

# Conclave on India-Africa Project Partnerships held

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The 14<sup>th</sup> CII-EXIM Bank Conclave on India-Africa Project Partnerships concluded in New Delhi recently. The three-day conclave was organised by the Ministry of Commerce in association with Confederation of Indian Industry and EXIM Bank of India. Addressing the valedictory session, Commerce Secretary, **Dr. Anup Wadhawan** said, the India-Africa bilateral partnership is further

augmented by India's ascendancy as the growing major economy, as well as Africa's new economic dynamism illustrated by some of the sub-Saharan economies featuring among the top 10 fastest growing economies in the world.

Dr. Anup Wadhawan informed that as part of India's outreach in Africa, Ministry of External Affairs, on 10th September 2018 signed an agreement with the Telecommunications Consultants India Limited (TCIL) to

establish a pan-Africa e-Arogya Bharti Network Project to serve as a digital bridge between India and Africa shrinking the distance between India and Africa even more.

Over 500 delegates from Africa participated in the conclave. Vice President of Republic of Ghana, **Dr. Mahamudu Bawumia**, Prime Minister of Republic of Guinea, **Dr. Ibrahima Kassory Fofana** and Deputy Prime Minister of Kingdom of Lesotho **Monyane Moleleki**, also participated in the conclave.

# Building high performance culture in Family Business

Harsh Chopra

Companies with high performance cultures typically deliver 2 to 3 times more profitability compared to companies with non-descript and mediocre culture as various studies have shown. A great culture manifests itself in enthusiastic teams, lower attrition, more innovation, better customer service and ultimately, better financial performance. A high performance culture can be defined as one where employees look forward to Monday morning. Employees are highly motivated and engaged and don't need to be micro-managed.

Most Founders build culture intuitively based on their personal values and beliefs, through their leadership and decisions without consciously thinking about it. But if you wish to build a high performance culture that upholds your legacy across many generations then some structured thinking, commitment and execution is required. Building a world class culture starts with the founder and it does not cost anything. Here is a roadmap to building a high performance culture.

**Step 1 :** Take your leadership team for an off-site brainstorming meeting to decide what kind of a culture is best suited for your company. Because culture cannot be imposed



and the senior leadership team has to be fully on board in the creation of the values and culture. Brainstorm to build consensus on what are your core values which should be aligned with your beliefs, mission, industry. What works in the garment industry will not work in a steel plant. By installing a ping pong table and painting your front office in bright colours you cannot become Google.

**Step 2 : Walk your talk :** You can't expect your employees to uphold integrity in all actions if your own behavior does not reflect it. Culture is built mostly by how the leadership team behaves. Is 'teamwork' best suited for your organisation? Make sure your executive team truly works as a team in the true spirit of collaboration. Is 'transparency' important? You and your leaders need to be visibly transparent — even when it is difficult. Employees are seeing what you do all the time and your actions speak louder than your

words.

**Step 3 : Build culture in all your processes.** From hiring to induction to promotion policy to KRAs to training to role design your culture should be reflected in every aspect of your company processes. Only then will you be able to build a world class culture which nurtures innovation and creativity and attract high quality professionals and also enable you to make your culture a powerful competitive advantage. One thing common to all successful family businesses which have made it to the big league is that they are managed by a team of best in class professionals.

**Step 4 : Communication :** It is important that you communicate your values and culture explicitly both internally to employees and externally to vendors and business partners. Every employee from the security guard to the director must understand and live and breathe your culture. Reward employees who advance your culture, and be candid and honest with those who don't.

*(The author is the founder of Partners 4 Growth, a Family Business Advisory firm which works closely with leading business families to help them manage next generation induction, succession and resolution of internal conflicts & runs a program "Professionalise & Scale your family business".)*

## Some of the Major Investments in AP

Project Name	Committed Investment (Rs. in Crore)	Committed Employment
Conduent	649	5,000
Hospira Health Care	1,500.00	1,800
Asian Paints	1,818	700
Hinduja National Power Corp Ltd	5,545	700
Deccan Fine Chemicals (India ) Pvt. Ltd	1,200	700
Rastriyalspat Nigam Ltd.	7,000	187
CMR Group	500	2100
Container Corporation of India Ltd (CONCOR) - Establishment of Logistic Park	1,000	2000
JSC United Shipbuilding corporation, Russia	998	0
Rushil Decor Limited	559	630
Hindustan Petroleum Corporation Ltd.	17,000	3,500
Granules India	850	2,500
Divi's Laboratories Ltd. (Exp.)	500	1,500
Neopharma	1,261	3,200
Gouttephone Technology private limited	508	400
Rain CII Carbon (VIZAG) Limited	750	850
Saint Gobain	2,000	1,300
Development of International Convention Centre at APIIC Ground Visakhapatnam	1,400	300
Amity University	542	41
SVC Projects Private Limited	750	1,300
Hindustan Coca-Cola Pvt. Ltd.	1,000	551
Trina Solar	2,800	3,500
Hareon Solar Power Private Ltd.	1,200	1,000
Lupin Limited	700	1,500
Ramky Pharma City (India) Limited	1,500	500
Patanjali Ayurved Limited	800	5,000
World Peace University	1,511	25
Kansai Nerolac Paints Limited	510	1,200
Synergies Casting Limited	700	2,000
Gouttephone Technology private limited	504	300
LG Chem	3,000	2,500
APCON City - Visakhapatnam	1,000	3,400
Shyam Infratech	1,000	2,000
Vyas Cancer Research Private Ltd.	3,035	12,000
Reliance Defence Ltd.	5,000	10,000
Visakha Saw Mill Owners & Timber Merchants Association	500	5,000
ANSR Consulting	500	5,000
Barkley Infra Projects	525	55
SyamMetalics	900	500
Synergy Castinngs	1,020	2,400
DOZCO (India) Pvt Ltd	1,000	3,000
Vedanta	12,000	12,000
Excel Industries	600	2,000
Shapporji Pallonji Renewables Pvt Ltd	2,000	2,000

# AI will create new opportunities in India: Govt

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Global technologies like artificial intelligence (AI) would help create new opportunities in India for delivering services, needs and priorities in sectors like education, health, management and others through smart thinking, a top government official said at an ASSOCHAM event held in New Delhi recently.

"The rise of artificial intelligence and industry 4.0 has a different meaning in a country where there is a deficit of young people and it has a different meaning in a country like India which has a demographic dividend, where the average age of nation is 29+ years and large number of people are educated, intelligent,



energetic and young looking to create new opportunities," said secretary to Department of Science and Technology (DST) professor **Ashutosh Sharma** while inaugurating ASSOCHAM's third international conference on Artificial Intelligence for India's Transformation. He added that AI may actually not destroy jobs but basically replace people

who are not there. "So, it does not destroy jobs because we are creating new opportunities by bringing in machines which do people's jobs."

The secretary also informed that Department of Science and Technology is starting a mission called Cyber Physical Systems. "It is a marriage between information, decision making and AI."