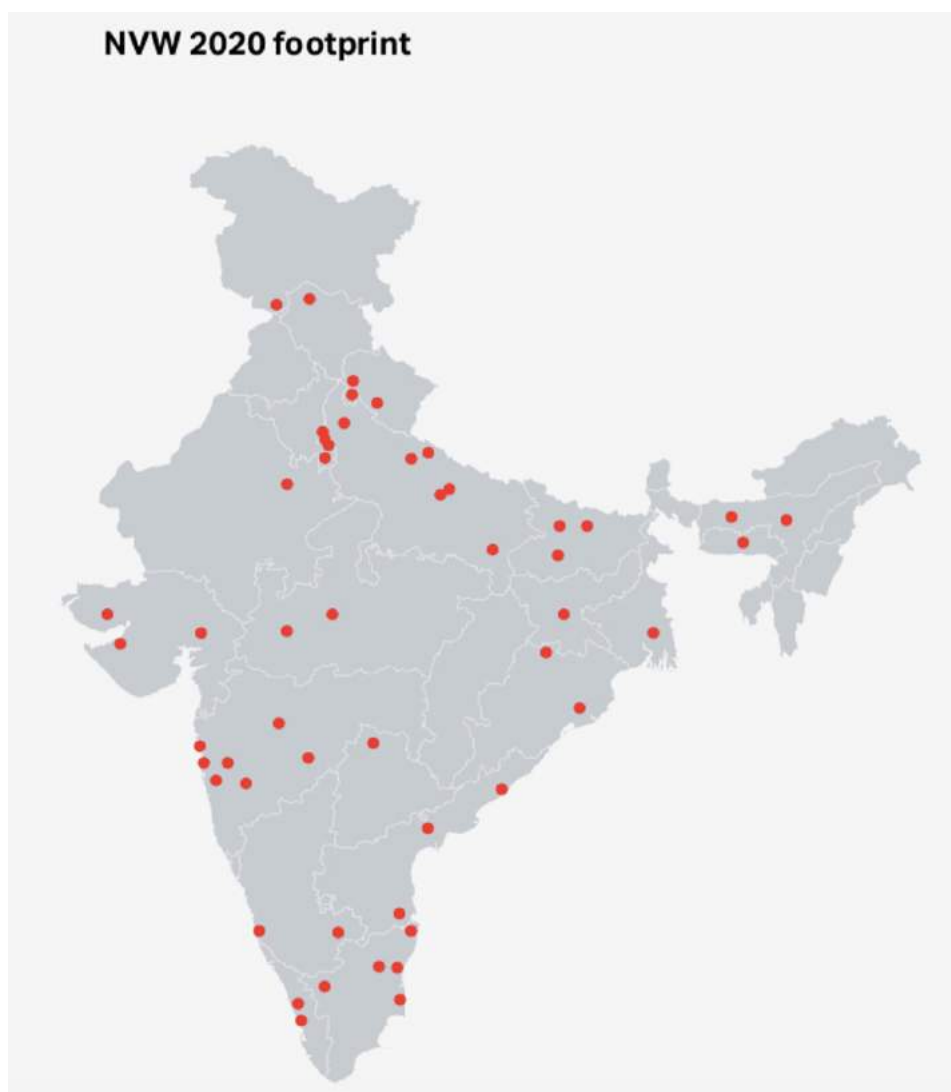
- At the core of India@75 vision is collaboration and people participation. Volunteering is an enabler of both. CII works extensively through the Foundation and its members to build and institutionalize the culture of volunteering in the country. The Foundation has developed the National Volunteering Grid (NVG) - a robust IT platform to promote and facilitate an ecosystem for structured volunteering thus, encouraging greater citizen participation. Two major pillars of NVG are ‘Count Me In’ and Pro Bono. Some features of the platform are:

- Corporates can upload their corporate volunteering data, also register their employees and monitor their volunteering
 - NGO can upload their pro bono projects and volunteering events
 - Volunteers can browse through projects/volunteering activities and select project/activity of interest.
 - All stakeholders can create and share volunteering stories, create external/internal volunteering activities
 - Corporates and Organizations can onboard their employees, and view enrolled employees' projects
- NGOs are often the last link in the public service delivery chain. More often than not they do not have the human resource capacity to match their commitment and passion. If this gap is filled and the capacity of the people built, the efficiency of these organizations would increase manifold and considerably impact the numbers on the ground. Which is where industry engagement and pro-bono volunteering become important. Corporates and professionals can volunteer their time and skill to develop the ability of NGOs to deliver better. Till date 4000 NGOs and 1600 professional volunteers have registered with India@75, 1000 projects have been listed and more than 500 projects have been delivered. The Foundation has developed an Economic Value Aggregator (EVA) tool to monetize and measure the volunteering efforts of professionals. This is especially useful for corporates who want to institutionalize volunteering. As on date, over 4000 NGOs and 1600 professional volunteers have registered with India@75, with almost 1000 projects listed, more than 500 projects have been delivered by with a volunteering value of approximately. INR 25 Million.
 - Count Me In is the Foundation's generic volunteering programme that engages volunteers from all walks of life to contribute from all walks of life to contribute skills and time for high impact social development activities and projects listed by NGOs. The initiative also lays the foundation for the culture of employee community engagement and participative development.
 - The Foundation also initiated the Employee Volunteering Programs (EVPs) in Corporates. This involved providing credible volunteering opportunities to professionals in their near geography for better and community integration.
 - Over the years, the India@75 Foundation has also partnered with several ministries, corporates and NGOs to spread volunteering in the country. Some corporates have institutionalized the India@75 designed Pro Bono and Count Me In models successfully.
 - India@75 is also advocating with the Government to declare a National Volunteering Week (NVW) / Day. In parallel, since 2014, it has been organizing a national Volunteering Week annually from 18 to 24 January. Over the years, NVWs have recorded more than 2.5 million volunteering hours by approximately 20 million. Rural volunteering was started as a pilot in 2017 and reached out to 1401 villages. In 2019 there were 2 million volunteers who reached out to 79,498 villages, clocking more than 2.1 million volunteering hours.
 - The Foundation also celebrates the India@75 Week from August 08 - 14 each year to commemorate the birth anniversary of Late Professor C. K. Prahalad. Each year, during this week, different activities like conclaves and discussions are put together which help charter way ahead for India@75. Carrying forward the success of previous editions, India@75 Week 6th edition in August 2020 reached out to

3, 42,664 people through 20,078 volunteers, who clocked 1, 50,404 volunteering hours across the country. Overall, the week was a successful one which provided stakeholders with multiple platforms to showcase their work.

- As part of CII's covid-19 relief efforts, India@75 connected 174 COVID-19 volunteers to 11 NGOs across 44 locations. A dialogue for the post COVID India was instituted online in partnership with CORE (Collaborating with Resilience) named 'Rethink webinar series under the umbrella theme - 'Building resilience through volunteerism'. These webinars explored how groups could collaborate and build the resilience of communities to better face disasters. The webinars were well-attended and had panelists from renowned corporate foundations like ONGC Foundation, SBI Foundation, Cognizant, Dr. Reddy's Laboratories, Spark Minda, The Retailers Association of India, SOIL, etc.
- India@75 also partnered with Literacy India, Nagrik Foundation and Dainik Bhaskar for 'Virtual SDG Choupal' on SDG#4, Quality Education and it saw the launch of an Android App developed by students of Literacy India by renowned cricketer Kapil Dev.

NATIONAL VOLUNTEERING WEEK OVER THE YEARS



India Vo

NVW 2014

**VOLUNTEERING
HOURS: 3,200**

**PEOPLE
REACHED:
45,905**

NVW 2015

**VOLUNTEERING
HOURS: 7,525**

**PEOPLE
REACHED:
1,34,249**

NVW 2016

**VOLUNTEERING
HOURS: 24,291**

**PEOPLE
REACHED:
3,00,000**

NVW 2017

**VOLUNTEERING
HOURS: 2**

**PEOPLE
REACHED:
12,03,72**



Volunteers

2017
VOLUNTEERING
HOURS: 20,50,000
PEOPLE
REACHED:
20,00,000

NVW 2018
VOLUNTEERING
HOURS: 3,13,000
PEOPLE
REACHED:
16,50,000

NVW 2019
VOLUNTEERING
HOURS: 20,50,000
PEOPLE
REACHED:
20,00,000

NVW 2020
VOLUNTEERING
HOURS: 95,245
PEOPLE
REACHED:
1,01,44,762



Our Partners

CORPORATES

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Hero Motor

Cognizant

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Schneider Electric

Infosys

Nayara Energy

**Hindustan Petroleum
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NGOs

Ekal Abhiyaan

Cry

Bhumi

iVolunteer

SBI Foundation

United Way

Spicmacay

**Digital Empowerment
Foundation**

Sos Children's Village

Literacy India

Seeds

Yuvraj Singh Foundation

Worldwide Fund

Robinhood Army

Ongc Foundation

United Nation Volunteers

Goonj

Save The Children

Bharti Foundation

Yuva Unstoppable

ACADEMIC INSTITUTIONS

IIM (Noida) Campus

Christ University

Graphic Era University

**SOIL Leadership Institute
of Management**

PSIT Kanpur

DIT University

IISWBM, Kolkata

DOMAINS COVERED

**Environment & Climate
Action**

Health

Animal Welfare

Child Development

Disability

Education

Financial Inclusion

Skills Development

Women Empowerment

Legal

Social Inclusion

Sports & Culture

**Sustainable Cities &
Communities' Development**

Poverty Alleviation

CASE STUDIES



“By connecting to Integrated Volunteer Network (NGO), India@75 not only gave me but my membership at AIESEC in Delhi university an opportunity to do something against Covid-19. I am thankful to them for the same and appreciate their noble work of presenting volunteering opportunities to people who are eager to give back to society.”

— **Chihnit Kakati**, AIESEC member from Delhi University



“During this pandemic time, most important contribution that one can do to the society is, providing the authentic information about COVID-19 and help them reach the right support during emergency. Integrated Volunteer Network team is providing this support across India. I joined IVN through India@75 NVG platform, so that people in my neighbourhood can get the access to right agencies for help.”

— **Raja Narayanasamy**, Founder, Engen Consulting & Business Solutions; Advisor to Technology Companies



“Collaboration always leads to creating multiplier effect in serving society with humanitarian touch and leveraging upon each other’s strength in reaching to unreached as well as serving the unserved. IVN is founded with the principle of integrating the volunteer power of India and we had wonderful experience working with India@75 (a CII initiative). The volunteers were really passionate and committed in their effort. They diligently took up responsibility of an India Volunteer for sharing authentic and vernacular message to concerned families, strengthened their family engagement and coordinated for their emergency healthcare and food service requests. IVN is looking forward for continued support and long-term association and collaboration with India@75”

— **Manoj Das**, Integrated volunteer network



SOCIAL MEDIA CAMPAIGNS

- **CII Covid Volunteers:** Campaign to support and augment the efforts of 'Corona Warriors' and render support through a structured and systematic intervention. CII COVID Volunteers was launched to urge all able and willing volunteers to reach out to the poor and elderly across India. It connected 300 plus volunteers to NGOs to support in Covid relief related activities across the country.
- **Daan Utsav:** Campaign to encourage people to volunteer during India's Giving week with their time and highlight the efforts of NGOs.
- **No Country for Migrants:** Campaign to highlight the importance of the workers in the informal sector and encourage people to help them through ways such as - paying them wages during the lockdown, providing relief material and providing them with useful and accurate information.
- **Volunteering:** Campaign for call to action for volunteers
- **All hands-on-the-Deck:** Campaign to highlight how Indian industry, NGOs, government and individuals were contributing to the Covid relief work during the pandemic.
- **Flip Posts:** Campaign to drive Functional Literacy Program's mobilization and scale up.
- **Elderly:** Campaign to build awareness around the plight of the elderly.
- **National Volunteering Week:** Campaign to encourage people to volunteer.
- **Women's Day:** Campaign to highlight women achievers.

You Retweeted

Suresh Prabhu @sureshprabhu · Aug 7

Looking forward to speak tomorrow at the Exclusive Plenary Session organised by @FollowCII on "#Green_Growth and Self Reliance - Challenges & Opportunities" As part of @Indiaat75



2 16 75

India@75 (A CII Initiative) @Indiaat75 · Jun 19

Micro entrepreneurs are the backbone of India's economy. They generate employment for themselves and often for others. Support small businesses in your geography and help revive India's growth story. #weowethem #CII4India #allhandsonthedeck



Confederation of Indian Industry and 4 others

5 7

Published by Sajid Akram · 23 October ·

Our partner **1 Billion Tree** has been making efforts to develop a lush green and bio-diverse sustainable world for future generation by igniting a huge environmental revolution through trees. The aim is to plant at least 1 Billion trees by 2030. To become part of this movement, register to volunteer on <https://nvgindia.org/covid-relief-work/>

SPIC MACAY eVidyalyoka CHINAR Gramiksha Integrated Volunteers Network The Resilient Foundation

#VolunteersInIndia #Indiaat75volunteers #S... See more



Conserve, Restore & Grow
Volunteer now.

Image credit: 1 Billion Tree

India@75 (A CII Initiative) @Indiaat75 · Aug 19

Our partner @resilient_the is continuing relief material distribution to families hit by Nisarga Cyclone in Raigad district & COVID affected families in Palghar district, Maharashtra as part of #Indiaat75week. To do your bit, register on [nvgindia.org/covid-relief-work...](https://nvgindia.org/covid-relief-work/) #VolunteersInIndia



Stand up for the vulnerable in times of crisis.
Volunteer now.

CHINAR and 8 others

2 4

1,061 88

India@75 (A CII Initiative) @Indiaat75 · Aug 19

Photographs such as these, tell a hidden story—one recognition that is long due. Let's recognize that there can be no India Inc. without the informal sector. With recognition will come change & a better way of doing business. #weowethem #allhandsonthedeck




It's not just the lack of food, it's the lack of recognition.

Confederation of Indian Industry and 3 others

2 2 9

India@75 (A CII Initiative) @Indiaat75 · Aug 19

Our partner @vidyaposhak assists economically challenged, meritorious students. They are looking for #volunteers to #support in creating a digital content library for aspiring young minds. Register on nvgindia.org/volunteers/



Volunteer to help economically challenged students.

iVolunteer and 9 others

2 2

Impact at the National Level

In a short span of time, India@75's agenda was adopted at National level to drive envisaged by the year 2022. NITI Ayog's adoption of some common elements in its strategy of NewIndia@75 laid further emphasis on criticality its achievement. Common elements of both documents outlined in the table below.

NITI Aayog Strategy for NewIndia@75	India@75 National Vision Document
Focus on economic growth to make India 4 Trillion Dollar economy by 2022	economic strength – home for 30 fortune100 companies
Raise exports growth from 478 Bn to 800 Bn	India accounts for 10% global trade
India to achieve position among top 50 countries in global innovation index	India becomes global hub for innovation
Provide every family with pucca house with water, toilet, and 24X7 electric supply	Quality affordable housing becomes reality for all Indians – Every Indian has access to pure drinking water and sanitation facilities and 24 X 7 availability economical and reliable power)
Doubling farmers income	India has renewal of agriculture to reach world class productivity levels
500 developed cities including 100 smart cities	India has 500 world class cities through planned urbanization
City governance – transform cities into economically vibrant and environmentally sustainable habitats	India@75 city connect initiative for participative urbanization led by industry for finding local solutions to local issues by infusing – 7 platforms set up another 33 in pipeline
Universal health coverage	Affordable & accessible healthcare to all

With ownership of apex policy making body and political leadership, a lot has been achieved in the direction of India@75.

ACHIEVEMENT MATRIX

India@75 milestones	India@2020	India@2022
India accounts for 10% of global trade	As per 2019 figures India's share is 2.6%	Aiming to raise exports growth from USD 478 billion in 2017-18 to USD 800 billion by 2022-23.
It is home for at least 30 of the Fortune 100 firms	8 fortune 500 companies but none belong to the Fortune 100 list	Focus is on the economic growth in order to make India 4 Trillion Dollar economy by 2022
India is the source of global innovation for new businesses & technology	<p>Ranks at No 52 of 129, in the Global Innovation Index</p> <p>We currently have more than 1,100 R&D centres set up by multinational companies (MNCs) such as IBM, Google, Microsoft, Intel, Lupin, Wockhardt, etc.</p> <p>The development of Brahmos, advanced air defence supersonic interceptor missiles, diverse missiles and rocket systems, remotely piloted vehicles, light combat aircraft, etc., are brilliant examples of India's progress in strategic and defence technologies.</p> <p>India ranks amongst handful of nations that have credible capabilities in the field of space technology (upgrading from SLV to ASLV and PSLV to GSLV, the first moon orbiter project Chandrayan-1, Mars Orbiter Mission & simultaneous launch of 104 satellites</p> <p>India is the third largest country in terms of the number of start-ups</p>	India to achieve position among top 50 countries in global innovation index

Affordable & accessible health-care to all	India ranks 145 among 195 countries in terms of quality and accessibility of healthcare.	Universal health coverage
The country has the largest pool of trained manpower in the world	India is at 107 in workforce ranking, a subset of global competitiveness Index. India's workforce is among the least-skilled despite India's innovation capabilities (it ranks 35th in the world)	500 million globally employable skilled workforce
100 % functional and financial literacy	About 74.6% as per RBI	
Excellence in sports at global level		With 'Target Olympic Podium Junior Scheme' of MoYA&S, India aims to have top-10 finish by 2028 Los Angeles Olympics by identifying and coaching youngsters between the age of 10 and 12 years
500 developed and smart cities through planned urbanization	20 smart cities expected to be ready by 2021	500 developed cities including 100 smart cities
Quality affordable housing becomes reality for all Indians – Every Indian has access to pure drinking water and sanitation facilities and 24X7 availability of economical and reliable power	Pradhan Mantri Awas Yojana launched for 'Housing For All by 2022'	Provide every family with pucca house with water, toilet, and 24X7 electric supply Build 2.95 crore housing units in rural areas and 1.2 crore housing units in urban areas.
Agriculture becomes a profitable occupation creating a progressive farming community. Indian villages become bustling economic hubs with development of agro-based and cottage industries	100% foreign direct investment (FDI) allowed in 2016-17. Similarly, the SAMPADA scheme targets creation of food processing infrastructure. The budget allocation to the food processing sector was doubled in the Union Budget 2018-19.	Doubling farmers income Transform rural economy through the creation of modern rural infrastructure and integrated value chain system

India has 500 world class cities through planned urbanization	India@75 city connect initiative for participative urbanization led by industry for finding local solutions to local issues by infusing technology – 7 platforms set up another 33 in pipeline	City governance – transform cities into economically vibrant and environmentally sustainable habitats
100% education: affordable, accessible, accountable	<p>The enrolment ratios for the elementary level are close to 100%. In addition, the gross enrolment ratios (GER) for secondary education have also increased, even though the net enrolment ratio (NER) is still low. Moreover, data shows enrolment is largely similar across gender and castes.</p> <p>The ASER surveys estimate that national attendance in primary and upper primary schools is 71.4% and 73.2% respectively, with considerable differences across states.</p> <p>The retention rates in elementary school are 70.7%.</p>	<p>100% enrolment and retention at elementary education and secondary education levels; achieve zero dropouts until Class X.</p> <p>Equitable participation by all society segments, in terms of attendance, retention and years of schooling to ensure maximum social inclusion.</p>
India achieves 100% functional literacy – every Indian can read and write	<p>India has 864 university-level institutions, 40,026 colleges and 11,669 stand-alone institutions.</p> <p>The number of university-level institutions has grown by about 25% and the number of colleges by about 13% in the last five years. The private sector accounts for a large share of these institutions, managing 36.2% of universities, 77.8% of colleges and 76% of standalone institutions in 2016-17.</p>	

India sets global standards and becomes a scale provider of value based learner- centric education, skills development and professional educators through industry partnerships	<p>The National Skill Development Policy estimates that only 5.4% of the workforce in India has undergone formal skill training</p> <p>India Skills Report 2019-20 states that about 46% of students were found to be employable or ready to take-up jobs as against 33% in 2014</p>	<p>India skill development infrastructure should be brought on par with global standards</p> <p>Increase the proportion of formally skilled labour from the current 5.4% of India's workforce to at least 15%.</p>
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Guided stimulus of India@75 has facilitated an ecosystem to achieve beyond what was envisaged.

MAJOR ACHIEVEMENTS OUTLINED IN TABLE BELOW

Sector	Where are we today	What are we aiming for
Power	<p>India is the world's third largest energy consumer.</p> <p>In the power sector, the all-India installed power capacity is about 334 GW, including 62 GW of renewable energy.</p>	<p>Make available 24x7 power to all by 2019.</p> <p>Achieve 175 GW of renewable energy generation capacity by 2022.</p>
Digital Transformation	<p>According to the Internet Trends 2017 report, 27 % of India's population (355 million users) uses the internet.</p>	<p>Physical digital connectivity across all states, districts and gram panchayats (GPs).</p> <p>Delivery of government services digitally by 2022-23.</p> <p>Hundred % basic digital literacy across the country to be able to leverage the benefits of digitization.</p>

Financial Inclusion	<p>Govt has launched Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Mudra Yojana, Stand-Up India Scheme, Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri Suraksha Bima Yojana, and Atal Pension Yojana. In addition, the promotion of Aadhaar and direct benefit transfer schemes facilitate financial inclusion.</p> <p>According to World Bank data, in 2014, 53% of adults had a bank account. This increased to 80% in 2017</p>	<p>Ensuring universal access to bank accounts, which are a gateway to all financial services.</p> <p>Providing access to digital payment services and increasing its penetration.</p> <p>Ensuring universal coverage of insurance for life, accidents, etc., and of pensions and other retirement planning services.</p>
Railways	<p>The Indian Railways (IR) is the fourth largest network in the world in terms of route km (67,368 km in FY17).⁷ It is also the largest passenger (1,150 billion-passenger km in FY17)⁸ and fourth largest freight (620 billion net-tonne km in FY17) transporting railway system globally.</p>	<p>Achieve “100 %” electrification of broad gauge track by 2022-23 from the 40 % level in 2016-17.</p>
Swachh Bharat Mission	<p>As of March 2018, 47.04 lakh household toilets and 3.18 lakh seats of community/public toilets have been constructed against the mission targets of 66.42 lakh and 5.08 lakh respectively.</p>	<p>Making India Open Defecation Free (ODF) by October 2, 2019.</p>
Tourism	<p>India moved up 12 places from 52nd to 40th in the World Economic Forum’s Travel and Tourism Competitiveness Index in 2017.</p> <p>Foreign tourist arrivals have increased from 5.1 million in 2009 to 8.8 million in 2016</p>	<p>Increase India’s share in global international tourist arrivals from 1.18 % to 3 %.</p> <p>Increase the number of foreign tourist arrivals from 8.8 million to 12 million</p>

Water Resources		Provide irrigation to all farms (Har Khet Ko Pani) with improved on-farm water-use efficiency (more crop per drop).
Gender	<p>Declining female labour force participation rate (LFPR) despite increasing levels of education and declining fertility rates has emerged as a worrying trend.</p> <p>The current female LFPR is 23.7 % (26.7 % in rural areas and 16.2 % in urban areas).</p> <p>The declining trend is particularly strong in rural areas, where it has gone down from 49.7 % in 2004-05 to 26.7 % in 2015-16.</p>	<p>To create an enabling environment, sans institutional and structural barriers.</p> <p>To enhance the female labour force participation rate to at least 30 % by 2022-23.</p>
Senior Citizens, Persons with Disability and Transgender Persons	<p>Access to institutional support and specialized medical care is skewed</p> <p>The Pradhan Mantri Vaya Vandana Yojana launched to provide a maximum pension of INR 10,000 per month with an investment of INR 15 lakh</p>	To ensure a life of dignity, social security and safety for senior citizens, enabling them to actively participate in economic development and the nation building process.

GOVERNMENT'S INITIATIVES IN LINE WITH INDIA@75 AGENDA

S. No.	Sector	Schemes
1.	National Development	Swachhh Bharat Mission
2.		Make in India
3.		Skill India Mission

4.	Entrepreneurship	Atal Innovation Mission (AIM) at NITI Aayog
5.		Start-up India (To Promote new enterprises)
6.		Stand Up India (Loans up to 10 lacs to 1 crore for establishment of new companies to Scheduled Castes / Tribes and Women Entrepreneurs)
7.	Farming	Pradhan Mantri Krishi Sinchai Yojana (PMKSY) an umbrella scheme for irrigation
8.		Electronic National Agriculture Market (e-NAM)
9.	Financial Development	Jan Dhan Yojna (To connect more and more peoples from the banking services)
10.		PM Mudra Yojna (Loan to small businessmen from 50 thousand to 10 lakh)
11.		Atal Pension Yojna (Monthly pension for people from the unorganized sector b/w age of 18 to 40 years)
12.		Pradhan Mantri Suraksha Bima Yojana (General insurance/accident insurance for people between 18 and 70 years of 2 lakh (at a premium of 12 Rs. / year))
13.		Prime Minister Jyoti Bima Yojna (Life Insurance of Rs 2 lakh for people b/w 18 to 50 years (@Premium of Rs 330 per annum))
14.	Healthcare	Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (to provide free access to healthcare for 40% of people in the country.)
15.	Power (LPG)	Prime Minister Ujjwala Plan - (Providing the LPG connection to BPL families at subsidized rates)
16.		Ujala Yojna (Distribution of LED bulbs at a low price to reduce electricity consumption)

17.	Village Development	Gramoday Se Bharat Uday (strengthen Panchayati Raj, boost social harmony in the villages, promote rural development and foster farmers' welfare & livelihoods of the poor)
18.		Sansad Adarsh Gram Yojana (villages development including social development, cultural development.
19.	Highways	Setu Bhartam Yojna (Construction of Over and Under Bridge to make National Highways Railway Crossing free)
20.	Digital Transformation	Digital India Mission
21.	Urbanization	Smart city scheme (Developing 100 selected cities of the country as smart cities from 2015 to 2020)
22.		AMRUT Plan (Developing all the basic amenities in more than 500 cities which have more than one lakh population)
23.	Tourism	Hridaya Plan (To take care of world heritage sites and to make these sites economically viable.)
24.	Gender Equality	Beti Bachao Beti Padhao (make girls socially and financially self-reliant through education.)
25.	Labour Development	Shramev Jayate Yojana (Plan dedicated to labour development)

Way Forward to 2022

India is set to become a Five Trillion USD economy by the year 2024. A lot of Government reforms in tandem are empowering citizens and private sector to achieve that. Indian cities are well known business destinations across the world. The growth stories of Indian cities and some states need to percolate down evenly to benefit all in the spirit of Sab ka Sath Sab ka Vikas. Below table presents country's collective aspiration across nine critical focus areas. These are offshoot of a digital summit themed "Collaborating for a New, Self-Reliant India" organized on the 8th of August 2020 as part of CII 125 Years celebrations. Its grand success with 8,500 registrations, call to action by Union Ministers, leaders from Government and Industry has mandated us to extend vision of India@75 to every nook and corner of the country.

Focus Areas	Target by 2022
Urbanization	<ul style="list-style-type: none"> • 500 developed cities including 100 smart cities Vibrant cities full of economic opportunities Increase in the number of 'Good Air Quality Days' in urban in cities Inclusive urbanization No informal settlements
Healthcare	<ul style="list-style-type: none"> • Universal health coverage India becomes a global supplier of medical appliances/ devices to the world Leverage Technology for delivery of healthcare services
Rural Development	<ul style="list-style-type: none"> • Doubling farmers income Every family to have pucca house with water, toilet, and 24X7 electric supply Bringing existing rate of 450 million rural migration down to less than 100 million All 6,40,867 villages as per census 2011 to have PHCs Increase in female labour force participation to 50 percent from exiting 23.3 percent Every household to own a digital device Advocating for quality education and healthcare in rural areas Encouraging rural entrepreneurship in mission mode Identifying key sectors for off-farm employment opportunities and wealth creation Collaborate to Improve functioning of PRI institutions
Education: Functional Literacy using digital tools & Fintech	<ul style="list-style-type: none"> 100 percent Indians to have active bank accounts 1 Bank branch within 15 Km radius of every village Universal literacy Digitalization of all government services 100 percent Indians to have access to financial safety nets like; life & health insurance and pension plans

Strategic Civic Engagement & Youth	<ul style="list-style-type: none"> • Institutionalize Volunteering ecosystem in India embedded with the citizenship with monetized contribution to the GDP <p>Annual Social Impact Report of National-level Volunteering initiatives to be published</p>
Skills, Entrepreneurship & Livelihood Generation	<ul style="list-style-type: none"> • To provide quality skills training to 500 million people to harness demographic dividend <p>India to be known as the Global hub for Innovation and Manufacturing Skill-specific Trainings translating to job creation and impacting Supply chains</p>
Diaspora Engagement	<ul style="list-style-type: none"> • Enhanced dialogues and focused webinars translating to more PPPs in the Global volunteering space <p>Indian Diaspora to invest more in infrastructure, Knowledge transfer and social development etc. in India</p>
Sports	<ul style="list-style-type: none"> • Top-10 finish in 2028 Los Angeles Olympics <p>100% inclusion of sports in school framework 100% accessibility & availability of sports centers for enrolling youth across the country 100% affordable coaching facilities with world class infrastructure across India</p>

Celebrating Azadi ka Amrit Mahotsav

As India moves towards its landmark 75th year, CII joins the nation in celebrating the momentous occasion. It has initiated new programmes, scaled up existing ones and also supported initiatives that celebrate the spirit of the nation.

LIGHTHOUSE PROJECT: MISSION 75@75

Lighthouses are government and Industry collaborative model - capex by government and opex by corporate. It works to mainstream youth in urban areas by counselling, vocational training and digital empowerment. The Lighthouse model in Pune has been acknowledged by the Hon'ble Prime Minister. 13 Lighthouses are operational at present, while 20 will be operational by March'22. Four Lighthouses will be launching soon in Delhi. A state partnership has been signed with the Odisha Government, similar partnerships are being explored with Punjab and Madhya Pradesh. The largest to have 75 Lighthouses by Aug 2022.

THE INDIA@75 SAMARTH ZILA INITIATIVE

This is an industry-led collaboration model that works towards the comprehensive development of Aspirational Districts (ADs). Seven ADs have been identified. The initiatives in three of these districts will be led by the Bajaj Group, while HDFC will be working on the other two. Each of these districts will be focussing on development in seven sectors.

75 GREEN VILLAGE BY 75th YEAR

CII Indian Green Building Council (IGBC) helps villages in adopting sustainable practices by becoming green. It addresses the national priorities of clean villages and improved lifestyles, improved

drinking water and sanitation facilities, adequate infrastructure for education and healthcare, effective solid waste management, power security through clean energy, local economic development and the digital village initiative. 29 villages have been certified as green in 9 states Mawlynnong of Meghalaya, Punsari of Gujarat and Bhond of Haryana; India's list of model green village is expanding and building a sustainable way of life. IGBC with corporate support endeavoring to have 75 green villages by August 2022. Initiative to be scaled up with revised timelines after Aug 22.

VOLUNTEERISM

India@75 has consistently worked on facilitating and encouraging volunteerism to enable larger participation and collaborative efforts. It has been championing cause for structured volunteering ecosystem through national level backbone infrastructure. It has created a Volunteering Grid for engaging Corporate and general volunteers to synergize efforts for national priorities and capacity building at grassroots. National Volunteering week (NVW) is being organized from 18-24 Jan every year since 2012.

INDIA@75'S NATIONAL VOLUNTEERING GRID



Works as a self-sustaining ecosystem that connects non-profits/community organization to volunteers and vice versa with minimum outside intervention. It especially encourages professionals to volunteer their skills and helps build the organisational capacity of non-profits. (Link: <https://www.nvgindia.org>)

DIGITAL LITERACY

India@75 Foundation has been working with key stakeholders on issues such as skilling, livelihood and digital transformation. India@75 runs the Functional Literacy Programme (FLiP) which engages industry, institution and industry in spreading digital literacy in India. (Link: <https://indiaat75.in/initiatives/functional-literacy-programme/>)

VISION BOARD FOR 2022 & BEYOND

CII has commenced sectoral engagement with the Government for drawing the plans for 2022 and beyond. Similar exercise is being undertaken by CII State offices for drawing up the agenda for respective States.

VIRTUAL GALLERY OF GALLANTS

CII is supporting Ministry of Defence (MoD) in creating a virtual museum for the gallants to pay tributes and honour the braves. It will also have a war room auditorium to enable live interaction of youth with the gallants besides a section showcasing the weapons. The portal is expected to be ready by end November and will be dedicated to the nation at an opportune time as decided by the MoD.

ACTIVITIES BY CII OVERSEAS

CII overseas offices & India@75 Diaspora Task Force working with the Indian missions overseas to engage Indian diaspora in celebration activities at various levels like students, businesses and community.





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