TM

INDIA @ 75

MISSION 2022

a CII initiative

Agriculture and Healthcare

Technology and Innovation

Business & Economy

Seven Pillars of People's Agenda

Arts, Sports & culture

Skills Development, Entrepreneurship & Education

Urbanization & Environment Sustainability

Moral Leadership & Governance

TOWARDS INDIA AT 2022:
AN OVERVIEW OF THE INDIA@75 JOURNEY

CII

Confederation of Indian Industry

The India of 2022

Confederation of Indian Industry (CII) is a collective of businesses that believes enterprises are catalysts of positive and powerful change in society. Its flagship initiative India@75 reflects this belief. This initiative was rolled out in 2008 to encourage and facilitate collaboration between Industry and different stakeholder groups on issues aligned to national priorities.

In 2012, CII set up the India@75 Foundation with an eminent Board of Trustees. The Foundation has its logo and a tagline which is its TM property. India@75 Foundation, along with CII, works towards creating an inclusively developed India by 2022.

A People's Agenda

In 2008, CII led a nationwide participatory survey involving 123 workshops and 984 interviews and 5500 people across 21 States. The exercise recognized the country's diversity and sought to arrive at a national vision through a participatory appro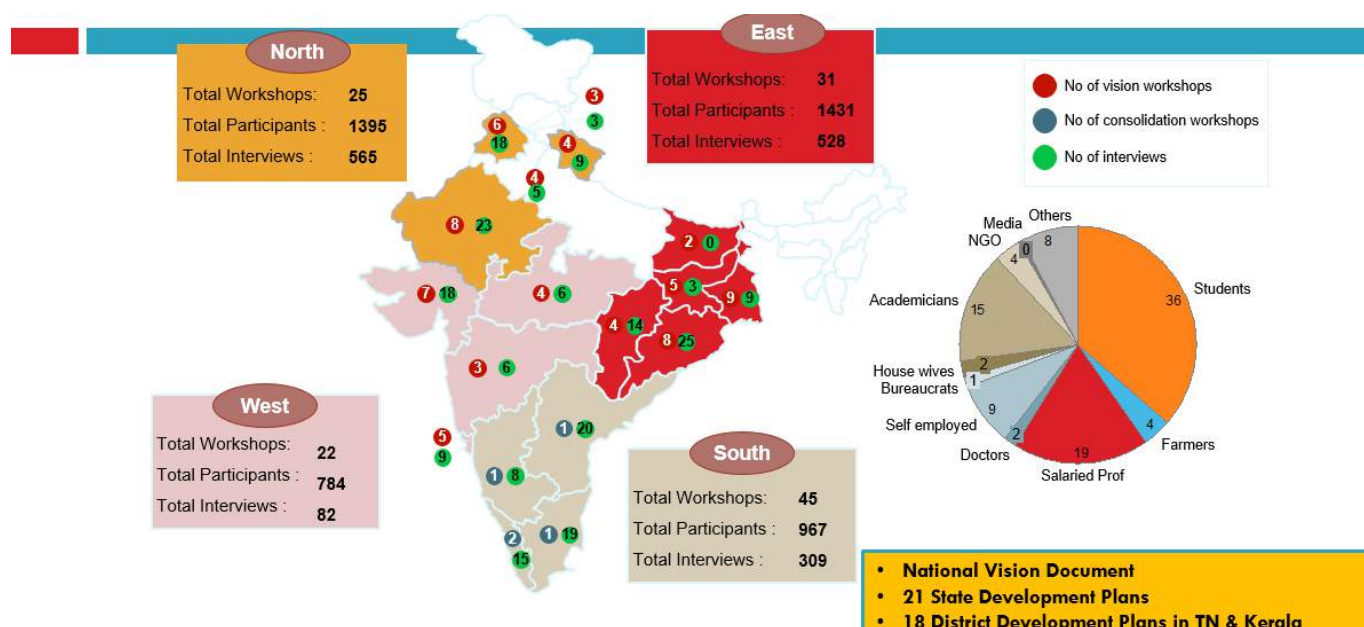ach. The visioning exercise resulted in 17 State Vision Documents which collectively contributed towards a National Vision Document – The People's Agenda or India@75. The approach recognized, each state, group and community as having a unique set of issues and solutions.

Widespread Advocacy and Acceptance

India@75 was well received by the Union and State Governments, Corporates and Civil Society. The first major advocacy exercise involved seeding elements of the vision document into the manifestos of political parties at state-level elections and the Lok Sabha elections in 2014.

CII also took the vision to several key stakeholders for their inputs. CII leadership met the then Prime Minister, academia, bureaucrats, politicians, students and common citizens. It also met Shri Narendra Modi (then CM, Gujarat) as well as the CMs of Maharashtra, Tamil Nadu, Rajasthan, Karnataka, Delhi and West Bengal.

The pan India visioning exercise resulted in 17 State Vision Documents (opposite) and national vision document called the People's Agenda

North
Total Workshops: 25
Total Participants: 1395
Total Interviews: 565

East
Total Workshops: 31
Total Participants: 1431
Total Interviews: 528

West
Total Workshops: 22
Total Participants: 784
Total Interviews: 82

South
Total Workshops: 45
Total Participants: 967
Total Interviews: 309

No of vision workshops
No of consolidation workshops
No of interviews

Media
NGO
Others
Academicians 15
House wives
Bureaucrats
Self employed
Doctors
Salaried Prof
Farmers
Students 36

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

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

Maharashtra unveils its State Vision Document

State Vision Documents

Moving towards 2022

Since the India@75 vision was articulated, India has made considerable progress in the areas highlighted in the People's Agenda. CII has been working to contribute to these priorities by aligning itself to the India@75 framework and architecture. In its capacity as a premier Industry body, it works both directly and through its members as well as the India@75 Foundation. Glimpses of its work mapped under I@75 framework are as below

Agriculture and Healthcare

Rural Business Hubs (RBH): This is a pilot project being run by CII FACE in collaboration with USAID. These hubs are one-stop-shops for private and public sector services designed to help local farmers increase their income.

Surakshit Khadya Abhiyan: CII is running this campaign jointly with the National Association of Street Vendors of India and VOICE, to enhance consumer awareness on practices related to food and establish food safety benchmarks through initiatives such as the Food Safety Award Programs. It also helps both, street food vendors and caterers adopt and adhere to hygienic practices.

Business and Economy

Small and Medium Enterprises: CII is suporting the MSMEs to become a global force and the key driver of India's growth. More than 3000 SMEs across India have been helped to save more than INR 1000 crore through the adoption of various best practices.

Making Indian Industry globally competitive: CII has set up nine Centres of Excellence to help Indian businesses become a global force. These Centres of Excellence help build the capacity of Industry along parameters like technology, quality, and sustainability.

Entrepreneurship, Education and Skills Development

The National Skill Development Corporation (NSDC): CII was identified as lead partner by the Government for setting up NSDC as a Special Purpose Vehicle (SPV) as part of PPP model.

Model Career Centres (MCC): These new age employment centres counsel, skill and employ youth through job fairs. CII is operating 39 MCCs in hub & spoke model with support from the government and industry across country.

Revamping of 1,396 ITI's: CII has partnered with corporates to make the infrastructure, curriculum and pedagogy of the existing 398 Industrial Training Institutes (ITIs) more market-relevant and competitive. This exercise will help make ITIs the preferred skilling destination for 80,000 youth.

Job oriented skills training: CII has conducted employment-led skills training under a number of CSR initiatives.

Skillpedia: This web portal was conceptualized, designed and developed by India@75 to complement the Government of India's goal of creating a 500 million skilled workforce by 2022. The portal has been taken over and modified by the Skills Ministry.

Technology and Innovation

Global Innovation & Technology Alliance (GITA): CII has set up GITA to increase private investment in R&D and build a skilled workforce that can design and implement research projects and build India's reputation as an innovator and provider of technologies at the global level.

Prime Minister's Fellowship Scheme for Doctoral Research: CII has helped institute this sceme to plug the brain drain from India's research space. Industry and the government jointly fund this programme; it offers a lucrative stipend to the Fellows and gives them a vibrant research environment. The students have to work with both an academic guide and an Industry mentor.

Urbanization and Environment Sustainability

Green Buildings: At 7 billion sq ft, India has the second largest green building footprint in the world. Approximately, 90 percent of this has been catalyzed by CII's Indian Green Business Council.

Indian Business and Biodiversity Initiative (IBBI): CII is helping the government run this platform to sensitize, guide and mentor Indian businesses in biodiversity conservation across their value chain and beyond.

City Connects: City Connects are Industry led citizen centric platforms that facilitate convergence of various stakeholders and act as an interface between the local citizenry and administration for collaborative urbanization by evolving affordable solutions to local issues in sync with national agenda.

Project Roshni: In 2011, India@75 and Roshni Prachodaya Society, Rashtrapati Bhavan signed an MoU. The intent was to document the process of creating sustainable urban habitats through capacity building of the communities. The project also worked to sensitize students on issues related to environment and sustainability.

Volunteering

National Volunteering Grid (NVG): This volunteering portal helps build a structured ecosystem for volunteering by connecting NGOs to professionals, corporates and individuals who want to offer their time and skills to a good cause.

Count Me In: this is the Foundation's generic volunteering programme that engages volunteers from all walks of life to contribute to high impact social development activities.

Pro bono: India@75 works with corporates and professionals connecting them to NGOs who need capacity building.

The Employee Volunteering Programs (EVPs) in Corporates: The Foundation has helped corporates provide credible volunteering opportunities to professionals in their near geography.

The Economic Value Aggregator (EVA) tool: This helps monetize and measure the probono services and encourages businesses to institutionalize volunteering. As on date, the monetary equivalent of professional hours volunteered under India@75 is approximately INR 25 Million.

IndiaVolunteers

India@75 has been organizing a National Volunteering Week (NVW) annually from 18 to 24 January. Over the years, NVWs have had about 20 million people volunteer more than 2.5 million hours. CII is also advocating with the Government to declare a National Volunteering Week (NVW) or Day.

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 201

VOLUNT HOURS:

PEOPLE REACHE 12,03,72

17

EERING
2,50,000

D:
6

NVW 2018

VOLUNTEERING
HOURS: 3,13,000

PEOPLE
REACHED:
16,50000

NVW 2019

VOLUNTEERING
HOURS: 20,50,000

PEOPLE
REACHED:
20,00,000

NVW 2020

VOLUNTEERING
HOURS: 95,245

PEOPLE
REACHED:
1,01,44,762

2007
VISION
India@75 vision tabled at the Incredible India celebrations in New York, in 2007.

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.**

2009-10
ADVOCACY
CII takes India@75 to influential stakeholders such as ministers, bureaucrats, industrialists and civil society. It is well-received.

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.

2015-18
COLLABORATIONS
Works to establish the culture of collaboration in the country. Helps the government establish volunteering programmes, creates collaboration platforms such as **City Connects, National Volunteering Grid** and the **Functional Literacy Programme**

THE JOURNEY TOWARDS 2022

Collaborations

- CII–ITC Centre of Excellence for Sustainable Development
- CII–Centre of Excellence for Competitiveness for SMEs
- CII–Naoroji Godrej Centre of Manufacturing Excellence
- CII–TATA Communications Centre for Digital Transformation.
- CII–Sohrabji Godrej Green Business Centre

- CII–Triveni Water Institute
- CII–Jubilant Bhartia Food and Agriculture Centre of Excellence
- CII Foundation
- Model Career Centres
- Functional Literacy Programme
- City Connects
- National Volunteering Grid
- National Skill Development Corporation

2010-11
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 emiment Board of Trustees, the Foundation gets the mandate to act as the conscience keeper of the vision and increase its adoption

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 ar 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

People engagement

Impressions
1.5 million+

Engagement
10K +

NVW 2020 footprint
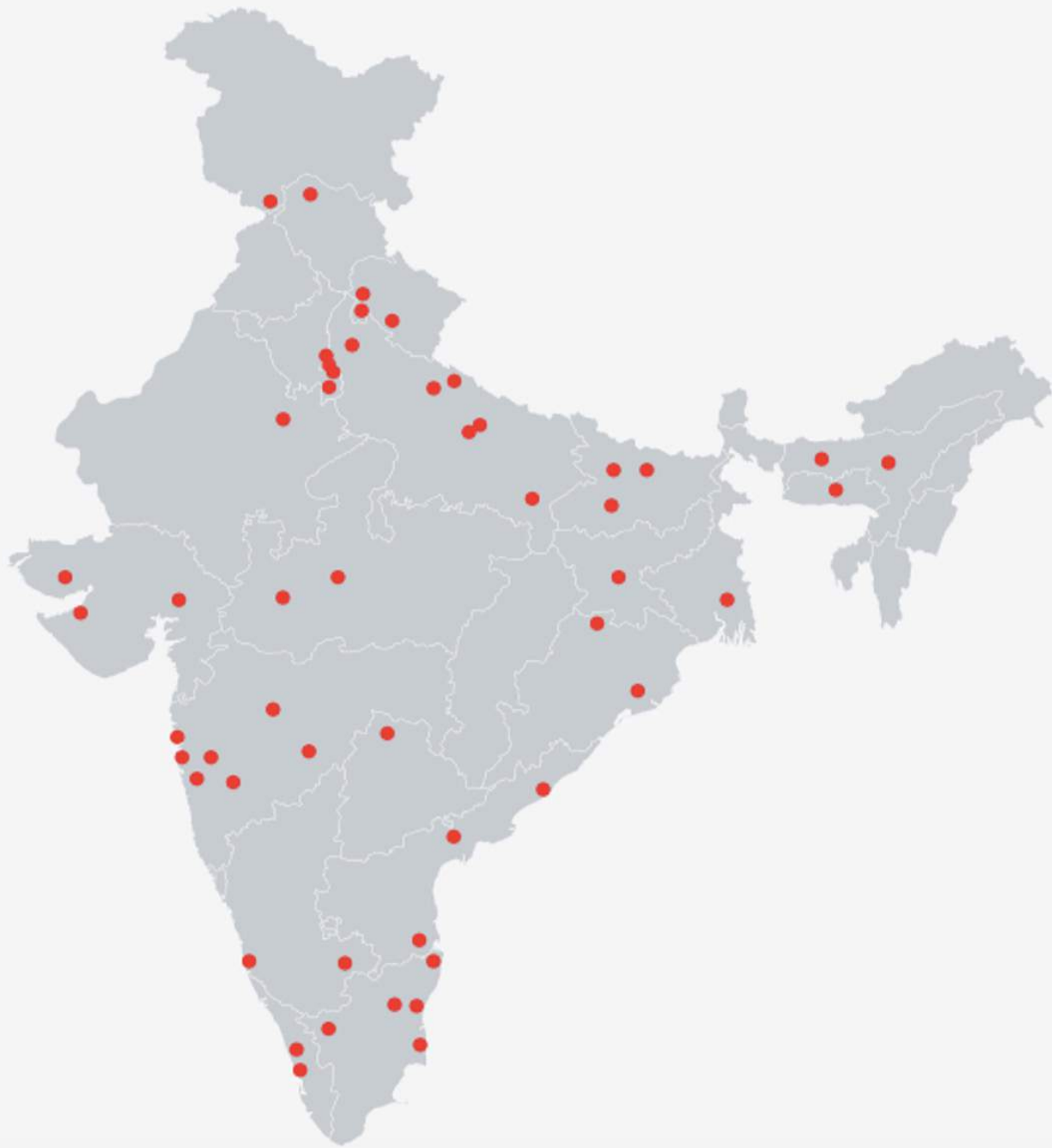
Celebrating Azadi ka Amrit Mahotsav

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

Our country, our vision: India@75 Summit
- CII has been organizing the India@75 Summit since 2020. This is a national meet with respresentation from the government, industry and civil society.
- The keynote address of the 2021 edition was delivered by the Hon'ble Prime Minister himself.
- The Summit aims to catalyze a common development vision for the country and focuses on action-oriented conversations.

Pan India car rally under the ambit of MHA
- CII supported the NSG for a 7500 kms rally across 13 states and 22 cities in 29 days (October 2–30)
- The rally touched places of historical importance with the message of Azadi Ka Amrit Mahotsav
- It was flagged off by Hon'ble Home Minister from Red Fort and waved on by several other Ministers.

Lighthouse project: Mission 75@75
- This is a Government and Industry collaboration model that works to mainstream urban youth through counselling and vocational training.
- The capex is by the Government and opex by corporates.
- The Pune Lighthouse model has been acknowledged by the Hon'ble Prime Minister as an exemplary initiative.
- 13 Lighthouses are operational at present; 20 more will be operational by March '22.
- Four Lighthouses will soon be launching in Delhi; state partnership have been signed with the Odisha Government, partnerships with Punjab and Madhya Pradesh being explored.
- The intent is to have 75 Lighthouses by Aug 2022

Vibrant villages: The India@75 Samarth Zila Initiative
- This initiative looks at a mukltistakeholder collaboration for the comprehensive development of Aspirational Districts (ADs).
- Industry support key to this initiative
- The proposed canvas includes seven ADs in different states. Five ADs have already been identified – development in three will be led by the Bajaj Group and two by HDFC.
- Work will commence shortly with 3-4 years commitment.

Towards greener villages: 75 green villages by the 75th year
- CII Indian Green Buiding Council (IGBC) helps villages to adopt sustainable practices and become green.
- It addresses issues such as 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 in Meghalaya to Punsari in Gujrat and Bhond in Haryana – India's list of model green village is expanding by the day.
- IGBC with corporate support endeavoring to have 75 green villages by August 2022. This initiative will be

scaled up with revised timelines after Aug 22.

Lending a hand: mainstreaming volunteerism in India

- India@75 has consistently worked on facilitating and encouraging volunteerism to enable larger participation & collaborative efforts.
- It has been championing cause for structured volunteering eco-system 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 organized from 18-24 Jan every year since 2012
- of quality research in their organization and outside.

Vision Board for 2022 & Beyond

- CII has commenced sectoral engagement with the Government for drawing the plans for 2022 and beyond.

To the Soldier: 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.

Jan 2022 – Aug 2023: way forward

Jan 2022	National Volunteering month
Feb 2022	India Biodiversity month
Mar 2022	Women's month
Apr 2022	Model Candidate month
May 2022	Krishi Darshan month
Jun 2022	Research & Innovation month
Jul 2022	National Mental Health month
Aug 2022	Celebrating 75th Independence year
Sep 2022	Special People month
Oct 2022	Diaspora month
Nov 2022	Clear Horizon month
Dec 2022	Water Conservation month

Jan 2023	National Volunteering month
Feb 2023	Paryavaran month
Mar 2023	Climate Action month
Apr 2023	Khelo India month
May 2023	Shiksha month
Jun 2023	Healthcare month
Jul 2023	Functional Literacy month
Aug 2023	Unsung Heroes of India

Board of Trustees: India@75

STATE VISION DOCUMENT	LINK
National Vision Document (People's Agenda)	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/NVD.pdf
Andhra Pradesh Vision 2025	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Andhra_Pradesh.pdf
Assam@75: Vision Document for Circa 2022	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Assam@75_Report.pdf
Chandigarh Vision 2022: Integrated growth for sustainable tomorrow	http://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Chandigarh_2022.pdf
Delhi Vision 2022: Paving way for Sustainable Development	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Delhi.pdf
THE VISION OF THE BROAD PICTURE FOR GOA@60 (2022)	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Goa.pdf
Vision Document for Gujarat@2022: Turning dreams into reality	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Gujarat.pdf
CII Vision Document: Jharkhand@2022 A Sustainable Development Vision	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Jharkhand.pdf
Karnataka Vision 2025	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Karnataka.pdf
"Advance & Create, Together" ACT Kerala Vision 2025	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Kerala.pdf
Madhya Pradesh@75 Vision 2022	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Madhya_Pradesh.pdf
India@75 Maharashtra Vision Document	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Maharashtra.pdf
Orissa@2022	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Orissa.pdf
Punjab Vision 2022 Revitalizing Growth through Wider Horizons	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Punjab.pdf
Rajasthan Vision 2022 Change for Responsible Development	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Rajasthan.pdf
Tamil Nadu Vision 2025: People. Pride. Progress	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Tamilnadu.pdf
Uttarakhand Vision 2022 Towards Robust Growth & Inclusive Development	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/Uttarakhand.pdf
West Bengal Vision @ 2022 Realizing a collective dream	https://indiaat75.in/wp-content/themes/Indiaat75/myassets/pdf/national_and_state_vision_document/West_Bengal.pdf
Bihar Vision @ 2022	https://indiaat75.in/wp-content/uploads/2020/12/Bihar-Vision@2022-1.pdf
Economic Agenda for West Bengal	https://indiaat75.in/wp-content/uploads/2020/12/Economic-Agenda_West-Bengal_Revised.pdf
Common Minimum Economic Agenda for Kerala	https://indiaat75.in/wp-content/uploads/2020/12/COMMON-MINIMUM-ECONOMIC-AGENDA-FOR-KERALA-Final-converted.pdf

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