



PAHLE INDIA FOUNDATION  
FACILITATING POLICY CHANGE

**Media  
Coverage Report  
of  
Pahle India Foundation  
September-2019**



## INDEX

### Electronic Coverage

Sr.no	Month	Channel	Language
1	14 <sup>th</sup> September 2019	CNBC Awaaz	Hindi
2	14 <sup>th</sup> September 2019	RS TV	Hindi

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Sr.no	Date	Publication	Edition/Language
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4	15 <sup>th</sup> September 2019	The Sunday Standard	New Delhi/English
5	14 <sup>th</sup> September 2019	The Hindu Business Line	All Edition/English
6	14 <sup>th</sup> September 2019	The Economic Times	All Edition/English
7	14 <sup>th</sup> September 2019	Business Standard	All Edition/English
8	14 <sup>th</sup> September 2019	The Financial Express	All Edition/English
9	14 <sup>th</sup> September 2019	The Indian Express	All Edition/English
10	14 <sup>th</sup> September 2019	India Horizon	New Delhi/English
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Sr.no	Date	Publication	Edition/Language
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### Online Coverage

Sr.no	Date	Online	Language
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20	16 <sup>th</sup> September 2019	Asian Age	English
21	16 <sup>th</sup> September 2019	Deccan Chronicle	English
22	15 <sup>th</sup> September 2019	The New Indian Express	English
23	15 <sup>th</sup> September 2019	Dainik Jagran	Hindi
24	15 <sup>th</sup> September 2019	UNI India	English
25	14 <sup>th</sup> September 2019	Business Standard	English
26	14 <sup>th</sup> September 2019	Business Standard	English
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Sr.no	Date	Online	Language
35	13 <sup>th</sup> September 2019	Business Standard	English
36	13 <sup>th</sup> September 2019	The Hindu Business Line	English
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# **ELECTRONIC COVERAGE**



Date	Channel	Language
14 <sup>th</sup> September 2019	CNBC Awaaz	Hindi



Link: <https://www.youtube.com/watch?v=NxnbOfIafIE&feature=youtu.be>

Headline: States must work to improve nation's "Doing Business": Kant

राज्य ईज ऑफ़ डूइंग बिजनेस को बढ़ावा दें

2018 में 8 करोड़ रोजगार

राज्यों को ₹1.4 लाख करोड़ की आय

शुगर सेक्टर में EODB को बढ़ावा दें

से 9 शेयरों में तेजी रही • ऑटो, मेटल, रियल्टी इंडेक्स

PTCFim <sup>100</sup> 2889.14k 14.65 ▲ 0.10 PVR <sup>100</sup> 2859.34k 15.50 ▲ 0.10

Fri 13 Sep  
NSE STATS  
ADV 1361  
DEC 783

1 <sup>NO.</sup> आवाज़



Date	Channel	Language
14 <sup>th</sup> September 2019	RS TV	Hindi



**Link:**<https://www.youtube.com/watch?v=XZCWsR5ex4Y&feature=youtu.be>

**Headline:** States must work to improve nation's "Doing Business": Kant





# **PRINT COVERAGE**



Date	Publication	Page no	Edition/Language
16 <sup>th</sup> September 2019	Dainik Savera Times	07	New Delhi/Hindi



**Headline: Sugar, Alcohol and Tourism together created employment for nearly 80 million people in India in 2018, says Pahle India Foundation report**

# बीते वर्ष में चीनी, अल्कोहल और पर्यटन में 8 करोड़ नौकरियां सृजित

• तीनों क्षेत्रों में भारत के अग्रणी बनने की व्यापक संभावनाएं

नई दिल्ली, 13 सितंबर (एजेंसी): सरकार की विभिन्न योजनाओं, कार्यक्रमों और प्रयासों से चीनी, अल्कोहल और पर्यटन के क्षेत्र में बीते वर्ष 8 करोड़ से अधिक रोजगार के अवसर सृजित किए गए हैं। नीति आयोग के मुख्य कार्यकारी अधिकारी अमिताभ कांत ने आज यहां कारोबार के अनुकूल माहौल बनाने से संबंधित एक रिपोर्ट जारी करते हुए कहा कि चीनी, अल्कोहल और पर्यटन के क्षेत्र में रोजगार के अवसरों में बहुत वृद्धि हुई है। इन तीनों क्षेत्रों में भारत के अग्रणी बनने की



व्यापक संभावनाएं हैं। यह रिपोर्ट इन तीनों क्षेत्रों पर केंद्रित है। इस रिपोर्ट को गैर सरकारी संगठन पहले इंडिया फाउंडेशन ने तैयार किया है। रिपोर्ट में कहा गया है कि कारोबार के

अनुकूल माहौल बनाने से व्यापार में तेजी से बढ़त होगी और अर्थव्यवस्था के विकास में मदद मिलेगी। चीनी, अल्कोहल और पर्यटन उद्योग का विश्लेषण करते हुए रिपोर्ट में कहा गया है कि देश में लगभग साढ़े तीन करोड़ गन्ना किसान हैं। चीनी उद्योग प्रत्यक्ष एवं अप्रत्यक्ष रूप से तीन लाख 50 हजार लोगों को रोजगार उपलब्ध कराता है। अल्कोहल उद्योग 15 लाख लोगों को रोजगार देता है। पर्यटन उद्योग कुल मिलाकर 4.2 करोड़ लोगों को रोजगार देता है।

Date	Publication	Page no	Edition/Language
15 <sup>th</sup> September 2019	The Sunday Standard	13	New Delhi/English

## THE SUNDAY STANDARD

# ‘Liquor sales in India to triple by 2022, but red tape binds the industry’

ARSHAD KHAN

WITH change in demographics, improvement in standards of living and higher disposable incomes, the annual consumption of alcoholic beverages in India would reach 16.8 billion litres by the end of 2022 from 5.94 billion litres in 2018, according to the estimates of an independent market research report.

The Pahle India Foundation report on Ease of Doing Business, however, points out that the alcoholic-beverages industry in the country faces a myriad of restrictive policies and complex, excessive regulation.

The report said that despite the growing significance of the sector since 1990s, its potential to generate revenues for the states, and the recent importance given to improving Ease of Doing Business in India, the industry is rarely awarded the same importance that other manufacturing sectors get. Budget estimates for the total excise revenue generated by the alcoholic-beverages industry alone in 2019-20 is to the tune of ₹1.4 lakh crore, an increase of 15 per cent from last year's revised estimates.

Moreover, being a state subject, the industry has to deal with multiple authorities to get a large number of clear-

ances to do business. "Different tax regimes, price determination models, regulations and levels of openness have resulted in India having 36 different markets for alcohol, instead a unified one," said the report, examining business practices of 10 states.

Not having a uniform tax structure also hampers Ease of Doing Business as the sector continues to be taxed according to the previous tax regime. The study points out that many a time, state governments hike taxes to fund their other initiatives. "State excise departments have two major objectives while formulating their excise policies — to curb production, sale and consumption of illicit liquor; and to maximise their revenues. Frequent and ad hoc hikes in duty make it difficult for manufacturers and distillers to plan business, owing to uncertainty in cost of production. Continuity in policies is key to ease of doing business," it said.

Price determination by state governments continues to be a major roadblock. In this respect, India is an outlier; all countries impose regulations on this sector, but barring India, no country demands price hikes (and cuts) have to be approved and granted by states, the report notes.

A large number of time-consuming license requirements, most of them being done manually and offline, are impacting functioning of the business. For example, a production unit in Maharashtra needs to obtain over 10,900 licences annually from different agencies to do business.



Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	The Hindu Business Line	13	All Edition/English

## THE HINDU BusinessLine

### States must work to improve nation's 'Doing Business' rank: Kant

**PRESS TRUST OF INDIA**  
New Delhi, September 13

NITI Aayog CEO Amitabh Kant on Friday called upon States to relax regulations for sugar, alcohol beverages and tourism sectors to help improve the country's 'Doing Business' ranking.

Kant said that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

The Government, at best, can be a facilitator, a catalyst, he said, adding that wealth creation has to be done by the private sector and there is a need to do away with all these rules and regulations.

Kant was speaking at the launch Ease of Doing Business in India report based on a case

study of sugar, alcohol-beverage and tourism industries.

While pointing out that India looks to improve the 'ease of business' ranking to top 30 in the next two years, Kant said improvement at the State level is needed to achieve the target.

"Much of the investment, much of the decision making, much of what happens in India happens in States and therefore we need to make States easy and simple," he explained. India ranks 77<sup>th</sup> the World Bank's latest Doing Business report.

While acknowledging improvement by States in their rankings at the national level, he pointed out that some of the sectors are still heavily controlled by them.

"There is a massive amount of control by the States in terms

of rules and regulation procedures and actually there are several sectors which are still persistent with the inspector raj," he explained.

"A very little of digitisation has taken place in these sectors and this is critical, particularly for areas such as sugar and alcohol-beverages, as these are sectors where India has to grow. For tourism to grow, you need conversion of many of these sectors."

#### Sugar sector

Speaking on the sugar sector, he highlighted the Centre has taken many steps to support the segment but States have trifled with the industry. "I still feel that the State governments have dabbled with the sugar industry in a terrible way. In



Amitabh Kant, CEO, NITI Aayog

many-many ways, they are making it commercially non-viable. Therefore a lot of freedom is necessary, some of the issues have been pointed out in this report," he said.

"As sugarcane industry grows and prospers, Indian economy will grow and prosper, farmers will benefit

and therefore a lot of flexibility in ease of doing biz is necessary," he added.

Abinash Verma, Director-General of Indian Sugar Mills Association (ISMA), said there is a need to look at the sector with an open mind. He said the government forces sugar mills to buy cane at higher prices from farmers which makes Indian sugar export uncompetitive in the global market.

On the alcohol-beverages industry, Kant said the sector is poised to grow rapidly as Indians are travelling more abroad and want good quality liquor. Besides, the increase in disposable income, rising middle class and aspirations of young people will drive demand for the liquor industry.

The report 'An Integrated

Value Chain Approach for Ease of Doing Business: A Case Study of Sugar, Alco-Bev and Tourism' done by Pahl India Foundation said these three industries together provided employment to about 8 crore people in 2018. It has recommended overhauling of state excise practices, including moving from offline systems to online, along with several other policy measures for improving Ease of Doing Business and GDPs of States.

The report recommends that in place of following the generic method of ranking, a sectoral approach should be adopted.

"This will allow the States to pick sectors that are the most important to them, and take measures to reform those on a priority basis," the report said.





Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	The Economic Times	11	All Edition/English

## THE ECONOMIC TIMES

# ‘States Need to do Away With Huge Regulations for Sugar, Alco-Bev’

**Press Trust of India**

**New Delhi:** NITI Aayog CEO Amitabh Kant on Friday called upon states to ease regulations for sugar, alcohol beverages and tourism sectors to help improve the country's Doing Business ranking. Kant highlighted that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

Government at best can be a facilitator, a catalyst, he noted, adding that wealth creation has to be done by the private sector and therefore, there is a need to do away with all these rules and regulations which have been amassed over the years.

Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	Business Standard	04	All Edition/English

## Business Standard

### IMPROVING EASE OF DOING BUSINESS

# Think tank moots sector-based model

INDIVJAL DHASMANA  
New Delhi, 13 September

Pahle India Foundation, a policy think tank, has come out with its model of ease of doing business, which is different from those compiled by the World Bank and the Department for Promotion of Industry and Internal Trade (DPIIT). The foundation said the rankings by the World Bank and the DPIIT on ease of doing business have not led to discernible differences in the economic conditions at the ground level.

"In fact, studies state that there is an insignificant, even if positive, impact of ease of doing business parameters on either economic growth or on investment per se," the founda-

tion said in a statement.

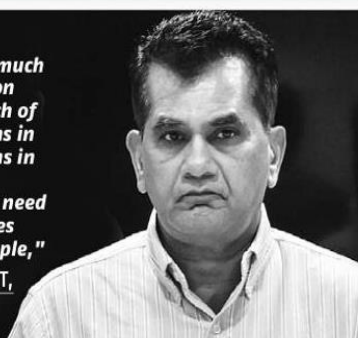
While the World Bank's ranking rests on ease of doing business in Mumbai and Delhi, the DPIIT's is based on reforms done in states.

However, the foundation in its study said ease of doing business should rest on sectors that contribute most to the revenues of the states concerned. The study, released by NITI Aayog Chief Executive Officer Amitabh Kant, proposed an integrated value chain approach so that inter-linkages of these sectors can be tapped to benefit states. It was Kant who initiated ranking of states in terms of ease of doing business as then DIPP secretary (DPIIT was known as DIPP then).

In its case study, the founda-

**"Much of the investment, much of the decision making, much of what happens in India happens in states and therefore we need to make states easy and simple,"**

**AMITABH KANT,**  
Chief Executive,  
NITI Aayog



dation assesses ease of doing business in the integrated sectors of sugar, alcohol beverages and tourism. It said these three sectors created employment for 80 million in India in 2018 and that the integrated value chain approach to ease of doing busi-

ness will lead to more quantifiable gains and higher contribution of the business sectors to state gross domestic products.

Nirupama Soundararajan, a co-author of the study, said a sector-specific approach to ease of doing business will allow

states to implement immediate reforms in sectors that are most crucial to their economy.

Citing an example, she said by merely reducing the time taken to grant approvals for restaurants from nine months to three months, the states will accrue an additional revenue of ₹38.76 crore, and the sugar millers/distillers will receive an additional revenue of ₹51 lakh, which could potentially find its way towards payment of dues of sugarcane cultivators.

"The purpose of these calculations is to show that by merely reducing the amount of time for issuing licence, and the government incurs no expense in doing so, there is a significant economic gain," she said.



Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	The Financial Express	15	All Edition/English

## THE FINANCIAL EXPRESS

### Kant asks states to ease regulations for sugar, liquor industries

PRESS TRUST OF INDIA  
New Delhi, September 13

**NITI AAYOG CEO** Amitabh Kant on Friday called upon states to ease regulations for sugar, alcohol beverages and tourism sectors to help improve the country's Doing Business ranking. Kant highlighted that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

Government at best can be a facilitator, a catalyst, he noted, adding that wealth creation has to be done by the private sector and therefore, there is a need to do away with all these rules and regulations which have been amassed over the years.

Kant was speaking at the launch *Ease of Doing Business in India* report based upon a case study of sugar, alcohol-beverage and tourism industries.

While noting that India looks to improve the ease of business ranking to top 30 in the next two years, Kant pointed out that improvement at the state-level is needed to achieve the target. "Much of the investment, much of the decision making, much of what happens in India happens in states and therefore we need to make states easy and simple," he explained. India ranks 77th the World Bank's latest Doing Business report.





Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	The Indian Express	15	All Edition/English



# Outdated laws hampering sugar sector

ARSHAD KHAN @ New Delhi

OUTDATED laws and rigid licensing norms are impacting the growth potential of three sectors — sugar, tourism and alcohol-beverage, which had provided eight crore jobs in India last year, said a study by **Pahle India Foundation**. While the Central government has been proactive in weeding out outdated laws and practices, there hasn't been much push from state governments, it said.

The study said that an alcoholic beverage manufacturer needs 50 brand registrations to sell five products in 10 states and the process of getting a label registered may take any-

## Suggestions to uplift

It has suggested overhauling of state excise practices, including moving from offline to online system with several policy measures

where between 30-60 days. Moreover, the process for renewing licensing and getting registrations are done offline in many states and there is a lack of coordination between State Excise, Food Safety and Standards Authority of India and other departments on what goes on a label.

It added that price approvals

and increases (by government) are swathed in opacity and discretionary powers, with little or no transparency, no clear process laid down in law and no guiding principle.

About the sugar industry, the report said, one of the primary problems faced by the industry is the pricing of sugarcane. The price for sugarcane, known as Fair and Remunerative Price (FRP) is fixed based on the recovery rate and other parameters, by the Commission for Agricultural Costs and Prices.

"However, state government have got into the habit of announcing their own price known as State Advised Price (SAP)," the study noted.

Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	India Horizon	03	New Delhi/English

## Indian Horizon

### Sugar, Alcohol and Tourism together created employment for nearly 80 million people in India in 2018, says **Pahle India Foundation report**

New Delhi, 13 September 2019:-

The report, unveiled by Mr Amitabh Kant, CEO, NITI Aayog, at an event organised in New Delhi.

Speaking at the event Mr Kant in his key-note address said Pahle India Foundation's report looks at sugar, alco-bev and tourism industries as an integrated value chain, and, suggests a sectoral approach as the next step in the EoDB evaluation framework. This is certainly worth considering. I find the selection of these three industries also quite apt, because it allows for an evaluation of the division of responsibilities between Centre and states, and as a federal economy, our efforts have to be aligned for scaling up EoDB in India. This would take us a step forward in



making India the world's business destination."

Commenting on the study, Ms. Nirupama Soundarajan of Pahle India Foundation,

said: "The study makes macro and sector-specific recommendations to enable better alignment of policy reforms with the broader economic

agenda of the states. A sector-specific approach to ease of doing business will allow states to implement immediate reforms in sectors that are most crucial to their economy. For example, by merely reducing the time taken to grant approvals for restaurants (PBCL segment) from 9 months to 3 months, the state will accrue an additional revenue of INR 38.76 crores, and the sugar millers/distillers will receive an additional revenue of INR 51 lacs, which could potentially find its way towards payment of dues of a sugarcane cultivator. The purpose of these calculations is to show that by merely reducing the amount of time for issuing licence, and the government incurs no expense in doing so, there is a significant economic gain."



Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	Dainik Jagran	12	New Delhi/Hindi



**Headline: Kant asks states to ease regulation for sugar, liquor industries**

## चीनी, शराब व पर्यटन क्षेत्र के नियम हों उदार : कांत

जागरण ब्यूरो, नई दिल्ली : नीति आयोग के सीईओ अमिताभ कांत ने राज्यों से आग्रह किया है कि वे चीनी, शराब और पर्यटन के क्षेत्र में नियमों को आसान बनाएं। कांत का कहना था कि इससे देश की ईज ऑफ डूइंग बिजनेस रैंकिंग को सुधारने में मदद मिलेगी। उन्होंने कहा कि इन तीनों क्षेत्रों में रोजगार सृजन और देश की विकास दर को बढ़ाने की संभावनाएं हैं।

चीनी, शराब और पर्यटन उद्योग के अध्ययन पर आधारित ईज ऑफ डूइंग बिजनेस रिपोर्ट जारी करते हुए कांत ने कहा कि सरकार सिर्फ एक सहायक की भूमिका निभा सकती है। ईज ऑफ डूइंग बिजनेस से संबंधित यह रिपोर्ट 'फर्स्ट इंडिया फाउंडेशन' ने तैयार की है। रिपोर्ट में चीनी उद्योग, पर्यटन और शराब उद्योग के संबंध में कई सुधारों की सिफारिश की गई है। इस फाउंडेशन की सिफारिशों का महत्व इसलिए है क्योंकि इसकी स्थापना नीति आयोग के ही वाइस चेयरमैन राजीव कुमार ने की थी। इस फाउंडेशन के चेयरमैन डॉ. रामगोपाल अग्रवाल नीति आयोग में विशिष्ट फेलो के रूप में तैनात हैं।

विश्व बैंक की ईज ऑफ डूइंग बिजनेस रैंकिंग पर भारत का रैंक 77वां

### क्या कहा अमिताभ कांत ने

- संपत्ति सृजन का काम निजी क्षेत्र के द्वारा किया जाना है। इसलिए पिछले कई वर्षों में जो जटिल नियम बने हैं, उन्हें उदार बनाया जाए
- भारत अगले दो वर्षों में ईज ऑफ डूइंग बिजनेस रैंकिंग में शीर्ष 30 में पहुंच सकता है, जिसके लिए राज्यों के स्तर पर सुधार होना चाहिए
- निवेश से लेकर निर्णय तक में राज्यों की अहम भूमिका को देखते हुए उन्हें व्यवस्था को सरल और उदार बनाना चाहिए

हैं। कांत ने कहा कि राज्यों में ईज ऑफ डूइंग बिजनेस में सुधार आया है लेकिन कई क्षेत्रों में अब भी नियंत्रण की स्थिति है और उन क्षेत्रों में सुधार की गुंजाइश है। अब भी कई ऐसे क्षेत्र हैं जहां इस्पेक्टर राज कायम है। इन क्षेत्रों में डिजिटलाइजेशन भी बेहद कम रहा है। खासकर अल्कोहल पेय, चीनी जैसे क्षेत्र ऐसे हैं जहां भारत में अभी काफी वृद्धि की गुंजाइश है। पर्यटन के लिए भी कई क्षेत्रों में बदलाव की जरूरत है। चीनी उद्योग का जिक्र करते हुए उन्होंने कहा कि इसकी स्थिति सुधारने के लिए राज्यों ने कई कदम उठाए हैं।

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**Headline: Kant asks states to ease regulation for sugar, liquor industries**

## चीनी, शराब और पर्यटन क्षेत्र के नियम हों उदार : कांत

जागरण ब्यूरो, नई दिल्ली

नीति आयोग के सीईओ अमिताभ कांत ने राज्यों से आग्रह किया है कि वे चीनी, शराब और पर्यटन के क्षेत्र में नियमों को आसान बनाएं। कांत का कहना था कि इससे देश की ईज ऑफ डूइंग बिजनेस रैंकिंग को सुधारने में मदद मिलेगी। उन्होंने कहा कि इन तीनों क्षेत्रों में रोजगार सृजन और देश की विकास दर को बढ़ाने की संभावनाएं हैं।

चीनी, शराब और पर्यटन उद्योग के अध्ययन पर आधारित ईज ऑफ डूइंग बिजनेस रिपोर्ट जारी करते हुए कांत ने कहा कि सरकार सिर्फ एक सहायक की भूमिका निभा सकती है। ईज ऑफ डूइंग बिजनेस से संबंधित यह रिपोर्ट 'फर्स्ट इंडिया फाउंडेशन' ने तैयार की है। रिपोर्ट में चीनी उद्योग, पर्यटन और शराब उद्योग के संबंध में कई सुधारों की सिफारिश की गई है।

इस फाउंडेशन की सिफारिशों का महत्व इसलिए है क्योंकि इसकी स्थापना नीति आयोग के ही वाइस चेयरमैन राजीव कुमार ने की थी। इस फाउंडेशन के चेयरमैन डॉ. रामगोपाल

नीति आयोग के सीईओ ने की पर्यटन, शराब व चीनी उद्योग के क्षेत्र में सुधार की वकालत

कहा - राज्यों के सहयोग से सुधारी जा सकती है ईज ऑफ डूइंग बिजनेस में भारत की रैंकिंग

अग्रवाल नीति आयोग में विशिष्ट फेलो के रूप में तैनात हैं। विश्व बैंक की ईज ऑफ डूइंग बिजनेस रैंकिंग पर भारत का रैंक 77वां है। कांत ने कहा कि राज्यों में ईज ऑफ डूइंग बिजनेस में सुधार आया है लेकिन कई क्षेत्रों में अब भी नियंत्रण की स्थिति है और उन क्षेत्रों में सुधार की गुंजाइश है। अब भी कई ऐसे क्षेत्र हैं जहां इंस्पेक्टर राज कायम है। इन क्षेत्रों में डिजिटलाइजेशन भी बेहद कम रहा है। खासकर अल्कोहल पेय, चीनी जैसे क्षेत्र ऐसे हैं जहां भारत में अभी काफी वृद्धि की गुंजाइश है। पर्यटन के लिए भी कई क्षेत्रों में बदलाव की जरूरत है। चीनी उद्योग का जिक्र करते हुए उन्होंने कहा कि इसकी स्थिति सुधारने के लिए राज्यों ने कई कदम उठाए हैं।



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**Headline: Kant asks states to ease regulation for sugar, liquor industries**

## चीनी, अल्कोहल व पर्यटन में 8 करोड़ रोजगार पैदा हुए

एजेंसी | नई दिल्ली

सरकारी योजनाओं, कार्यक्रमों और प्रयासों से चीनी, अल्कोहल और पर्यटन के क्षेत्र में पिछले साल आठ करोड़ से अधिक रोजगार पैदा हुए। नीति आयोग के सीईओ अमिताभ कांत ने शुक्रवार को यह रिपोर्ट जारी की। गैर-सरकारी संगठन पहले इंडिया फाउंडेशन की इस रिपोर्ट के मुताबिक देश में लगभग 3.5 करोड़ तैयार किसान हैं। चीनी उद्योग 3.5 लाख लोगों को, अल्कोहल उद्योग 15 लाख लोगों को और पर्यटन उद्योग 4.2 करोड़ लोगों को रोजगार देता है। रिपोर्ट में कहा गया है कि राज्यों को कारोबार के अनुकूल माहौल बनाने के प्रयास करने चाहिए और प्रक्रियाओं को सरल बनाना चाहिए।



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## राष्ट्रीय सहारा

**Headline: Kant asks states to ease regulation for sugar, liquor industries**

# चीनी, अल्कोहल, पर्यटन क्षेत्र में मिले आठ करोड़ रोजगार

► इन क्षेत्रों में भारत के अग्रणी बनने की भारी संभावनाएं : नीति आयोग

■ नई दिल्ली (वार्ता) ।

देश में बेरोजगारी को लेकर भले संकट गहरा रहा है लेकिन नीति आयोग के आंकड़े कुछ और ही बयां कर रहे हैं। आयोग ने कहा है कि सरकार की विभिन्न योजनाओं और प्रयासों से चीनी, अल्कोहल और पर्यटन के क्षेत्र में बीते वर्ष आठ करोड़ से अधिक रोजगार के अवसर सृजित किए गए हैं।

नीति आयोग के सीईओ अमिताभ कांत ने शुक्रवार को यहां कारोबार के अनुकूल माहौल बनाने से संबंधित एक रिपोर्ट जारी करते हुए कहा कि चीनी, अल्कोहल और पर्यटन के क्षेत्र में रोजगार के अवसरों में बहुत वृद्धि हुई है। इन तीनों क्षेत्रों में भारत के अग्रणी बनने की व्यापक संभावनाएं हैं। यह रिपोर्ट इन तीनों क्षेत्रों पर केंद्रित है। इस रिपोर्ट



स्पष्ट

■ बीते वर्ष इन तीनों क्षेत्रों में रोजगार के अवसरों में दर्ज हुई जोरदार वृद्धि : कांत  
■ देश का चीनी उद्योग 3.5 लाख करोड़ और पर्यटन उद्योग मुहैया करा रहा है 4.2 करोड़ रोजगार

को गैर सरकारी संगठन पहल इंडिया फाउंडेशन ने तैयार किया है। रिपोर्ट में कहा गया है कि कारोबार के अनुकूल माहौल बनाने से व्यापार में तेजी से बढ़त होगी और अर्थव्यवस्था के विकास में मदद मिलेगी।

चीनी, अल्कोहल और पर्यटन उद्योग का विश्लेषण करते हुए रिपोर्ट में कहा गया

है कि देश में लगभग साढ़े तीन करोड़ गन्ना किसान हैं। चीनी उद्योग प्रत्यक्ष एवं अप्रत्यक्ष रूप से तीन लाख 50 हजार लोगों को रोजगार उपलब्ध कराता है। अल्कोहल उद्योग 15 लाख लोगों को रोजगार देता है। पर्यटन उद्योग कुल मिलाकर 4.2 करोड़ लोगों को रोजगार देता है।

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**Headline: Kant asks states to ease regulation for sugar, liquor industries**

# चीनी उद्योग को राहत दें : कांत

नई दिल्ली | एजेसी

नीति आयोग के मुख्य कार्यकारी अधिकारी (सीईओ) अमिताभ कांत ने शुक्रवार को राज्यों से चीनी, अल्कोहल वाले पेय और पर्यटन क्षेत्रों को भारी-भरकम नियमनों से मुक्त करने को कहा है। उन्होंने कहा कि यदि ऐसा किया जाता है तो देश में कारोबार सुगमता की स्थिति बेहतर हो सकेगी।

अमिताभ कांत ने कहा कि पर्यटन, अल्कोहल वाले पेय और चीनी उद्योग में रोजगार पैदा करने और देश की वृद्धि की कहानी को आगे बढ़ाने की क्षमता है।



## ● अमिताभ कांत

नीति आयोग के सीईओ ने भारत में कारोबार सुगमता रिपोर्ट जारी किए जाने के मौके पर कहा कि सरकार इसमें अधिक से अधिक उत्प्रेरक या सहायक की भूमिका निभा सकती है। उन्होंने कहा कि संपदा का सृजन निजी क्षेत्र द्वारा किया

जाना है। ऐसे में बरसों से जमे इन नियमों को हटाया जाना चाहिए। यह रिपोर्ट चीनी, अल्कोहल वाले पेय और पर्यटन उद्योग के अध्ययन पर आधारित है।

कांत ने कहा, दो साल में कारोबार सुगमता रैंकिंग में भारत शीर्ष 30 देशों में आ जाएगा। हालांकि, साथ ही उन्होंने कहा लक्ष्य को हासिल करने के लिए राज्यस्तर पर सुधार की जरूरत है। भारत अभी कारोबार सुगमता रैंकिंग में 77वें स्थान पर है। अधिक निवेश, अधिक निर्णय और काफी कुछ राज्यों में होने की वजह से हमें राज्यों में नियमों को आसान और सुगम करना होगा।



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## पंजाब केसरी

**Headline: Kant asks states to ease regulation for sugar, liquor industries**

### शराब बनाने के लिए 10,900 लाइसेंस की जरूरत : रिपोर्ट

नई दिल्ली, (पंजाब केसरी) : भारत में डिस्टिलरीज (जहां शराब बनाई जाती है) खोलना आसान काम नहीं है। डिस्टिलरीज खोलने के लिए भारत में 11,000 लाइसेंस की जरूरत होती है। इन सभी लाइसेंस को हर साल रिन्यू भी करना होता है। रिन्यू की फीस भी हर साल बढ़ती जाती है। पहल इंडिया फाउंडेशन की तरफ से इज ऑफ डूइंग बिजनेस इन इंडिया पर रिपोर्ट जारी करने के दौरान इस बात का खुलासा हुआ। रिपोर्ट को नीति आयोग के सीईओ अमिताभ कांत ने जारी किया।

रिपोर्ट जारी करने के मौके पर इंटरनेशनल स्पिरिट्स एंड वाइन एसोसिएशन ऑफ इंडिया के कार्यकारी चेयरमैन अमृति किरन सिंह ने बताया कि शराब उद्योग से हर राज्य को 20-30 फीसदी का राजस्व मिलता है। उन्होंने बताया कि शराब से सरकार को मिलने वाले राजस्व का अंदाजा इस बात से लगाया जा सकता है कि अगर आप 100 रुपये की शराब खरीद रहे हैं तो उसमें से लगभग 66 रुपये सरकार के पास टैक्स के रूप में जाएंगे। इसके बावजूद शराब निर्माताओं को लगभग 11,000 लाइसेंस लेने पड़ते हैं।



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14 <sup>th</sup> September 2019	Amar Ujala	11	New Delhi/Hindi

**अमर उजाला**  
जोश! सूच का!

**Headline: Kant asks states to ease regulation for sugar, liquor industries**

## चीनी-पर्यटन उद्योग से नियमों का बोझ घटाएं राज्य

नई दिल्ली। नीति आयोग के सीईओ अमिताभ कांत ने शुक्रवार को कहा कि राज्य सरकारों को चीनी, पर्यटन और अल्कोहल पेय पदार्थों के उद्योगों को भारी-भरकम नियमन के बोझ से राहत देनी चाहिए। ऐसा किया जाता है तो देश में कारोबारी सुगमता की स्थिति बेहतर हो सकेगी।

देश में कारोबारी सुगमता पर एक रिपोर्ट जारी करते हुए कांत ने कहा कि पर्यटन, अल्कोहल वाले पेय और चीनी उद्योग में रोजगार पैदा करने और देश की वृद्धि को आगे बढ़ाने की



**नीति आयोग के सीईओ ने कहा, इस कदम से कारोबारी सुगमता बढ़ाने में मदद मिलेगी**

क्षमता है। सरकार इसमें अधिक उत्प्रेरक या सहायक की भूमिका निभा सकती है। उन्होंने कहा कि संपदा का सृजन निजी क्षेत्र द्वारा किया जाना है। उन्होंने कहा कि अल्कोहल पेय पदार्थों के उद्योगों पर अभी तीन संस्थाओं एक्साइज, एफएसएसआई और एलएमआर का नियमन है। इसे

घटाकर एक किया जाना चाहिए। इसी तरह, चीनी उद्योग में भी खुदरा बिक्री और वाणिज्यिक बिक्री के लिए अलग-अलग दरें तय करने का तंत्र बनाया जाना चाहिए। इस उद्योग को एक समेकित नीति की जरूरत है। इस कदम से कारोबारी सुगमता की रैंकिंग बढ़ाने में मदद मिलेगी। एजेंसी

**दो साल में शीर्ष-30 तक आने का लक्ष्य**

अमिताभ कांत ने कहा कि अगले दो साल में कारोबारी सुगमता रैंकिंग में भारत शीर्ष-30 में आ जाएगा। इस लक्ष्य को हासिल करने के लिए राज्य स्तर पर सुधार की जरूरत है। भारत अभी कारोबारी सुगमता रैंकिंग में 77वें स्थान पर है। कांत ने कहा कि अधिक निवेश, अधिक निर्णय और काफी कुछ राज्यों में होने की वजह से हमें राज्यों में नियमों को आसान और सुगम करना होगा।

Date	Publication	Page no	Edition/Language
14 <sup>th</sup> September 2019	Amar Ujala	06	New Delhi/Hindi

## अमर उजाला

जोश! सूच का!

**Headline: Kant asks states to ease regulation for sugar, liquor industries**

### चीनी का निर्यात बढ़ाने के लिए व्यापक नीति की जरूरत: कांत

नई दिल्ली। चीनी के निर्यात को बढ़ावा देने के लिए व्यापक नीति की जरूरत है जबकि विनियमित क्षेत्र के रूप अल्कोहल (पेय) की बेहतरी के लिए आबकारी अधिनियम में संशोधन किया जाना चाहिए। वहीं पर्यटन को राज्य सूची में शामिल करने से इस क्षेत्र को काफी बढ़ावा मिलेगा। इन तीनों क्षेत्र में जरूरी संशोधन कर देश के

आर्थिक विकास को गति दी जा सकती है। शुक्रवार को इंडिया हैबिटेड सेंटर में आयोजित कार्यक्रम में नीति आयोग के सीईओ अमिताभ कांत ने चीनी, पर्यटन और अल्कोहल क्षेत्र की एक समेकित रिपोर्ट का अनावरण किया। इस दौरान सीईओ ने कहा कि इन तीनों क्षेत्रों में कारोबार को और सुलभ बनाने के लिए ईज ऑफ डूइंग बिजनेस की समेकित रिपोर्ट में की गई सिफारिशों को लागू करने की जरूरत है। इसमें क्षेत्रीय दृष्टिकोण अपनाने पर जोर देते हुए



इंडिया फाउंडेशन की रिपोर्ट जारी करते नीति आयोग के सीईओ अमिताभ कांत, अरुण सेठ व निरुपमा सुंदराजन। अमर उजाला

कहा कि इससे व्यापार और सुलभ होगा। ऑनलाइन मॉडल को बढ़ावा देने से कई तरह के व्यापक बदलाव आएंगे। रिपोर्ट में एक्साइज एक्ट में संशोधन को जरूरी बताया गया है जबकि चीनी के निर्यात के लिए व्यापक नीति की जरूरत बताई गई है। उद्योगियों ने कहा कि अल्कोहल एक विनियमित क्षेत्र है, जिसे आगे भी जारी रखते हुए एक्साइज एक्ट के प्रावधानों को लागू करने के लिए वक्त तय करना भी बेहद जरूरी है। उन्होंने लाइसेंसिंग प्रक्रिया को आसान बनाने की सलाह दी। ब्यूरो





# **ONLINE COVERAGE**



Date	Publication	Category
17 <sup>th</sup> September 2019	Cogencis	Online

#### [C] Study pitches for mkt-based pricing mechanism for commercial sugar

Cogencis, Friday, Sep 13

NEW DELHI - The government should free sugar sold for commercial consumption from various pricing mechanisms governing the sector, a report by Pahle India Foundation said.

Commercial prices should be determined by the market while retail prices may continue to be in government's kitty, the report recommended, adding that this would help the industry make up for any reduction made for the retail prices.

Instead of having a state advised price for sugarcane, sugar mills across the country should be allowed to pay any price over and above the fair and remunerative price fixed by the government, depending upon their economic status, it said.

"A higher sugarcane price is economically beneficial for the farmer, but adverse for the miller. Lack of alignment between prices of sugarcane and sugar results in high dues for farmers, lack of trust between both parties and an overall negative sentiment," the policy think tank said.

Sugar mills in the country owe over 70 bln rupees of cane dues to farmers.

Cane payments should also be made within 60 days of the purchase, it said.

"The decision to share revenues from sugar and its by-products should rest entirely with the miller...since the role of the farmer is limited to supply of harvested sugarcane, it would be unfair to mandate the millers to share revenue generated from innovation and other value-added services," the report said.

The Rangarajan Committee has recommended a revenue sharing model between farmers and sugar mills.

In order to boost exports, government should provide transport and handling charges to sugar mills, replace the subsidy with value-added benefits such as quality assurance training, packaging, agricultural support to farmers, access to markets and marketing, and sign preferential trade agreements through the World Trade Organisation.

Looking at the dire need to get rid of excess stocks of 14.5 mln tn, the government announced a subsidy of 62.7 bln rupees to export 6 mln tn sugar in 2019-20 (Oct-Sep).

Post goods and services tax, sugar cess which contributed to the Sugar Development Fund was abolished. To help mills in times of a financial crisis, they should contribute some amount to the fund, depending on their profit margins, the study said.

The government should also ensure that all registered associations invest a minimum amount to the research and development, a part of which could be used in developing cluster farms, drip irrigation and zero discharge plants, the report said.

To bring sugar manufacturers, and gur and khandsari producers at par, the latter should be included in the formal sugar sector. It would provide them with better access to credit to expand their operations, help farmers improve their aggregate income, and improve quality of the end-product, it said.

The study pointed to stiff regulation of sugar sector in India.

From "area allocation, purchase price of sugarcane, quantity of sugarcane purchased, quantity of sugar released, and the selling price of sugar", all are decided by the Centre, it said.

On the other hand, gur and khandsari manufacturers have the advantage of procuring, producing and selling their produce according to their business requirements.

In order to improve the recovery rate of sugar, farmers should be encouraged to develop sucrose-rich varieties that consume less water and are resistant to local pests, it

suggested. This would also help in reducing the cost of production of sugar which is 5 rupees higher than the government-mandated minimum selling price of 31 rupees a kg.

The low recovery rate in India is mainly because of low quality inputs used by farmers and lack of training and infrastructure support to them. The highest India has seen is 12.4% recovery rate at a mill in Uttar Pradesh because of high quality input used for cane production, it said.

In order to increase ethanol blending with petrol, the storage and blending capacities of oil marketing companies should be increased as government has been encouraging production of the bio-fuel and currently the blending rate is very low in the country, the note from the policy think tank said.

The government's biofuel policy aims to achieve 7% ethanol blending with petrol in 2019-20 at 2.6 bln ltr, and 10% by 2020-22.

The report also suggests doing away with restrictions on movement of ethanol across state borders.

"Movement of by-products of sugar must be de-controlled. Karnataka has made ethanol control free, however molasses movement is still regulated...Easing these norms will have a positive impact for the alcohol beverages sector," Pahle India Foundation said.

At a time when sugar sector is undergoing tremendous stress and financial health of mills are not in a good shape, ethanol seems the only breather, it said. End



Date	Publication	Category
16 <sup>th</sup> September 2019	Asian Age	Online

<https://www.asianage.com/business/economy/160919/govt-keen-to-bring-india-among-top-25-countries-in-ease-of-business-kant.html>

## THE ASIAN AGE

### Govt keen to bring India among top 25 countries in ease of business: Kant

**New Delhi:** NITI Aayog CEO Amitabh Kant on Saturday said that Prime Minister Narendra Modi is keen that India is in the top 50 countries in the ease of doing business in the next two years and governments' next target is to bring the country among the first 25 in next five years.

Launching the report published by Pahle India Foundation on the ease of doing business here, he said it is important that India grows rapidly as it is going through demographic transition which rarely happens in history.

"We need to lift a vast segment of the population above the poverty line. There is a need to improve the ease of doing business. We have to do away with the rules and regulation brought over the years. Our government has already scrapped 1300 laws," he said.

Kant said digitisation is imperative for the growth of the country and the government has tried to digitise every sector of the economy in the past five years.

He said the government has tried to cut away human intervention and that is a reason why India was able to rise in ease of doing business rankings.

India's rank in the World Bank's Ease of Doing Business 2019 survey climbed 23 places to 77.

"Prime Minister Narendra Modi wants India among top 50 on ease of doing business index in the next two years. The governments' next target is to bring India in top 25 in next five years," Kant said.

Pahle India Foundation's report looks at sugar, alco-bev and tourism industries as an integrated value chain and suggests a sectoral approach as the next step in the ease of doing business evaluation framework."

The report - An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alco-Bev, and Tourism - states that three industry sectors alone provided employment to nearly 80 million people in India in 2018.



Date	Publication	Category
16 <sup>th</sup> September 2019	Deccan Chronicle	Online

<https://www.deccanchronicle.com/business/economy/160919/govt-keen-to-bring-india-among-top-25-countries-in-ease-of-business-k.html>

## DECCAN Chronicle

### Govt keen to bring India among top 25 countries in ease of business: Kant

Govt has tried to cut away human intervention and that is a reason why India was able to rise in ease of doing business rankings.



📷 NITI Aayog CEO Amitabh Kant.

**New Delhi:** NITI Aayog CEO Amitabh Kant on Saturday said that Prime Minister Narendra Modi is keen that India is in the top 50 countries in the ease of doing business in the next two years and governments' next target is to bring the country among the first 25 in next five years.

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Date	Publication	Category
15 <sup>th</sup> September 2019	The New Indian Express	Online

<http://www.newindianexpress.com/business/2019/sep/15/liquor-sales-in-india-to-triple-by-2022-but-red-tape-binds-the-industry-2033722.html>



## **‘Liquor sales in India to triple by 2022, but red tape binds the industry’**

*Moreover, being a state subject, the industry has to deal with multiple authorities to get a large number of clearances to do business.*

With change in demographics, improvement in standards of living and higher disposable incomes, the annual consumption of alcoholic beverages in India would reach 16.8 billion litres by the end of 2022 from 5.94 billion litres in 2018, according to the estimates of an independent market research report. The Pahle India Foundation report on Ease of Doing Business, however, points out that the alcoholic-beverages industry in the country faces a myriad of restrictive policies and complex, excessive regulation.

The report said that despite the growing significance of the sector since 1990s, its potential to generate revenues for the states, and the recent importance given to improving Ease of Doing Business in India, the industry is rarely awarded the same importance that other manufacturing sectors get. Budget estimates for the total excise revenue generated by the alcoholic-beverages industry alone in 2019-20 is to the tune of Rs1.4 lakh crore, an increase of 15 per cent from last year's revised estimates.

Date	Publication	Category
15 <sup>th</sup> September 2019	Dainik Jagran	Online

<https://m.jagran.com/business/biz-government-keen-to-bring-india-among-top-25-countries-in-ease-of-business-ranking-19578999.html>



## ईज ऑफ डूइंग बिजनेस में टॉप 25 में आने की तैयारी कर रहा भारत

*भारत अगले दो वर्षों में ईज ऑफ डूइंग बिजनेस रैंक में दुनिया के टॉप 50 देशों में शामिल होना चाहता है।...*

**नई दिल्ली, एएनआइ।** नीति आयोग के सीईओ अमिताभ कांत ने कहा है भारत अगले दो वर्षों में ईज ऑफ डूइंग बिजनेस रैंक में दुनिया के टॉप 50 देशों में शामिल होना चाहता है। इसके बाद सरकार अगले पांच वर्षों में ऊपर के 25 देशों में शामिल होने का लक्ष्य रखेगी।

कांत 'पहले इंडिया फाउंडेशन' द्वारा तैयार ईज ऑफ डूइंग बिजनेस रिपोर्ट को जारी करने के मौके पर बोल रहे थे। उन्होंने कहा कि भारत इस समय डेमोग्राफिक ट्रांजिशन के दौर से गुजर रहा है, इसलिए तेज विकास होना महत्वपूर्ण है। कांत ने कहा कि हमें अपनी बड़ी जनसंख्या को गरीबी रेखा से ऊपर उठाने की जरूरत है, इसलिए व्यापार को आसान बनाना होगा। हमने पिछले कुछ वर्षों में इस विषय में बेहतर काम किया है इस दौरान 1,300 व्यर्थ कानूनों को पहले ही हटाया जा चुका है।

डिजिटल इंडिया पर बोलते हुए नीति आयोग के सीईओ ने कहा कि ग्रोथ बढ़ाने के लिए डिजिटलीकरण जरूरी है। हमने इसको ध्यान में रखते हुए बीते पांच साल में इकोनॉमी के प्रत्येक क्षेत्र को डिजिटल करने पर ध्यान दिया है। गैर-जरूरी मानवीय हस्तक्षेप को रोकने का प्रयास किया गया है, जिसकी वजह से ईज ऑफ डूइंग बिजनेस में भारत की रैंक में सुधार हुआ है। वल्ड बैंक की इस साल जारी ईज ऑफ डूइंग बिजनेस रैंकिंग में भारत 23 स्थान ऊपर पहुंच गया है। गौरतलब है कि 2014 में प्रधानमंत्री नरेंद्र मोदी के नेतृत्व में सरकार ने ईज ऑफ डूइंग बिजनेस को बढ़ावा देने के लिए कई कदम उठाए हैं। इसका फायदा यह हुआ है कि पिछले दो वर्षों में भारत की रैंकिंग सुधरी है।





Date	Publication	Category
15 <sup>th</sup> September 2019	UNI India	Online

<http://www.uniindia.com/sugar-alcohol-and-tourism-together-created-employment-for-nearly-80-million-people-in-india-in-2018-says-pahle-india-foundation-report/newsvoir/news/1727795.html>

**United News of India**  
India's Multi Lingual News Agency

## Sugar, Alcohol and Tourism together Created Employment for Nearly 80 Million People in India in 2018, says Pahle India Foundation Report

**Pahle India Foundation (PIF)** – an FCRA certified, not-for-profit policy think-tank – in its latest report titled “**An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alco-Bev, and Tourism**” has pointed out that these three industry sectors under study together provided employment to nearly 80 million people in India in 2018.

The report, unveiled by **Mr. Amitabh Kant**, CEO, **NITI Aayog**, at an event organised in India Habitat Centre, New Delhi on 13<sup>th</sup> September, 2019, recommends an integrated sectoral approach to EoDB for more quantifiable gains in state GDP. It examines three industries as case studies, viz. sugar, alcoholic beverages, and tourism, to show how a small reform in one of these sectors can create cumulative economic impact across the value chain and for the state because of their inter-linkages.

Speaking at the event **Mr. Kant** in his key-note address said, “*DPIIT's ranking of states for EoDB was initiated by me when I was Secretary, when it was still known as DIPP. The framework for the ranking is an evolving process. Pahle India Foundation's report looks at sugar, alco-bev and tourism industries as an integrated value chain, and, suggests a sectoral approach as the next step in the EoDB evaluation framework. This is certainly worth considering. I find the selection of these three industries also quite apt, because it allows for an evaluation of the division of responsibilities between Centre and states, and as a federal economy, our efforts have to be aligned for scaling up EoDB in India. This would take us a step forward in making India the world's business destination.*”



Date	Publication	Category
14 <sup>th</sup> September 2019	Business Standard	Online

[https://www.business-standard.com/article/news-ani/government-keen-to-bring-india-among-top-25-countries-in-ease-of-business-rankings-kant-119091400631\\_1.html](https://www.business-standard.com/article/news-ani/government-keen-to-bring-india-among-top-25-countries-in-ease-of-business-rankings-kant-119091400631_1.html)

## Business Standard

### Government keen to bring India among top 25 countries in ease of business rankings: Kant

NITI Aayog CEO Amitabh Kant on Saturday said that Prime Minister Narendra Modi is keen that India is in the top 50 countries in the ease of doing business in the next two years and governments' next target is to bring the country among the first 25 in next five years.

Launching the report published by Pahle India Foundation on the ease of doing business here, he said it is important that India grows rapidly as it is going through demographic transition which rarely happens in history.

"We need to lift a vast segment of the population above the poverty line. There is a need to improve the ease of doing business. We have to do away with the rules and regulation brought over the years. Our government has already scrapped 1300 laws," he said.

Kant said digitisation is imperative for the growth of the country and the government has tried to digitise every sector of the economy in the past five years.

He said the government has tried to cut away human intervention and that is a reason why India was able to rise in ease of doing business rankings.





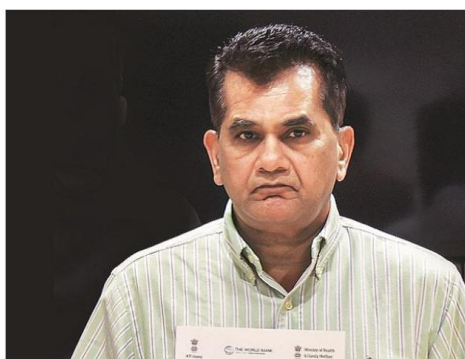
Date	Publication	Category
14 <sup>th</sup> September 2019	Business Standard	Online

[https://www.business-standard.com/article/economy-policy/improving-ease-of-doing-business-think-tank-moots-sector-based-model-119091400008\\_1.html](https://www.business-standard.com/article/economy-policy/improving-ease-of-doing-business-think-tank-moots-sector-based-model-119091400008_1.html)

## Business Standard

### Improving ease of doing business: Think tank moots sector-based model

While the World Bank's ranking rests on ease of doing business in Mumbai and Delhi, the DPIIT's is based on reforms done in states



*"Much of the investment, much of the decision making, much of what happens in India happens in states and therefore we need to make states easy and simple," Amitabh Kant, Chief Executive, NITI Aayog*

Pahle India Foundation, a policy think tank, has come out with its model of ease of doing business, which is different from those compiled by the World Bank and the Department for Promotion of Industry and Internal Trade (DPIIT). The foundation said the rankings by the World Bank and the DPIIT on ease of doing business have not led to discernible differences in the economic conditions at the ground level.



Date	Publication	Category
14 <sup>th</sup> September 2019	The New Indian Express	Online

<http://www.newindianexpress.com/business/2019/sep/14/outdated-laws-hampering-sugar-sector-2033450.html>



## Outdated laws hampering sugar sector

*About the sugar industry, the report said, one of the primary problems faced by the industry is the pricing of sugarcane.*

NEW DELHI: Outdated laws and rigid licensing norms are impacting the growth potential of three sectors — sugar, tourism and alcohol-beverage, which had provided eight crore jobs in India last year, said **a study by Pahle India Foundation**. While the Central government has been proactive in weeding out outdated laws and practices, there hasn't been much push from state governments, it said.

The study said that an alcoholic beverage manufacturer needs 50 brand registrations to sell five products in 10 states and the process of getting a label registered may take anywhere between 30-60 days. Moreover, the process for renewing licensing and getting registrations are done offline in many states and there is a lack of coordination between State Excise, Food Safety and Standards Authority of India and other departments on what goes on a label.

It added that price approvals and increases (by government) are swathed in opacity and discretionary powers, with little or no transparency, no clear process laid down in law and no guiding principle.

About the sugar industry, the report said, one of the primary problems faced by the industry is the pricing of sugarcane. The price for sugarcane, known as Fair and Remunerative Price (FRP) is fixed based on the recovery rate and other parameters, by the Commission for Agricultural Costs and Prices.

“However, state government have got into the habit of announcing their own price known as State Advised Price (SAP),” the study noted.



Date	Publication	Category
14 <sup>th</sup> September 2019	Business Today	Online

<https://www.businesstoday.in/current/economy-politics/delhi-based-think-tank-calls-for-integrated-value-chain-approach-to-speed-up-growth/story/378954.html>

## Business Today

### Delhi-based think-tank calls for integrated value chain approach to speed up growth

In a just released study, PIF looks at three interlinked sectors - sugar, alcoholic beverages and tourism - to see how ease of doing business measures adopted by one sector can impact the fortunes of the other two

Delhi-based think-tank Pahle India Foundation (PIF) has advocated a new integrated value chain approach to make the government's ease of doing business (EoDB) measures more effective. In a just released study, PIF looks at three interlinked industry sectors - sugar, alcoholic beverages and tourism - to see how EoDB measures adopted by one sector can impact the fortunes of the other two.

"For example, by merely reducing the time taken to grant approvals for restaurants from nine months to three months, the state will accrue an additional revenue of Rs 38.76 crore, and the sugar millers/distillers will receive an additional revenue of Rs 51 lakh, which could potentially find its way towards payment of dues of a sugarcane cultivator," Nirupama Soundarajan of PIF says. According to her, the study makes macro and sector-specific recommendations to enable better alignment of policy reforms with the broader economic agenda of the states. "A sector-specific approach to ease of doing business will allow states to implement immediate reforms in sectors that are most crucial to their economy. The purpose of these calculations is to show that by merely reducing the amount of time for issuing licence (and the government incurs no expense in doing so, there is a significant economic gain," she explains.



Date	Publication	Category
14 <sup>th</sup> September 2019	Yahoo	Online

<https://in.news.yahoo.com/government-keen-bring-india-among-top-25-countries-114026907.html>



## **Government keen to bring India among top 25 countries in ease of business rankings: Kant**

New Delhi [India], Sep 14 (ANI): NITI Aayog CEO Amitabh Kant on Saturday said that Prime Minister Narendra Modi is keen that India is in the top 50 countries in the ease of doing business in the next two years and governments' next target is to bring the country among the first 25 in next five years.

Launching the report published by Pahle India Foundation on the ease of doing business here, he said it is important that India grows rapidly as it is going through demographic transition which rarely happens in history.

"We need to lift a vast segment of the population above the poverty line. There is a need to improve the ease of doing business. We have to do away with the rules and regulation brought over the years. Our government has already scrapped 1300 laws," he said.

Kant said digitisation is imperative for the growth of the country and the government has tried to digitise every sector of the economy in the past five years.

He said the government has tried to cut away human intervention and that is a reason why India was able to rise in ease of doing business rankings.

India's rank in the World Bank's Ease of Doing Business 2019 survey climbed 23 places to 77.

"Prime Minister Narendra Modi wants India among top 50 on ease of doing business index in the next two years. The governments' next target is to bring India in top 25 in next five years," Kant said.

Pahle India Foundation's report looks at sugar, alco-bev and tourism industries as an integrated value chain and suggests a sectoral approach as the next step in the ease of doing business evaluation framework."



Date	Publication	Category
14 <sup>th</sup> September 2019	CMIE	Online

<https://www.cmie.com/kommon/bin/sr.php?kall=warticle&dt=2019-09-14%2012:47:44&msec=843>



## Pahle India Foundation moots model of ease of doing business

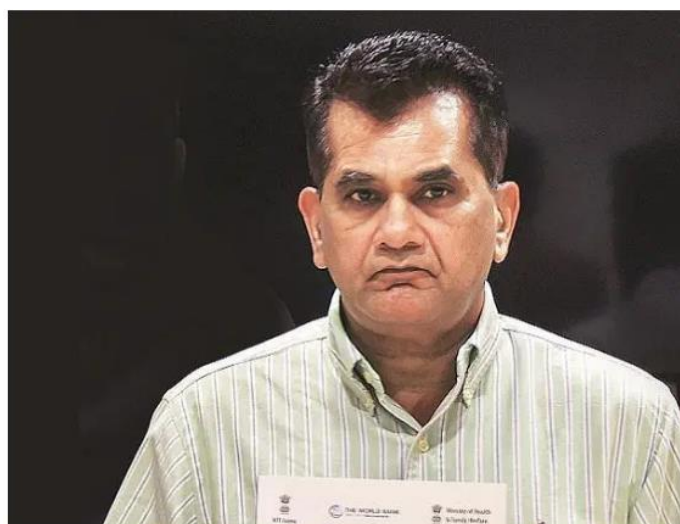
NITI Aayog CEO says report worth considering

Delhi-based think-tank Pahle India Foundation (PIF) in its report, 'An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alco-Bev, and Tourism', has recommended an integrated sectoral approach to improve government's ease of doing business and state GDPs. The report noted that the three industries, sugar, alcoholic beverages and tourism, together provided employment to about 80 million people in 2018. According to NITI Aayog's Chief Executive Officer (CEO) Amitabh Kant, PIF's recommendation is worth considering. While pointing out that India looks to improve the EoDB ranking to top 30 in the next two years, Kant said improvement at the state level is needed to achieve the target.

Date	Publication	Category
14 <sup>th</sup> September 2019	India Finance News	Online

<https://www.indiafinancenews.com/improving-ease-of-doing-business-think-tank-moots-sector-based-model/>

## India Finance News



Improving ease of doing business: Think tank moots sector-based model

Pahle India Foundation, a policy think tank, has come out with its model of ease of doing business, which is different from those compiled by the World Bank and the Department for Promotion of Industry and Internal Trade (DPIIT). The foundation said the rankings by the World Bank and the DPIIT on ease of doing business have not led to discernible differences in the economic conditions at the ground level.

“In fact, studies state that there is an insignificant, even if positive, impact of ease of doing business parameters on either economic growth or on investment per se,” the foundation said in a statement.



Date	Publication	Category
14 <sup>th</sup> September 2019	Loksatya	Online

<https://www.loksatya.com/business/eight-crore-jobs-created-in-sugar-alcohol-and-tourism-in-the-last-year/>



## बीते वर्ष में चीनी, अल्कोहल और पर्यटन में आठ करोड़ नौकरी सृजित

नयी दिल्ली,(लोकसत्य)। सरकार की विभिन्न योजनाओं, कार्यक्रमों और प्रयासों से चीनी, अल्कोहल और पर्यटन के क्षेत्र में बीते वर्ष आठ करोड़ से अधिक रोजगार के अवसर सृजित किये गये हैं।

नीति आयोग के मुख्य कार्यकारी अधिकारी अमिताभ कांत ने आज यहां कारोबार के अनुकूल माहौल बनाने से संबंधित एक रिपोर्ट जारी करते हुए कहा कि चीनी, अल्कोहल और पर्यटन के क्षेत्र में रोजगार के अवसरों में बहुत वृद्धि हुई है। इन तीनों क्षेत्रों में भारत के अग्रणी बनने की व्यापक संभावनायें हैं। यह रिपोर्ट इन तीनों क्षेत्रों पर केंद्रित है। इस रिपोर्ट को गैर सरकारी संगठन पहले इंडिया फाउंडेशन ने तैयार किया है। रिपोर्ट में कहा गया है कि कारोबार के अनुकूल माहौल बनाने से व्यापार में तेजी से बढ़त होगी और अर्थव्यवस्था के विकास में मदद मिलेगी।

चीनी, अल्कोहल और पर्यटन उद्योग का विश्लेषण करते हुए रिपोर्ट में कहा गया है कि देश में लगभग साढ़े तीन करोड़ गन्ना किसान हैं। चीनी उद्योग प्रत्यक्ष एवं अप्रत्यक्ष रूप से तीन लाख 50 हजार लोगों को रोजगार उपलब्ध कराता है। अल्कोहल उद्योग 15 लाख लोगों को रोजगार देता है। पर्यटन उद्योग कुल मिलाकर 4.2 करोड़ लोगों को रोजगार देता है।

रिपोर्ट के अनुसार राज्यों को कारोबार के अनुकूल माहौल बनाने के प्रयास करने चाहिए और प्रक्रियाओं को सरल बनाना चाहिए। इससे कारोबार को प्रोत्साहन मिलेगा और रोजगार के अधिक अवसर सृजित होंगे। इसलिये सरकारों को कारोबार के अनुकूल माहौल बनाने के लिए सुधारों पर ध्यान केंद्रित करना चाहिए। जिस प्रकार के केंद्र स्तर पर पुराने कानूनों को हटाया जा रहा है उसी प्रकार राज्यों को पुराने कानूनों को समाप्त करना चाहिए।

चीनी के लिए एक व्यापक नीति की जरूरत बताते हुए रिपोर्ट में कहा गया है कि इससे चीनी के निर्यात को प्रोत्साहन मिलेगा। अल्कोहल क्षेत्र में प्रक्रियाओं के लिए समयसीमा तय करने की आवश्यकता है। पर्यटन को राज्यसूची में शामिल किया जाना चाहिए और ऐसा करने से राज्यों की जिम्मेदारी बढ़ेगी।



Date	Publication	Category
13 <sup>th</sup> September 2019	Times of India	Online

<https://timesofindia.indiatimes.com/business/india-business/states-need-to-do-away-with-huge-regulations-for-sugar-alco-bev-industries-kant/articleshow/71114244.cms>

## THE TIMES OF INDIA

### States need to do away with huge regulations for sugar, alco-bev industries: Kant

New Delhi, Sep 13 () NITI Aayog  
CEO Amitabh Kant on Friday  
called upon states to ease  
regulations for sugar, alcohol  
beverages and tourism sectors  
to help improve the country's  
Doing Business ranking.

Kant highlighted that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

Government at best can be a facilitator, a catalyst, he noted, adding that wealth creation has to be done by the private sector and therefore, there is a need to do away with all these rules and regulations which have been amassed over the years.

Kant was speaking at the launch Ease of Doing Business in India report based upon a case study of sugar, alcohol-beverage and tourism industries.

While noting that India looks to improve the ease of business ranking to top 30 in the next two years, Kant pointed out that improvement at the state level is needed to achieve the target.

"Much of the investment, much of the decision making, much of what happens in India happens in states and therefore we need to make states easy and simple," he explained. India ranks 77th the World Bank's latest Doing Business report.

While acknowledging improvement by states in their rankings at the national level, he pointed out that some of the sectors are still heavily controlled by them.

"There is a massive amount of control by the states in terms of rules and regulation procedures and actually there are several sectors which are still persistent with the inspector raj," he explained.





Date	Publication	Category
13 <sup>th</sup> September 2019	Business Standard	Online

[https://www.business-standard.com/article/news-ani/sugar-alcohol-and-tourism-created-80-million-jobs-in-2018-report-from-pahle-india-foundation-119091301189\\_1.html](https://www.business-standard.com/article/news-ani/sugar-alcohol-and-tourism-created-80-million-jobs-in-2018-report-from-pahle-india-foundation-119091301189_1.html)

## Business Standard

### Sugar, Alcohol and Tourism created 80 million jobs in 2018- report from Pahle India Foundation

Pahle India Foundation (PIF) - an FCRA certified, not-for-profit policy think-tank - in its latest report titled 'An Integrated Value Chain Approach to Ease of Doing Business

The report, unveiled by Amitabh Kant, CEO, NITI Aayog, at an event organised in India Habitat Centre, New Delhi on 13th September, 2019, recommends an integrated sectoral approach to EoDB for more quantifiable gains in state GDP. It examines three industries as case studies, viz sugar, alcoholic beverages, and tourism, to show how a small reform in one of these sectors can create cumulative economic impact across the value chain and for the state because of their inter-linkages.



Date	Publication	Category
13 <sup>th</sup> September 2019	Business Standard	Online

[https://wap.business-standard.com/article-amp/pti-stories/states-need-to-do-away-with-huge-regulations-for-sugar-alco-bev-industries-kant-119091300972\\_1.html](https://wap.business-standard.com/article-amp/pti-stories/states-need-to-do-away-with-huge-regulations-for-sugar-alco-bev-industries-kant-119091300972_1.html)

## Business Standard

### States must ease sugar sector norms for better Ease of Doing Biz rank: Kant

NITI Aayog CEO [Amitabh Kant](#) on Friday called upon states to ease regulations for sugar, alcohol beverages and tourism sectors to help improve the country's Doing Business ranking.

"A sector-specific approach to [ease of doing business](#) will allow states to implement immediate reforms in sectors that are most crucial to their economy. For example, by merely reducing the time taken to grant approvals for restaurants (PBCL segment) from 9 months to 3 months, the state will accrue an additional revenue of Rs 38.76 crore, and the sugar millers/distillers will receive an additional revenue of Rs 51 lakh which could potentially find its way towards payment of dues of a sugarcane cultivator," said Nirupama

Soundarajan of Pahle India Foundation.



Date	Publication	Category
13 <sup>th</sup> September 2019	The Hindu Business Line	Online

<https://www.thehindubusinessline.com/economy/states-must-work-to-improve-nations-doing-business-rank-kant/article29410506.ece>

## THE HINDU BusinessLine

### States must work to improve nation's 'Doing Business' rank: Kant



Amitabh Kant, CEO, NITI Aayog

NITI Aayog CEO Amitabh Kant on Friday called upon States to relax regulations for sugar, alcohol beverages and tourism sectors to help improve the country's 'Doing Business' ranking.

Kant said that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

The Government, at best, can be a facilitator, a catalyst, he said, adding that wealth creation has to be done by the private sector and there is a need to do away with all these rules and regulations.

Kant was speaking at the launch Ease of Doing Business in India report based on a case study of sugar, alcohol-beverage and tourism industries.

While pointing out that India looks to improve the 'ease of business' ranking to top 30 in the next two years, Kant said improvement at the State

level is needed to achieve the target.

Date	Publication	Category
13 <sup>th</sup> September 2019	ANI News	Online

<https://www.aninews.in/news/business/government-keen-to-bring-india-among-top-25-countries-in-ease-of-business-rankings-kant20190914171026/>



## Government keen to bring India among top 25 countries in ease of business rankings: Kant

New Delhi [India], Sep 14 (ANI): NITI Aayog CEO Amitabh Kant on Saturday said that Prime Minister Narendra Modi is keen that India is in the top 50 countries in the ease of doing business in the next two years and governments' next target is to bring the country among the first 25 in next five years.

Launching the report published by Pahle India Foundation on the ease of doing business here, he said it is important that India grows rapidly as it is going through demographic transition which rarely happens in history.

"We need to lift a vast segment of the population above the poverty line. There is a need to improve the ease of doing business. We have to do away with the rules and regulation brought over the years. Our government has already scrapped 1300 laws," he said.

Kant said digitisation is imperative for the growth of the country and the government has tried to digitise every sector of the economy in the past five years.

He said the government has tried to cut away human intervention and that is a reason why India was able to rise in ease of doing business rankings.

India's rank in the World Bank's Ease of Doing Business 2019 survey climbed 23 places to 77.

"Prime Minister Narendra Modi wants India among top 50 on ease of doing business index in the next two years. The governments' next target is to bring India in top 25 in next five years," Kant said.



Date	Publication	Category
13 <sup>th</sup> September 2019	ANI News	Online

<https://www.aninews.in/news/business/sugar-alcohol-and-tourism-created-80-million-jobs-in-2018-report-from-pahle-india-foundation20190913195513/>



## Sugar, Alcohol and Tourism created 80 million jobs in 2018-report from Pahle India Foundation

New Delhi [India] Sept 13 (ANI/NewsVoir): Pahle India Foundation (PIF) - an FCRA certified, not-for-profit policy think-tank - in its latest report titled 'An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alco-Bev, and Tourism' has pointed out that these three industry sectors under study together provided employment to nearly 80 million people in India in 2018.

The report, unveiled by Amitabh Kant, CEO, NITI Aayog, at an event organised in India Habitat Centre, New Delhi on 13th September, 2019, recommends an integrated sectoral approach to EoDB for more quantifiable gains in state GDP. It examines three industries as case studies, viz sugar, alcoholic beverages, and tourism, to show how a small reform in one of these sectors can create cumulative economic impact across the value chain and for the state because of their inter-linkages.

"DPIIT's ranking of states for EoDB was initiated by me when I was Secretary, when it was still known as DIPP. The framework for the ranking is an evolving process. Pahle India Foundation's report looks at sugar, alco-bev and tourism industries as an integrated value chain, and, suggests a sectoral approach as the next step in the EoDB evaluation framework. This is certainly worth considering. I find the selection of these three industries also quite apt, because it allows for an evaluation of the division of responsibilities between Centre and states, and as a federal economy, our efforts have to be aligned for scaling up EoDB in India. This would take us a step forward in making India the world's business destination," said Amitabh Kant.





Date	Publication	Category
13 <sup>th</sup> September 2019	Outlook Money	Online

<https://www.outlookindia.com/outlookmoney/finance/to-grow-rapidly-india-needs-to-scrap-regulations-piled-up-over-years-niti-aayog-ceo-3557>



## To Grow Rapidly, India Needs To Scrap Regulations Piled Up Over Years: NITI Aayog CEO

Adding a lot of rules and regulations year after year has made India extremely complex to do business in and there is a need to do away with all those rules to improve ease of doing business (EoDB) in the country, NITI Aayog CEO Amitabh Kant said on Friday.

“There is no substitute to growth. Growth provides the impetus to eliminating poverty and providing jobs. But one critical factor of growth is that countries have to become easy and simple,” he said while unveiling a report by policy think-tank Pahle India Foundation.

Speaking at the event, Kant said that in India, policymakers added a lot of rules and regulations year after year and made the country “extremely complex and complicated to do business”.

“My belief is that government at best can be a facilitator and wealth creation has to be done by the private sector. Therefore, we need to do away with all these rules and regulations which we have drawn over the years,” he said.

The NITI Aayog CEO added that it would be very difficult for the Indian economy to grow at high rates of eight to nine percent per annum on a sustained basis over a three decade period without making India easy and simple.

“It is important that India grows rapidly because we are passing through a window of demographic transition which rarely happens in history. Our average age is 29 and we need to lift a vast segment of our population above the poverty line. Post World War II, several countries have done that. Japan, Korea, Taiwan and China are some examples who have grown for almost two decades at high rates and that is why they were able to lift huge number of people above the poverty line,” he said.



Date	Publication	Category
13 <sup>th</sup> September 2019	Outlook Money	Online

<https://www.outlookindia.com/outlookmoney/talking-money/integrated-value-chain-approach-needed-for-ease-of-doing-business-pahle-india-report-3556>



## Integrated Value Chain Approach Needed for Ease of Doing Business: Pahle India Report

There is a need for an integrated value chain approach to Ease of Doing Business (EoDB) in order to achieve more quantifiable gains and better results for the states, a new study has found. The study by Pahle India Foundation was released on Friday by NITI Aayog CEO Amitabh Kant.

The report titled “An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alcohol Beverages and Tourism Sectors” recommends that states should be allowed to choose the sectors that are most important to them for prioritizing reforms.

Citing the case of the three sectors chosen because of their interconnectivity – sugar industry being input industry for alcoholic beverages sector and tourism being the output sector – it also recommends that reforms should be across the entire value chain including sectors that have backward and forward linkages for greater impact on economy.

India's rank in the World Bank's EoDB study improved from 130 in 2017 to 100 in 2018. The country's rank went up subsequently to 77 this year. The Department for Promotion of Industry and Internal Trade (DPIIT) developed a Business Reform Action Plan (BRAP) and a system for ranking states' performances to undertake reforms for facilitating EoDB.

“While this reform plan has had some impact, as seen from India's rankings, there are still deep-seated issues that need to be dealt with. The limitations of the World Bank's EoDB study is that it only considers two cities – Mumbai and Delhi, and does not factor in regional or sectoral diversity,” the report said.



Date	Publication	Category
13 <sup>th</sup> September 2019	Outlook	Online

<https://www.outlookindia.com/newscroll/states-need-to-do-away-with-huge-regulations-for-sugar-alcobeve-industries-kant/1618176>

## Outlook

### States need to do away with huge regulations for sugar, alco-bev industries: Kant

New Delhi, Sep 13 NITI Aayog CEO Amitabh Kant on Friday called upon states to ease regulations for sugar, alcohol beverages and tourism sectors to help improve the country's Doing Business ranking.

Kant highlighted that tourism, alcohol-beverages and sugar industries have the potential to generate jobs and fuel India's growth story.

Government at best can be a facilitator, a catalyst, he noted, adding that wealth creation has to be done by the private sector and therefore, there is a need to do away with all these rules and regulations which have been amassed over the years.

Kant was speaking at the launch Ease of Doing Business in India report based upon a case study of sugar, alcohol-beverage and tourism industries.

"A sector-specific approach to ease of doing business will allow states to implement immediate reforms in sectors that are most crucial to their economy. For example, by merely reducing the time taken to grant approvals for restaurants (PBCL segment) from 9 months to 3 months, the state will accrue an additional revenue of Rs 38.76 crore, and the sugar millers/distillers will receive an additional revenue of Rs 51 lakh which could potentially find its way towards payment of dues of a sugarcane cultivator," said Nirupama Soundarajan of Pahle India Foundation.

The report recommends that in place of following the generic method of ranking, a sectoral approach should be adopted.



Date	Publication	Category
13 <sup>th</sup> September 2019	Money Control	Online

<https://www.moneycontrol.com/news/economy/policy/around-12-15-licences-needed-to-start-a-hospitality-venture-report-4434781.html>



## Around 12-15 licences needed to start a hospitality venture: Report

The two major concerns of the hospitality and food services industries are prohibitive costs of starting a business and delays in obtaining licences and permits, the report said

India requires somewhere between 12 to 15 licences to begin a hospitality venture while the international average is 5, according to a report on Ease of Doing Business by PwC India Foundation, a not-for-profit policy think tank.

Licences for the hospitality sector are not easy to acquire as there is no clarity on whether the sector comes under the

"Even though Schedule VII of the Constitution of India does clearly state that what finds no mention in any of the lists, are considered to be part of the central list, but we know that this is not the case," the report said.

Licences and no objection certificates for the hospitality sector have to be procured not only from central government entities, such as Food Safety and Standards Authority of India (FSSAI), or state level entities like the excise, but also from hyper local institutions, such as, police, traffic police, fire department, and the local municipality.



Date	Publication	Category
13 <sup>th</sup> September 2019	Money Control	Online

<https://www.moneycontrol.com/news/eye-on-india/videos/editors-take-the-new-ease-of-doing-business-report-by-pahle-india-foundation-4434951.html>



## Editor's Take | The new ease of doing business report by Pahle India foundation

The report was focused on three interconnected sectors -- sugar, alcoholic beverages, and tourism.

Pahle India foundation, a not-for-profit policy think tank, released a report on ease of doing business.

The report was focused on three interconnected sectors -- sugar, alcoholic beverages, and tourism.

Pramiti Lonkar chats with Moneycontrol Deputy Executive Editor Gaurav Choudhary to find out the problems highlighted by this report.





Date	Publication	Category
13 <sup>th</sup> September 2019	Money Control	Online

<https://www.moneycontrol.com/news/business/economy/in-india-an-alcoholic-beverage-manufacturer-needs-50-brand-registrations-to-sell-5-products-in-10-states-4434341.html>



## In India, an alcoholic beverage manufacturer needs 50 brand registrations to sell 5 products in 10 states!

The process of getting a label registered may take anywhere between 30-60 days.

If an alcoholic beverage manufacturer produces five products which he wants to sell in 10 states, he has to first register each brand in all the states (50 brand registration processes), and then register a different label for each of the brands in all the states (50 label registration processes), a report on Ease of Doing Business by Pahle India Foundation has found.

"Some states also mandate independent label registration for different size bottles. This means, if a company has, for argument sake, 10 brands, and each brand has three standard bottle sizes, then the company has to register 30 labels in one state in one year," the report said.

Date	Publication	Category
13 <sup>th</sup> September 2019	Money Control	Online

<https://www.moneycontrol.com/news/business/economy/in-india-an-alcoholic-beverage-needs-to-be-registered-separately-in-every-state-of-sale-4431511.html>



## In India, an alcoholic beverage needs to be registered separately in every state of sale

**The report identifies three interconnected sectors – sugar, alcoholic beverages, and tourism. The three specific sectors were chosen as all the three sectors are co-dependent**

If an alcoholic beverage manufacturer in India wants to sell one product in ten states of the country, the manufacturer is required to register that brand separately with all ten state

governments, a report by Pahle India Foundation, a not-for-profit policy think tank, has found.

The organisation has conducted research on an integrated value

chain approach to ease of doing business and has found that a uniform implementation would lead to better results for states in achieving ease of doing business.

"The reforms that are being executed as detailed by the BRAP (Business Reform Action Plan) framework may not necessarily have the desired impact on certain sectors that are most important for the state, to increase its GSDP," the report says.

The report identifies three interconnected sectors – sugar, alcoholic beverages, and tourism. The authors conducted interviews stakeholders across the value chain for all three sectors, like businesses houses, farmer groups, alcohol distributors, alcohol retailers, and restaurant owners among others.





Date	Publication	Category
13 <sup>th</sup> September 2019	Money Control	Online

<https://www.moneycontrol.com/news/business/economy/a-better-farmer-miller-relationship-can-fetch-higher-prices-for-sugarcane-report-4433771.html>



## **A better farmer-miller relationship can fetch higher prices for sugarcane: Report**

"The complicated pricing mechanism has resulted in rising farmer dues. The miller alone cannot be held responsible for this," the report said.

It is essential to cultivate a healthy farmer-miller relationship to mitigate risks such as assured off take of sugarcane or timely payment

of dues, according to a new report on Ease of Doing business by Pahle Foundation, a not-for-profit policy think tank.

"The economic prosperity of a mill depends on availability of high-quality sugarcane, price of sugar, and gains from by-products. Since the first two depend on the timely availability of sugarcane, the importance of the farmer-miller relationship once again comes to the forefront," the report said.



Date	Publication	Category
13 <sup>th</sup> September 2019	Yahoo	Online

<https://in.news.yahoo.com/sugar-alcohol-tourism-created-80-million-jobs-2018-142513654.html>



## **Sugar, Alcohol and Tourism created 80 million jobs in 2018- report from Pahle India Foundation**

New Delhi [India] Sept 13 (ANI/NewsVoir): **Pahle India Foundation (PIF)** - an FCRA certified, not-for-profit policy think-tank - in its latest report titled 'An Integrated Value Chain Approach to Ease of Doing Business: A Case Study of Sugar, Alco-Bev, and Tourism' has pointed out that these three industry sectors under study together provided employment to nearly 80 million people in India in 2018.

The report, unveiled by Amitabh Kant, CEO, NITI Aayog, at an event organised in India Habitat Centre, New Delhi on 13th September, 2019, recommends an integrated sectoral approach to EoDB for more quantifiable gains in state GDP. It examines three industries as case studies, viz sugar, alcoholic beverages, and tourism, to show how a small reform in one of these sectors can create cumulative economic impact across the value chain and for the state because of their inter-linkages.