

## Net Zero Carbon Supply Chains



**12** Garuda Aerospace



**22** Benefits of Micro-Scale Renewable



**30** Home Makers, from Farms to Kitchen



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## PARTNERS 2023



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# Publisher Note:



## Dear Reader

A phenomenal year – post covid and we could see a big sigh from every one, for completing the year at ease! This give us a new excitement to work furthar and stronger.

As our Prime Minister Shri. Narendra Modi concluded his post budget speech, “We should be able to implement the Budget provisions within the time limit for decided targets with a concrete roadmap”, we can march ahead, looking for yet another successful year in all fronts.

We are now geared up to enhance the production level – keeping an eye on the environmental and global warming effects and air, soil & water that influence human life, plastic free life!

Promptly, our current issue, arrays more on the Sustainability, Carbon Foot Print, Renewable energy etc., besides our regular features on logistics – including Project Cargo and the pick of the month topic will be on SCM and e-Commerce!

Technological innovations like Drones, which are being used in multi- level applications – from delivering an expansive – rather life-saving medicines to sowing the seeds on the field, thus helping the farmers.

Our GDP is expected to grow up this year, with the rise of e-Commerce, New-age startups turn up, making use of the cutting-edge technologies like Artificial Intelligence, Big-Data, Machine Learning and BlockChain.

This year, we plan to have a few expo-cum-summits and the details will be shared soon, by our eNews Letter and on the Social Media. We invite your support, benefitting mutually and emerge victorious

Logistically Yours,

**V Ravi**

## IMPRINT

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# Reducing the Carbon Footprint using Supply Chain Software package

Climate change is a growing concern for businesses and individuals alike. As a result, there has been an increasing focus on reducing the carbon footprint in various industries.

One area that has received little attention until recently is supply chain software. However, the use of supply chain software can have a significant impact on reducing carbon emissions. By optimizing transportation routes, reducing waste in the supply chain process, and promoting sustainable practices throughout the supply chain network,

businesses can take a significant step towards reducing their carbon footprint.

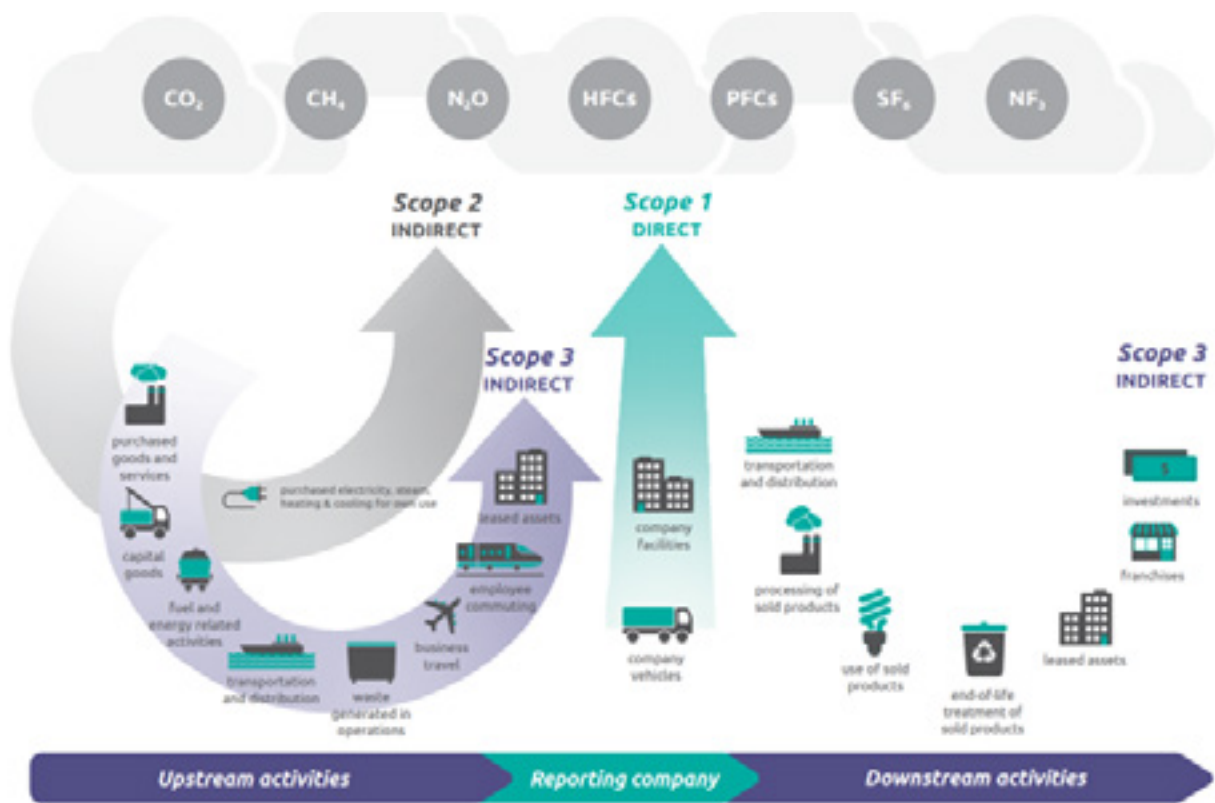
In addition, by implementing sustainable practices in supply chain software, businesses can also benefit from cost savings through reduced energy consumption, decreased transportation costs, and improved efficiency in the supply chain process. Overall, reducing the carbon footprint in supply chain software is not only a socially responsible move but also a smart business decision in today's environmentally

conscious marketplace. As a result, businesses need to prioritize sustainability in their supply chain software and seek out solutions that promote sustainable practices and reduce carbon emissions throughout the supply chain network.

Global governmental initiatives, like Paris Agreement or COP27 (the 2022 United Nations Climate Change Conference) drive global commitments. Lastly, also the capital market shifts its focus to sustainable business models.

One way to reduce the carbon footprint in supply





(Source: GHGProtocol.org)

chain software is by incorporating machine learning algorithms that optimize transportation routes based on real-time data. This approach can help reduce the number of vehicles on the road, decrease transportation time and costs, and minimize fuel.

- **Scope 1: all carbon emissions from own operations, like factories and intra logistics.**
- **Scope 2: all carbon emissions related to purchased energy.**
- **Scope 3: all external emissions:**

**3.1: upstream emissions related to all procured goods and services**

**3.2: downstream emissions, related to**

## lifecycle emissions of finished products

Let us focus on scope 3.1 carbon, as here the supply chain and procurement functions claim a major lever to drive improvements through their sourcing decisions and supplier collaboration.

In some industries, like Chemicals, the upstream scope 3.1 carbon emissions relate to 70-80% of the overall corporate carbon profile.

It's not easy for companies though to calculate their corporate carbon footprint. While it is already challenging to calculate the own carbon footprint (scope 1 and 2), it is even more difficult to calculate the carbon footprint of purchased goods and services. (Scope 3.1).

A lack of globally harmonized carbon reporting standards and audit procedures leave companies with large ambiguity to interpret the carbon emissions reported by suppliers. Even more challenging is the lack of solutions to efficiently exchange carbon data across multiple supplier tiers on a product level in a secure way.

This leaves many companies currently with the pragmatic approach to calculate the scope 3 carbon profile, multiplying material spend or material quantities with category-specific carbon emission factors, procured from Lifecycle Carbon Assessment (LCA) Databases, like EcoInvent, GABY or CDP, and reporting them in an external carbon

accounting solution. While this helps to get a first estimate on the scope 3 carbon footprint, this is often not enough to effectively manage an intelligent enterprise towards net zero carbon.

How to address these challenges pragmatically?

### How SAP's solution suite can help to run net zero carbon supply chains

For a few years now, SAP has been establishing a major focus on sustainable

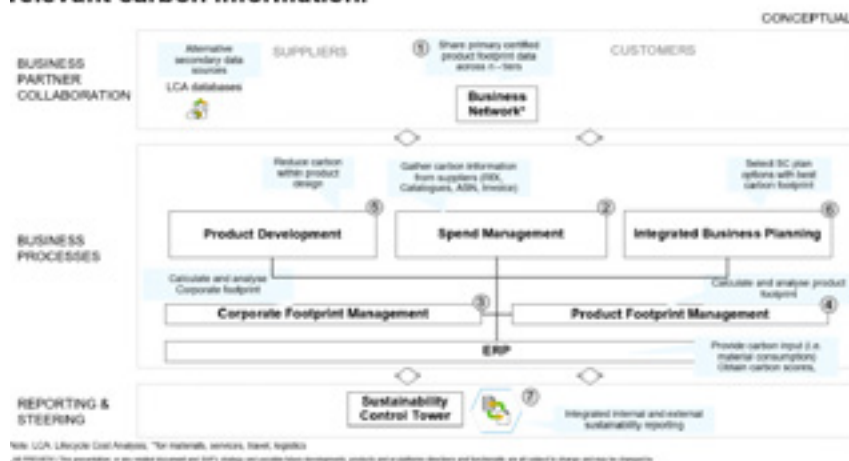
top down to understand the flow of scope 3 carbon information through the core processes and related SAP solutions from suppliers to customers.

Starting at the supplier level, SAP Ariba provides sustainability performance insights for suppliers through its Supplier Risk module. This allows buyers to assess supplier risk, including sustainability performance indicators such as carbon footprint and other environmental taking into account carbon emissions as a key factor in decision-making.

At the production level, SAP S/4HANA Manufacturing enables real-time monitoring of carbon emissions and energy consumption. This helps manufacturers make data-driven decisions to optimize their production processes for lower carbon emissions, as well as track and report on their progress towards carbon reduction goals.

Oracle OTM is another transportation management solution that can help businesses optimize their supply chain and reduce carbon emissions by providing real-time visibility. This allows businesses to make informed decisions based on accurate and up-to-date information, reducing their carbon footprint while also..

#### Achieve Net Zero Carbon, by enhancing core processes with decision-relevant carbon information.



There are two underlying issues:

1. The carbon data, based on historic performance and benchmark values, usually does not reflect the exact carbon profile for a specific purchased product from a specific supplier at a specific point in time. This makes it difficult to measure, how collaborative carbon-reduction efforts with suppliers materialize in lower carbon results.

To drive business decisions towards lower carbon options, accurate and relevant carbon product data needs to be seamlessly available within the business process context and part of the decision-driving analyses.

enterprise solutions.

The core idea is to enable SAP customers, to run their core processes in order to deliver on their goals for top line, bottom line and green line. Accordingly, at critical business process decision points, relevant carbon-related data is weaved into many SAP's Intelligent Enterprise and Business Network solutions.

While much information has been shared already about the business value and capabilities of SAP's sustainability solutions, one of the most powerful aspects is their ability to provide accurate and real-time carbon data across multiple tiers of the supply chain.

Let's discuss the process





**Mr. K. Makesh is a SAP Enterprise Architect with core industry experience in Banking, Utilities, Gas based power plants, Desalination plants and Petroleum refineries.**

**He is qualified in Electronics and Communication Engineering by Education**

**Has successfully lead the IT Delivery and Consulting Practice at Shanghai, China.**

**H i s E x p e r i e n c e spreads across SAP Implementations, upgrade, setting up SAP landscapes, BI, IT, ITES and application maintenance teams for large clients and has domain knowledge in Automobile, Retail Manufacturing, Health care, Transportation, Construction and IT.**

**He has served in Government of India, Madras Refineries, Large Desalination plants, Gas and Fuel oil-based power stations, J&J, Good Year, GM, Nestle, Mars, World Bank, Holcim Asia Pacific & CIBA Projects.**

**K Makesh & Associates.**



## TCI Safe Safar – Making India's Roads Safer

**“Hum driver log ko bashan nahi pasand, padne nahi aata hai, log bahut kuch bolte hain hamare pale nahi padta. Magar jab TCI Safe Safar nukkad natak ko dekha tab samaj mein aya ki road safety asal zindagi mein kaise banaye rakhe”**

Translated in English as – **“We, the drivers don't like listening to lectures, people say a lot of complex things, but when we saw TCI Safe Safar's Nukkad Natak – it was simple to understand and implement.”**

**N**ukkad Natak – A street play. The established methodology from the 1940's is yet again a proven way of community messaging. TCI Safe Safar's unique use of this street play with actors communicating in local language, wearing colorful dresses, encouraging driver participation has made its mark with a reach of 1 million+ drivers, who have been made aware of safety, health, and environment aspects

TCI Safe Safar is one-of-its-kind program running from 2019, that targets the driver community and the USER industry. More than being a road safety awareness programme, it aims to uplift the status of a driver, the one who keeps the country and the world moving. If not for him, the world would go into a standstill. Logistics as an activity happens on ground. Come hundred tech interventions, the importance of a skilled driver will always remain.

But, whenever asked if the nation is doing enough for this community, the answer has never been up to the mark.

TCI Safe Safar by Transport Corporation of India Ltd. (TCI Group) is one step towards driver education – BY THE DRIVER, FOR THE DRIVER. He is the protagonist of this story, unlike many other road safety drives in the country.

Over the course of TCI Safe Safar's journey, many corporates and





associations have continued to support this initiative by granting letters of appreciation & accolades like:

- **James Tye Award at the International Safety Awards by British Safety Council (2020)**
- **FICCI Road Safety**

## Awards in the category 'Innovative Educational Program' in Road Safety (2019)

- **'Innovation in Sustainability & Corporate Social Responsibility' at AIMA's 8th Innovation Practitioner's Case Study Contest & Summit (2019)**

Currently, the events are being conducted at customer locations & prominent places of Delhi-NCR. A new feature about 'ESG' has been added to the communication. This

is to sensitize the transport fraternity about climate change & immediate action points like – avoiding the use of plastic, switching to alternative sources of energy, insurance & "Inclusivity of Drivers" being the central talking point.

So let all stakeholders give the drivers their due by being a part of "TCI Safe Safar"!



Our Captain Cool  
Brand Ambassador



MS DHONI



# Garuda Aerospace and Ninjacart's Strategic partnership

## Garuda Aerospace and Ninjacart's partnership set to transform Indian agriculture with innovative technology

**G**aruda Aerospace, a leading manufacturer of drones for the Agritech sector and Ninjacart an Agritech e-commerce startup, announces a strategic partnership to bring advanced drone technology to farmers across India. Through this partnership, Garuda Aerospace and Ninjacart will offer short-term financing options to farmers, enabling them to access the latest drone technology at affordable rates.

Using drones in the fields helps improve crop yields, reduce costs and increase efficiency. By partnering with Ninjacart, Garuda

Aerospace will be able to reach more farmers and provide them with the benefits of this emerging technology. Through short-term financing, farmers will be able to take advantage of these benefits with reduced costs. In addition, the partnership will also offer training and business opportunities to young entrepreneurs in rural areas. The individuals will be trained on how to operate drones which will help them become successful drone pilots. This will help them earn 50,000 to 1 lakh rupees per month and help them grow within the farmer community.

"At Ninjacart, we believe in leveraging technology to make agriculture more efficient and profitable for farmers. Our partnership with Garuda Aerospace will bring the latest drone technology to farmers and help them increase their yields and reduce costs. The use of drones in agriculture will also help in soil analysis, water management, and precision agriculture. We are excited to be a part of this initiative and bring the benefits of technology to the agricultural sector", said Kartheeswaran KK, CEO and Co-Founder, Ninjacart.

Garuda Aerospace boasts





**Garuda**  
aerospace

a well-trained team of over 500 pilots across 84 cities. Garuda Aerospace DGCA approved (Type certification and RPTO) Made in India Drones are disrupting several multi-billion dollar sectors like Agri, Infra, Industry 4.0 and Defence. Garuda's growth plan is to become India's 1st ever Drone Unicorn Startup by impacting 1 billion lives.



Speaking on the partnership, **Agnishwar Jayaprakash, Founder and CEO, Garuda Aerospace**, said, ***"We are thrilled to partner with Ninjacart to bring the benefits of drone technology to farmers across the country. This partnership will not only help farmers improve their yields and reduce costs, but it will also provide young entrepreneurs with skills and business opportunities. We believe that this collaboration will help in developing an ever-lasting impact on the agricultural sector in India."***





## Jazeera Airways first flight with all-female crew takes off

**First Kuwaiti carrier to operate with all-female deck and cabin crew. Kuwait to Riyadh flight marks International Women's Day 2023, highlights #EmbraceEquity**

Jazeera Airways, Kuwait's leading low-cost airline, became the first Kuwaiti carrier to fly with an all-female deck and cabin crew. The flight commemorating International Women's Day flew from Kuwait to Riyadh, encouraging diversity, gender parity and women's empowerment. This step is a significant achievement especially in an industry considered male oriented. The eight-member crew including the pilot and co-

pilot flew Jazeera's A320neo carrying 172 passengers.

This initiative by Jazeera Airways also highlights this year's International Women's Day theme to #EmbraceEquity.

Seham Al Husaini, Board Member, Jazeera Airways who was a passenger with the crew, said:

***"It's been a pleasure to be a part of today's all women flight to Riyadh on International Women's Day."***


I would like to congratulate the entire crew headed by Capt. Elif Guveyler and the amazing Jazeera team on the ground. The aviation industry is one of



exciting places to build a career and break barriers, I'm hoping to be on many more flights led by women in the air and supported by women on the ground."

Jazeera Airways first took off from Kuwait in 2005 and now flies 19 aircraft to 59 destinations across the Middle East, Central and South Asia, Africa, and Europe. With an employee base of over

1,200 employees from 68 nationalities, the airline encourages diversity, inclusion and gender parity. The airline is also committed to the International Air Transport Association (IATA) 25by2025, an initiative to change the gender balance within the aviation industry.



**Rohit Ramachandran, CEO, Jazeera Airways highlighted:** "This year started with us announcing record profits for the year which was followed by the launch of two new destinations and now this momentous flight. I truly appreciate our crew for their service every day. While it is a historic moment for us, for these hardworking women, it is just another day at work. At Jazeera, employees are the backbone of our company and we pride ourselves on being an equal opportunity employer. We believe that by valuing and absorbing diverse perspectives from employees, we can create a stronger, more innovative, and more successful organization."





# Infosys Collaborates with Mobility Specialist

## Infosys Collaborates with Mobility Specialist ZF to Revamp Supply Chain Operations

Leverages Infosys Cobalt to implement a unified ERP platform and enable data-driven demand planning and agile inventory management.

FRANKFURT, Germany: Infosys, a global leader in next-generation digital services and consulting, announced on March 9, 2023 that it has collaborated with mobility specialist ZF to revamp its multi-echelon supply chain with SAP Integrated

Business Planning® (SAP IBP) and Infosys Cobalt. Through this engagement with the aftermarket division of ZF, Infosys has implemented SAP IBP for demand planning and inventory optimization.

Infosys was chosen to assist ZF on this transformation journey for its proven expertise in SAP IBP implementation and a plethora of in-house tools and accelerators, backed by efficient teams. As a

part of this initiative, Infosys leveraged its hybrid agile implementation methodology to replace multiple legacy demand planning tools at ZF Aftermarket, with a unified, global SAP platform. Further, by facilitating two-way flow of business-critical data between the new platform and external systems, Infosys has helped facilitate complex operations planning with complete



automation of safety stock. The implementation has helped bring about advanced demand forecasting, collaborative planning, improved responsiveness and efficiency, transparency, and interactive user experience across ZF Aftermarket's supply chain.

Rainer Scheuring, Vice President IT AC Market and Materials Management, ZF Friedrichshafen AG said,

***“Based on the holistic IBP planning approach and the guidance of our implementation partner Infosys, we built the foundation for improved availabilities and reduced inventories within our multi-echelon supply chain.”***



Jasmeet Singh, Executive Vice President and Global Head of Manufacturing, Infosys said, ***“The ability to forecast demand and optimize inventory is a key competitive advantage, in today’s era of increased macroeconomic and geopolitical complexities. We are delighted to have collaborated with ZF and helped make their supply chain more resilient and intelligent by leveraging Infosys Cobalt. Our extended collaboration will continue to accelerate this leading automotive supplier’s ambitious digital transformation strategies and equip them with the agility and flexibility they need to deliver world-class products to their clients.”***

# Infosys

## Benefits of Apprenticeship Program in India

#an AI-generated blog



# TeamLease Degree Apprenticeship – Outlook Report

**79% of employers keen to increase their apprentices intake in Q4 2023, amidst a 3% dip in overall net outlook – states TeamLease**

- In calendar year H2, 77% employers had projected to increase their apprentice pool
- The overall Net Apprenticeship Outlook (NAO) (which is an analysis of employers willing to increase minus employers willing to decrease) stands at 66%, a 3% dip vs. calendar year H2 2022, in overall employers projecting positive outlook
- Top industries on NAO: Engineering & Industrial (90%), Electrical & Electronics (88%), BFSI (74%)
- Top cities on NAO: Metros - Hyderabad (78%), Delhi (74%), Bengaluru (68%); Non Metros - Coimbatore (79%), Nagpur and Pune (76% each) and Ahmedabad (70%)

TeamLease Degree Apprenticeship, India's largest private owned Degree Apprenticeship program from the house of TeamLease Services, has launched its Apprenticeship Outlook Report for Q4 2022 (Jan to Mar 2023), providing a comprehensive analysis of the current apprentice deployment sentiment. The report indicates that 79% of employers are foreseeing to increase their apprentice intake in Q4





2022 (Jan–Mar 2023) vs. 77% employers in calendar year H2 2022. Interestingly, more employers (about 37%) are willing to increase their intake due to the fact that apprentices are real time skilled talent available in the market. Additionally, 23% of employers feel that apprentices also help to unlock business growth opportunities.

The overall NAO, however, has witnessed a marginal dip of 3% in the current quarter (Jan–Mar 2023), compared to the previous half-year (Jul–Dec 2022). This report states that this is primarily due to a higher number of employers foreseeing a decrease (13% up from 9%), which is driven

by regulatory uncertainty around certain programs & macro-economic headwinds.

12 out of the 24 industries see an increase in their Net Apprenticeship Outlook. Large-size businesses have the highest NAO (69%, up from 65% in July–Dec 2022), whereas SMEs have witnessed a drop (64%, down from 71%). A steady surge is observed in the engagement of apprentices in key industries such as Engineering & Industrial topping the list with the highest NAO (90%), Electrical & Electronics (88%) and BFSI (74%). 94% of employers in Engineering & Industrial, 93% in Electrical & Electronics and 85% in BFSI

are willing to increase their apprentice engagement.

Additionally, even the budget announced stipend support for 47 lakh youth over the next three years, on-the-job training through PMKVY, and the rollout of Direct Benefit Transfer under a pan-India National Apprenticeship Promotion Scheme. The subsidy support is a great fillip for the apprenticeship landscape in India as it will give a huge boost to catalyse both the demand and supply sides and popularise apprentice engagement. However, in the current quarter, we have also seen a dip in overall NAO due to regulatory and economic challenges that the industry has faced. To



take apprenticeship to the next level, organizations will have to scale up their efforts, in order to stay ahead of unprecedented challenges.”

“With a massive investment of Rs 3,517.31 crore, the Ministry of Skill Development and Entrepreneurship (MSDE) has allocated funds to a number of skill development initiatives that will improve youth employability and boost job opportunities. Apprenticeships are a significant part of this talent strategy. Engaging apprentices is a tested methodology for addressing India’s skill crisis and today there are many new roles that are becoming popular for apprentices. Retail Trainee Associate (21%), Data Analyst (18%), Mechanical Engineer (13%), Associate – Store (10%) and Plumbing – Supervisor (7%) are the most sought after job roles from a NAO perspective for the current quarter. Some of the roles in the

current quarter have seen a dip in NAO due to socio-economic factors and this is expected to improve in the coming months. For India to achieve its vision of 10 million apprentices in 10 years, the engagement of apprentices will act as a catalyst to reach its full potential,” said Mr Dhriti Prasanna Mahanta, Business Head – Services, TeamLease Degree Apprenticeship.

From a location perspective, all metro cities anticipate an increase. Hyderabad has the highest NAO (78%), followed by Delhi (74%) and Bengaluru (68%). 83% employers in Hyderabad, 82% in Delhi, 80% in Bengaluru and 81% in Chennai are willing to increase their intake. On the lower side, Kolkata (42%) has the lowest NAO, with only 68% employers projecting to increase. Non metro cities are also projecting an interesting trend. The NAO for Coimbatore (79%), Nagpur and Pune (76% each) and Ahmedabad

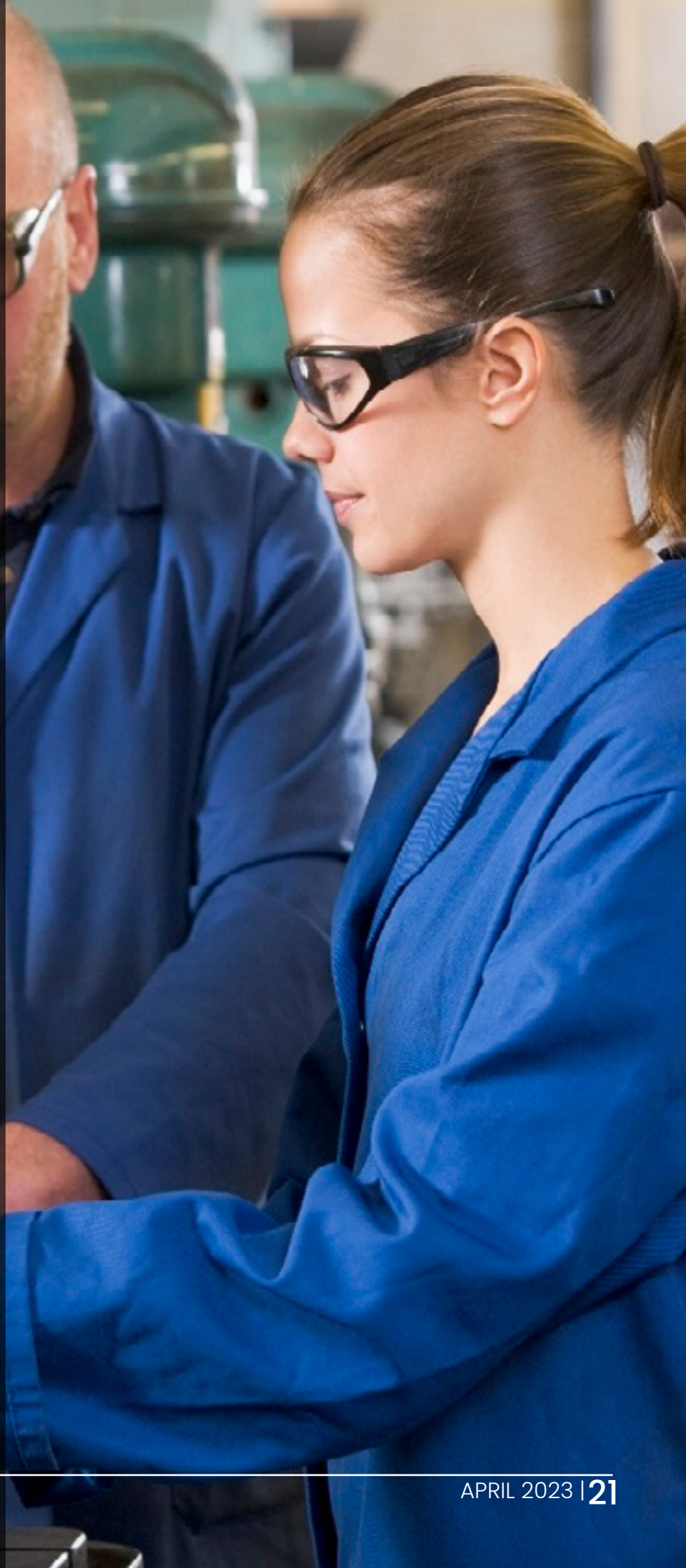
(70%) continues to be on an encouraging trajectory. 84% in Coimbatore, 85% in Pune, 86% in Nagpur and 83% for Ahmedabad foresee increased deployment.

The Apprenticeship Outlook Report is a thorough study on the apprentice engagement in India, covering 14 cities and 24 industries. The report has surveyed 597 employers and captures the appointment sentiment for the period Q4 2022 (January to March, 2023).





Sharing his views about the industry and the report's findings, **Mr. Sumit Kumar, Chief Business Officer -Manufacturing, TeamLease Degree Apprenticeship**, said, *"As India Inc. continues to recognize the prowess of apprenticeships in developing a strong talent pipeline, it's heartening to see that the proportion of employers willing to expand their apprentice engagement in the quarter has increased. Employers are realizing that apprenticeships with a degree linkage have better skill competencies. Moreover, even other stakeholders are taking the initiative to boost apprentice adoption in India. For example, increased advocacy from the government has helped improve awareness."*







## Benefits of Micro-Scale Renewable Energy Projects in India

**The recent allocation of the Indian Union Budget 2022 shows growing interest in the renewable energy sector. However, concepts of community-scale and off-grid renewable energy projects largely remain ideologies of the Global North.**

The past years have seen an increasing stress on natural resources, a deteriorating climate and an urgent need to re-evaluate existing practises in the energy sector. Renewable energy, generated from accessible, inexhaustible and non-polluting resources, emerges as a combined solution to fossil fuel scarcity, climate change

and energy shortage in many parts of the world.

Today, countries such as Iceland and Paraguay generate 100% of their electricity from renewable sources while certain developing countries such as Ethiopia and Kenya are currently generating nearly 90% of the electricity they use from renewable sources.

Renewable energy ventures can be categorised under macro-scale (grid-connected, usually commercial) and micro-scale (stand-alone, decentralised) energy generation projects. Macro-scale production caters to cities and large industries that consume a significant amount of power whereas micro-scale production enables power generation





required by individual units or up to a few households and can often be community owned. Micro-scale energy production provides a viable resolution for electricity provision and social development among the rural poor.

With specific emphasis on India, this op-ed aims to justify the development of microscale renewable generation projects that can not only power rural communities but also address sustainable development issues of climate change, poverty alleviation and access to clean water and healthcare.

## Land use change:

The switch to renewable energy sources generates positive impacts towards

climate change mitigation, pollution control and energy dependence. However, this transition can have a significant impact on land use. The setting up of large-scale wind and/or solar energy projects requires significant land area in order to harness energy from fast blowing winds and/or direct sunlight. This creates an opportunity cost for the land, competing with alternative uses of the land, such as agriculture and forestry. Such a change in the use of land can lead to other consequences such as impeding food security in regions dependent on agriculture.

Using domestic land to produce renewable energy can increase energy security when this energy replaces imported fossil fuels. But at the same

time, in the case of land-intensive renewable energy production, there is a trade-off between food and energy security.

Micro scale, stand-alone systems on the other hand, do not compete with agriculture or forest land. Such projects only require a few square metres of area and can be installed on rooftops of houses or small wastelands. With an increasing stress on food systems owing to effects of climate change and ever-increasing population, installation of individual or community scale renewable energy projects proves to be a viable approach to efficient energy production.

## Water use efficiency:

Solar panels require regular cleaning as accumulation of dust on the PV cells significantly reduces the energy output. Such cleaning of panels requires the use of water. In India, where the amount of dust in the atmosphere is higher than most countries, 7,000–20,000 litres of water is required every week for cleaning 1 MW of solar panels. Moreover, large scale solar projects in dusty parts of the country such as the arid state of Rajasthan, are constantly suffering from water scarcity and shortage, thereby working

for small scale, individual or community projects is significantly lower.

Stand-alone, micro-scale projects cater to nearby or onsite electricity distribution and are not required to transmit energy over long distances, thus eliminating power losses, maximising energy output, reducing network infrastructure costs as well as increasing local public support.

## Social impacts:

In several developing countries like India wherein majority of the population comprises agricultural

consumption by rural households. This presents off-farm and non-agriculture related employment opportunities for villagers receiving an increased power supply Costs:

Commercial, grid connected renewable energy projects cost a hefty sum of money to set up. Such projects require procurement of hectares of land, providing large-scale infrastructure and conducting activities such as clearing of land for optimality. Other costs include detailed planning and energy estimation studies, construction of roads for transport of materials, building monitoring stations and installing power grids and substations for transmission.

Micro-projects involve only a small expenditure for desktop energy estimations, infrastructure and maintenance, the capital for which can often be availed through CSR funds or impact investing capital received from the private sector. In several cases, micro-scale projects are fully or partly owned

community organisations who exercise energy and financial benefits and shareholder authorities, thereby making capital funding easier.



out to be a costly and inefficient proposition for energy production.

On the contrary, stand-alone projects are smaller in size and only require small quantities of water that are easily accessible and available for daily use. Requirement of water

and artisanal workers, micro-scale renewable energy projects provide a means to create a sustainable, sufficient and circular economies in rural communities.

Micro-scale renewable energy projects provide electricity for direct



## Conclusion:

While macro-scale, grid connected projects cater to many consumers, they are not necessarily efficient and appropriate for economic models such as that of the Indian countryside. Micro-scale, stand-alone projects provide for a more suitable, cheaper and effective power generation system that requires minimal maintenance and expertise and generate newer employment opportunities for the communities they serve.

At a time met with an economic downturn caused due to the COVID19 pandemic, it is predicted that citizen-driven community renewable energy projects will play a considerable role in post-COVID recovery by promoting local social and economic prosperity while tackling climate change and sustainability targets. Therefore, microscale renewables are slowly gaining traction and will find better visibility and feasibility with the help of supportive government policies and intervention, expanding the scope of renewable energy in contributing towards overall energy generation.

At the current stage of global combat against climate change, policy implementation promoting smaller, community-owned, off-grid renewable energy projects is instrumental in catering to the energy needs, creating circular economies and enabling social development in developing countries like India.





## Building Relationship with India – Hevi Logistics Malaysia

### Playing a crucial role in the medical front

**Selvarajoo Horikrishna, Managing Director of Hevi Logistics Services Sdn Bhd**, is a successful businessman in Malaysia and one of the leading air and sea freight logistics specialists – providing superior and reliable one-stop logistics solutions to his customers, connecting global countries for his International Integrated Logistics Services, essentially for Healthcare, Pharma distribution and medical devices 3PL distribution.



Recently he visited India for the Pravasi Bharatiya Divas Convention at Indore, M.P. State, to attend the Global

Investors Conference and also met the delegation of investors in Chennai and here we go with his insights:

***Can you briefly share with our readers about your organization?***

Hevi Logistics Services established almost two decades back i.e., way back in 2003 taking advantage of its local expertise to the diverse portfolio in the international air and sea cargo forwarding, customs clearance, cargo consolidation, freight





forwarding, warehousing etc., and serve an ever expanding global market. We continue to improve and diversify our services through ongoing enhancement of our services and work performance and Customize value-added services to the requirements, needs of the individual clients and within their budget limit, by focusing on specific business and logistics needs, offering host of key benefits like - the absolute journey, End-to-end integrated solutions, Cold Storage facilities, Reefer competence, Local market expertise and Global Market and the other categories.

**Tell me the role you played during the**

**pandemic period as you are one of the importers of medical equipment, medicines from India and how was that challenge?**

It was not only a challenging job - but a Herculean task too, if I may say so! Though we were all equipped with well qualified, experienced & trained staff which can guarantee our customers - the best service in this field, the tremendous efforts applied during that time, still in my memories.

During the covid and thereafter worked 24x7 to extend the medicines support throughout the country. I always think, "A physical count can put your entire operation standby and

nobody enjoys that. More cycle counts completed on regular basis reduces the need for physical count throughout the year". Our warehouse & Transport team, day and night worked during the pandemic time, be it clearance from the port side - up to the last mile delivery front, to the hospital. I can proudly say that we were one of the top most freight forwarding companies, to satisfy the needs of the requirement to the hospitals and the other delivery points, at the crucial time.

**Can you throw more light on your recent trip to India Post-Covid Pravasi Bharatiya Divas (PBD) during the month of**

## January 2023?

It was my 3rd trip for this Event, although I had visited many a times India and Chennai in particular - but the amount of support given by the Central Govt. to the NRIs and the Indian diaspora people, cannot be told by words, simply marvelous! The observations of Indian Prime Minister - looking at crores of Pravasi Bhartiyas on the global map, myriad images emerge simultaneously which paint the picture of 'Vasudhaiva Kutumbakam' and the feeling of Ek Bharat Shreshtha Bharat comes to the fore when two Pravasi Bhartiyas meet on any foreign land, really Pravasi Bhartiyas echo the voice of a powerful and capable India!

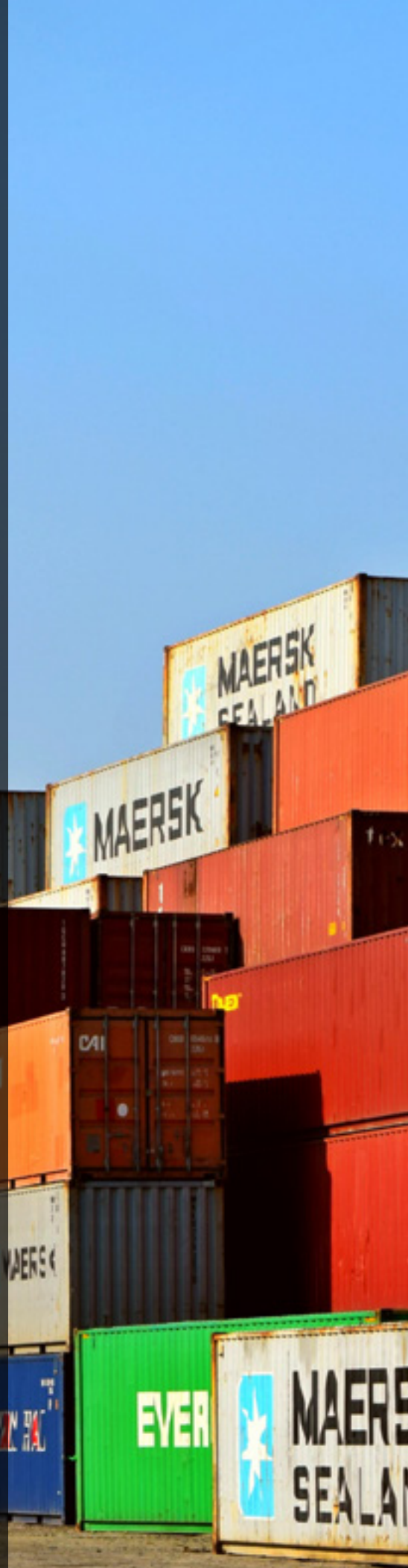
## Your involvement with the FICCI Malaysia and the Consulate?

Federation of Indian Chamber of Commerce and Industry Malaysia, also known as FICCIM, 'the Voice of Malaysian & Indian Business', opened up in Chennai, Tamil Nadu for better interaction between the two countries and I am privileged to hold the post of Hon' Treasurer. Working vigorously on various projects closely with the Malaysian Consulate under the import/export

division called MATRADE, Malaysian External Trade Development Corporation, which propose to host a mega International Halal Showcase in September 2023, under the leadership of Mr. Wan Ahmad Tarmizi Wan Idris, Trade Consul, consulate general of Malaysia, Chennai.

## What is going to be your future plan of expansion and more involvement with Indo-Malaysia Trade which is growing rapidly?

As I am very closely associated with the port authorities, Malaysia and also Chennai, I am looking for any opportunity to have a jv with the Indian counterpart, for a cold storage facility, which is need of the hour, especially for the very sensitive pharma products to be transported rapidly without any delay with the reefer vehicle arrangements from warehouse to warehouse or port or air cargo terminals. I will be doubly happy to get associated if someone could come forward to provide a solar operated reefer system, which is available elsewhere in the developed countries







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# Home Makers, from Farms to Kitchen

- ***Winning customers through clean groceries***
- **Marketplace and E-Commerce Promotes Home Cooking**
- ***Look What's Cooking***

India's e-commerce market is one of the fastest growing in the world. The value of Indian e-commerce is expected to grow at 18.29 percent to \$136.47 billion by 2026. It was \$46.2 billion in 2020.

HomeMakersKitchen (HMK) is one shining example of the radiantly reassuring e-commerce activity in daily life particularly the home food category. HMK, India's pioneering brand, brings truly nutritious groceries without any kind of adulteration to each and every citizen's kitchen. The daily nutrition intake directly impacts our lifespan. HMK believes in bringing back the same traditionally harvested and grown food which we consumed years back with healthier taste & characteristics of appearance and colour.

Thus with the assurance to

retain the nutritional value of the harvested crop just

big movement. It is to lead people to switch from



as the farmers produce, the Home Makers Kitchen (HMK) aims to create a

chemical free groceries and take up a healthier food culture and lifestyle, just



like it was used hundreds years ago. HMK Groceries supports a wholesome life print to help people live a healthier, better and stronger life by providing them with 100% certified chemical free grocery.

Although e-commerce witnessed a steep decline during the initial COVID-19 pandemic lockdowns, this channel soon realised accelerated growth across segments as the population adapted, including hyperlocal delivery, digital

was accelerated by rapid adoption and use of digital payment systems.

Customers in India prefer online purchase channels for categories such as accessories, household supplies, apparel, footwear, personal care products, and consumer electronics, with customer preference for online channels estimated from 25 percent to 30 percent. The COVID-19 pandemic caused consumers to increase and even begin purchases

are price, discount, delivery time, reviews and seller ratings. For purchasing groceries from trusted online sites the best before date, and country of origin are important factors too. HMK offers 130 products made out of 900 chemical free natural ingredients. It is the hope for health, so that more people cook at home, eat together and live happily.

It is beneficial to have a distributor with an online presence and dedicated website, positioned to market your product via the e-commerce channel. India has emerged as a preferred destination for suppliers focused on online sales due to its large consumer base, diverse demographics, low-cost digital infrastructure and services, and supply chain ecosystem. The HMK Groceries with its own manufacturing unit is indeed a unique model of e-commerce and direct to consumer marketing.

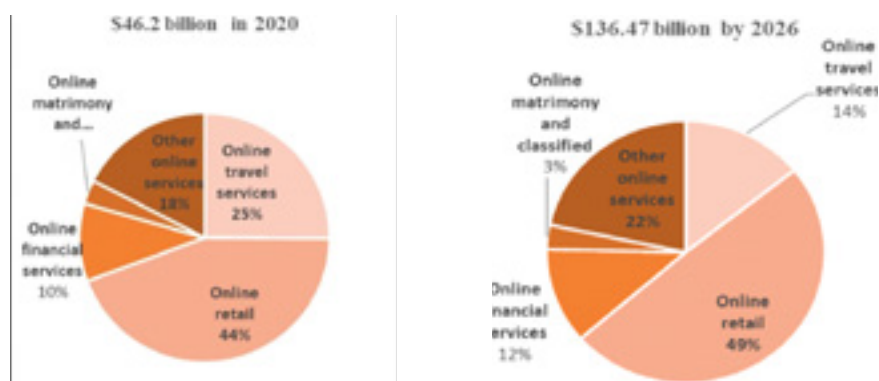
The sacred field where one can live by letting others live in healthier ways is as competitive as any Artificial Intelligence transforming the Indian e-commerce industry by providing high-tech experiences ranging from stores to websites, chatbots, and voice assistants. AI is being



education, food delivery, digital health, digital media, and entertainment. This

through online channels. The most important factors for purchasing goods online

## Major Segments of India's E-Commerce Market in 2022 and 2026 (projected)



utilised to proactively market products and services through popular social media sites including Instagram, Facebook, and WhatsApp. Due to strong competition to expand their customer base, e-commerce players also incorporate AI into their enterprise resource planning systems.

The HMK AI is a natural promise. Its algorithm is hundred percent certain and predicts a radiant society based on a healthier food culture and lifestyle. This is possible with an increasing number of people taking up chemical free groceries. All done in a regulated manner and therefore attracting the attention of all health conscious and forward looking people. Therefore Companies, or rather movements like HMK are increasingly relying on their own e-commerce platform rather than third-party e-commerce platforms or

social media marketplaces.

According to Statista, India had over 35 billion digital transactions valued at over \$769 billion in 2021. By 2026, the digital transaction volume is expected to exceed 214 billion. The share of company-owned e-commerce platforms has increased in comparison to online platforms used by marketers to drive sales in India. As such, HMK has the vision and mission to expand its E-Commerce Business Service through an expansive provider ecosystem to facilitate sales, fulfilment, and assist with after-sales support across India. HMK actively seeks stock points India-wide for its premium products with a very reasonable investment bringing handsome guaranteed returns.

HMK tagline "Hope for Health" and its key strategy of using and promoting Chemical Free Products,



**Senthilkumar, MD of HMK AdultFree Home Maker Kitchen Products, Salem, says:** ***"It used to be the food products were stored after the procurement from the field, using chemicals like Sulphur- for lasting life, colour, smell etc., where they lose almost all the desired vitamins, then routed through many hands to reach the end users, like A-B-C-D-E process viz., Farmers, Warehouses, Modern Mill, Shops & Kitchen. We, at HMK, deliver the food in such a manner that no chemicals are used thus preserving cells, saving all vitamins, reaching the customers direct, i.e., A direct to E via HMK."***

made available easily and universally, would play a key role in the future of kitchens with good food. They have a road plan to leverage the right products to address evolving health issues and wrong choices





by people.

Frankly speaking just imagine how the Petrol engine, Motor or machine would be - if it is run by other fuels like diesel or kerosene, it will run but damage the system over a period; likewise our body can withstand to such adulterated rather chemically preserved foods but the body cells will die resulting in various health problems! This is our usp and greatly welcomed by the common people "

Home cooking is much

more than eating good food. It's sustaining family life and a culture of oneness. Let the United States be a lesson to us of what happens when the kitchen

has been handed over to private companies. The habit of ordering outside food is one big reason for the almost extinction of American families





as has been warned by some economists too. Eating outside causes the body to become fat and susceptible to infection and unnecessary spending. So cooking in the kitchen is not the only reason for family well-being. Physical health and mental health are also essential to the economy. Because all said and done, Mental and physical health deteriorates when families are destroyed. That's why elders in our house advised us to reduce/avoid eating outside.

Cooking with love means connecting the family with affection. Some statistics: In 1971, 71 percent of U.S. households had a husband and wife with children. By 2020, it has fallen to 20 percent. About 50 percent of first marriages in the United States end in divorce because of this mess.

HMK Groceries believes in commitment to family responsibilities and its relevance to the Country's culture. Occasional ordering and eating online from Swiggy, Zomato, uber eats should be fine, but making this a habit will be a disaster. If those online companies psychologically decide what we should eat, a breakdown of values is bound to happen. Home cooking with organic

pure products should be branded fashionable among the highly educated, middle class people, not the dependence on online coupons and menus, at the blink of an eye.

Direct Selling / Network Marketing, as a business, appeared in America way back in 1946 and in India in 1996. More than 70+ crore people in 150+ countries are doing it. It's a business method as praised by Bill Gates and Warren Buffett

**HMK groceries are prepared as they were used to be made - say 40 to 50 years ago, like under the direct sunlight and natural processing. Their ultimate goal is: reaching the end users with the rich and original contents afresh!**



**Miracle Selvaraj, CEO of HMK Group with rich experience over 30 years in direct selling, as Founder & President of All India Networkers Welfare Trust says: "Network industry is the only industry that is designed to make money by making other people earn. And network marketing is the only way to earn money by connecting another person in the Network Business and making him earn. Everyone is encouraged to do their bit for mother nature, being a part of HMK Groceries is the sure way for anyone who would want to make a difference. Amazing awards and rewards await achievers for India's 1st direct selling company, with its own manufacturing unit of adulteration free food products".**





# CEAT PARTNERS WITH CNH INDUSTRIAL FOR AGRICULTURE RADIAL TIRE FITMENTS

**C** EAT Specialty (a division of CEAT Tires) has entered into an agreement with CNH Industrial to supply agricultural radial tires for their machines being produced in Brazil and Argentina.

MUMBAI, India, CEAT is proud to announce that CEAT Farmax radials are being fitted in Case IH and New Holland tractors

**CEAT PARTNERS WITH CNH INDUSTRIAL FOR AGRICULTURE RADIAL TIRE FITMENTS**

The agreement was locked after several rounds of

assessment and audits by the OEM of the Mumbai-based radial plant of CEAT and after multiple tests done on tires on various parameters.

**Amit Tolani, Chief Executive, Ceat Speciality** said,

***“We have always been confident about the quality of our agriculture radials ever since we introduced them to the world in 2017.”***

We have invested in world class technologies and the best people to design our products. This partnership with CNH Industrial further lends credibility to that. We hope to be a long-term partner to them and want to help farmers grow their productivity.” says Amit Tolani- Chief Executive, CEAT Specialty.



**TIMES HAVE CHANGED  
AND SO HAVE WE**

## Flomic Global Logistics in an expansion mode

**M**umbai, With online shopping becoming the norm in India, e-commerce companies are thriving, leading to massive growth in logistics companies, who form the backbone of e-commerce players. The exponential growth of e-commerce firms has led to logistics players redefining their businesses in order to better align themselves with the evolving needs of its customers. Logistics companies like Flomic have rapidly expanded their footprint and are opening warehouses across the country to cater to the varied needs of its clients.

Flomic is on an expansion

spree and expects its Supply Chain Warehousing revenue to increase by 15 % in FY 2024. The firm is implementing a multi-pronged strategy to drive growth. The firm has already established a strong network of warehouses with a capacity crossing 1 million sq. ft. It has firmly established itself as a strong logistics player and now plans to focus on top customers and corporates and implement strategies that will enable it in deep selling and cross-selling. The firm also plans to set up warehouses in proximity to production hubs of its clients, thus enabling in enhancing its service quality.

Flomic currently has 20 offices and 12 warehouses which will go up to 30 and 25 respectively by 2025. The new offices will majorly be opened in Rajasthan, Madhya Pradesh, Andhra Pradesh, Haryana and Uttar Pradesh.

To support its expansion and enhance its service quality the firm is looking to expand its workforce. Flomic plans to hire 50 people across locations in 2023





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**Commenting on the workforce expansion plans, Lancy Barboza, MD, Flomic Global Logistics said” *People remain the key to our business growth. We believe that a workforce which is aligned with the company’s vision can help a firm reach great heights of success. We at Flomic are committed to providing a conducive work environment which enables our employees to grow and contribute meaningfully to the firm’s growth.***

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## Jassper Forays into Vessel Agency Business

### Jassper Forays into Vessel Agency Business with Steamer Agency License from Indian Government

**B**angalore, India: Jassper Shipping, a leading shipbroking provider, announced, that it has been granted Steamer Agency License from the Government of India for its vessel agency business. The licence grants Jassper to be on multiple strategic ports, and offer the entire suite of services from vessel's pre-arrival, to in-port services, and post departure services.

The Steamer Agency licence from Government of India will enable Jassper to offer its services across over 14 ports, namely, Haldia, Kolkata, Paradip, Dhamra, Vizag, Gangavaram, Kakinada, Ennore, Kattupalli,

Chennai, Tuticorin, Diamond Harbour, Sagar Anchorage, and Port of Budge Budge.

According to **Pushpank Kaushik, CEO of Jassper Shipping**, ***"We have been in the shipbroking business for almost 3 decades; that focuses on all three types of requirements, i.e., Bulk, Breakbulk and Projects. With the steamer agency licence, we are uniquely qualified to cater the entire chain of vessel management, from Pre-entry to post-departure vessel services."***

Jassper Shipping, after years of shipbroking experience, will now also offer protecting agency services, Husbandry

services, P&I, H&M services, Container Liner Agency, Ro-Ro Agency services, etc., in addition to Bulk, Breakbulk, and project handling/clearance services.

"With decades of experience in the shipbroking business, we have cordial relations with local transporters, labour unions, port authorities, and major shippers, enabling quicker turnaround times and seamless operations for our clients. Our in-house master mariner operations heads ensure all vessels and cargos are served in a timely manner and there is no lag in any service provided," Pushpank added.



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