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INDIA@75: PAST.PRESENT.FUTURE

An internal communication for CII staff only. January 2021.

Dear Colleague,

The country is gearing up to celebrate its 75th year. Some of you will know that CII has been working towards a vision of India at 2022, through its India@75 initiative. What is this vision? What is the India@75 initiative, when, why and how did it begin? How has it been working towards its goal? What has it achieved? Who all have been a part of it?

As we near our destination year, it is a good time to look back and understand. More so for those of who have not been with CII for very long. This **periodical** has been designed this very purpose. I hope you find it both engaging and informative. Importantly I hope it strengthens your pride in the initiative.

Best wishes,
CB



The India@75 initiative actually began in New York

In 2007, CII and the Ministry of Tourism, GoI organized the Incredible India Week in New York. At one of the events, the Late Professor CK Prahalad delivered a keynote address titled - India@75. It was about what India needed to do in order to become a world leader by 2022. CII identified very strongly with what the Professor said and in 2008, under his guidance, launched the India@75 initiative.

India@75's agenda has been designed by the people of India

In 2008, CII met with the people of India to understand their aspirations for the India of 2022. In one of the largest public visioning exercises of its kind, CII organized 123 workshops and 964 interviews covering 6000 people across 21 States. The data gathered from these interaction was scientifically processed to come up with a national vision document called *The People's Agenda*. 21 states also came up with their own agenda. You can find read them [here](#).

The India@75 is housed in India@75 Foundation

In 2012, CII set up the India@75 Foundation to ensure the smooth and effective implementation of the initiative. It has its own Board of Trustees, who guide and mentor the initiative. Dr Naushad Forbes is the Chairman of India@75 Foundation. Read about the other trustees [here](#).

→ *There's more but we're saving that up for the next issues. Stay tuned.*






Let's begin at the beginning.

First, what exactly is India@75?

India@75 is a CII initiative that brings different stakeholder groups together so that they can to help India reach the milestones documented in the People's Agenda. There are seven milestones listed in the document. Let's look at three of them and save the rest for the subsequent editions!

By 2022 →

 Agriculture and Health	Indian villages become bustling economic hubs and India ranks among the top 10 countries across all major health indicators.
 Arts, Culture and Sports	Arts, sports and literature become attractive career options with appropriate recognition and financial benefits.
 Business and Economy	India ranks amongst the top five nations in global trade and becomes a hub for high quality manufacturing and services.

How does India@75 bring together people?

It creates platforms and programmes that allow different groups to come together for a common goal. Let's simplify with some examples:

[Functional Literacy Programme \(FLiP\)](#): This programme is for NGOs, Industry and even individuals who want to help the informal sector understand how to use the internet to become economically empowered.



Quick Quiz: Which of the aforementioned milestones does this platform serve?

[The National Volunteering Grid \(NVG\)](#): This is an example of a platform. NVG is an online volunteering portal that connects NGOs and Corporates who need volunteers for their projects to individuals who want to volunteer their time and skills.

→ Let's keep more for the next issue. But if you're the sort that likes to jump ahead, click [here](#). Happy reading!

Is it only the India@75 team that designs all these platforms and programmes?

No. While the examples shared have been designed by India@75 team, CII divisions, its Centres of Excellence (CoEs) and even its members have all been working to create strong platforms and programmes. More on that next time!



India@75 is running the last lap. We could write reams on how it has helped contribute to the country's growth, but for this edition let's stick to two.

[The National Skill Development Corporation \(NSDC\)](#) is the flagship skilling organization in the country. Did you know that CII that helped the government set it up in 2008 as a part of its India@75 initiative. Do find out how this organization is helping India.

[Model Career Centres \(MCCs\)](#): These physical centres counsel, skill and prep up job seekers before connecting them to the right job. They are a part of the National Career Service launched by the Ministry of Labor & Employment to help youth make career choices based on their aptitude. CII is helping the government set

up Model Career Centres, across the country. This is a good example of the Industry and the government coming together to build a skilled workforce in India.



Quick Quiz: Nose around and find out how many MCCs the skillings team is helping set up.



Now let's come to how you can actively contribute to India@75 initiatives. Well as of now, what's trending on the list is the national Volunteering Week. In the week of 18-24 January every year, India@75 works to catalyze as many volunteering activities as possible. You can help increase the number.

Reach out to CII members and non profits in your vicinity and ask them to organize activities that give others a chance to volunteer for a cause they believe in. They can also list the activities on our portal – www.nvgindia.org National Volunteering Week [Report](#) 2020 will give you a good idea on the kind of activities organized.

On that note, we leave you with this film.



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