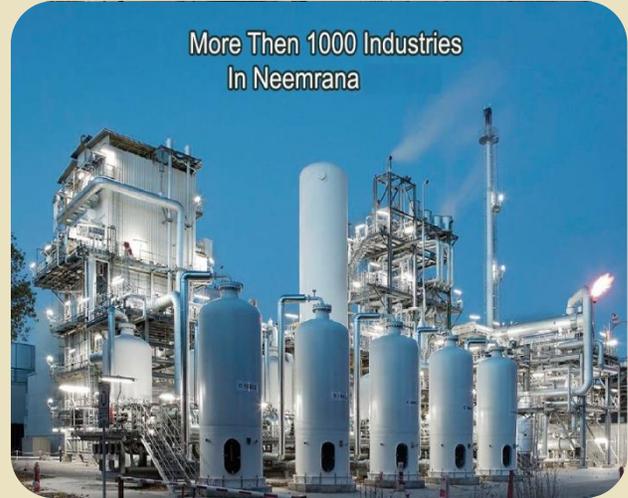




Raffles University NIA Newsletter



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Start-up @ Neemrana, Rajasthan

Anurag Singh Yadav, (Assistant Prof.,)
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In June 2016, we all read news in all prominent newspapers published from cities of Rajasthan regarding “MoU between State Bank of Bikaner and Jaipur (SBBJ) and Rajasthan State Industrial Development & Investment Corporation Limited (RIICO) for Startup Entrepreneurs’. The MoU, is believed to be the first of its kind in the country and aims to boost employment generation and creation of skilled jobs in Rajasthan.

What an Idea...?

What if your idea is not just an idea? What if it sees light? What if it's really born? What if you can get someone to believe in it, and help you nurture it? What if you can set a clear path for it? What if it can actually travel? What if it grows and blooms? What if the whole world embraces it? What if your idea is not just an idea?

If one thinks of a Business Idea, certainly questions above are motivating enough to organize your business thoughts. We shall realize, that whatever may be the reason, but a huge part of the population has its dream to own something of their own. If that is the reality, what stops them to execute the idea. Let us also accept that in general there are three kinds of business idea holders.

The Idea Holders!

1. **The Dreamers:** They dreams vague, have a smile on their face, but they have less or

may be no confidence in their own plans. They never start anything.

2. **Distracted Starters:** This is typically a category of the business planners who are easily attracted to anything attractive they see. These people start things quickly but never finish any planned activity due to lack of research, poor planning and dummy achievements. Their motivation levels drop soon and their plans collapse.
3. **Determined Achievers:** This is the category of the actual Entrepreneurs, They Dream, they research, plan and execute their idea well. Because it is their idea chances are that they face every hurdle to take it to the top.

However, whatever the category of business planner one may be, there are fundamental similarities amongst everyone – they all are Dreamers and having a desire to create something of their own.

The most common obstacles these people face are as follows –

- Issue of Funding
- Lack of information and guidance
- Government regulations and liaising
- Legal and technical unawareness
- High Tax burdens
- And exit issues

Startup India:

Startup India is a flagship initiative of the Government of India. The fundamental objective

of this initiative of Govt. of India is to build a strong eco-system for nurturing innovation and Startups in the country that will drive sustainable economic growth and generate large scale employment opportunities.

To achieve their objective, Govt. of India is addressing these above mentioned issues in their action plan. The list of the action plans of this project is as follows-

Simplification and Handholding

1. Compliance Regime based on Self-certification. To reduce the regulatory burden on Startups thereby allowing them to focus on their core business and keep compliance cost low
2. Startup India Hub to create a single point of contact for the entire Startup ecosystem and enable knowledge exchange and access to funding
3. Rolling out of Mobile App and Portal to serve as the single platform for Startups for interacting with Government and Regulatory. Institutions for all business needs and information exchange among various stakeholders
4. Legal Support and Fast-tracking Patent Examination at Lower Costs to promote awareness and adoption of IPRs by Startups and facilitate them in protecting and commercializing the IPRs by providing access to high quality Intellectual Property services and resources, including fast-track examination of patent applications and rebate in fees.
5. Relaxed Norms of Public Procurement for Startups to provide an equal platform to Startups (in the manufacturing sector) vis-à-vis the experienced entrepreneurs/ companies in public procurement
6. Faster Exit for Startups to make it easier for Startups to wind up operations

Funding Support and Incentives

1. Providing Funding Support through a Corpus of INR 10,000 crore to provide funding support for development and growth of innovation driven enterprises
2. Credit Guarantee Fund for Startups to catalyse entrepreneurship by providing credit to innovators across all sections of society
3. Tax Exemption on Capital Gains to promote investments into Startups by mobilizing the capital gains arising from sale of capital assets
4. Tax Exemption to Startups for 3 years to promote the growth of Startups and address working capital requirements
5. Tax Exemption on Investments above Fair Market Value to encourage seed-capital investment in Startups

Industry-Academia Partnership and Incubation

1. Organizing Startup Fests for Showcasing Innovation and Providing a Collaboration Platform to galvanize the Startup ecosystem and to provide national and international visibility to the Startup ecosystem in India
2. Launch of Atal Innovation Mission (AIM) with Self-Employment and Talent Utilization (SETU) Program to serve as a platform for promotion of world-class Innovation Hubs, Grand Challenges, Startup businesses and other self-employment activities, particularly in technology driven areas
3. Harnessing Private Sector Expertise for Incubator Setup to ensure professional management of Government sponsored / funded incubators
4. Government will create a policy and framework for setting-up of incubators

across the country in public private partnership

5. Building Innovation Centres at National Institutes to propel successful innovation through augmentation of incubation and R&D efforts
6. Setting up of 7 New Research Parks Modeled on the Research Park Setup at IIT Madras to propel successful innovation through incubation and joint R&D efforts between academia and industry in IIT Guwahati, IIT Hyderabad, IIT Kanpur, IIT Kharagpur, IISc Bangalore, IIT Gandhinagar and IIT Delhi
7. Promoting Startups in the Biotechnology Sector & Launching of Innovation Focused Programs for Students to foster and facilitate bio-entrepreneurship & To foster a culture of innovation in the field of Science and Technology amongst students
8. Annual Incubator Grand Challenge to provide a world class incubation centre to India

With this Action Plan the Government hopes to accelerate spreading of the Startup movement.

Business Incubations and their Roles:

Incubation centre is a place, especially with support staff and equipment, made available at

low rent to new small businesses. They are geared toward speeding up the growth and success of startup and early stage companies and often a good path to capital from angel investors, state governments, economics development coalitions and other investors.

Among the few best incubation one leading incubation centre is NS Raghavan Centre for Entrepreneurial Learning. N S Raghavan Centre for Entrepreneurial Learning (NSRCEL) was founded at the prestigious business school IIM Bangalore to help create such a climate so that talented young men and women of India can transform their entrepreneurial aspirations to reality. Apart from angel funding, start-up entrepreneurs had a critical need for mentoring on business aspects and also needed a network of the right connections to take their ideas forward. NSRCEL has incubated many successful start-ups and continues to attract talented youngsters eager to start new ventures.

NSRCEL has also launched several entrepreneurship related courses. It is gratifying that some of these courses have attracted high quality students and have earned a reputation for their value and effectiveness.

So, thinking of an Idea. Don't only think, let's get started!

An Interview with Mr Mahabir Sahu, GM- Parle Biscuits Pvt. Ltd., Neemrana Plant



Mr Mahabir Sahu , General Manager with Parle Biscuits Pvt. Ltd, Neemrana.

Mr Sahu is one of the successful General Manager in Neemrana Industrial Hub. He started the factory of Parle Biscuits in Neemrana from the scratch and leading it successfully. Mr Sahu is also the President of Neemrana Industries Association, Neemrana.

Greetings Mr Sahu!

Q. My first question to you is about the Neemrana Plant of Parle Biscuits; tell me about your journey to this plant?

Ans. See Anurag, I came here in year 1999 with the responsibility to build and start this plant. I was finance professional with no experience in Construction, HR, Engineering, Production and other related departments. The temperature of this place was another challenge to us. We had to start from scratch. Three persons came here along with me (one civil engineer and one guard). This is how we started a green field project.

Q. That's a fascinating story to hear about, Sir, Can you tell more about your challenges at early phase and how you overcome them?

Ans. Perhaps the very first challenge we faced was about our lodging. I read about a mosque built in two and half days popularly known as 'Dhai din ka Jhonpra'. Similarly we created our own huts in a day. The temperature of this place was burning so since the beginning we were focused to keep the plant as green as possible. Over the period we learned Neem & Sheesham are the trees which are compatible to the kind of sand we have and that's what you can see now in the greenery all around.

One big issue was that there was 'No Telephone Connection' (Forget about mobile in those days) so we had to travel 7 km everyday to Sahjahanpur to a telephone booth (PCO). We tried a model and hired one PCO man to get our message from the company (if any) and deliver it to us at Neemrana and every message will get him Rs. 10/ as compensation. That helped us significantly. Along with this we also had to struggle to see whom to hire, how to hire, what skills we need to see during recruitment process etc.

Q. How did you start Hiring?

Ans. This was one of the biggest challenges we had to tackle. So we started visiting some of the nearby

Industries and started meeting the HR people/ head of units and started asking their opinion about hiring people. Different people gave different opinions and finally we decided to do it little differently. The criteria we decided for workers was minimum 10th Pass and after some time we started visiting place to place, village to village, for hiring the people. This helped us in 3 manners-

1. We became familiar to the area and its culture
2. We got access to the maximum of human resource.

Even we went to distant areas, for example Jaisalmer /Barmer and started hiring people all around.

The Key things we kept in mind while hiring were –

- Learning attitude
- Truthfulness & Honesty
- Needy people were given priority

Over the period of time, we have improved our hiring process by including other important factors.

Q. Improved Hiring process, as..?

Ans. As we look forward to hire people from every locality, our approach is towards secular hiring i.e. there should be representation of all parts of society.

For example, once we found that we have very less representation of certain communities and we hired from these communities to create a balanced workforce.

- One more notable thing we improved, in our application form we have removed the column of caste, to ensure the person should be hired on his skill and not on any other parameter.

See, we always believe that recruitment is the most important function of a business and if you hire people with a correct attitude you will have no manpower- issues in future.

And believe us there is always a vibe (Positive or negative vibration) from the person you meet. Body language, gestures and facial expressions; these things always tell us whether we have to hire that person or not.

Q. What is your formula to resolve issues, I mean how you keep your people motivated to produce results?

Ans. Simple key points –

- First, Treat Humans as Humans rather machines
If they are coming to you with something, believe that there must be something. First and foremost thing what you shall do is to listen to him/her patiently. It gives a feel to the complainer that at least he/she is heard. 50% of the problem is resolved then and there.
- Second, continuous interaction with employees to address the hurdle before it may become an issue. At this plant we have a regular practice of taking afternoon tea with teammates. We are practicing this since beginning, and initially it was on our shop-floor, now we do it in office and we do not discuss factory issues here, rather we discuss about their family and personal issues, we discuss about their kids, about their study and their suggestions to improve our working performance.
- Third, our workers consultation is always taken during almost all kind of issue resolution.
- We also have a practice of visiting workers' homes; a team goes and meets their family members; at times I also become a part of this team. Also time to time we invite their family members to visit our plant, arrange some games, cultural activities and lunch for them. These things work wonders.
- Also started sending them to naturopathy, Bassi centre for their better health for three days, we give them three days leave plus total overheads. They can also take their family members to naturopathy if they have some critical issues.

After all its not workers, employees or factory, it's always FAMILY and Parle Pariwar.

Q. Sir, what is about NIA, How it came in picture?

Ans. See, everywhere companies do have their associations. It is always a good platform to discuss common issues and their solutions with related Govt. authorities. So we also created NIA (Neemrana Industries Association).

Q. Is it on the right track? What is the future, as you see it?

Ans. See, NIA is an association. It was meant to give a common platform to all industries in and around Neemrana . It becomes a common voice to all of us; our issues are addressed via this platform. That is it. Everyone working for it is contributing volunteer. Not much we expect from NIA and even we do not have an ambition to create it as an independent organization. What it is meant for, it is doing that. That is it.

Q. We have Japanese companies in Neemrana and Indian companies too, if I ask you what difference you find between the approaches of both companies.

Ans. Some good things we can learn from them are quality, safety and law abiding, even some of the Indian companies are also doing better than Japanese companies.

Q. My Last question to you is what qualities you actually look for when you hire someone?

Ans. Qualifications, degrees and certificates all are one part but things which we see in them are

- Truthfulness
- Honesty
- Confidence and more importantly
- Common sense.

Thank You Very much Mr. Sahu for your time and your inputs for our Newsletter.



Interview is taken by **Mr Anurag Singh Yadav**, Assistant Professor of Marketing, Alabbar School of Management, **Raffles University, Neemrana**

Re-imagining Hiring in the Age of Corporate Disruption

Re-imagining Executive Search

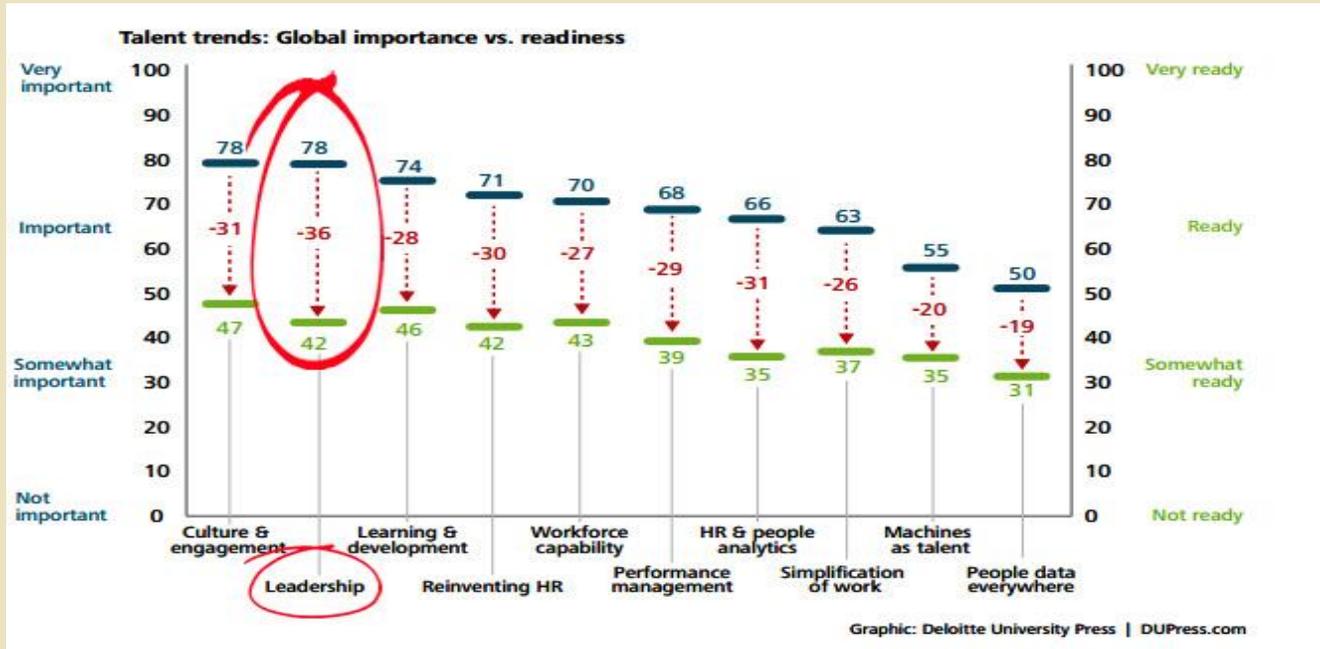
By Anu Partha – A Leadership Search Firm headed by Anu Parthasarathy-B'lore & California, USA.



Unless you've been living under a rock in recent times, you must be well aware of the waves of disruption sweeping through the world. Uber is upending the taxi industry and to think they are just a software tool and don't even own any cars! Airbnb is practically the biggest hotel company in the world although they don't own any properties. Google, Tesla, Netflix, Apple, Amazon. The list is endless – there's never a dearth of newer business models and new technologies, or companies finding new ways to exploit existing technologies. Disruptive players are coming out of nowhere and toppling empires. Remember Kodak? In 1998, they had over 170,000 employees and sold 85% of photo paper worldwide. But in just a few years, their business model practically disappeared, and they were soon relegated to the has-been list. If history is anything to go by, the thing with disruptors is that they don't gradually appear. They practically annihilate those that stand in their way, and transform industries in a breath-taking manner!

And as the world around us changes, companies need to get all in to find ways to reinvent themselves before they get steamrolled by these upstart newcomers. It requires bold and new

thinking. It requires them to rethink their entire business. The same holds for individuals as well. After all, this brave new world requires brave new leaders to evolve and adapt as well.



Source: Deloitte’s 2015 Global Human Capital Trends – building leadership remains paramount and the top trend indeed though the readiness factor remains low.

Which brings us to the crux of this matter – in a truly global economy, how then does one find the right leader? Or to be more specific – a change leader, a transformation leader. One who does not just identify and successfully ride these huge and never-ending waves of changes, but one who can also persuade us that those waves are coming.

Decades ago, formal training and development programs exemplified by the old giants like IBM and GE were what produced leaders who ran their businesses successfully. Hundreds of graduates were hired and rotated across divisions and departments, and then a few allowed to ascend the corporate ladder. And in other firms, hiring was typically done with the help of industry specialists to pair a particular position opening with a suitable match – based on credentials, specialization, training and years of experience.

Gone are those days. While these erstwhile approaches follow a more predictable and linear course of change, they are no longer applicable in today’s VUCA world.



Source: Global Leadership Forecast 2014 | 2015, DDI

With tremendous advances in technology and communications, the world is shrinking and geography is no longer a barrier. Time, especially, is of essence to ensure that you get the candidate you want because in this kind of market, talent comes and goes in the blink of an eye! There has been a significant shift of power away from the employer and towards the candidate as well. And they know it too – there is a pervasive “why should I work for you?” attitude that companies have to cater to. There is also no denying that innovation, new management theories, and increased focus on customers across new markets are driving new critical leadership requirements.

For these very reasons, it is imperative that we re-imagine our entire approach to executive search. It challenges the bedrock of existing people practices, of how we evaluate and manage talent. Conventional hiring approaches just do not cut it in today's dynamic world. Considering the fact that the dominant view is very rigid, focusing on specific geographies, functions and industries – it just translates to a lot of money and time spent...on an extremely small pool of talent. It's like attempting to fit round pegs in square holes, so to speak, just because we are being restrained by certain factors (that should not actually matter!).

The time has come to look beyond these silos and narrow mandates. What we really need today are not traditional recruiters, but rather strategic consultants who work alongside with us at every step of the way. The kind who isn't afraid to ask hard questions about what suits your organization and what may not. Someone who comprehends your competitive landscape and potential impacts on your bottom line. Someone who understands your business's game plan and the kind of talent

you need to stay ahead. Someone who is capable of looking beyond silos and identifying leaders across domains, geographies, demographics and expertise.

After all, at the end of the day, it does not matter which part of the world or industry your leader comes from. Or for that matter his age! It all boils down to experience, innovation and most importantly, the ability to think outside the box. After all, a true change leader is one who transcends borders, and pays no heed to industry or function “labels”. These leaders aim to apply their learnings to understand the various aspects of a new business/market. They have a compelling vision, and they are not afraid to push their limits to reach their goals! Yes, that’s just what a company on the cusp of a disruptive revolution, or one undergoing a transformational change, needs to drive them to the next level.

Against this background, as the use of traditional methods of recruiting decline, strategic consultants are consciously adopting new age approaches that are highly interactive, extremely personalized and offer a great candidate ‘experience’. These proactive approaches include big data analytics, social media, direct sourcing and referrals, and uniquely designed tactics that lure out potential leaders that may not even be in the market for a job! Because as we have seen time and time again, you just never know when the “next big thing” will come along or where your next leader will come from...and they come from all walks of life, backgrounds and experiences!

Look at how Jeff Bezos came out of nowhere. Amazon started out simply selling books online in 1995 with the advent of the Internet ... but they haven’t stopped expanding since then! The thing with Bezos is that he kept evolving as a leader. He kept reinventing himself and his business to keep pace with changing times. He called the shots predictably and consistently...of course, some failed, but some were acts of pure brilliance. Today EVERYONE uses Amazon.com to buy just about anything. And the best part is Amazon sells its own products rivaling huge retailers like Walmart, offers a host of web services on par with IBM, and even pits against Apple as a device maker with the Kindle, Fire tablets and Echo. And Amazon is worth over \$175 billion today!

Bezos is just one on a long list of transformational leaders. Think Jack Ma. Sundar Pichai. Sheryl Sandberg. Tim Cook. Reed Hastings. And these are the kind of leaders that we need to keep an eye out for, for they are the ones who invent tomorrows rather than worrying about what happened yesterday.

It may be an age of disruption, but it is an environment that is ripe with opportunity for transformational leadership. After all, serious change demands serious people.

SHRAMEV JAYATE SCHEME: A NEW REGIME IN LABOUR WELFARE

Manoj K Meet & Mukesh Kumar

Assistant Professor, ASM, Raffles University Neemrana

Introduction

Since a long time labour is treated unfairly in all aspects such as remuneration, benefits, working environment, recognition in society and legal formalities etc. Various schools of thoughts have advocated for the labour welfare from time to time. Karl Marx has propounded the theory of surplus-value of production emphasizing the importance of labour to the capitalistic society. Further Adam Smith's Absolute theory and Ricardo's Comparative Cost Doctrine are mainly based on labour resources. But still we have a very poor perception regarding the labour class, which requires to be changed.

Labour is one of the most critical factors of production. It plays a vital role in achieving industrial growth and development in peace and harmony which is the main goal of employment and employability. For the proper growth and development of an economy, the labour environment should be conducive. Good governance in labour enforcement system can be introduced by bringing transparency and accountability. In recent time the Indian government has gone a step further to bring transparency and accountability in labour enforcement system by introducing "Pandit Deendayal Upadhyaya Shrameva Jayate Karyakram" under the aegis of Ministry of Labour & Employment on 16th October, 2014 by the Prime Minister of India Mr. Narendra Modi. The Prime Minister on the inaugural function of the scheme focused that "We needed to change our attitude towards labour as well as work very hard to change the perception we have of the poor. In our country, white-collar jobs are

given a lot of importance. 'Shramev Jayate' is equally important as Satyameva Jayate. Shramev Jayate has the same power that Satyamev Jayate has for the development of our nation. The shram yogis who emerge from this scheme will become rashtra yogis. This is a scheme that will help Make in India succeed."

Shrameva Jayate Scheme is a multi-point programme, which reveals the following:

- **Shram Suvidha Portal:** That would allot Labour Identification Number (LIN) to nearly six lakhs units and allow them to file online compliance for 16 out of 44 labour laws. The portal is utilizing technology to eliminate human discretion (Eliminating Inspector Raj) in selection of units for inspection, and it is mandatory to upload the Inspection Reports within 72 hours of inspection. Also, timely redressal of grievances is ensured with the help of the portal.
- **Universal Account Number:** It enables 4.24 crore employees to have their Provident Fund Account portable, hassle-free and universally accessible.
- **Apprentice Protsahan Yojana:** This yojana supports mainly the manufacturing units and other establishments by reimbursing 50% of the stipend paid to apprentices during first two years of their training which is a great support to new trainees and other manufacturing units.
- **Rashtriya Swasthya Bima Yojana (RSBY):** Introducing a Smart Card for the workers in the unorganized sector seeded with details of two more social security schemes. RSBY has been launched by Ministry of Labour & Employment, Government of India to provide health insurance coverage to Below Poverty

Line (BPL) families. The objective of RSBY is to provide protection to BPL households from financial liabilities arising out of health shocks that involve hospitalization. Beneficiaries under RSBY are entitled to, hospitalization coverage up to Rs. 30,000/- for most of the diseases that require hospitalization. Government has even fixed the package rates for the hospitals for a large number of interventions. Pre-existing conditions are covered from day one and there is no age limit. The coverage extends to five members of the family which includes the head of household, spouse and up to three dependents. Beneficiaries need to pay Rs. 30/- only as registration fee while Central and State Government pays the premium to the person selected by the State Government on the basis of a competitive bidding.

NEED AND SCOPE:

Shramev Jayte gives a message to all Indians to do hard work. Following points highlight need and scope of the scheme:

1. Shramev Jayate scheme is basically focused on boosting the confidence and importance of the skilled (Industrial trained) laborers of the country.
2. The scheme is focused on to develop respect for the skilled labors. Because the main goal is to increase the number of skilled workers in India.
3. The scheme will further pave way to start the programme "Make in India". The government has announced the Make in India program to boost the manufacturing sector in India, which will result in overcoming the great adverse situation of current account deficit.
4. The foreign companies coming to India will check various resources among which skilled labour is the most important one. Even domestic industries can't begin their

manufacturing process without availability of skilled labour. Shrameva Jayate Abhiyaan (Scheme) is a process by which supply of skilled worker may be fulfilled. Thus, the scheme will fetch **win-win** situation for both domestic and foreign industries.

CHALLENGES OF SHRAMEVA JAYATE SCHEME:

1. **Mindset/Perceptions:** The mindset of any society that a white-collar worker running fingers on personal computer that costs Rs 40,000 is somehow superior to a person who is handling a Rs 40 lakh or a Rs 4 crore computerized numerical machine (CNC) can't be considered rational but it can be a matter of laughing. The mindset, especially in India, of valuing education from a college more than the skill acquired from an industrial training institute (ITI) has to be changed on demand of time. This type of mindset comes from a generation which is suffering from superior complex and has no idea of importance of work, even those works which help in the daily life.
2. **Preference of youth:** As a general trend, pass outs from education system do not take admission in the ITIs as their first choice. Most students end up in ITI after exhausting all other options for higher education. This is because, blue collar work is not respected and regarded in the society. For meeting the skill needs of the industry and for enhancing employability of the youth, it is needed to attract more youth to it is by enhancing dignity of vocational training.
The increasing number of private colleges and universities has reduced the challenges of getting a degree. During the process of getting a degree one may or may not expand his/her skills. But in an ITI, it is very difficult become a

graduate, if the skills has not been learnt, as the focus in an ITI is on developing skills.

3. **Lack of Regular Promotion:** It is the time when the corporate sectors should come forward to promote skill development. They should start creating ambassadors of workers who would be new heroes of the moment. It will be a step towards educating the society about skills and the importance of developing skills. The agenda of educating the society about skills should be driven by companies in the manufacturing arena because it, directly, will help them.
4. **Lack of Recognizing Agency:** Mahindra's initiative that helps to develop entrepreneurship and ideas among the people of India. As a manufacturing company it will make immense sense to start recognizing skilled shop floor workers as the new heroes. Rise rhymes so well with this. The lack of such an initiative in America was the reason for the decline of manufacturing there.
5. **Lack of Initiative:** Much before the Chinese manufacturing leaders initiated steps towards skills, American manufacturing had already started declining, the impact is visible. Quality wars: the triumphs and defeats of American business, a seminal book by Jeremy Main, talked about the decline of American manufacturing much before the Chinese phenomenon on pricing. But India is known for division of labour, which need to be augmented.

6. **Insufficient Number of Training Institutes:**

The Industrial Training Institutes (ITIs) in the country are the backbone of the vocational training system, which is the only source of supply of skilled manpower to manufacturing industry. There are 11,500 ITIs having about 16 lakh seats. But this is grossly inadequate for supplying skilled manpower to Indian industries. Only 10% of the workforce has got formal or informal technical training, where as only one fourth of it, is formally trained.

Shramev Jayate brought forward the transparency in working. No doubt, the scheme is simple to understand to the laymen and is very much convenient in dealing and operating. It also addresses the issues of graveness within desired time framework and also boosts the moral of the workers. It may also open gates for good governance, peace and harmony among all the sections of the organisations and establishment. The various yojanas under the scheme are very much cost effective and lessen the scope for further retrenchment of the labourers. The scheme would add more to the growth and development of Indian industries and prove to be a milestone in the history of labour market. Neemrana is one of the major industrial hub in the country and Neemrana Industrial Association (NIA) is actively working in all dimensions for smooth functioning of industrial activities. NIA can play vital role in achieving the main objectives of Shamev Jayate Scheme in the locality.

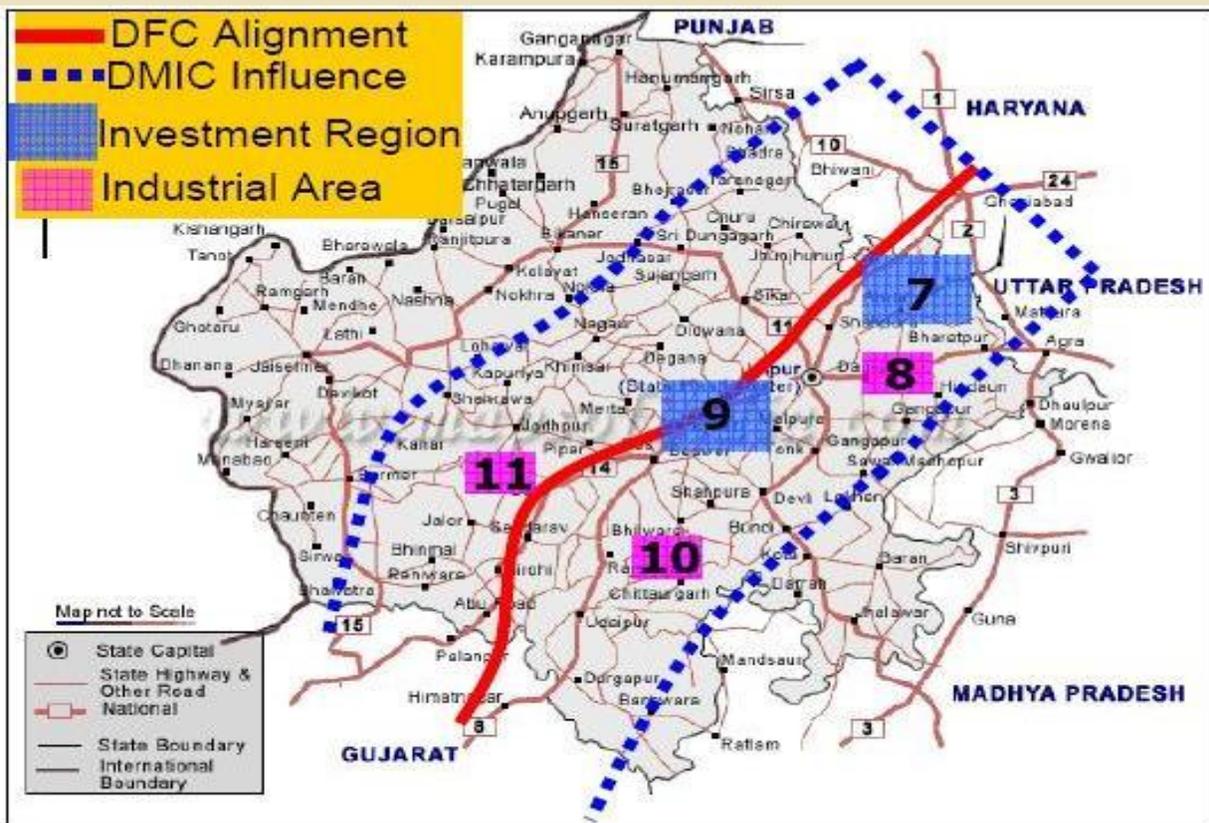
Neemrana Benefits from Delhi Mumbai Industrial Corridor

Soumen Sanyal

Dean, ASM, Raffles University, Neemrana

Neemrana falls in the alignment of the Dedicated Freight Corridor (DFC) planned and being executed by the Modi Government.

DFC is a 1483 km. long dedicated railway line exclusively for heavy freight traffic connecting Jawaharlal Nehru Port (JNPT) near Mumbai to Dadri near Delhi in U.P.. On both sides of the DFC all along the entire route of the railway line , a band of 150 kms. has been demarcated as an Industrial Zone, to be developed as Delhi-Mumbai Industrial Corridor.



Location Map for Proposed Development Nodes in DMIC-Rajasthan

Nearly 39% of the DFC passes through Rajasthan. In the first phase, an integrated industrial township is being developed in the Khushkhhera-Bhiwadi-Neemrana region. This township will have the following features:-

- ✓ Greenfield integrated township within the investment region of Khushkhhera-Bhiwadi-Neemrana to be developed as a model future city spread over 165 sq. km. housing a world class knowledge city with support infrastructure and residential, commercial, industrial and institutional zones.
- ✓ Good connectivity with road, air & rail networks.
- ✓ Sufficient availability of power, gas, etc.

- ✓ Greenfield airport/aerotropolis with a world-class integrated logistics warehousing hub.
- ✓ Central Spine, a road corridor to connect the Shahjahanpur-Neemrana-Behror urban complex in Neemrana and Bhiwadi-Tapukara industrial complex.
- ✓ The region is expected to have access to a civil airport, an integrated multi-modal logistics hub and mass rapid transit system (MRTS) with a well connected road network.

A Greenfield Integrated Township in Khushkhera Bhiwadi Neemrana is going to be developed in this region with the total area of 165 sq. Km. It will be developed as a future Model Smart City and will be housing a world class model city with support infrastructure and residential, commercial and industrial zones.

As per Mr. Modi strong and vibrant India is essential for peace and stability in Asia. And for now , Singapore is also ready to share its skills and technology to develop smart cities in India. Singapore has offered to fulfill the dream project of Mr Modi to develop 100 smart cities in India along the key infrastructure projects such as DMIC entailing settlement of Greenfield Smart Cities between Delhi and Mumbai. The first node of this Greenfield Smart City development will start at Bhiwadi-Khushkera-Neemrana.

A Smart City will have all latest amenities and facilities currently available in modern and developed cities around the world. Some of these facilities are listed below.

- ✓ Computerized and Centralized Traffic Management
- ✓ Real Time traffic information on Website
- ✓ Centralized Traffic Lights control
- ✓ Automatic Kiosks providing local information, communication and other facilities on screen located at Roads, Railway stations and Public Places
- ✓ Computerized water management and control
- ✓ Rapid Transit System, Public Transportation, Metro Trans
- ✓ Pollution Free Cities, Proper arrangements for pollution control
- ✓ 24 X 7 Electricity.



CM Vasundhara Raje

Statement of Hon'ble Chief Minister-

"I am happy to state that our efforts towards laying the foundation for growth and development of Rajasthan" is bringing benefits to the people of Rajasthan.

The future of Neemrana is very bright with so much development to take place in the near and foreseeable future. Being located in NCR and being in close proximity to the Industrial growth centres of Gurgaon and Jaipur, also has its inherent advantages.

Raise the bar of your Excellence with A Global Certification

Certificate in Initial Lean Supply Chain – Strategic

Certification from AIMA & Purdue University, U.S.A.

Executive Education Programme, conducted in association with Raffles University , Neemrana, only for Executives in Industrial Areas of NH-8.

Blended mode program, Weekend Classes only, 6 months duration, with Placement Assistance, if required

Overview

With increasing complexities and requirement of competitive edge in doing business, Supply chain management is becoming increasingly important for organizations, at the same time, more and more challenging for individuals responsible. Developments urge companies to integrate their business processes with those of their suppliers, customers and other stakeholders. Processes include production and delivery of goods/services, procurement, planning and control, development and deployment of strategies and policies, project management. This certificate programme focuses on the tools of Global Supply Chain Management including concepts and applications. Student completing the Initial Lean Supply Chain – Strategic course will learn how to apply lean strategies, lean principles, and best practices to synchronize the supply chain with upstream and downstream partners.

Key Benefits

- ✓ Global US Certification by premier institute like AIMA and reputed Purdue University
- ✓ Program designed and delivered by highly experienced Global Supply Chain management professionals.
- ✓ Personal Contact Sessions along with On the Job Training
- ✓ Hands-on experience through case study, business games and assessments
- ✓ Opportunity to explore purchasing, production, and distribution strategies for a global environment
- ✓ Enhance Supply Chain Knowledge and skills by focusing on the 4V's: variety, velocity, variability and visibility

Who can benefit from the course?

- ✓ Working professionals by rendering a convenient digitally developed learning platform.
- ✓ Management Graduates (MBA) , looking to transition into a Management Role.

Eligibility

A student seeking the admission to this course must possess any one of the following qualifications.

1. Bachelor's Degree of any statutory Indian University or any other recognized Foreign University.
2. Diploma Holder with one year post Diploma Experience.

Program Structure

Certificate in Initial lean Supply Chain – Strategic.

The course will cover five modules (Online)-

- Module 1 – Supply Chain Overview and Strategy
- Module 2 – Supply Chain Strategy and Planning
- Module 3 – Supply Chain Integration, Roles, and Processes
- Module 4 – Supply Chain Processes and Supplier Management
- Module 5 – Supply Chain Improvement and Metrics

The above modules will be covered in “On-Line” sessions. These will be followed by Personal Contact Sessions and ‘On the Job’ Training.

The pedagogy for On the Job Training will include visits, Assignments, Discussion and viva –voce.

The Course will cover the following functional areas.

- ✓ Booking office operations
- ✓ Trans-shipment
- ✓ Delivery ops
- ✓ General Freight
- ✓ Air Cargo operations
- ✓ Rail Cargo operations
- ✓ Cold Chain operations
- ✓ Container Depot operations
- ✓ VMI operations
- ✓ Warehousing & 3PL
- ✓ Courier, B2C (E- Commerce)
- ✓ Presentation practices

Duration & Assessment Structure

The duration of completing the Certificate can vary from 5 months to 6 months. The online component needs to be completed in 3 months (6-7hrs per week). For the face to face and on the job training component time frame required is 29 days (Weekends distributed over 4 months – 4-5 hrs. per day). Both formative (during the course) and summative (end of the course) assessments are planned. Summative assessment will carry 70% weightage and Formative assessments, 30%.

Fee Structure

Course Fee – INR 80,000 plus service tax as applicable.

Course Schedule –

Course Starts on Nov.5th., 2016 , at Raffles University , Japanese Zone, Neemrana.

Course Delivery .

The course delivery shall be done in blended learning mode as combination of online sessions, personal contact classes followed by on the job training and opportunity for Placement Assistance.

Certification:

On Completion of the entire program the students will be awarded with dual certification –

- Certificate in Initial lean Supply Chain- Strategic from Purdue University and AIMA
- Certificate from the industry conducting the training for students

For Further Details , please contact:

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