

# Are you Ready To Save Your Website : Google's Mobile Update Algorithm Mobilegeddon

A cat-and-mouse game between SEO experts and Google's algorithm is taking places since ages. We aren't talking of Black Hat SEO experts, as they don't last long and get weeded out in due course. Google has gone through many algorithm updates, including the Penguin and Panda updates that were aimed more towards penalizing bad practices - Black Hat SEO practices. Unlike Penguin and Panda, the current mobile algorithm change is focused on improving the web. The global rollout of mobile-friendly update started on April 21st 2015. As a result of this, the search engine ranking of mobile friendly sites will be boosted on mobile devices. By mobile-friendly, it means that the text should be readable on mobile devices without tapping or zooming, tap targets are spaced appropriately, and the page avoids unplayable



content or horizontal scrolling. Stated briefly, this update will affect only search rankings on mobile devices, search results in all languages globally and applies to individual pages, not entire websites. Despite the two month advance warning from Google, the bigger businesses are still scrambling while smaller business are quickly making changes in many cases. According to Head of SEO at uSwitch.com,

Lucasz Zelezny:  
*"Small businesses tend to be far more flexible with their tech teams able to apply changes far quicker and easier than larger enterprises due to a less complicated infrastructure, also making it easier to roll out new software and processes."*

**More details on Page 6 or visit [www.industrialnews.in](http://www.industrialnews.in) for complete article**

# Government Subsidies For Electric Cars Manufacturers In India



The scheme, namely 'Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India - FAME India' has been launched by the Department of Heavy Industry for the initial phase of two years w.e.f 1st April 2015. This scheme offers incentives in the form of upfront reduced purchase price to the buyers of electric/hybrid vehicles (Green vehicles).

Under this scheme, demand incentives shall be available to buyers in the form of upfront reduced purchase price. All types of vehicles like

2 wheelers, 3 wheelers, 4 wheelers, Light Commercial Vehicles, Buses and also retro fitment vehicles are covered under this scheme. Initially, this scheme is launched in select cities for the period of two years starting from 1st April 2015. The department has also taken all the necessary action for wider acceptance of this scheme. After the notification of this scheme, vehicles test centers have been informed for testing of vehicles to be entitled to get the benefit of this scheme as per scheme guidelines.

# Growth Rate of Core Sector decreased by to 3.8% from 4.2%

The Index of Eight Core Industries (ICI) measures performance of eight infrastructure industries, which includes, Coal, Crude Oil, Natural Gas, Petroleum Refinery Products, Fertilizers, Steel, Cement and Electricity compiled at the base of year 2004-05. The cumulative growth rate of ICI during April-February, 2014-15 was 3.8 % as compared to 4.2 % during corresponding period of previous year. However, the production index of various core industries has displayed variation in both direction and magnitude. Crude Oil, Natural Gas, Fertilizer, Petroleum Refinery Products and Steel industries have generally accounted for the lower growth in overall index during April-February, 2014-15 as compared to corresponding period of previous year.

# Loan to youths under PMEGP Scheme

The Ministry of Micro, Small and Medium Enterprises has been implementing a credit-linked subsidy programme named Prime Minister's Employment Generation Programme (PMEGP) since 2008-09 through Banks with Khadi and Village Industries Commission (KVIC) as nodal agency at the national level for generating employment in the Country by setting up of micro-enterprises in the non-farm sector by helping traditional artisans and

unemployed youth. Under PMEGP, general category beneficiaries can avail of margin money subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as scheduled castes, scheduled tribes, OBCs, minorities, women, ex-servicemen, physically handicapped, beneficiaries belonging to North Eastern Region, hill and border areas, etc., the margin money subsidy is 35% in rural areas and 25% in urban area.

# Free Listing Of Your Business Profile On Online Directory Services Can Have Negative Impact On Your Business

Most of the business directory services existing on a web have a free listing of business profile on their portal. The business owners should serious re think about submitting their business profiles on free directory listing services as it can also have a negative impact on their business. Business owners should preview their business profile that has been submitted on various free directory services ( with or without consent of business owners). The most serious issue can be the online contact us page on the customers business profile.

**Details on Page 7**

# FDI Inflow By Multi Brand Foreign Companies

Government approved a proposal from M/s Tesco Overseas Investment Ltd., (TESCO) a U.K. Company for foreign investment of not less than US \$ 110 million to carry out the business of Multi Brand Retail Trading in India. The Foreign Direct Investment (FDI) inflow reported by Reserve Bank of India from TESCO is Rs. 850 crores. Government has not taken any decision with regard to implementation of FDI policy in Multi Brand retail trading.

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# Medical Devices parks to be set up in the country

The Government is going to set up Medical Devices Parks in the country, and first such park will come up in Gujarat soon. The Union Minister of Chemicals and fertilizers Shri Ananth Kumar said this while releasing the recommendations of the Task Force on Promotion of



Domestic Production of High End Medical Devices & Pharmaceutical Manufacturing Equipment here today. He said that only 30% of the country's requirement of Medical Devices is being met through indigenous production, and that of low end category. The Minister said that the

Government is taking several steps to boost the domestic production of high end medical devices & pharmaceutical manufacturing equipment. He said that NIPER, Ahmadabad will be the nodal institute for undertaking research and development in the area. Shri Ananth Kumar said that the recommendations made by the Task force will be implemented in a time bound manner. He said that the Department has already taken up issues of incentives and taxation on such devices with the finance Ministry so that the indigenously produced medical devices can compete with the imported ones. The minister said that need is being felt to have a separate department to handle the issues of facilitation and regulation of high end medical devices & pharmaceutical manufacturing equipment, as their consumption is increasing very fast and there is need to make India self-dependent in the sector.

*(Read Complete Details On [www.Industrialnews.in](http://www.Industrialnews.in))*



## Dlife.in Online Forum For Diabetics

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### Government Allocates Rs 100 Crores For NIMP

The Government is considering setting up of National Institute of Medicinal Plants (NIMP) for which an allocation of Rs. 100.00 crores has been made during the 12th Plan, out of which funds amounting to Rs. 50.00 lakhs are earmarked during the current financial year. In this connection, the Government is in the process of identifying suitable land in the country.



## India's Healthcare Portal Inaugurated at SAAARC Trade Mart in GES

Prime Minister of India inaugurated India's Healthcare Portal at the 'SAAARC Trade Mart' in the Global Exhibition on Services, in ITPO, Pragati Maidan, New Delhi. The Healthcare Portal was launched on the occasion of inauguration of the three-day Global Exhibition on Services that commenced in New Delhi on 23rd April, 2015.

The Healthcare Portal was developed by the Department of Commerce, Govt of India and the Services Export Promotion Council (SEPC). The portal is the long awaited fulfillment of the need to have an authentic and dynamic information source which can effectively be used by any treatment seeker/potential medical tourist from across the globe. The portal is a comprehensive one-point information site and covers hospital-related and travel-related information on India.

Presently, it covers 124 accredited medical facilities which include 93 medical centers, 30 Ayurveda and Wellness centers' and 1 special category centre. 74 facilities are located in Tier I cities and the rest are in Tier II cities.

The medical facilities on the Healthcare Portal are locatable by easy to search options by location, medical specialty, key procedures, language options available in hospitals and their certifications. The key medical and wellness procedures done by these institutions are highlighted. Associated details such as costs relating to treatment in hospitals in India, travel and visa formalities, last-mile connectivity, tariff options on stay, benefits of treatment in India, advance information on preparatory aspects in seeking medical care etc. are also available on the portal.

## Boost to foreign investment in Pharma

The Cabinet Committee on Economic Affairs (CCEA), chaired by the Prime Minister Shri Narendra Modi, today approved two significant foreign investments in the pharmaceutical sector. Aurobindo Pharma Ltd. are engaged in manufacturing generic pharmaceuticals and active Pharma ingredients, and approvals have been given for Qualified Institutional Buyers to infuse fresh equity of up to 7 percent amounting to about Rs. 2165 crore into the company. The existing FII shareholding is 27.32 percent in the company. This will enable the company to expand its operations in the areas of anti infective, cardiovascular and central

nervous system related ingredients. Aurobindo Pharma employs more than 9500 professionals from 26 countries.

In Glenmark Pharmaceutical Ltd. the company has increased the foreign investment limit by FIIs from 35.07 percent to 49 percent. This will result in an inflow of about Rs. 2022 crore. Apart from manufacturing pharmaceuticals, the company is also engaged in Research and Development activities in drugs. Glenmark Pharmaceuticals is a US\$ 1 billion Indian pharmaceutical company, with a global presence with manufacturing facilities in India, Europe and South America.

Both companies are promoted by Indian

entrepreneurs who have developed a global footprint over the years. The companies are required to continue to produce medicines under the National List of Essential Medicines (NLEM) at the same levels as they had been doing in the past. These companies are also required to maintain R&D expenditure at the maximum levels incurred in the past three years and to provide complete information regarding transfer of technology that has been done. This underscores the importance given by the Government to strengthening healthcare in the country, by ensuring availability of drugs to the people at reasonable prices.

## Medical Devices Market in India Is Recording Steady Growth.

Various research shows, that The healthcare sector in India is attaining a growth momentum of that records a CAGR of 15%, and this market is expected to reach to US\$ 159 billion by 2017 that was around US\$ 79 billion in 2012, almost 100% growth in 5 years.

India's medical device market is currently the fourth largest in Asia. As this segment of the industry heavily relies on the imports, various multinationals are now focusing on relocating

its manufacturing facilities in India. This also leverages the role of the Indian government roles that it plays which involves taxation and import regulations. The government is also taking up several initiatives for the benefit of this market. The booming Indian economy is also witnessing a tremendous surge in the domestic healthcare scenario which, in turn, is leading to perpetual demand for high quality medical products.

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## Boost to Production of Bulk Drugs/APIs

The Government had constituted a High Level Committee known as the Katoch Committee on 08.10.2013 to study and identify the Active Pharmaceutical Ingredients (APIs) of critical importance and to work out a package of interventions/concessions required to build domestic production capabilities and examine the cost implication. The Katoch Committee has inter-alia recommended establishment of Mega Parks for APIs with common facilities such as common Effluent Treatment Plants (ETPs), Testing facilities,

Captive Power Plants/assured power supply by state systems, Common Utilities/Services such as storage, testing laboratories, IPR management, designing, guest house/accommodation, etc., maintained by a separate Special Purpose Vehicle (SPV); a scheme for extending financial assistance to states to acquire land and also for setting common facilities; revival of public sector units for starting the manufacturing of selected and very essential critical drugs (e.g. penicillins, paracetamol etc.); financial investment from the

Government for development of clusters which may be in the form of a professionally managed dedicated equity fund for the promotion of manufacture of APIs and extending fiscal benefits to creation of the entire community cluster infrastructure and individual unit infrastructure; extension of fiscal and financial benefits to promote the bulk drugs sector; promoting stronger industry-academia interaction, synergizing R&D promotion efforts by various govt. agencies; incentivizing scientist, duty exemptions for capital goods imports.

## Government Plans To Promote Leather Industry by developing Leather clusters

The Department of Industrial Policy & Promotion (DIPP) is implementing a sub-scheme 'Mega Leather Cluster (MLC)' under Indian Leather Development Programme which aims at setting up of mega leather clusters in the country during 12th Plan. The major objective of developing Mega Leather Clusters is to create world-class infrastructure and to integrate the production chain in a manner that caters to the business needs of the leather industry so as to cater to the domestic market and exports. The minimum land area required for Mega Leather Cluster is 25 acres to be set up without tanneries and 40 acres with tanneries. Graded GOI assistance is provided up to 50% of the project cost excluding cost of land with maximum GOI assistance being limited to Rs. 125 crore which is detailed as below:

1. MLC of 25-60 acres land (to be set up without tanneries) and 40-60 acres land (to be set up with tanneries)- GoI assistance limited to Rs 50 crore ;
2. MLC of 61-100 acres land- GoI assistance limited to Rs 70 crore;
3. MLC of 101-150 acres land- GoI assistance limited to Rs.105 crore;
4. MLC of more than 151 acres land- GoI assistance limited to Rs 125 crore.

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The sub-scheme is not location specific. It is demand driven and depends upon the project proposal received in this regard. The outlay under the sub-scheme for the 11th Plan and 12th Plan period was Rs.300 crore and is Rs.100 crore respectively. While two Leather Parks were proposed during the 11th Plan at Chennai (Tamilnadu) and at Nellore (Andhra Pradesh), neither could be established. It is proposed to provide support for establishment of at least two MLCs all over India during 12th Plan period. The sub-scheme is demand driven and not location specific.

## Setting up of Industrial Townships In Various States

The National Manufacturing Policy promotes rationalization and simplification of business regulations. As such Government has launched 'e-BIZ' portal, which aims at providing various services of the Central Government, State Government and parastatal bodies through a single portal. 14 Central Government Services have been integrated with the portal. This helps improve ease of doing business in India by reducing the compliance burden on industry arising out of procedural and regulatory formalities. Ten States i.e. Punjab, Haryana, Delhi, Rajasthan, Uttar Pradesh, Odisha, West Bengal, Maharashtra, Andhra Pradesh and Tamil Nadu have been identified for integration of State Services at pilot stage.

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# ASSEMBLY LINE - Balancing & Measures

The manufacturing assembly line was first introduced by Henry Ford in the early 1900's. It was designed to be an efficient, highly productive way of manufacturing a particular product. The basic assembly line consists of a set of workstations arranged in a linear fashion, with each station connected by a material handling device.

The basic movement of material through an assembly line begins with a part being fed into the first station at a predetermined feed rate. A station is considered any point on the assembly line in which a task is performed on the part. These tasks can be performed by machinery, robots, and/or human operators.

Once the part enters a station, a task is then performed on the part, and the part is fed to the next operation. The time it takes to complete a task at each operation is known as the process time. The cycle time of an assembly line is predetermined by a desired production rate. This

production rate is set so that the desired amount of end product is produced within a certain time period.

In order for the assembly line to maintain a certain production rate, the sum of the processing times at each station must not exceed the stations' cycle time. If the sum of the processing times within a station is less than the cycle time, idle time is said to be present at that station.

One of the main issues concerning the development of an assembly line is how to arrange the tasks to be performed. This arrangement may be somewhat subjective, but has to be dictated by implied rules set forth by the production sequence. For the manufacturing of any item, there are some sequences of tasks that must be followed.

The assembly line balancing (ALBP) originated with the invention of the assembly line. There have been numerous methods developed to solve the different forms of the ALBP.

Measures of final results of assembly line balancing

problem

1) Line efficiency (LE) shows the percentage utilization of the line. It is expressed as ratio of total station time to the cycle time multiplied by the number of workstations.

2. Smoothness index (SI) describes relative smoothness for a given assembly line balance. Perfect balance is indicated by smoothness index 0.

3. Time of the line (LT) describes the period of time which is need for the product to be completed on an assembly line.

Assembly lines are a popular manufacturing structure. Assembly line balancing problem is known more than 50 years. There are hundreds exact and heuristic methods. It is very important to obtain the feasible and acceptable results. It is very important to analyze and estimate the final results and to implement the best one. Author of the chapter hopes that the presented knowledge helps to understand the problem.

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## Management of Business Processes: What Is It and Why Do You Need It?

Today, business process management (BPM) is a hot topic. But that has not always been like that - although the concept has been around for over 20 years. But situation only began to change around 2000 with the advent of the e-business hype. Suddenly, companies were forced to talk to each other, about how to best organize their collaboration. They had to discuss business processes. It soon became clear that the concept of "process" and BPM is extremely useful and that it can also be applied within an organization to drive high performance. In parallel, the development of methods, tools, and technologies facilitated process oriented approaches, also helping to push BPM to the forefront. In the last few years, it has really become an exciting and mainstream topic - in India and all around the world. Almost everyone talks about business processes. But when you participate in more in-depth discussions, it also becomes clear that many people are unsure what a business process is and what BPM really means. Consequently, many organizations face great challenges in finding the right approach to it, in using process orientation as a management paradigm that

really moves an enterprise forward and produces value - immediately. Every process is a defined sub-set of an overall organization. Each organizational unit is assigned a responsible person, who is generally called the "process owner." Because the process delivers a value for a customer, its performance can always be measured on the basis of this value. The result is a customer-focused organization because the customer basically sets the metrics by which the process performance is measured. It can react quickly to the market since trends are reflected in changing customer requests. Every function in a process can again be interpreted as a process by itself, a so-called sub-process. This sub-process is triggered by the previous sub-process (or the overall starting event) and delivers a result of value for the next sub-process (or the final customer and his processes, if it is the last sub-process of an end-to-end process). Such a hierarchical decomposition of a process allows increasingly higher detail of examination of the process. However, the key is to start with an end-to-end view, ensuring an overall process orientation.

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## Promoting 'Make In India' Initiative in Pharmaceutical Sector



The Government has taken various measures to promote the 'Make in India' initiative in pharmaceutical sector. In this direction, the Government had constituted a Committee under the chairmanship of Secretary, Department of Health Research. The mandate of this Committee was to carefully study the whole issue of APIs of critical importance by identifying important APIs and then working out a package of interventions/concessions required to build domestic production capabilities and examine the cost implications. The committee which has since submitted its recommendation has inter-alia, recommended establishment of Mega Parks for APIs with common facilities such as common Effluent Treatments Plants (ETPs), Testing facilities, Captive Power Plants/assured power supply by state systems, Common Utilities/Services such as storage, testing laboratories, IPR management, designing etc., maintained by a separate Special Purpose Vehicles (SPV).

These recommendations are being examined for formulation of a Policy for Promotion of Manufacturing of Bulk Drugs.



## Setting Up Of Industrial Township In Various States Of India

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# Marketing Process Outsourcing (M.P.O)

## MARKETING PROCESS OUTSOURCE MODEL



In the era where most of the companies are outsourcing various business processes, marketing is an another processes where organization are now focusing as an outsourced responsibilities. Outsourcing generally refers to the way in which companies entrust the processes of their business functions to external vendors. Certain business work can be always offloaded to vendors or companies that can operate from remote locations as and outsourced work.

### What is Marketing Process Outsourcing?

This is basically outsourcing various activities involved in the marketing. The main objective of the MPO (Marketing process outsourcing) is to attain higher working efficiency and companies can focus more on the core area of the business which can directly leverage the balance sheet of the organization. Generally there is various Marketing process outsourcing companies in India that undertake various marketing assignments. The Companies, generally enters in an agreement with the marketing process outsourcing companies with a specified goal or terms. The tenure of such contracts depends on the performance of the MPO company.

### Advantage of Marketing Process Outsourcing.

Outsourcing the marketing process can be beneficial for any organization, if a suitable vendor is selected for the outsourced marketing responsibilities. Some of the benefit of marketing process outsourcing can be :

#### A. Cost Effective

By appointing a vendor, that can handle you various marketing activities it can always be more cost effective in terms of various manpower that are associated with the marketing process outsourcing companies. The marketing assignments can be executed at much lower cost as compared to the cost incurred by in house marketing team. Many countries also outsource the marketing process to

countries with lower wage scale and this can save up to 60% of the cost when the assignments are outsourced from western countries to Asian countries like India. Furthermore, the quality of services offered by such marketing process outsource companies are always higher than the in-house marketing operation, so a better marketing services at a lower cost. With outsourcing the organizations can also save on various infrastructure cost and the extra floor space that an organization can save on with real estate prices rising

conducting the marketing, such meting can always be avoided when there is an agency handling the marketing activities as outsourced marketing activities.

#### C. Focus on Core Area

By outsourcing the marketing process to outsourcing companies, an organization can stay focused on their core operational area which can be budgeting and investment on research and business enhancement for a product or service quality. It can also plan to provide



#### B. Higher Efficiency

When a Marketing process is outsourced to a vendor, it brings higher efficient as the vendors always have a vast experience in the marketing domains and understand the intricacies of various marketing activities and right strategies can be planned for the company that depends on the product and services of the company. The vendors always have a higher experience for handling complete situation and they can deploy various marketing tools which can provide a higher marketing efficiency to an organization. A marketing process outsource company can deliver higher efficiency as they will be more target oriented with practical results as compared to the in-house marketing and sales team. Imagine the various meetings conducted by the staff of the companies where each sales team member has to contribute in sales meeting, meeting at times can also be waste of productive hours with senior management involved in

various value added service which can provide benefit to an organization

#### D. Higher Skilled Resources

Manpower control and management has always been a major concern or any organization to control the overheads and it can also leverage the product /service cost. If marketing outsource company is appointed by an organization to partly or completely handle the various marketing activities it can reduce the man-power on the payroll of the company which saves cost for an organization.

#### E. Much Better Service with Higher Response Time

By outsourcing marketing activities, an organization can always have a better lead time for product to reach the market or end customers. The organization can always have a wider footprint in terms of geographical location of customers. A better response time can also be achieved with the complete marketing process outsourced.

# Government Subsidies For Electric Cars Manufacturers In India



The scheme, namely 'Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India - FAME India' has been launched by the Department of Heavy Industry for the initial phase of two years w.e.f 1st April 2015. This scheme offers incentives in the form of upfront reduced purchase price to the buyers of electric/hybrid vehicles (Green vehicles).

Under this scheme, demand incentives shall be available to buyers in the form of upfront reduced purchase price. All types of vehicles like 2 wheelers, 3 wheelers, 4 wheelers, Light Commercial Vehicles, Buses and also retro fitment vehicles are covered under this scheme. Initially, this scheme is launched in select cities for the period of two years starting from 1st April 2015. The details of the scheme are given in the Scheme Guidelines notified in the Extraordinary Gazette of India dated 25th March 2015 and the same is available on the website of Department of Heavy Industry.

The department has also taken all the necessary action for wider acceptance of this scheme. After the notification of this scheme, vehicles test centers have been informed for testing of vehicles to be entitled to get the benefit of this scheme as per scheme guidelines. Further, operational guidelines have also been issued for the OEMs and dealers for the procedure to be followed at the time of sale of vehicles.

## National Innovation Council

The Ministry of Micro, Small and Medium Enterprises (MSME), on the advice of the erstwhile National Innovation Council, proposed to set up an Rs.5,000 crore dedicated fund namely 'India Inclusive Innovation Fund' for promoting grass-root innovations with social returns. The total corpus of this fund is proposed to be an initial size of Rs. 500 crore and maximum size of Rs. 5,000 crore with initial Government contribution of Rs.100.00 Crore. Since National Innovation Council has ceased to exist, a revision in the three level of Management structure has been proposed.

The Fund would operate as a for-profit entity with a social investment focus. The exact extent to which the India Inclusive Innovation Fund is likely to benefit the MSME Sector has not been estimated, however it is proposed to back enterprises developing innovative solutions primarily for citizens who lie in the lower half of India's economic pyramid, with a limited physical and institutional access to basic services

# Quality Control Orders For 15 Steel Products

The Steel and Steel Products (Quality Control) Orders, 2012 have been implemented for 15 steel products, having direct bearing on safety and security of human beings and infrastructure. As per the laid down procedure, all the steel production units are required to have requisite infrastructure so as to obtain license



from Bureau of Indian Standards (BIS), in order to make them eligible to use the Standard Marks of BIS in their products. The product & standard wise number of licenses granted by BIS, who have the requisite infrastructure, is annexed.

*Details of annexure can be previewed on industrialnews.in*

# Annual Electricity Generation in 2014-15 Cross One Thousand Billion Units

For the first time in the country, the annual electricity generation in 2014-15 crossed one thousand Billion Units or one Trillion Units. Power generation during the 2014-15 is 1048.403 BU showing a growth rate of 8.4% over the previous year which is the highest growth rate in the last two decades. Since 1991-92, the Compounded Annual Growth Rate of electricity generation has been around 5 to 6.6%. The biggest contributor was generation from the coal based power stations which recorded an annual growth rate of 12.1%. 22,566 MW of Generation Capacity Addition; The generation capacity addition during 2014-15 was 22,566 MW against a target of 17,830 MW, which is the highest ever achievement in a single year. The capacity addition during the first 3 years (2012-13 to 2014-15) of 12th Plan is 61,014 MW which has not only exceeded the capacity addition of 54,964 MW of the entire 11th Plan (2007 to 2012) but also constitutes 68.9% of the total 12th Plan target of 88,537 MW.

Out of 22,566 MW added

during the year 2014-15, contribution of thermal sector was significant i.e. 20,830 MW (92% of the total). It includes NTPC's 660 MW unit at Barh in Bihar where the first indigenously manufactured super critical units by BHEL have been commissioned. The



year marked turn around in Hydro sector with 736 MW contributions in Central sector that included NTPC's maiden contribution and entry in hydro sector with Koldam units. NHPC and SJVNL completed their projects at Parbati III and Rampur respectively. The gas based Monarchak Power Plant of 65.4 MW, Agartala ST-II of 25.5 MW and Palatana Unit-II of 363.3 MW was also

commissioned during the year in Tripura which will benefit the entire North East. Commissioning of Kudankulam Nuclear power station of 1,000 MW during the year will help all the Southern States.

The focus is now more on transmission and distribution sector. Following a number of steps taken by the Government for expediting forest clearances and intensive monitoring of critical transmission lines, 22,101 circuit kilometers (ckm) of transmission lines have been commissioned during the year 2014-15 against 16,748ckm commissioned during the same period last year, thus having a growth of 31.96% which is the highest ever achievement in a single year. This is 106% of the annual target of 20,882 ckm fixed for 2014-15. Similarly, the overall increase in the transformation capacity has been 65,554 MVA during 2014-15 which is record achievement in a single year and constitutes 137% of the target of 47,871MVA fixed for 2014-15.

*Detail Article on industrialnews.in*

# Investment by British Petroleum

The Minister of State (I/C) for Petroleum & Natural Gas Shri Dharmendra Pradhan informed the Lok Sabha in a written reply today that an application for authorization to market Aviation Turbine Fuel (ATF) was submitted to the Ministry of Petroleum and Natural Gas from BP Exploration (Alpha) Limited (BPXA), a wholly owned subsidiary of BP plc on 11th June, 2014 claiming investment of US\$477 million (including US\$ 259 million of Capex investment) and proposed investment of US\$2300 million. To get marketing rights for transportation fuels, namely, Motor Spirit (MS), High Speed Diesel (HSD) and Aviation Turbine Fuel (ATF) applicant must meet the requirements as per Clause 3 of Marketing Resolution dated 8th March, 2002. The requirements inter alia, include investment or proposed investment of Rs. 2000 crore in exploration or production, refining, pipelines or terminals leading to additional existing assets and /or creation of new assets in the eligible activities.

## Money Order Service Continues with Addition of Online Money Transfer

The Department of Posts has denied some media reports that its Money Order service has been discontinued. The Money Order service continues to be available to the common man at the same service charge with the same facility of the



money being delivered at the door step of the addressee. The Department in a clarification further said that this service had been made more reliable and fast by communicating information about the money to be transferred electronically between the booking and delivery post office. Thus, the money reaches faster to the addressee. The nature of service remains the same and it is also being called an electronic Money Order or eMO.

## Collateral free funding to Micro and Small business

The Credit Guarantee Fund Scheme for Micro and Small enterprises was launched by the Government to give impetus to the young entrepreneurs in the micro and small scale industries. The scheme is being operated by the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) set up jointly by the Government of India and Small Industries Development Bank of India (SIDBI). The objective of the scheme is to make available collateral free credit facility (term loan and/ or working capital) extended by eligible lending institutions to new and existing micro and small enterprises up to Rs. 100 lakh per borrowing unit. The corpus of CGTMSE is contributed by the Government of India and SIDBI in the ratio of 4:1. At present, 133 eligible institutions comprising 26 Public Sector Banks, 21 Private Sector Banks, 73 Regional Rural Banks (RRBs), 4 Foreign Banks and 9 other institutions have become Member Lending Institutions (MLIs) of CGTMSE for participating under the Credit Guarantee Scheme. As on March 31, 2015, cumulatively 18,17,245 proposals for an amount of Rs. 90,445.90 crore have been approved.

# Are you Ready To Save Your Website: Google's Mobile Update Algorithm Mobilegeddon

Jono Alderson, Head of Insight at Linkdex, added: **"In many ways, it's easier for small businesses to pivot and reinvent themselves and their business strategy based on how their customers prefer to interact with them."**

These thoughts have been shared by many SEO experts across the globe, all agreeing that small businesses are perfectly placed to align their online business and stay ahead of their competitors.

A former senior member of the Google Webspam team, Kaspar Szymanski, offered a more upfront and direct approach by stressing on the fact that site owners should offer the right experience for the right user at the right time for the right device in the right location. He said:

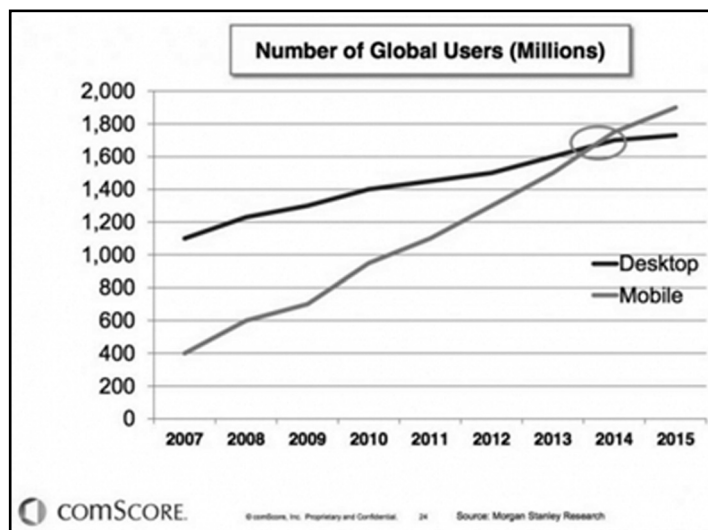
**"It's not rocket science. Bite the bullet, ditch your unresponsive site or your 'm.'**

*subdomain and embrace a blend of responsive, reactive, adaptive content and templates. Do it now, or be displaced by competitors who got there - and stopped frustrating their consumers - years ago."*

*Moreover, what is important is that website owners - big or small -- can no longer afford to offer a poor mobile experience any longer. How Google treats such sites after the update should be the main cause of worry for business owners, because mobile traffic is growing by every passing day.*

According to Smart Insights, mobile was all set to overtake fixed internet access by 2014. We are well past this mobile tipping point as the report from comScore

Many foresighted businesses have already transitioned their sites to be mobile friendly and be in compliance with Google's Mobilegeddon algorithm



update, well ahead of the D day - 21st April 2015. They will always have the first mover advantage.

However, it is never too late even now. Businesses can quickly take a decision to requisition services of experts and companies that have executed such projects and have a real portfolio to showcase instead of

discussing it on paper. Do not move in a rush and do not look for some "CHEAP" solution, as the cheapest often doesn't translate into the best.

Your website is the identity of your business on the web, and most of the time you are dealing with first-time visitors too. The first impression is the last impression, and you will not even have time to

convince them about your operations if the website experience turns out to be shabby. The cost of migration can be anywhere between Rs 40,000 to Rs 75,000 for a database driven site. If your site is not a database driven site, might as well have it done so. This offers advantages as any design change don't need handling the data all over again.

Good companies can finish the migration with an entirely new design within four to six weeks. The sky is not going to fall during this period. As the new site goes online, Google will crawl pages again.

**Most important is take the decision and start working on the same. Look for specialists who have executed projects with custom designs instead of picking up some readymade template and then coming up with a band-aid solution.**

## Groupware Mailing Solutions - MS Exchange Alternatives on Linux.

Email communications have become the lifeline of any organization - big or small. However, the generic mailing solution is just a mail-in mail-out solution with no bells and whistles to aid the productivity of an organization. This is where Groupware solutions come into play.

Outlook is most popular desktop client in corporate environment. Whereas it connects well with a generic mail server (windows or Linux based), but not all the power of outlook can be used. The productivity components like calendaring, task scheduling, meetings etc feature of outlook can never be used in a collaborative environment on a generic mail server.

One of the most popular collaboration mail-server is MS Exchange but it comes at steep licensing costs if one needs to deploy onsite/in-



house. Add to this the maintenance costs, software upgrade cycle costs, hardware spares maintenance, highly skilled IT staff to manage a MS

Exchange server and the cost per seat could spiral up quickly. This is in addition to the recurring costs of Windows Server OS. With world moving

to cloud based options, these costs are eliminated as all the server side responsibilities and setup moves to the cloud.

However, MS Exchange hosted solution still remains one of the most expensive solutions in market, making it out of reach of SMB's and SME's. This is where LINUX server based MS Exchange alternatives have delivered a viable solution. The hosted solutions based on Linux server are based on many proprietary solutions like Scalix, Zimbra, Communicate Pro, Axigen etc.

These come at less than half the cost of a Hosted MS exchange solution and provides features such as Mail folder sharing, Tasks, Meeting scheduling, Calendaring, Domain wide address book, Groups management, Account class control etc. These connect well with the default Outlook client through a free proprietary

connector provided by the service providers.

Some solutions also offer message de-duplication feature which results in huge space savings in cases of 1 mail being marked to many recipients on the domain. This is in particular available on hosted solutions based on Axigen, which currently is being provided in India by **groupwareresolution.net** for accounts ranging from as low as 20 accounts to as high as 3000 accounts. The costs per user ranges from as low as Rs 100/Month to Rs 150/Month, depending upon the number of accounts contracted for.

World over the trend is that organizations are moving to hosted solutions to minimize the IT costs of the organization. It's time that you do the same and migrate to a groupware solution, instead of just a mail-in mail-out solution.

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## Growth of Indian Ecommerce

2014 Vs 2018

\$3.5 bln 2014

\$43 bln 2018

# E-Commerce Business Is Having A Stronger Grip In The Indian Market

The steady growth in the number of web shoppers is helping to boost the e-commerce market in India. We also notice a paradigm shift of a consumer shopping trend from traditional brick and mortar shop to a virtual online store. On a global stance, the retail e-commerce revenue of apparel and accessories expected to reach 86 billion U.S. dollars in 2018, we can say, e-commerce business is spreading its foot prints globally. As the e-commerce business explodes, the Indian market, is expected to reach a voluptuous \$43 billion market in next five years.

Last year, in 2014 roughly 40 million consumers clicked on the buy button on an online store and this number is anticipated to reach 65 million in 2015. So in the coming years e-commerce, will be even more promising both for the consumer as also the entrepreneurs. As per a research chamber ASSOCHAM, the buying capacity of an individual will grow by 67%, from Rs 6000 in to Rs 10,000. One of the fastest growing segments of the e-commerce trade is the online retail apparel business that is having a stronger grip of the market in India and many companies are now focusing on their online store rather than expanding their brick and mortal shops. The apparel category along with consumer electronics has propelled the overall growth of the e-commerce market in India.

Apparel and accessories, as well as computers and consumer electronics account for the bulk of Indian online sales and stood at 39 per cent. On a Year over Year basis, this is anticipated to grow by 3% in 2015, to reach 42%, as per ASSOCHAM.

The Indian ecommerce industry is valued at \$17 billion, growing at a compound annual growth rate (CAGR) of 35% percent each year and will cross \$100 billion in the next five years, the study noted

Various studies and research also anticipate that, with nearly one-third of internet users already making purchases online, ecommerce growth will rely more on increased spending from existing buyers than first-time online buyers.

# Free Listing on Business Directory Can Have A Negative Impact On our business

As the saying goes, you get what you pay for and this can also apply to your business. As the internet traffic grows there are many free listing directory services mushrooming on web. The online directory service players can be old and new, but most of them have the policy of provide free listing of your business profile or your product profile on their website. These directory services, also has a paid listing with some added on features provided.

### Where lies the trouble for you..

If the free listing profile has an online contact us form then this should be mapped to an email id of the business owner of the company whose profile is listed. But if your submit information on your contact us form, does the information actually comes to you, if not where does the information go....??

This is where the trouble lies, if the information submitted on contact us (maybe your new customer) form of your business profile and the information is not delivered to you---is it going to your competitor?. if not you can always ask the directory service provider about this lost information. More over the business directory services would avoid displaying your email id on your free listing business profile and generally many directory services will provide the online contact us form. But if you pay them, then they may provide all your relevant contact email id and website url. So getting a free listing on the business

directory service can be more like the directory service owner is enjoying a free ride of your brand name, since the traffic on the directory service is building due to your free

lead to content duplication on web which can even hamper your listing on various search engine search results.

### Where Lies The Solution...

Check if your business profile is listed various free listing business directory services, this can simply be done by typing your company name and city in search engine. If you find your business profile listed with an online contact us form submit some information on the contact us form exiting on your business profile, and if the relevant information does NOT reach your inbox then get serious and ask

the directory service provider to delist your business profile. If you see your business profile with your postal contact details and business telephone number with **NO ONLINE CONTACT US FORM ON YOUR BUSINESS PROFILE PAGE**, then this profile won't harm your business and such information can continue to exist on free directory services.



listing and the most fictitious model of this business is where is the information going if it's not coming to you. Many times, the free listing content are copied from the business owner website, which again can have an adverse effect of content duplication on web and a negative impact, if you are spending money on various search engine optimization for a better listing of your website on search engines.

### You Losing Your Rank On Search Results

With business profile listing on various directory service, the content of the directory services is increasing and on web content in the king. Actually the content (business profile, products & service profile) listed on free directory services can be a copy of the content from your website and

## How does FREE listing Directory Services help Business Directory Owners and not Subscribers

This is simple, the directory owner is getting free content to make their website content rich just by simply re drafting your original content taken from your website, Or at times the business owners also provide the content that is posted on directory service.

Helps the directory services owners to Tap new paid customers just by showing your business listing, your competitors is triggered to pay.

Information submitted on your website, if not reaching

you can be landing in your competitor's inbox and this suffices the commitment of the directory service owner who guarantees leads. Even web giants like GOOGLE have no business policy of guarantying business leads even after your opt to pay for goggle adwords, this goes on to show there is certainly a catch with free listing business directory service, wonder how smart can you be to have a grip of this business model of free listing directory services, without loosing customers.

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## Training in Renewable Power Sector

Ministry of New and Renewable Energy (MNRE) under its Human Resources Development programme supports educational and training institutions to impart training various aspects of renewable energy including the system design, installation commissioning, servicing, repair and maintenance of renewable energy systems, devices and power projects. 10 training programme has been sanctioned to the National Institute of Solar Energy to act as the nodal agency to coordinate with all the State Nodal Agencies on Renewable Energy to identify the institutions in respective States, to impart training on system design, installation, operation, repair and maintenance of solar energy systems and devices on the standard course material and syllabus developed in collaboration with the Directorate General of Employment and Training under its Skill Development Initiative.

This will lead to expand this activity through various training partners to create a skilled work force in renewable energy sector as per the National Occupational Standards and Qualification Packs developed by the Power Sector Skill Council and Electronics Sector Skill Council with proper certification mechanism, the Minister added.

## Training Programmes by NIESBUD

The Ministry of Micro, Small and Medium Enterprises (MSME) implements various schemes to encourage and promote entrepreneurship in the country. These include variety of entrepreneurship and skill development programmes of short term as well as long term duration conducted through MSME-Development Institutes (MSME-DIs), Branch MSME-Development Institutes (Br MSME-DIs), Tool Rooms (TRs), Product-cum-Process Development Centers (PPDCs), Central Footwear Training Institutes (CFTIs), MSME Training Institutes (MSME-TIs), National Level Entrepreneurship Development Institutes (EDIs) i.e., National

Institute for Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE) and National Institute for Micro, Small and Medium Enterprises (Ni-MSME) and Training Centers of National Small Industries Corporation (NSIC).

Under the "Assistance to Training Institutions (ATI) Scheme", financial assistance is provided for conducting Entrepreneurship Development Programmes (EDPs) and Entrepreneurship-cum-Skill Development Programmes (ESDPs) to the National level EDIs and their Partner Institutions (PIs) as well as NSIC and Central Tool Rooms.

# First meeting of Chief Ministers Sub-Group of Chief Ministers on Skill Development at NITI

The first meeting of the Sub-Group of Chief Ministers on Skill Development was held today in NITI Aayog, New Delhi on Aayog on 25th April, 2015.. The Sub-Group was constituted as per decision taken in the first meeting of the Governing Council of the NITI Aayog chaired by the Prime Minister on 8th February, 2015. The Sub-Group consists of 11 Chief Ministers as Members. The Chief Minister of Punjab, Shri Prakash Singh Badal is the Convener of this Sub-

Group. The Chief Ministers of Assam, Chhattisgarh, Gujarat, Himachal Pradesh, Tamil Nadu and Minister of Employment, Technical Education & Training for Odisha attended the 1st Meeting along with representatives of Goa, Meghalaya, Puducherry and Tripura. Member of NITI Aayog Shri V.K.Saraswat and other senior officials were also present at the meeting. The meeting discussed various aspects related to promotion of skill development and creation

of skilled manpower within the States. Strengthening the State Skill Development Missions, expanding the outreach of skilling in demographically advantageous States, hilly/difficult areas, increasing the private sector participation, improving the quality of training, addressing the shortage of trainers, advocacy and awareness generation, improving career guidance, sharing of best practices of States/ UTs were some of the major issues discussed.

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## Government Steps to Promote Online Courses Under NMEICT Scheme

Under National Mission on Education through Information and Communication Technology (NMEICT) scheme, 403 universities have been provided One Gbps connectivity and 21,766 colleges, including affiliated colleges through 20 nodes each of 512 Kbps broadband connectivity, so far.

The Government does not conduct online courses itself, however, it facilitates the educational institutes to make and offer online courses in various disciplines under NMEICT scheme. Institutes like IIT Madras and a few other institutions have already started to offer Massive Online Open Courses (MOOCs) for the benefit of learners. This information was given by the Union Human Resource Development Minister, Smt. Smriti Irani in a written reply to the Lok Sabha question.

# Young Innovators from India will compete at the Intel ISEF 2015 in Pittsburg USA

The Union Minister of State for Science & Technology and Earth Sciences, Shri. Y. S. Chowdary has said that children should not to be lost in internet usage as lots of information could only be a burden, while systematically gained knowledge would give them strength. He was speaking at a special ceremony held at the Indo-US Science & Technology Forum (IUSSTF) in New Delhi, where 30 students selected from across the India were felicitated to represent the country, as Team India, at the highly-acclaimed Intel International Science and Engineering Fair (Intel ISEF) to be held from 10-15 May, 2015 in Pittsburg, Pennsylvania, USA. He said today's children have the advantage of getting any information that they want through search engines unlike people of earlier

generations who had to make lot of effort. 30 young innovators would participate at the Intel International Science and Engineering Fair (Intel ISEF) this year; 17 of them would compete against 1,700 finalists from over 70 countries, regions and territories, at the world's largest pre-college science competition; and 13 other students will participate as observers at this prestigious event. Seventeen of these young innovators from India will compete with teams from across the world at Intel ISEF 2015. Team India will showcase 12 cutting edge ideas to compete for USD



Y.S. Choudhary

4 million in awards, scholarships and honors such as a chance to be present at the Nobel Laureate ceremony or to have a minor planet named after them (courtesy MIT's Lincoln Laboratory). The projects were in varied fields from mathematics, computer science, plant sciences, molecular biology, nano sciences and medicine. The shortlisted students from India are the winners of the Initiative for Research and Innovation in Science (IRIS), a research-based national science fair, held in Ahmadabad, Gujarat in November 2014. The winners were selected by an eminent

panel of scientists from the Scientific Review Committee, based on a rigorous process judging innovation and originality. The Intel International Science and Engineering Fair (Intel ISEF) is the world's largest pre-college science fair competition. Each year, more than 6 million young innovators from around the world vie to attend and 1,700 are selected as finalists to share ideas, showcase cutting edge ideas and compete for over USD 4 million in awards and scholarships. The winners are selected based on their creative ability and scientific thought, as well as the thoroughness, skill, and clarity shown in their projects. To judge the projects, more than 1,000 science, engineering, and industry professionals volunteer at the Intel ISEF. <http://www.intel.com/education/isef/>

# National Scheme of Incentive to Girls for Secondary Education

The Gender Budget of the Ministry of Human Resource Development has provided for a total budget of Rs 19918.41 crore for the year 2015-16 (BE) for girls' education.

Under the Centrally sponsored scheme, "National Scheme of Incentive to Girls for Secondary Education" Rs 3,000/- is deposited in the name of an unmarried girl below 16 years as fixed deposit, which she is entitled to withdraw along with interest upon reaching 18 years of age and after having

passed class 10. The scheme covers (i) all girls belonging to SC/ST communities, who pass class eight and (ii) all girls who pass class eight from Kasturba Gandhi Balika Vidyalyayas (KGBVs) and enroll in class IX in either Government, Government-aided or local body schools.

Other schemes to support girls' education at the secondary level of education include the Rashtriya Madhyamik Shiksha Abhiyan and the Girls' Hostel Scheme in Educationally Backward Blocks of the country.

# UNESCO'S Report on Education

The Education of All (EFA) Global Monitoring Report (GMR) 2015 states that India made marked progress, increasing its net enrolment ratio significantly as Gross National Product (GNP) per capita improved, suggesting a more equitable distribution of economic gains. The report states that there was particular improvement in reducing gender disparity in primary enrolment in South and West Asia, where the regional Gender Parity Index (GPI) increased from 0.83 in 1999 to parity in 2012. While stating that regional averages mask wide variation among countries it mentions that only

four of the eight countries with data over the period achieved parity: Bhutan, India, the Islamic Republic of Iran and Sri Lanka.

The UNESCO's Education for All (EFA) Global Monitoring Report (GMR)-2015 refers to the Annual Status of Education Report (ASER) wherein wide disparities in students' achievement of basic skills across states has been reported, although India's education system succeeded at enrolling many more children. The report also mentions about the proliferation of low-fee private schools in urban slums in India.

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# International Launch of The 2015 Education for All Global Monitoring Report

The 2015 Education For All (EFA) Global Monitoring Report (GMR) was launched by Smt Smriti Zubin Irani. The Minister for Human Resource Development today at an event organized by the Ministry of Human Resource Development in collaboration with the UNESCO GMR at New Delhi. This is the first international launch of the GMR report outside of Paris and New York. Holding the international launch in New Delhi is a tribute to India's progress in school education. The event was attended by national and international guests. The 2015 Global Monitoring Report is the 12th in the series and is aptly based on the theme 'Education for All 2000-2015; achievements and challenges.

The event included a brief video address by the UN Secretary General Mr. Ban Ki Moon who called upon the nations to harness the power of education to build a better future for all. The presentation by Mr. Aaron Benevot,

Director GMR on the key finding of the report highlighted the unfinished EFA agenda also indicated at the progressive gains made in reducing the out of school children, increased enrolment at the primary level and encouraging trends in participation of the girl child.

Smt Smriti Zubin Irani in her address highlighted the



strides made by India in reducing the out of school children and achieving gender parity at elementary level thereby contributing to the global progress in the EFA goals. She also elaborated on the recent measures taken by the government in harnessing technology for extending quality education and using education as a means pillar for

nation's character building.

Nobel laureate 2014 Shri Kailash Satyarthi focused on the issue of the challenge of reaching out to the most marginalized children. The presentation by Mr. Chernor Bah, member of the High level Steering Committee for the UN Secretary General's Global Education First Initiative shed light on the rising aspirations of youth viz-a-viz education and the need of national governments to keep pace with the same. Prof R. Govinda, Vice Chancellor, National University for Educational Planning and Administration elaborated on the India's progress towards the EFA and steps to meet newer challenges in India. Mr. Gatchew Enigada in his closing remarks dwelled upon the need to sustain the progress to cover the unfinished EFA agenda during the post 2015 SDG regime and the importance of international collaboration in building capacities for harnessing technology for education.

# Actions taken by UGC against Fake Universities

As per information available with the University Grants Commission (UGC), there are 21 Fake Universities which have been listed in the UGC list of Fake Universities and are functioning in contravention or violation of the UGC Act, 1956 in different parts of the country. The lists of Fake Universities/unrecognized institutions are available on the UGC website www.ugc.ac.in. According to the UGC, some institutions are offering Undergraduate/ Postgraduate degrees in various subjects which are not established under either Central/State or UGC Act and hence these Fake Universities do not have right to confer/grant any degree.

As per the information received from the UGC, some of the actions taken by UGC against these Fake Universities are as follows:

- (i) For the awareness of general public/ students/ parents, the UGC puts up the list of fake institutions on its website. All self-styled unrecognized and unapproved institutions are cautioned that running of Undergraduate and Postgraduate degree courses and giving misleading advertisements shall attract severe action under the provisions of appropriate laws including the UGC Act and the Indian Penal Code, etc.
- (ii) Cases have also been filed in various courts by UGC against fake universities/institutions.
- (iii) The UGC in the interest of general public/students defends the cases in the court. Action relating to closing down the fake institution is to be taken by the concerned state government and local authorities.
- (iv) The UGC has also written to the Vice Chancellor/ Director/ In charge of the 21 fake universities to close the down the fake institutions immediately.
- (v) Reminder letters to the State/ UT Principal Secretaries/ Education Secretaries have been issued to take the appropriate action against the Fake Universities

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## New National Tourism Policy, 2015

The Ministry of Tourism is currently in the process of formulating a National Tourism Policy 2015 with the aim of positioning India as a "Must See" destination for global travelers, encouraging Indians to explore their own country and realizing the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a responsible framework. One of the suggestions received for the Policy includes the setting up of a National Tourism Authority/Board.

## MHA renames Tourist Visa on Arrival scheme as e-Tourist Visa from April 15, 2015

The Ministry of Home Affairs has decided to change the name of the scheme 'Tourist Visa on Arrival-Electronic Travel Authorization' to 'e-Tourist Visa' (eTV) from April 15, 2015. The extension of the scheme to more countries and airports will be in a phased manner, in order to avoid any confusion.

Government of India had launched 'Tourist Visa on Arrival enabled by Electronic Travel Authorization' (TVoA-ETA) on 27th November, 2014 to 44 countries at nine airports to facilitate short duration international travelers. Since the launch of the scheme, one lakh ten thousand (1,10,000) Visas have been issued by Government under this scheme.

# Tourism Industry is Anticipated to Be US \$121.4 Billion Industry in FY2015

Tourism has now become a major industry in India, this is exemplified by the focus of various international hoteliers expanding their hotel chains in India. Online service like hotels.com also anticipated that this segment is on the cusp of a boom that it witness soon. Over the last few years India has fast evolved as a mammoth travel market; both inbound and outbound and an increasing number of Indians are purchasing travel products online. As per the World Travel & Tourism Council, the tourism industry in India is likely to generate US \$121.4 billion by 2015,

and the hospitality sector has the potential to earn US \$24 billion in foreign exchange

by 2015. The booming tourism industry has had a cascading effect on the



hospitality sector with an increase in the occupancy ratios and average room rates. In FY14, the occupancy ratio was around 57%, up 1% from last year. The average room rate decreased over the last one year by about 3.4% due to supply pressures and the general slowdown in the economy. The long term outlook for the Indian hospitality business continues to be positive, both for the business and leisure segments with the potential for economic growth, increases in disposable incomes and the burgeoning middle class.

## Financial assistance of Rs 50 crores for development of tourism in Nellore district over next five years

The Union Minister of State for Tourism (Independent Charge), Culture (Independent Charge) and Civil Aviation, Dr. Mahesh Sharma visited the Indian Institute of Travel & Tourism in Nellore, Andhra Pradesh today. On the occasion of his visit, the Union Minister announced a sum of Rs 50 crore for the development of tourism in Nellore over the next five years. Dr Mahesh Sharma said India is a country

known for its hospitality; and its visitor-friendly traditions, varied life styles and cultural heritage and colorful fairs and festivals hold great attraction for the tourists.

A sum of Rs 10811 lakhs has been sanctioned by the Union Ministry of Tourism for 13 projects during the year 2014-15 to the state of Andhra Pradesh. A sum of Rs 1253.4 lakhs was released for these projects during the year 2014-15.

## Steps taken by the Government to increase Tourist Arrivals

As per the 2nd Tourism Satellite Account of India (TSA) 2009-10 and subsequent estimation, the contribution of tourism to total Gross Domestic Product (GDP) during the years 2011-12 and 2012-13 were 6.76% and 6.88% respectively.

The steps taken by the Ministry of Tourism to increase the arrival of tourists to India are:-

(1) Launch of Tourist e-Visa for citizens of 44 countries.

(2) Promotion of the destination through the Incredible India Campaign across the globe.

(3) Participation in major

International Tourism & Travel Fairs (4) Organizing Road Shows to promote tourism destinations and products of country in major tourist source markets in collaboration with stake holders.

(5) Development and promotion "Niche Tourism" products.

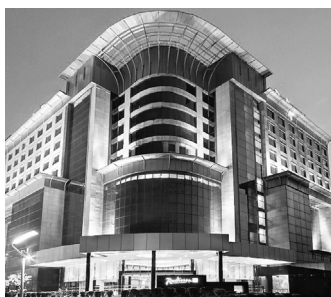
(6) Creating an increased pool of trained man power in Hospitality & Tourism sectors for delivery of quality service

(7) Organizing International Buddhist Conclave once in 2 years to show case the Buddhist Heritage and International Tourism Mart

## Online Hotel Booking

Is Anticipated To Be Around \$1.8 billion market size with anticipated 8.4 million Indians are Likely To Book Hotels online by 2016

As per the data compiled by Internet & Mobile Association Of India, there are around 300 million internet users, and this number is certain to rise with deeper



penetration of internet and rise in smart phone users. Various market have directly benefited from the inter user and Hotel Industry is a segment that is gaining momentum with the online hotel booking system.

Consumer's confidence to do online hotel bookings is on the rise in India, with an estimated 8.4 million Indians likely to book hotels online by 2016. The online hotel booking industry will be worth \$1.8 billion from the current \$0.8 billion," as per the report by Google Inc.

Budget accommodation has emerged as the most popular option for travelers in India with 49% users choosing them. Google said 32% user's book economy hotels and 19% user's book luxury hotels. While only 29% of the users book hotels online at present, 83% of users who research for hotels online are comfortable transacting online and do an online transaction once a month.

## High End Online Hotel Room Reservation Software For Hotels Need a Complete Website With Online Room Booking & Payments

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Category:

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Hannover-Messe-2015 :

# Multiple MoUs signed by Indian industry with Germany businesses and associations

Urbanization is now a global megatrend and by 2050, around 64% of the developing world and 86% of the developed world is expected to be urbanized. Rapid urbanization is putting a strain on the infrastructure, environment and social fabric of cities. The new Indian government has taken cognizance of this accelerating expansion. Investments required to stabilize, augment as well as build a robust urban infrastructure are at the forefront of the government's current agenda.

This was echoed in the inaugural address at a seminar on "Smart Cities - The Urban Challenge" by Mr. Amitabh Kant, Secretary, Department of Industrial Policy and Promotion (DIPP), Government of India, where he said, "One of the key challenges for India to grow at 9 to 10 per cent per annum is

the challenge of urbanization. He further remarked that according to a recent study, India will have 700 million people getting in the process of urbanization by 2050 and therefore the challenge for India is to create two and a half Americas by 2050 and do it in a far more innovative and sustainable manner."

India at Hannover Messe 2015, FICCI signed a MoU with Hannover Milano Fairs India (HMFII) to organize a platform to discuss and showcase new solutions and innovations in urban development in 2015-16, partnership and opportunities in this sector. Six more MoUs (Memorandum of Understanding) were signed by Indian public sector companies at Hannover Messe 2015 to enhance cooperation with global firms, during a special event organized by Engineering Export Promotion

Council of India (EEPC) at the India Pavilion. The MoUs, signed by companies under Department of Heavy Industries, consisted of tie-ups between Bharat Heavy Electricals Ltd. (BHEL) India and Russian Joint Stock Company, INTMA for upcoming projects in Russia and Kazakhstan, Rajasthan Electronics & Instruments Ltd. (REIL) and Milkotronics Ltd., Bulgaria for manufacturing milk analyzers in India, Instrumentations Ltd and KE Kauer Engineering, Germany for production of control valves, and three MoUs by Hindustan Machine Tools (HMT) with Num Controls, Switzerland for manufacturing of CNC controls, systems and drives; FT Machine Tools, Germany for collaborating on flow forming machines and Enit GmbH, Germany for total engineering solutions.

## India Designated as Chair to the Ninth Meeting of IRENA

India has been designated as Chair to the Ninth Meeting of International Renewable Energy Agency (IRENA) Council which is scheduled to be held for 10th & 11th June, 2015 in Abu Dhabi India is a founder Member of the International Renewable Energy Agency (IRENA), an intergovernmental

organization that supports countries in their transition to a sustainable energy future, and serves as the principal platform for international cooperation, a centre of excellence, and a repository of policy, technology, resource and financial knowledge on renewable energy.

## Australia Extends Support to Ganga Rejuvenation Plan



Australia has promised its full support to Ganga Rejuvenation plan. This was communicated by Australian Minister for Foreign Affairs Ms. Julie Bishop when she called on Union Minister of Water Resources, River Development and Ganga Rejuvenation Sushri Uma Bharti here today. Ms. Bishop said her country will be too happy to extend all

technological support to India for its mission to clean Ganga. She said her country has developed a "Score card" to measure and control effluent discharge into the rivers which will be very useful for India in its efforts to clean Ganga. Welcoming the offer, Sushri Bharti said this will be very helpful for us to formulate proper guidelines for polluting industries.

## India & France Sign An MoU to Establish a Marine Biology Institute

A Memorandum of Understanding (MOU) was signed in the presence of Prime Ministers of India & France during the visit Shri Narendra Modi to France, for establishing an Institute for frontier Marine Science & Technology Research in the five years.

Under the MOU India's Department of Biotechnology would join hands with the Université Pierre Et Marie Curie (UPMC) and the Centre National de la Recherche Scientifique (France's National Centre for Scientific Research-CNRS) to set up at the National Institute of Marine Biology and Biotechnology in India. As a part of this France would contribute expertise in

developing high standard marine stations for collaborative research programmes, train manpower, facilitate setting up efficient research infrastructure, facilities & technologies. Indian would bring interest & proficiency in cell & molecular biology & biotechnology. It will also provide Indian researchers access to the French marine stations with extraordinary technical capabilities.

The Institute will carry out fundamental science research with a multidisciplinary approach and will collaboratively address the most important topics in marine biology and marine biotechnology.



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## Increase in Basic Customs Duty on Imported Steel

The Government has received representations for imposition of 25% basic customs duty on imported steel to prevent dumping of steel.

As per World Trade organization's (WTO) guidelines import duty can be imposed to the extent of 40%. The bound rate for basic customs duty on

iron and steel falling under Chapter 72 is 25% or 40%. In Budget 2015-16, tariff rate of basic customs duty on iron and steel and articles of iron and steel was increased from 10% to 15%. However, no change was made in the existing effective rates of basic customs duty on these goods.

## 5 New IIT & IIM To Be Set Up In Various States

In the Budget Speech 2014-15, the Finance Minister has announced to set up five IITs in the Jammu, Chhattisgarh, Goa, Andhra Pradesh & Kerala and five IIMs in the States of Himachal Pradesh, Punjab, Bihar, Odisha & Maharashtra. The State Governments are to identify suitable land measuring about 500-600 acres which is to be allotted free of cost, free of legal encumbrances at a location

having necessary infrastructure such as road, rail and air connectivity, physical infrastructure and basic-facilities for setting up of the IITs. The present status of establishment of IIMs and IITs is placed at Annexure-A.

A budgetary provision of Rs.1000 Crore under Plan Head has been made for these institutes during the year, 2015-16. However, no expenditure as on date has been incurred in this regard.

## Move to increase R&D Expenditure to 2% of GDP

India's Gross Expenditure on Research and Development (GERD) as percentage of GDP has remained so far less than 1% as compared to the developed and emerging economies despite increase in absolute terms. The Minister for Science & Technology and Earth Sciences, Dr. Harsh Vardhan said India had invested 0.88% of its Gross Domestic Product (GDP) towards Research and Development (R&D), whereas USA and South Korea spent 2.79% and 3.36% respectively during 2011-12. Among BRICS nations, Brazil, Russia and China also spent more than 1% of their GDP on R&D. The Minister said the Science, Technology and Innovation (STI) Policy, 2013 envisages increasing R&D expenditure to 2% of GDP with enhanced participation of private sector through policy and reform processes.

### Home Expo 2015

#### Overwhelming Response of the event With Over 600 overseas buyers Registering.

Home Expo India 2015, the 4th edition of the three-in-one exhibition comprising IFFTEX (Indian Furnishings, Floorings and Textiles Show), IFAS (Indian Furniture and Accessories Show) and IHDS (Indian House ware and Decorative Show), opened at India Expo Centre and Mart, Greater Noida on 16th April, 2015. There has been an overwhelming response from overseas buyers, with 600 overseas buyers participating.

Organized by Export Promotion Council for Handicrafts (EPCH), the nodal export promotion body for handicrafts in India, the show addresses the industry demand for sector-specific shows that better cater to the specific requirements of buyers. The show is in line with this international trend and is highly appreciated by international visitors. Buyers are able to concentrate on products they need, without getting lost in the multitude of products and services which are part of bigger multi-sector exhibitions. About 500 companies (including permanent mart owners) are exhibiting their collections at the India Expo Centre and Mart.

Home Expo India covers sectors with maximum thrust and growth potential for Indian handicraft exporters who present a wide range of colorful handicraft items in home décor, furnishing, furniture, flooring, and textiles.

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# Easier access to bank loans for MSMEs

Following the recommendations of Prime Minister's Task Force Report on MSMEs (2010), the RBI has advised the banks to achieve 20 per cent year-on-year growth in credit to micro and small enterprises (MSEs), 10 per cent annual growth in the number of micro enterprise accounts and banks to allocate 60 per cent of the MSE advances to the micro enterprises. In addition, to facilitate easy flow of credit to Micro, Small and Medium Enterprises (MSMEs), the Government launched Credit Guarantee Fund Scheme for Micro and Small Enterprises in August, 2000 under which guarantee cover is provided for collateral free credit extended to micro and small enterprise (MSEs). The

Reserve Bank of India (RBI) has also issued guidelines in May, 2010, which mandatorily require banks to dispense with collateral requirement for loans up to



Rs.10.00 lakh to MSEs. The Ministry also implements Prime Minister's Employment Generation Programme and Credit Linked Capital Subsidy Scheme, wherein margin money and capital subsidy respectively are disbursed to bring down the effective cost of loan.

The Ministry of Micro, Small and Medium Enterprises, and Small Industries Development Bank of India (SIDBI) have established a Trust named Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE). CGTMSE provides guarantee cover under its Credit Guarantee Scheme (CGS) to its registered member Banks / Financial Institutions (called MLIs) against credit facilities up to Rs. 100 lakh sanctioned by them to the eligible Micro and Small Enterprises without taking any collateral security and / or Third Party Guarantee. As on March 31st, 2015 18, 17,245 guarantee proposals have been approved for an amount of Rs 90445.90 crore.

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## Power Generation Shows Growth Rate Of 8.4%

For the first time in the country, the annual electricity generation in 2014-15 crossed one thousand Billion Units or one Trillion Units. Power generation during the 2014-15 is 1048.403 BU showing a growth rate of 8.4% over the previous year which is the highest growth rate in the last two decades. Since 1991-92, the Compounded Annual Growth Rate of electricity generation has been around 5 to 6.6%. The biggest contributor was generation from the coal based power stations which recorded an annual growth rate of 12.1%.

Out of 22,566 MW added during the year 2014-15, contribution of thermal sector was significant i.e. 20,830 MW (92% of the total). It includes NTPC's 660 MW unit at Barh in Bihar where the

first indigenously manufactured super critical units by BHEL have been commissioned. The year marked turn around in Hydro sector with 736 MW contributions in Central sector that included NTPC's maiden contribution and entry in hydro sector with Koldam units. NHPC and SJVNL completed their projects at Parbati III and Rampur respectively. The gas based Monarchak Power Plant of 65.4 MW, Agartala ST-II of 25.5 MW and Palatana Unit-II of 363.3 MW was also commissioned during the year in Tripura which will benefit the entire North East. Commissioning of Kudankulam Nuclear power station of 1,000 MW during the year will help all the Southern States.

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