



# CHIEF SECRETARIES' CONCLAVE

16th SEPTEMBER, 2017

HOTEL SHANGRI-LA, NEW DELHI

## Role of States, for Making New India by 2022

Focus on Education, Skill Development & Employment,  
Ease of Doing Business, Industrial Development and Smart Cities

# CHIEF SECRETARIES' CONCLAVE

16th SEPTEMBER, 2017  
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## CHIEF GUEST



**Shri Pradeep Kumar Sinha**  
Cabinet Secretary, Government of India

## GUESTS OF HONOUR



**Shri Arvind Subramanian\***  
Chief Economic Adviser  
Government of India



**Shri Amitabh Kant\***  
CEO, NITI Aayog

\*Invited

## OVERVIEW

The Chief Secretaries' Conclave is a prestigious flagship event of the PHD Chamber of Commerce and Industry (PHDCCI) which has been relentlessly working for the socio-economic development of Indian States with a motto, "Strong States Make Strong Nation". The Conclave essentially carries forward the mission of "Empowering States," to strengthen India's federal structure of governance.

This year, the Chamber aspires to present the 14<sup>th</sup> edition of the Chief Secretaries' Conclave, wherein the theme is "Role of States, for Making New India by 2022 - Focus on Education, Skill Development & Employment, Ease of Doing Business, Industrial Development and Smart Cities".

It aims to support the Hon'ble Prime Minister Shri Narendra Modi's Prescient Vision and Mission-in-Progress for "Making New India", by ensuring the best desired outcomes in some areas of development.

To attain the goals figured out with "Making New India," the Conclave spearheads the Campaign to transform the way India perceives governance.

A uniquely significant event in India, it upholds to ensure a robust eco-system for businesses, by simplifying the official procedures and making them transparent at decision-making levels, with greater interface of technology. Also, the conclave proactively supports India's "Economic Reforms Mission," with bringing the highest echelons of government and industry at one powerful platform where who's who of India makes their presence felt.

# OBJECTIVE OF THE CONCLAVE

The Government of India (GoI) with its latest vision, mission and further goals and policies, is pushing forth the idea of a government which governs, facilitates and encourages the citizens from diverse stratum to participate in economic development activities. Such a vision necessitates innovative means to achieve the desired ends.

In sync with the proposition as mentioned above, the objectives behind the proposed initiative have been deliberated and the same are enumerated below:

- Creation of Interactive & Action Platform for Chief Secretaries of all the Indian states – for making them share their experiences on “Best Practices in Governance.”
- Rope in expertise of functional experts with a proven track record in the field.
- Consolidate a ‘way-forward’ pertinent to the “Role of States,” for realising the goal of “Making New India.”
- Recognise and acknowledge the states doing well in certain aspects such as Education, Skill Development & Employment, Ease of Doing Business, Industrial Development, Smart Cities and so on – and present their Models, for replication in other states.
- Suggestions for new policies to sustain the governance programmes and further help them for achieving greater inclusive growth.

## Role of States, for Making New India by 2022

Focus on Education, Skill Development & Employment,  
Ease of Doing Business, Industrial Development and Smart Cities

*Therefore, with this background  
PHD Chamber of Commerce and  
Industry proposes*

### **THE CHIEF SECRETARIES’ CONCLAVE on**

### **Role of States, for Making New India by 2022**

**Focus on Education, Skill Development  
& Employment, Ease of Doing Business,  
Industrial Development and Smart Cities  
at Hotel Shangri-La, New Delhi  
on **16th September, 2017.****

# CHIEF SECRETARIES' CONCLAVE

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## FOCUS OF THE CONCLAVE

### Education, Skill Development & Employment

As "Human Development" is a prerequisite for sustained development, this tops in the priority, for "Making New India." The Conclave will particularly keep focus on Co-ordination of Skill Development Efforts Across the Country, Removal of Disconnect Between Demand and Supply of Skilled Manpower, Building the Vocational and Technical Training Framework, Skill Up-gradation, Building of New Skills.

### Ease of Doing Business

Economies are ranked on their "Ease of Doing Business." A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm.

"Minimum Government, Maximum Governance" is the guiding principle of the GoI, and now clearly the focus is on simplification of official procedures and reducing the hassles and time at decision-making levels in Government by leveraging technology and transparency. The Conclave will have focused discussions on it, to take the momentum forward.

## FOCUS OF THE CONCLAVE

### Industrial Development

The Conclave will be focusing on "Inclusive & Sustainable Industrial Development" – to bring-in attention of industry towards government's efforts to make "Rural India," the "New Engine of Growth."

### Smart Cities

Smart Cities Mission is an "Urban Renewal Programme" by GoI, with a mission to develop 109 Cities all over the country making them citizen-friendly and sustainable. The Union Ministry of Urban Development is responsible for implementing the mission in collaboration with the state governments of the respective cities.

These "Smart Cities" would make the foundation of "New India," and the Conclave is making it a key policy discussion point.



# Key Take Aways

The Chief Secretaries' Conclave 2017 will host most informed discussions on different sectors of governance and delivery seen through the prism promoting innovation, multi-stakeholder engagement, transparency and learning curve.

The sessions of this Conclave will be a harbinger of innovative ideas, replicable models of systems and good governance where majorly all State Chief Secretaries of India, along with the captains of Indian industry would converge on a common platform, to review, analyse and carve the way ahead for empowerment of the states.

Besides showcasing the Best Practices of different states, the Conclave will also offer a powerful platform for different stakeholders from Government of India (GoI), Industry, Policy Establishments, Diplomatic Corps (Embassies), Investors, Civil Society, Media together for constructive idea-exchange.

The Conclave intends to give new insights about the Policies and Action Plans of the GoI and states, to all esteemed stakeholders who are part of socio-economic development, to attain the goals of "Making New India".

## Session Outline

10.00 -1.30 pm

**Inaugural Session**

**Welcome Address**

**Theme Presentation**

**CHIEF SECRETARIES ADDRESS**

**Address by Guest of Honour**

(Chief Economic Advisor, GOI / Governor, RBI/  
CEO NITI Aayog)

**Address by Chief Guest**

(Cabinet Secretary, Government of India)

1.30 - 2.00 pm

**Lunch**

2.00 – 3.00 pm

**Special Session on Partner State**

3.00 – 4.00 pm

**Special Session on Feature State**

2.00 – 4.00 pm

**B2 G Meetings between Industry and State  
Govt. Representatives with Networking Tea**

**B2 G Meetings only for paid  
Delegates and Sponsors**



# INTRODUCING THE CHAMBER

PHD Chamber of Commerce and Industry, established in 1905, is a proactive and dynamic multi-State apex organization working at the grass-root level across States of India and develop strong national and international linkages. It acts as a catalyst in the promotion of industry, trade and entrepreneurship. The 112 year old Chamber is focused on facilitating nation building endowed with a strong secretarial team comprising of 58 expert committees and a powerful State Development Council.

## STATE DEVELOPMENT COUNCIL

The State Development Council as the think tank of PHD Chamber gives strategic advice on key identified areas at the State Level. This Council, since its inception has worked towards a shared vision of priorities which uphold the motto that "Strong States make a Strong Nation".

It strives hard to create a knowledge, innovation and entrepreneurial support system through a collaborative group of international experts, practitioners and partners to accelerate the implementation of the development agenda of the States.

**Chief Secretaries' Conclave is a prestigious flagship event under PHD Chamber's State Development Council**

PHD CHAMBER HAS SPECIAL FOCUS ON **7** THRUST AREAS

**Industrial Development | Infrastructure | Housing | Health  
Education and Skill Development | Agriculture and Agribusiness | Digital India**

**For further information, kindly CONTACT:**

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# SPONSORSHIP OPPORTUNITY

**CHIEF SECRETARIES' CONCLAVE**

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1 Spot

**CHIEF EVENT SPONSOR**

30 Lakhs

1 Spot

**CO - SPONSOR**

20 Lakhs

1 Spot

**KNOWLEDGE PARTNER**

5 Lakhs

+ 500 Knowledge Reports

2 Spot

**PARTNER STATE / COUNTRY**

15 Lakhs

2 Spot

**FEATURE STATE**

8 Lakhs

5 Spot

**ASSOCIATE SPONSOR**

5 Lakhs

Sn	Deliverables	Chief Event Sponsor	Co – Sponsor	Knowledge Partner	Partner State / Country	Feature State	Associate Sponsor
1	Exclusive opportunity of sharing logo with PHD Chamber as Presenter of the Conclave in all branding platforms	✓	✓				
2	Display of Sponsors logo on the backdrop at the venue of the Conclave	✓	✓	✓	✓	✓	✓
3	Display of Sponsor's logo in all branding / communication platforms	✓	✓	✓	✓	✓	✓
4	Speaking Slot to the CMD / CEO of the organization	✓	✓				
5	Sponsor's logo in Newspaper Ads of the Conclave	✓	✓	✓	✓	✓	✓
6	Sponsor's logo in TV Promos in national and regional TV channels	✓	✓	✓	✓	✓	✓
7	Branding in 30 minute coverage in national & regional news channels	✓	✓	✓	✓	✓	✓
8	Digital Media outreach	2 million	1 million	0.5 million	0.5 million	0.5 million	0.5 million
9	Advertisement in PHD Chamber's monthly bulletin	3 Page colour ad	2 Page colour ad	2 Page colour ad	1 Page colour ad	1 Page colour ad	½ Page colour ad
10	Coverage of the event through PHD Monthly Bulletin circulated widely among industry members, ministries, embassies etc.	✓	✓	✓	✓	✓	✓
11	Hoardings with logos in Delhi – NCR	✓	✓	✓	✓	✓	✓
12	Receive registered attendee list 2 weeks prior to the Conclave and attendee list 2 weeks after the Conclave	✓	✓		✓		
13	Exclusive opportunity to showcase the State / Country during a Special Session				30 minutes	15 minutes	
14	Screening of promotional video during the Conclave (upto 5 minutes )	✓	✓		✓		
15	Exclusive opportunity for B2 G Meeting	✓	✓	✓	✓	✓	
16	Opportunity to present the highlights of the Knowledge Report (5 minutes)			✓			
17	Sponsors' standee at the venue	5	3	3	3	2	2
18	Sponsor's brochure /pamphlets as part of Conference Kit	✓	✓		✓		
19	Acknowledgement on Thank You Standee	✓	✓	✓	✓	✓	✓
20	Complimentary DVD & photo CD covering the Event	✓	✓	✓	✓	✓	Photo CD only