



# FICCI E-NEWS

VOL. 1 | MARCH 2021

## "BE SEEN & BE HEARD"

### PRESIDENT'S MESSAGE: FICCI IN MY EYES

Indeed, time flies fast and sometimes I find it hard to believe that a year has gone by in my term, considering the way 2020 turned out to be tough, challenging, however the way I look at it, it was a difficult one with a lot of adjustments on our part.

But 2021 brings hope to me and what could be a better way to start our team's second year than by initiating something new that I truly believe will internally strengthen further better membership engagement.

This month will mark the birth of FICCI E-news, our own monthly newsletter, coinciding with the 70th year of our organization. This I believe is perfectly aligned with the major directions that I would like our team to take in terms of focus and priority.

Let me share these with you. For this year, I would like to see more member engagement, more interaction between the Board and its members through regular communications and the programs we will undertake, including possible business opportunities between members.



This will also allow members to know its officers and co-members better with regular features in the newsletter.

The second thrust for me is to provide members more access to knowledge that would help them step up their operational efficiency through relevant learning workshops particularly under the present business conditions.

And finally, with FICCI's past success in establishing partnerships with various local, national, and international agencies and associations, I would like to see a more active use and full utilization of all these networks, and even expanding them this year.

Our newsletter will help greatly in communicating all of these with our members; and knowing better what FICCI is all about, who its officers and members are, its immediate past and future undertakings, and providing a regular medium for interaction among members. I sincerely believe that taking all of these collectively, will project an image of FICCI as a truly hard-working and output-driven group.

Thank you for all the support.



Just prior to the Annual General Membership Meeting last January 20, 2021, the members of the new Board of Directors, now beginning its second and final year in office, got together for a formal photoshoot led by the current President Mukesh "Mike" Advani.

Joining him in the photo shoot were: Vice President for Internal Affairs - Lal Tulsiani; Vice President for International Affairs, Trade, IT & BPO - Pushkar Misra; Vice President for Domestic Affairs, Trade and Retail - Manish Mahtani; Vice President for Finance & Treasurer - Raj Uttamchandani; Vice President for Strategy and Learning - Govind Daswani; Vice President for Agri-Tech - Arvind Kumar Thirukonda Jawaharlal; Vice President for Healthcare and Advocacy - Sharon Vaswani; Vice President for Membership, Assistant Treasurer - Shankar Sinha; Vice President for Events - Naresh Mirani; Vice President for Pharmaceuticals - Mahindra "Manesh" Sujarani; Chairman - Rex Daryanani; Corporate Secretary - Atty. Albert Vincent Yu Chang; Executive Director - Ella Parreño - Gan and Secretariat Zarah Corrales.

### LOOKING BACK

#### A Dose of Hope with Go Negosyo (Wave 2)

January 14, 2021

- Ceremonial signing of the Tripartite Agreement between Astra Zeneca, Government and Private Sectors through GoNegosyo
- A total of 17M doses have been committed by the private sector

#### Annual General Membership Meeting

January 20, 2021

- A total 115 attended the AGM (80 virtual attendance + 35 proxies)
- The announcement of 40% Early Payment discount for Membership dues was well received by the members

#### AstraZenica EUA & Logistics Update with Private Sector Donors

February 4, 2021

- Astra Zeneca updated the private sector on the Emergency Use Authorization (EUA) status and a logistics update

#### Briefing with Novavax Inc. - Go Negosyo

February 11, 2021

- GoNegosyo, Unilab and Faberco Life Science (headed by our own Mr. Kishore Hemlani) updated the private sector on the Novavax vaccine.

The vaccine is developed by an American company and will be manufactured by Serum Institute of India (SII)

#### AstraZenica Update with Go Negosyo and BDOF companies

February 16, 2021

- GoNegosyo and Astra Zeneca gave an update on the delivery of the vaccines

#### AstraZenica Update with Go Negosyo and BDOF companies

February 22-24, 2021

- GoNegosyo and Astra Zeneca gave an update on the delivery of the vaccines

#### FICCI India launching of GLOBIZ - Connecting Business Globally-ASEAN Healthcare Expo and Home Furnishing Expo

February 22-24, 2021

- FICCI will launch series of Virtual Events which focuses on various international regions under the Market Access Initiative Scheme.

#### Joint Webinar - Perspective of Doing Business in The Philippines: A Way Forward for Domestic and Foreign Investors

February 26, 2021

- The first joint project of FICCI and IBF. This is in cooperation with SGV and the Indian Embassy

### LOOKING AHEAD

- Look forward to the FINTECH EXPO set on March 10 and 11 and learn of the latest innovations in areas like digital payments, lending, artificial intelligence, and wealth management.
- Will feature Leading Indian Fintech companies as they showcase their products and tech offerings.
- Meet the top Indian Fintech players, bankers, technology experts and policy makers to discuss latest developments that are redefining the financial services industry.

- I came up with important things to consider to help companies get IT ready:
  1. Know that it is inevitable that technology will be the new platform
  2. Internet connectivity will revolutionize your business
  3. IT Infrastructure is key
  4. Creative avenues of selling using technology will arise
  5. Content, Content, Content is the king



## NOW YOU KNOW

### DIGITALLY TRANSFORMED

by Engr. Joel Somontina, CoE, CDCP  
Director Microgenesis Business Systems  
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We have entered into the new normal. Where business owners dreamed of large sprawling buildings, executives in suits and managers in 4WDs in assigned parking slots and expensive office decorations. The days where thousands of office workers, call agents, executives packed in a single or multiple floors, mingling, eating, and fighting over thousands of hours of powerpoint presentations conference rooms is a memory.

The new office is the house with a table and chair, a laptop, high end earphones with mic, a cup of noodles or coffee in t-shirt and shorts. No more waking up at 5 am to get a shower, eat breakfast, kiss the missis and go hit the 2 hr traffic to get to the office. The new office is virtual. It is mobile.

Its agile and it is beautiful... Virtual offices, online management systems, CRMs, Online marketplace, Online selling, internet connectivity, wireless and of course the latest Bluetooth 5.0 wireless headset and speaker systems are the buzzwords. Unfortunately companies aren't IT ready. Most are dying in these times. They need help.

So I came up with important things to consider to help companies get IT ready:

1. Know that it is inevitable that technology will be the new platform
2. Internet connectivity will revolutionize your business
3. IT Infrastructure is key
4. Creative avenues of selling using technology will arise
5. Content, Content, Content is the king

Technology is inevitable - any form of communication, selling or distribution, the use of IT will be key to your business survivability. You will need to increase IT budget and expenditure to a higher level. Also, getting a good IT consultant is the key who can steer your vision to the new business platform.



The Internet is a utility (like power and water) that can earn money and can earn money and entertain at the same time. Thru good connectivity our house can do 4 zoom/MS Teams meetings with 12MB while I am buying and selling IT services and plants and my kids! Its not just size but speed and about the End User Experience. It should always be good.

IT Infrastructure is key - People immediately upgraded their internet bandwidth but got electricians or their utility/IT guys to cable. They get fiber and buy the cheapest network switch and a crummy wifi Access Point and wonder why their internet doesn't reach their own offices or its just too slow to be of any use. Good IT infra is key. Just recently, I helped out a school owner who had multiple ISPs and for a year, due to lockdown, had their entire teaching staff in a small room due to the Telco limited wifi range. So we installed the 3 new Access Points and properly cabled the facility and now the school has fast internet in almost all 15+ classes. They are now able to have the teachers go to their own rooms, teach more effectively and in a quiet manner.

Words like "Mam/Sir" have now been replaced by "Mine", "Up", "HM", "Loc" and for those really tech challenged "SFNI". (Shipping Fee not Included). Live internet selling is all about bringing the store to the online buyers. Everything from cars, books, watches, water, snacks, highend meals, plants (saw a Monstera plant going on the local FB for 85k! and someone bid and bought) is the new selling platform.

Anyone interested in a Virtual Triage call me haha. Those who sell visual thru pictures (both high end SLR pics and low end cellphone pics from the house floor), to verbal (online selling with a live seller and goods being shown in the background) and non verbal (chat only from offering to nego to delivery) will be the sales of the future.

I sold about Php 7 million pesos worth of highend thermal cameras during the lockdown just by posting my products in Facebook. People saw the pic asked me to demo the 300k Thermal camera to check on Temp, Mask-on and facial recognition and closed the sale.

Lastly, Content is king. You can create funny content and earn from it. The dumber the better. No one knows why someone makes 6 figures dancing funny and someone with intellectual content gets a few family members to like. The influencer is going to market their content to the bring products to your doorstep. So before in sales its all about numbers, now. Its all about timing and content. These guidelines are again just a few of the things I know works. Using technology to build up your online store and new sales force, order, package and distribute your products as well provide easy payments will provide the new digital store front. It will be the future. Welcome to the new world.

### MEMBER SPOTLIGHT

#### "FICCI IS MORE THAN JUST A SOCIAL GROUP." - ARANETA

Leon Araneta may be one of the newest members of the Federation of Indian Chambers of Commerce Inc. (FICCI) but the company he represents certainly has a long iconic history of treasured moments among the local Filipino-Indian community.

He acquired Kashmir restaurant founded by sisters Sita Advani, Indra Mirchandani, and Kamla Singh, 45 years ago, in 2019 and looked at it simply as a new business venture.

Until he realized that it went far from just being a business. "I did not know then that Kashmir has touched so many lives, the number of weddings, birthdays,



and anniversaries the place has hosted, it is a heritage, and I intend to keep it at that" said Araneta.

"Being familiar with heritage conservation in his work, he continued, "I value history and Kashmir has a lot of values. It is such an old brand with a very long history. I accepted the responsibility of maintaining it as it is, beyond my first thought of it as a first destination when it comes to Indian food," Araneta was a frequent diner at the restaurant before acquiring it upon learning it was up for sale. And since he was operating an Indian restaurant, he wanted to make sure "we are in the correct community, and joining FICCI was a natural thing to do, that was when I realized there is more to FICCI than just being a social group. I got to know better the real Filipino-Indian community."

Araneta explained further, "as a new member I joined the group's various social media portals, its many WEBINAR sessions, and I became exposed to more knowledge, including overseas opportunities in India. I appreciate the fact that FICCI is an active group with an active Board that I feel fortunate I am now a member."

As a new member, too, he believes the biggest challenge facing FICCI now is the integration of its members through more engagements. "I mean we, the new members with the tenured members, there is much to learn from one another and since I am new, any program launched by FICCI for me will be new and interesting. I actually believe the zoom meetings allow more members to participate without the need to leave their houses."

And from the way he sounds, Araneta looks like he will be in FICCI for a long time.

### MARCH BIRTHDAY CELEBRANTS:

- 3 - Nari Genomal; GTVL Mfg. Industries Inc.
- 6 - Dr. Larry Daswani; Hollywood Optical Supply
- 6 - Frankie Gangwani; Intershade Commercial Inc.
- 7 - Sanjeev Gopaldas; Intershade Commercial, Inc.
- 9 - Jeevan Manjani; Glostar Corp.
- 11 - Devkishan Chainani; Kaycee Enterprises Inc.
- 15 - Shanti Lal Sipani; Indo Phil Textile Mills Inc.
- 15 - Ashok Dulani; Swami Lending & Investors Trading Inc.
- 18 - Lakhvir Kudhal; KCK Trading Corp
- 19 - Rajesh Gagoomal; Gasanco Inc.
- 19 - Ravi Samtani; General Garments Corp.
- 21 - Arun Mirpuri; Colerosh Inc.
- 28 - Serena Vaswani; Asialens Mfg. Corp.
- 31 - Vishal Hathiramani; VHV Creation
- 31 - Atty. Albert Vincent Yu Chang

### EDITORIAL TEAM:

Mike Advani; Editor-in-Chief - Sharon Vaswani, O.D.; Associate Editor - Ella Gan & Zarah Corrales; Editorial Assistants - Lito Cinco; Editorial Consultant and Content Writer

We welcome your suggestions for FICCI E-NEWS, just as we welcome informative articles you may want to contribute.