

Government committed to supporting both large enterprises and MSMEs for employment generation, promoting employability and formalisation of labour force under the ELI schemes: Secretary L&E

Chennai, Sep 21 2024: Secretary, Ministry of Labour & Employment, Government of India chaired a regional meeting with eastern States viz., Odisha, Chhattisgarh, Jharkhand, West Bengal and Andhra Pradesh in Bhubaneswar today. This is the fourth meeting in a series of regional consultations being held by the Ministry of Labour & Employment nationwide with the States/Union Territories (UTs) on key labour and employment issues.

In her opening address, Ms. Sumita Dawra, Secretary, Labour and Employment (L&E) set the context by highlighting the need for strengthening collaboration and dialogue between the Central Government and States/UTs for bringing synergy in efforts to facilitate generation of quality employment and ensuring welfare of all workers.

Smt. Dawra said employment generation and enhancement of skilling and employability are key aspects to the realization of the Hon'ble Prime Minister's vision of Viksit Bharat@2047. In this direction, the Employment Linked Incentive (ELI) scheme was announced in Union Budget 2024-25 with an outlay of Rs 1,07,000 Crores, she noted. The Government is committed to supporting both large enterprises and Micro, Small and Medium Enterprises (MSMEs) for employment generation, promoting investments



employability and formalisation of labour force under the ELI schemes, she added.

Further, the labour reforms undertaken by Government of India, including the Labour Codes were discussed. In a landmark initiative, the Government of India has updated, simplified and consolidated 29 labour laws into 04 Labour Codes, Secretary added, with the objective of promoting labour welfare, as well as promoting investments and employment to provide comprehensive social protection for the unorganized workers at par with organized workers was highlighted through demonstration of progress under eShram. The importance of onboarding workers in the unorganised sector, including Building and Construction Workers (BoCW), street vendors, auto drivers etc. onto eShram portal to access social security schemes including access to skilling and jobs, on one portal, was discussed.

It was noted that over 30 crore unorganised workers have registered on eShram portal since its launch in 2021. The need for States to expedite two-way integration with e-Shram portal to make it a more effective 'one stop solution' for easier access to welfare schemes of Centre and States for unorganised workers including migrant workers, was flagged as an action point.

Government's vision of providing comprehensive social protection for the unorganized workers at par with organized workers was highlighted through demonstration of progress under eShram. The importance of onboarding workers in the unorganised sector, including Building and Construction Workers (BoCW), street vendors, auto drivers etc. onto eShram portal to access social security schemes including access to skilling and jobs, on one portal, was discussed.

The meeting emphasized the role of States/UTs in developing better policies for stimulating quality employment generation.

The representatives of States shared their ideas, insights and best practices on key labour and employment issues, particularly the digital interventions undertaken for ease of compliance and web-based inspections. The State Principal Secretaries, Secretaries, Labour Commissioners appreciated the interactive meeting and assured on collaborative efforts.

The next meeting in this series of regional consultations with States/UTs is scheduled to be held in Lucknow for the central States and the NCT of Delhi on 27th September 2024.

Discussion was also held on the need for the Centre and States/UTs to set up a joint mechanism for timely compilation of more accurate employment related data, feeding into a centralized dashboard equipped with advanced analytics, which will aid

General Manager Conducts Window Trailing inspection and Speed Trial in Villupuram - Tirunelveli Section and also inspects the Station Redevelopment works of Villupuram, Virudunagar, Madurai and Tirunelveli Railway Stations

Chennai, Sep 21 2024: Shri R. N Sigh, General Manager, Southern Railway conducted Window Trailing inspection and Speed Trial from Villupuram to Tirunelveli Section today 20th September, 2024 and reviewed track conditions, signalling systems, and infrastructure development along the section.

At Villupuram

In the morning, Shri R. N Singh, General Manager, Southern Railway conducted a thorough inspection of the ongoing redevelopment works at Villupuram Railway Station. The inspection aimed to review the progress of the station's transformation under the Amrit Bharat Station Scheme. Shri M. S. Anbalagan, Divisional Railway Manager, Tiruchchirappalli, Senior Officials, other branch Officers accompanied him. Shri Naseer Ahamed, Chief Project Manager, Gati Shakti elaborated about the ongoing station redevelopment works and explained that 50 % work has been completed. The General Manager critically reviewed the construction of new platforms, platform enhancements and the new Foot Over Bridge at the station and suggested improvements. He also discussed on the importance of safety measures, directing officials to ensure that the station meets the highest standards of security and passenger safety.

At Madurai, Virudunagar and Tirunelveli

In the afternoon, the General Manager



conducted a comprehensive review of the redevelopment works in progress at Madurai and Virudunagar Stations. Shri Sharad Srivastava, Divisional Railway Manager and other officials accompanied the General Manager. During the inspection, the General Manager examined the modernization of facilities, passenger amenities, and safety measures at both stations. He emphasized the importance of timely completion and quality of work, directing officials to ensure that the redevelopment meets the highest standards of safety, amenities, and passenger experience.

Later, on reaching Tirunelveli, Shri R. N. Singh was met by Hon'ble Member of Parliament Shri Robert Bruce, who held discussions about the Railway development of the region. The General Manager was also met by Passenger Associations at the station. Later the General Manager reviewed the ongoing yard remodelling works at Tirunelveli Railway station.

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Charting the course to progress in gender equality and challenges in India's pursuit of a Viksit Bharat

Authored by- Dhruvi Shah, Executive Trustee & CEO, Axis Bank Foundation

Chennai, Sep 21 2024: In 1921, Kamini Roy, a leading member of the Bangiya Nari Samaj and a commissioner of the Female Labour Investigation Commission, spearheaded efforts that culminated in women's right to vote in the 1926 Indian General Elections.

Nearly five decades later, in Chamoli district's Reni village, Gauri Devi emerged as one of the most significant figures in Indian environmental movements—the Chipko Movement. Her courageous resistance against deforestation led to the formation of a committee to investigate the issue in the Alaknanda valley and a subsequent ten-year ban on commercial logging.

Indian history is abounded with examples of women who have not only advanced their own lives but also their communities. Yet, gender parity remains a challenge socially and economically. While efforts have been made towards inclusion work from a broader perspective, acceptance of such strategies, laws and provisions are heavily influenced by immediate communities, families, social and religious beliefs and economic status.

India's vast geographic diversity, coupled with complex socio-economic factors, renders women's

empowerment a non-linear process. The influences on decision-making, policy implementation, and societal acceptance are intricate and multifaceted. Ultimately, true women's empowerment can be achieved only through social and behavioural change - something slow to attain over a long period of time, often over generations.

Studies have consistently shown that empowering women contributes substantially to economic growth. Increased female labor force participation can boost GDP, while women-owned businesses create jobs and drive innovation. Microfinance initiatives, often targeting women, have demonstrated a remarkable ability to alleviate poverty and stimulate entrepreneurship. An UN Women estimate shows that bridging the gender gap has the potential to boost the global economy by \$7 trillion.

Legislative and Policy Milestones

In India, government initiatives have been steadily creating possibilities for women to have an equitable stake in the country's economic growth. Recent data highlights the impact of schemes like Stand-Up India and Pradhan Mantri MUDRA Yojana, with women comprising 84% and 69% of beneficiaries respectively. Furthermore, India

boasts a substantial pool of women STEM graduates, constituting 43% of the total.

The 2017 amendment to the Maternity Benefit Act, 1961, extending maternity leave to 26 weeks, marks a significant stride in India's journey towards gender equality in the workplace. This policy change is expected to substantially increase the number of women who rejoin the workforce after giving birth. By enhancing their economic independence and empowering them to actively contribute to decision-making processes affecting their lives.

Besides, women's self-help groups have undergone a transformative journey in recent decades to don leadership roles in their communities. Initially platforms for financial inclusion and knowledge sharing on topics like agriculture, health, and nutrition, SHGs have evolved into powerful advocacy tools. Today, women-led SHGs are at the forefront of combating issues like domestic violence and gender-based discrimination. According to the Economic Survey 2023-2024, the Deendayal Antyodaya Yojana-NRLM has empowered over 89 million women through 8.3 million SHGs.

Funding agencies and corporate foundations benefit greatly by

collaborating with these grassroots women-led groups. They have the power to aid the real-world acceptance of laws, policies, schemes and provisions made for the empowerment of women.

Still work in progress

Despite substantial progress, deep-rooted socio-cultural barriers and persistent economic disparities continue to hinder women's advancement. Challenges such as the gender pay gap, limited access to financial services, and inadequate childcare remain prevalent.

It is an imperative that efforts are made in tandem by workplaces, governments, law enforcement, judiciary, funding agencies, corporate foundations and civil society organisations. Only through these concerted efforts can systems rightly support equitable inclusion of women within their homes, communities as well as in the workforce.

Above all, it is on women from varied strata—the educated, uneducated, employed, unemployed, urban-dwellers and rural-dwellers—to define the narrative of our endeavours. The stories we tell in unified voices of our experience of exclusion, discrimination, abuse and oppression have the power to define the path to a true Viksit Bharat.

KFC PIONEERS QSR INDUSTRY-FIRST SIGN LANGUAGE TRAINING FOR ALL EMPLOYEES

Chennai, Sep 21 2024: Sometimes, all it takes is a sign to understand each other. In celebration of International Day of Sign Languages, KFC is taking a monumental step in the hospitality industry, as it becomes the first QSR in India to launch a Sign Language training program for 100% of its employees. The first-of-its-kind training is required to be undertaken by all 17,000+ KFC employees, who are spread across 240+ cities in 1200+ restaurants, as well as those working in the brand's corporate offices.

Designed in consultation with a Sign Language expert, the online training covers multiple modules specifically crafted for a beginner to grasp the basics of ISL. The first module is focused on the alphabets in ISL, while subsequent ones focus on greetings and regular phrases that are key for holding a conversation in Sign Language. The training is part of KFC India's Kshamata program, which is aimed at feeding people's potential, and bridging the gender and ability gap. Through Kshamata, KFC is committed towards empowering women and the speech and hearing-impaired across restaurants; and



aims to double the number of speech and hearing impaired (SHI) employees, by 2026.

This year, as an extension of the #SpeakSign campaign, KFC aims to bring the entire hospitality industry together with the launch of India's first interactive Sign Language kiosk that allows individuals to learn to order their favourite food items from across brands & cuisines using Indian Sign Language. This exhibit was unveiled at Select CityWalk, New Delhi and Ambience Mall, Gurugram, inviting consumers to learn to sign 30+ popular food items like Pizza, Burger, Dosa, Momos, Pasta, along with KFC favourites like Hot & Crispy, Chicken popcorn, Zinger.

Speaking about the initiative, Moksh Chopra, General Manager, KFC India & Partner Countries, said, "Through our KFC Kshamata program, one of the areas of focus has been to help unlock the

potential and opportunities for the Hearing-impaired community. One of the most important steps towards this is spreading the usage of Sign Language and since 2021, our annual #SpeakSign campaign focuses on enabling this goal. This year, we are proud to announce that 100% of our teams will be trained in basic Indian Sign Language, making our restaurants across the country more inclusive. We're also taking this Sign Language movement beyond just our organization into the hospitality industry. With the interactive kiosk at popular locations, we're encouraging consumers to learn to order their favourite food items across brands using Sign Language."

KFC India's franchise partners Devyani International Limited (DIL) and Sapphire Foods India Limited (SFIL) have played an integral part in the Kshamata journey.

Deepak Taluja, President & CEO-KFC at Sapphire Foods India Limited (SFIL) said, "Creating a culture where everyone feels valued is at the heart of SFIL, and all of us are extremely proud of the KFC Kshamata initiative. The rollout of Sign Language training for all employees is a significant step, and shows how small but powerful changes can help businesses foster truly inclusive environments. We at SFIL are committed towards feeding people's potential with KFC Kshamata."

The interactive kiosks are available in Select CityWalk, New Delhi & Ambience Mall, Gurugram until 21st September.

Consumers can visit any of the 54 Special KFCs (operated by speech and hearing impaired employees) on International Day of Sign Language on 23rd September, and learn to #SpeakSign with team members as they encourage communication in ISL. Special Sign Language buckets and Sign Language menus have also been created to help consumers learn how to sign and order their KFC favorites, along with short tutorial videos on KFC's social media channels and website.

Servotech Power Systems Ltd. to Electrify Karnataka's Green Mobility, Gets order to Install 11 Public EV Charging Stations for BESCO

Chennai, Sep 21 2024: Servotech Power Systems Ltd. India's largest EV Charger manufacturer, has secured a substantial contract to build 11 DC Fast EV charging stations from Bangalore Electricity Supply Company Limited (BESCOM). This contract involves Servotech installing public electric vehicle (EV) charging stations at 11 Regional Transport Office (RTO) premises across Karnataka. The project will significantly enhance the charging infrastructure for electric vehicles, making it more convenient for EV owners to charge their vehicles across various regions of Karnataka.

Servotech will manage the entire project execution, from planning and design to final installation. This includes developing a



comprehensive plan for the installation of EV charging stations at each RTO location, ensuring optimal placement and capacity. High-quality charging stations will be manufactured, tested, and inspected to meet strict safety and performance standards. Additionally, Servotech will provide warranty support and handle all necessary electrical connections and power supply arrangements.

Sarika Bhatia, Director of Servotech Power Systems Ltd. said, "We are glad to be working on this project for BESCOM. As a leading player in the EV sector, this initiative brings us closer to our collective goal of transforming

India into an EV-powered nation. We are creating our green footprints, capturing every state, and every region of India. Having recently collaborated with ANERT and now with BESCOM our robust desire towards creating an EV charging framework is growing stronger day by day and we plan to enhance our presence by collaborating with other Nodal Agencies and DISCOMs in future as well. Our efficient hardware and software solutions will ensure dependable EV charging stations, catering to the growing demand for sustainable travel options. This project is key to support the expanding EV customer base and

strategically scaling EV charging stations in high-demand areas. Together, with a shared vision and dedication, we are driving a smooth transition to green mobility through sustainable transport solutions. Earlier, the company secured a substantial contract for installing 12 EV charging stations from the Agency for New and Renewable Energy Research and Technology (ANERT), Department of Power, Govt. of Kerala. Under this contract Servotech has to build 12 electric vehicle (EV) charging stations with 30KW Fast DC EV Chargers at the various locations of Kerala Motor Vehicle Department. This contract involves Servotech supplying, commissioning, and construction of EV charging stations.

Besant Nagar Beach Clean-up - A.M. Jain College

A.M. Jain College participated in a beach clean-up at Besant Nagar today, marking International Coastal Clean-Up Day, with over 760 students volunteering under the direction of Principal Dr. B. Mahavir and Dean Dr. M. M. Ramya. The event was backed by the Prithvi Parishad (Enviro Club), Karuna Club, Rotaract Club, and NSS, showcasing the students' dedication to keeping the beach clean and protecting the marine environment.



ALVAREZ & MARSAL APPOINTS BHARAT GARG AND SAMEER AMTE AS MANAGING DIRECTORS TO STRENGTHEN ITS INDIA LEADERSHIP TEAM

Chennai, Sep 22 2024: Leading global professional services firm Alvarez & Marsal (A&M) India has announced the appointment of Bharat Garg and Sameer Amte as Managing Directors in its Business Transformation Services practice. These appointments align with A&M's strategy to expand capabilities across key sectors in India by attracting top talent and providing clients with comprehensive solutions. The firm remains focused on delivering bespoke services to support clients in the consumer, retail, and industrial sectors, helping them navigate challenges to unlock growth opportunities.

Bharat Garg, based in Mumbai, brings over 16 years of strategic consulting experience across diverse sectors including FMCG, direct-to-consumer brands, fashion, and retail. Bharat has been driving large-scale business transformations, corporate strategy formulation, and end-to-end margin improvement for clients globally. His prior role as a Partner at Boston Consulting Group (BCG) saw him lead key transformation projects for global Fortune 200 companies, significantly improving operational efficiencies and strategic outcomes. At A&M, Bharat will



focus on expanding A&M's consumer and retail practice and strengthening the firm's capabilities in end-to-end transformation and driving operational improvements.

Sameer Amte, based in Pune, joins A&M with over 20 years of consulting experience across industrial, retail, and life sciences sectors. Sameer has a proven track record in EBITDA improvement programs, digital transformation, supply chain planning, and omni-channel transformation initiatives. Prior to joining A&M, Sameer held senior leadership roles at Accenture Strategy and Consulting leading the retail and life sciences practice in India. Sameer has spearheaded major digital transformation projects, helping clients navigate complex challenges in sales, supply chain, and cost optimization. At A&M, Sameer will strengthen the firm's industrial sector capabilities and leverage digital strategies to drive growth for clients across sectors in a rapidly evolving

market. Himanshu Bajaj, Managing Director and India Co-Country Leader at A&M, said:

"Bharat and Sameer's appointments underscore our commitment to strengthening the leadership team and expanding our service offerings in India. Their deep expertise in the industrial and consumer sectors, combined with their ability to deliver practical, hands-on solutions, will help our clients unlock new growth opportunities. As we continue to grow and evolve in India, their leadership will be instrumental in ensuring we meet the needs of businesses looking to thrive in this fast-changing landscape.

Bharat Garg, Managing Director at A&M, commented:

"India's rising income levels and the corresponding growth in consumer spending are reshaping the consumer and retail landscape. Companies need to adapt to the evolving demands of customers to stay relevant. A&M's operational expertise and deep

understanding of market dynamics position us uniquely to deliver solutions that help businesses scale effectively and profitably while staying responsive to consumer needs. I am excited to join A&M and contribute to its mission of driving transformative growth for clients globally.

Sameer Amte, Managing Director at Alvarez & Marsal, added:

"India's industrial sector is poised for substantial growth, fueled by "Make in India" initiative launched by the GOI to promote investments coupled by shifts in global supply chains. The organizations have a unique opportunity to take advantage of this dynamic situation and expedite their growth ambitions. However, organizations must carve out clear growth path, and strengthen their operations by leveraging digital and gen AI to give themselves an excellent chance to take advantage of this opportunity. A&M's unique combination of developing growth and RTM strategies, digital led operational excellence and global reach enables us to deliver comprehensive solutions that drive transformation agendas of the organization. I am happy to join the firm at such a dynamic time and look forward to helping our clients achieve their strategic goals."

Vishal Fabrics Ltd. Allots Convertible Warrants to FPI North Star Opportunities Fund, amongst Others

Chennai, Sep 21 2024: Vishal Fabrics Ltd., a premier supplier of top quality stretch denim fabric, has announced that its board has allotted compulsorily convertible warrants at a floor price of Rs. 30.60 per warrant to persons belonging to non-promoter category, aggregating to Rs. 153 Cr. FPIs North Star Opportunities Fund VCC Bull Value Incorporated VCC Sub-Fund, Eminence Global Fund PCC-EUBILIA Capital Partners Fund, and other public category persons Elysian Wealth Fund (Formerly Silver Stallion Ltd) & Vikasa India EIFIFund.



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Recently, the board approved Qualified Institutions Placement (QIP) for aggregate amount of up to Rs. 100 Crores, in one or more tranches. The fund-raise will be subject to approval of the Company's shareholders and receipt of applicable regulatory approvals.

Further, the company announced stellar earnings for Q1FY25 (Quarter ended 30 June 2024).

The Revenue from operations were reported at Rs. 33991.60 Lakhs. EBITDA grew 28% YoY, from Rs. 2080.93 Lakhs (Q1FY24) to Rs. 2668.71 Lakhs (Q1FY25). PAT jumped 106% YoY, from Rs. 231.86 Lakhs (Q1FY24) to Rs. 477.83 Lakhs (Q1FY25).

Earlier, Vishal Fabrics Ltd acquired a 37.72 per cent stake (1,170,500 shares at

Rs 135 per share) in Chiripal Textile Mills Pvt Ltd on March 30, 2024, for a total of Rs 158.02 crore. This acquisition makes Chiripal Textile Mills an associate company of Vishal Fabrics. Chiripal Textile Mills is a manufacturer and trader of various yarns and fabrics, with a turnover of Rs 539.03 crore for the financial year ending March 31, 2023.

HP introduces the new Color LaserJet Pro printers for businesses in India

Chennai, Sep 21 2024: HP introduced a new range of HP Color LaserJet Pro 3000 series, the latest addition to its office print portfolio. Catering to businesses in India, this new range leverages energy-efficient TerraJet toner technology to deliver sharper colors and faster print speeds. The HP Color LaserJet Pro 3000 series includes two models in India: the single-function HP Color LaserJet Pro Printer 3203dw and the multi-function HP Color LaserJet Pro Printer 3303sdw, which offers printing, scanning, and copying capabilities in Color and Black and White.

The HP Color LaserJet Pro 3000 series delivers exceptional speed and efficiency. With a print speed of up to 25 pages per minute and a rapid first printout time of just 10.9 seconds, these printers ensure fast and reliable results. The default duplex printing feature helps reduce paper usage and costs by automatically printing on both sides of each page. Additionally, the device has a robust duty cycle of 40,000 pages



and has a toner yield of up to 1300 black and 1200 color pages.

"As small and medium-sized businesses in India continue to expand, efficient and secure printing has become a critical component of their operations. We recognize the challenges faced by SMB leaders in balancing their growing needs with the right technological solutions. Therefore, we are pleased to introduce the new HP Color LaserJet Pro 3000 series. Featuring innovative TerraJet technology, this series offers exceptional color quality, professional speed, and energy efficiency within a compact design. This

solution is designed to help businesses minimize downtime, maintain operational efficiency, and stay competitive in an ever-evolving market", said Sunish Raghavan, Senior Director, Printing Systems, HP India Market.

The HP Color LaserJet Pro MFP 3303sdw unleashes productivity with high-speed two-sided color printing at 26 ppm (Letter) and 25 ppm (A4), featuring a 50-sheet Automatic Document Feeder and reliable Wi-Fi® for seamless connectivity. The HP Smart app streamlines printing and scanning with time-

saving shortcuts. Security is prioritized with HP Wolf Pro Security and the optional HP Security Manager, ensuring your data is protected. Designed for sustainability, this printer uses low-energy HP TerraJet Toner, incorporates auto-on/auto-off technology.

Availability and Price

HP Color LaserJet Pro Printer 3203dw is priced at INR 50,304 on HPeStore

HP Color LaserJet Pro Printer 3303sdw is priced at INR 61,181 on HPeStore

HP offers a comprehensive range of both monochrome and color Laser duplex high-speed printers, addressing a broad spectrum of business requirements. HP has consistently delivered reliable monochrome duplex laser printers, and now enhancing portfolio with robust color printing options.

Devices are available for sale via HP eStore and also via HP authorized partners in each city.

AI Adoption Soars in India, But Energy Demands and Infrastructure Challenges Threaten Sustainability Goals, Reveals Pure Storage Survey

Chennai, Sep 21 2024: Pure Storage® (NYSE: PSTG), the IT pioneer that delivers the world's most advanced data storage technology and services has released a new report highlighting the preparedness of enterprises in India to compete in a business landscape characterized by two key trends – AI and sustainability. The report, "India's AI Journey: Balancing Innovation with Sustainable Growth" found that while AI is a top priority, companies are concerned about its impact on energy consumption and that meeting their ESG goals will become impossible without a modern robust IT infrastructure.

Industry Significance:

AI is rapidly emerging as a transformative power across various industries in India, driven by the urgent demand for innovation, increased productivity, and improved customer experiences. A recent report by TeamLease Digital indicated that AI could contribute approximately \$450-500 billion to the nation's GDP by 2025, representing 10% of India's ambitious \$5 trillion GDP goal. However, AI is also putting a strain on data

centers by requiring more resources such as electricity, water and space. According to the International Energy Agency, data centers already account for 1 to 2 percent of global energy consumption, AI will push this up even more.

Survey Highlights:

India's AI Momentum gaining traction: Over the next three years, 48% of respondents have prioritized AI to maintain their competitive edge. Currently, 52% of organizations have deployed AI technologies, 35% are piloting them, and 12% are still exploring integration strategies.

Current AI Applications: AI is being leveraged across various functions, including marketing and sales, IT operations and fraud detection, reflecting its versatility. Today, 64% of the organizations use AI for their virtual assistant/chatbot function, 45% use AI across IT operations and cybersecurity reflecting the critical need for secure and efficient IT environments and 40% use it for new product development (NPD) and innovation. AI Adoption Across Sectors: The banking, financial

services, and insurance (BFSI); technology, media, and telecommunications (TMT) sectors lead in AI adoption with 68% and 70% rates, respectively, while sectors like government, healthcare, and manufacturing show more cautious adoption, with higher percentages in the piloting phase. While tech and media sectors prefer cloud-based AI solutions, BFSI and government sectors lean towards on-premises solutions due to compliance and security concerns. IT infrastructure is a key challenge in AI deployment: To prepare for AI, 74% of organizations plan to upgrade data management tools and processes, 65% plan to enhance data storage infrastructure, and 61% plan to invest in data security and compliance to ensure secure and efficient data flows.

Rising Energy Consumption and Sustainability Concerns: As AI technologies expand, the demand for supporting infrastructure has surged. 42% of organizations report a doubling in compute power needs, while 41% have seen their storage demands double. This growth also drives

higher energy consumption, with 74% of organizations concerned about AI's impact on energy use and ESG goals.

Executive Insight:

"As AI adoption surges in India, organizations are driving innovation across sectors, but they struggle with rising energy demands and meeting ESG goals. Our report highlights the urgent need to invest in robust, energy-efficient systems that can power AI-driven growth while securing a greener future for all." – Ajay Singh, Chief Product Officer, Pure Storage

Methodology

Pure Storage's study is based on a survey conducted across India's enterprises in sectors such as BFSI, Tech-Telecom-Media, Healthcare (Pharma R&D and Diagnostics), Government, Airlines, Transportation, Supply Chain and Logistics, Manufacturing, etc. from June to August 2024. The study involved 210 respondents including key IT decision-makers and those with the authority to influence IT purchasing decisions. The insights were gathered through a combination of in-depth interviews and a survey questionnaire.