

Mittal, Ambani set for knockout

SURAJEET DAS GUPTA
New Delhi, 24 December

In the bout for the 2020 undisputed heavyweight champion's title, there are no prizes for guessing who the contenders are. In one corner of the ring is Sunil Mittal, the undisputed star for decades whose company Bharti Airtel has been ousted from the top slot — in terms of revenue market share — this year.

It's been a bruising battle but Mittal has managed to remain standing without conceding much market share to his rival and keeping his debt under control, even though it could be high in the red (a loss of over ₹23,000 crore) if he has to pay the entire AGR dues imposed by the Supreme Court upfront.

In the other corner is the challenger who has risen to the top position in three years and become the new telecom champion. Mukesh

Ambani's relentless push for subscribers has helped Reliance Jio grab the number one slot and, with a 35 per cent revenue share of the market, has moved up quietly from the number three slot at the beginning of the year (Q3 FY 19).

But that is not enough for Ambani who wants to push his 350 million customers up to 500 million. At current net additions a month, this could take him 18 months.

If he thinks this strategy will have Mittal on the ropes, Mittal has made it clear that he won't take it lying down. He hopes to increase Airtel's revenue market share from 32-35 per cent in



The opportunity for the two men — Bharti Airtel's Sunil Mittal (right) and Reliance Jio's Mukesh Ambani — to realise their ambitions will unfurl next year when the finances of the third player, Vodafone Idea which has over 300 million customers, are expected to sink

some time.

The opportunity for the two men to realise their ambitions will unfurl next year when the finances of the third player, Vodafone Idea which has over 300 million customers, are expected to sink. Given that Vodafone Idea's promoters have said they are unwilling to throw more good money after bad, it may even shut shop unless the government steps in.

The good news is that the weakening of Vodafone Idea comes at a time when

the brutal price wars of the last three years have subsided. Telcos have already announced hefty hikes in tariffs of 15-40 per cent which they hope will perk up their balance sheets somewhat.

Mittal expects average revenue per user to go up by ₹200 a month, very near what it was before Reliance Jio's entry, in the next few quarters and even hit ₹300.

Yet the financial health of the incumbents (Reliance Jio has to pay a small amount and is not seriously

affected), will depend crucially on how the government and the Supreme Court, which has directed telcos to pay ₹144,000 crore as past dues, tackle the contentious AGR dues.

While the tariff increases might help to reduce their financial stress, they are nowhere near enough to absorb the huge payout for the AGR dues. That is why Bharti is raising \$3 billion in fresh capital which will be a combination of equity and debt to take care of the AGR payments. For

Vodafone Idea, analysts say that the tariff hike will need to be 80 per cent for it to cover the AGR payout.

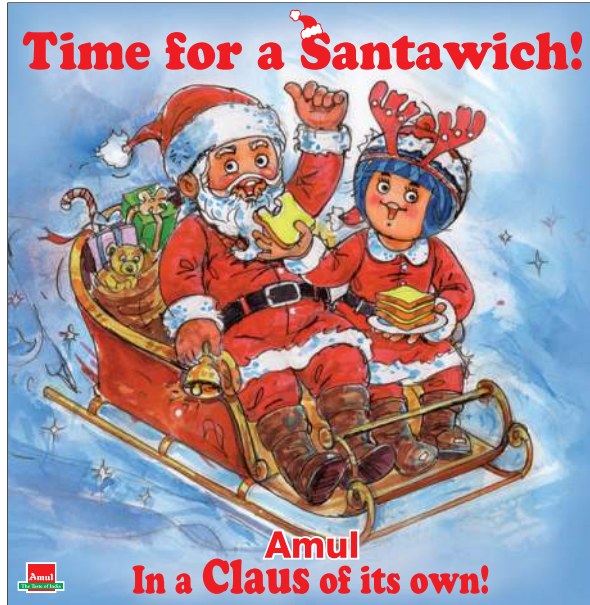
The outcome hinges on the fate of the Bharti Airtel and Vodafone Idea review petitions against the Supreme Court ruling and on whether the government is ready to stagger the payments, reducing the overall immediate burden. This decision could determine Vodafone Idea's survival.

Clearly, a further emasculation of Vodafone Idea or its closure would provide an attractive opportunity for Mittal and Ambani. For instance, around seven per cent of Vodafone Idea's subscribers are post-paid with significantly high ARPU, constituting around 20 per cent of its revenues, say analysts. Bharti Airtel will be in a better position to grab them as it has a strong presence in the post-paid business and a lot of plans. In contrast, only one per cent of Jio's subscriber base is post-paid and that too with only one plan on offer.

Jio, though, has a winner in the 4G feature phone which is on offer for ₹699 and comes with bundled minutes. It has been a work horse for wooing 2G customers to upgrade to 4G: nearly 30 per cent of net additions come from users who opt for the bundled offering.

Yet both Ambani and Mittal are aware that they have to reduce their dependence on debt even if they are in control. Next year will see a speeding up of the monetisation of assets.

While next year will see a Rumble in the Jungle between Mittal and Ambani, it will not be the year of 5G. Most telcos say that the various financial uncertainties, the limited spectrum available coupled with a high base price, and the lack of any viable use case, makes it unattractive for the time being.



NTPC to have 2-part tender for solar projects

SHREYA JAI
New Delhi, 24 December

NTPC, the country's largest thermal power producer, will switch to a two-part tender process for solar power projects. Senior executives said this would bring down the cost; the aim is to procure power panels in bulk form separately, on own cost metrics. These panels form 80 per cent of the total project cost in a solar power plant. The 'Balance of Systems' tender for construction of the project would be awarded separately, to engineering, procurement and construction (EPC) companies.

Currently, it awards all components of the project together, where the EPC player takes care of all aspects from procurement of equipment to construction. An NTPC executive says they might at some time explore multi-part tendering, where components are awarded to different compa-

nies and assembled. The company said its two-part move was part of a plan to have solar power projects with no advance Power Purchase Agreement (PPA) with any state or power distribution company (discom). One such project has been set up, of 90 Mw, at Anta (Rajasthan).

"We are planning to set up at least 1,000 Mw of projects which will have no PPA. These are also the ones for which we will issue a two-part tender and procure modules ourselves," said a senior executive.

States would buy, since solar power is the cheapest energy source, is the thinking. "Power from these plants could be sold either through power exchanges or through any other platform," said the executive.

As part of a plan to set up 30,000 Mw of solar projects in the next five years, NTPC is looking to increase the share of its own renewable energy (RE) projects.

FROM PAGE 1

Tatas to take complete control of AirAsia India

These, along with AirAsia India, pay annual fees for using the AirAsia brand.

The Tatas have already appointed key executives from its group firms in Air Asia India. In 2018, it appointed Tata lifer Sunil Bhaskaran as chief executive.

Last month, it appointed Titan's Vikas Agarwal as chief financial officer. Recently, it appointed Tata Steel executive Ranganathan R as advisor to the CEO.

The airline has also restructured its board, with AirAsia group CEO Tony Fernandes and deputy group CEO Bo Lingam stepping down. Banmali

Agrawala, head of Tata group's defence and aerospace business, was appointed chairman. A Tata group executive said the airline has developed the expertise to handle core operations from India, and hence was not dependent on its parent anymore. "Earlier, a lot of core functions such as revenue management, sales, and leasing needed expertise of the joint venture partner, but now the airline is fully capable of handling the functions," the executive said.

The commercial unit now has a full-fledged office at Gurugram and has established a crew training unit at Bengaluru. Recently, it appointed for-

mer IndiGo executive Ankur Garg as chief commercial officer.

People in the know said the Tatas sought the amendment after being nudged by the aviation ministry, which is yet to give its nod for the airline's foreign operations.

"The government has told the Tatas that if the airline wants foreign flying rights, the agreement has to be amended to reflect that the operations are being handled from India. They don't want anyone to challenge it in court after granting of the permission," said an AirAsia India board member.

The Delhi High Court had also

ordered an investigation by the Directorate General of Civil Aviation (DGCA) in 2017, following which the DGCA had given it a clean chit.

The Central Bureau of Investigation (CBI) had, on May 29, raided the offices of AirAsia India. This was after it had filed a complaint against Tony Fernandes and others on May 28 for allegedly lobbying with the government for overseas flight permits and violating rules preventing foreign airlines from controlling Indian operators. Despite having more than 20 aircraft, the carrier is waiting for permission to fly abroad as gov-

ernment officials remain cautious on the control norms.

"Foreign flying is the ultimate source of revenue generation. The airline has already missed out on getting any of Jet Airways' flying rights due to the controversy. Tata Group taking control will clear the air," the board member said.

Tata Group's other airline Vistara — a joint venture with Singapore Airlines — had to get its foreign flying rights vetted by a group of ministers. CBI's first information report (FIR) says the violations occurred from 2013-2016, before the government eased restrictions on airlines starting overseas flights, in June 2016.

Bharti Infra and Indus Towers merger deadline extended

MEGHA MANCHANDA
New Delhi, 24 December

The merger of Bharti Infratel and Indus Towers yet again failed to receive the Centre's nod. The deadline for the completion of the amalgamation has been extended by two months to February 24.

The Department of Telecommunications is required to take approval from the finance ministry for the deal, mainly on account of international arbitration of an old case when Vodafone bought Hutchison stake in the Indian telecom arm in an \$11-billion deal.

The merger would have unlocked value to the tune of ₹5,000 crore for Vodafone Idea, which is struggling to generate cash to pay dues.

The valuations have now gone down from what was estimated earlier and is only adding to the woes of Vodafone Idea. It currently holds 11.15 per cent in Indus Towers.

In September, Bharti Infratel had said it is expected that the dilution of equity stake held by the current shareholders of Bharti Infratel shall be lower on account of lesser number of shares to be issued against swap of Indus shares vis-à-vis the illustrative shareholdings disclosed in the original transaction announcement.

These would also result in lower cash payments to Vodafone Idea vis-à-vis the illustrative amounts disclosed earlier, it had said.

Since the completion of the merger is contingent upon receipt of requisite regulatory approvals and fulfilment of other conditions precedent, there can be no assurance that the merger can be completed within the extended time frame.

Rly board rejig gets green signal

SHINE JACOB
New Delhi, 24 December

The Union Cabinet on Tuesday gave approval to restructuring the Railway board through merger of its existing eight Group A services into central service called the Indian Railway Management Service (IRMS).

The new board will have a leaner structure on functional lines headed by the chairman and four members — covering infrastructure, operations and business development, rolling stock, and finance. In addition, the board will also include sectoral experts from industry, finance, economics, and management fields. Moving in corporate lines, the chairman will now be called as chief executive officer.

The government is seeing this as a reform, breaking a 150-year-old tradition of 'working in silos' that can remove departmental tussles, seen as a roadblock in fast decision making. "Unification of services will end

'departmentalism' and promote smooth working of Railways, expedite decision making, create a coherent vision for organisation and promote rational decision making," Piyush Goyal, minister of railways, told the media. This is also considered as the removal of another colonial tradition, after the decision to merge the Railway Budget with the Union Budget in September 2016.

However, experts indicate that the merger of the services may not be a wise move, as compared to the Budget merger. "The concept by the government is to have one organisational goal, rather than having agendas set by departments. However, the Railways has a lot of specialised areas. For example, a mechanical or civil engineer cannot be in charge of finance department and vice versa. Hence, there may be technical difficulty for its implementation," said V N Mathur, former member (traffic) of the Railway Board.

Based on the decision, the chairman will be the cadre controlling offi-



ON CORPORATE TRACK

- To unify eight Group A services into Indian Railway Management Service
- Railway Board to be headed by chairman, who will be called chief executive officer

"Unification of services will end 'departmentalism' and promote smooth working of railways, expedite decision making, create a coherent vision for organisation and promote rational decision making"

cer responsible for human resources with assistance from a director general. In addition, the existing service of Indian Railway Medical Service will be consequently renamed as Indian Railway Health Service.

The government has lined up a massive infrastructure development

plan of ₹50 trillion to modernise the national transporter in the next 12 years — improving safety, speed, and services. This requires speedy decision making by various departments.

At present, the Railway services are organised into departments like traffic, civil, mechanical, electrical, signal and

telecom, stores, personnel, and accounts. These departments are vertically separated from top to bottom and are headed by a secretary-level officers called as members in the Railway Board. "There are pros and cons for this move, but I see more constraints for its implementation. Unless there is a regulator, a finance person getting the charge of electrical maintenance may not be a very positive sign," said Vijay Dutt, former additional member of the Railways.

In the past 25 years, various committees headed by Prakash Tandon Committee (1994), Rakesh Mohan Committee (2001), Sam Pitroda Committee (2012), and Bibek Debroy Committee (2015) have been formed to recommend reforms.

This rejig will be a zero-cost exercise and money will be saved by surrendering posts in the board and stopping duplication of works. In addition, at the lower level, technical staff will become multitasker, that may promote skilling and improvement in services.

India to get Chief of Defence Staff, name likely soon

AJAI SHUKLA
New Delhi, 24 December

More than 18 years after a Group of Ministers (GoM) recommended the appointment of a tri-service commander to streamline higher management of defence, the government on Tuesday made an announcement regarding the same. "The government has approved to create the post of Chief of Defence Staff (CDS) in the rank of a four star general with salary and perquisites equivalent to a service chief."

The government has not announced the appointment of any individual as CDS. Army chief, General Bipin Rawat, is tipped to be the first CDS, superannuates from service on December 31, having completed three years as chief of army staff (COAS).

In his Independence Day address, Prime Minister Narendra Modi had announced that "...after formation of this post (CDS), all the three forces will get effective leadership at the top."

However, the CDS that emerges from Tuesday's detailed press note is not in command, or even in charge, of the three services — the army, navy and air force. "The CDS will not exercise any military command, including over the three service chiefs, so as to be able to provide impartial advice to the political leadership," says the press statement.

Nor is the CDS the "single point advisor" to the government on military matters that the GoM envisioned in 2001. "He (CDS) will act as the principal military advisor to Raksha Mantri (RM) on all tri-services matters. The three



Army Chief General Bipin Rawat tipped to be the first Chief of Defence Staff

chiefs will continue to advise RM on matters exclusively concerning their respective services."

The announcement places the CDS in a new branch in the ministry of defence (MoD). It states he will "head the Department of Military Affairs (DMA), to be created within the MoD and function as its Secretary."

Appointing the CDS to a "secretary" post is being seen as a creative bypass to the contentious question of the CDS's precedence and seniority. The three service chiefs are currently senior to the defence secretary. Designating the CDS a "secretary", on par with the defence secretary, amounts to a downgrade.

"The CDS, apart from being the head of the DMA, will also be the Permanent Chairman of the Chiefs of Staff Committee" (PCCSC), stated the release, indicating that the government had adopted the recommendations of the Naresh Chandra Task Force that visualised the tri-service chief as only the first amongst equals, rather than being a tri-service commander.

On track to become a more horizontal organisation

SUBHOMOY BHATTACHARJEE
New Delhi, 24 December

Would the Railway Board want to present its new look to the world when the Railway float sails down Rajpath this Republic Day? It has issued advertisements for agencies to design those. It might have to ask those agencies to change the theme after the Cabinet on Tuesday decided to unify the existing eight Group A services of the Railways into a common officer cadre, to be called Indian Railway Management Service. The unification is one of the biggest changes to have occurred in the government structure, affecting its largest departmental undertaking.

The scale of the change is bigger than the lateral recruitment of ten joint secretary-level offi-

cers to various economic ministries that was carried out in 2018. The visible impact of that move was limited to business circles and top government officers. The merger of cadres in railways will have a far larger demonstration effect, especially in smaller towns.

There are about 1.36 million railway employees in the Centre's civilian employee list. Every third government employee is from the railways. And across all railway colonies, it was clear who were the first among equals — enjoying a host of benefits. If it succeeds, expect similar changes in other Group A services too. The two arms of the revenue service, direct and indirect is a prime candidate, besides a host of accounts services.

The merger of cadres, while it affects only about 12,000 Group

A officers, who lead this "army", creates a far larger noise. As Railway Minister Piyush Goyal announced, the officers' associations had agreed to it at their "Manthan" meeting this month. They were sort of caught on the wrong foot. Days before, they had sent up a joint thank you letter to the minister for having approved their delayed promotion to the higher administrative grade, putting them on par with their colleagues in the IAS. So when the secretary of the railway board apparently asked

for the signature from the officer bearers, they had to fall in line.

It is expected that the switch over will take about a year to be completed. Once it is done, the century-old rivalry between the cadres will become history. Within the Railways, the most coveted service is the Indian Railway Traffic Service, whose officers are recruited from the combined civil services examination along with their colleagues to Indian Railway Accounts Service and Indian Railway Personnel Service. The IRTS officers came from much

The scale of the change is bigger than the lateral recruitment of ten joint secretary level officers to various economic ministries that was carried out in 2018. The visible impact of that move was limited to business circles and top government officers

higher position in the merit list. Now the services will be indistinguishable. They will also be indistinguishable from the officers recruited through the parallel engineering services examinations to the engineering departments.

All of them will now be part of the same Indian Railway Management Service. Most probably the nature of the recruitment will itself change as there will be no reason to have two different examinations. There will be no accusations of one service stealing a march over the others in terms of promotion avenues.

But it could leave the millions of employees down below some what crestfallen.

For decades station master or store keepers who keep India's largest infrastructure service

moving had fancied their chances of joining the lower grades of the IRTS officers at the end of their service career. It was like getting to be an IAS officer as a promoted officer. Those might change, since a common cadre of officers will demand more interdisciplinary skills to succeed and is likely to have less avenues for those from below.

At one stroke, a caste like hierarchy so endemic to the Railways has been abolished. As the Bibek Debroy committee had suggested: "The railways will be however free to deploy these officers in the initial stages, if necessary, in keeping with their academic/functional specialisation, even though job rotation will be the watchword".

The Railways are on the way to become a more horizontal organisation.

IMF against fiscal stimulus...

Says govt should go for reforms and Reserve Bank for monetary stimulus

INDIVIAL DHASMANA
New Delhi, 24 December

The International Monetary Fund (IMF) has cautioned India against giving a fiscal stimulus because the government in its view does not have the wiggle room to do so.

It said the government was anyway likely to miss the fiscal deficit target given in the Budget for 2019-20 owing to ambitious revenue projections and the recent cuts in corporation tax rates.

It has estimated the Centre's fiscal deficit to widen to 3.7 per cent of GDP in FY20 and 3.8 per cent in FY21, against the projections of 3.3 per cent and 3 per cent given in the Budget papers.

It wanted the government to undertake reform measures and the Reserve Bank of India (RBI) to give a monetary stimulus.

"Addressing cyclical weakness should focus on monetary policy and broad-based macro-structural reforms. Fiscal stimulus should be avoided given limited policy space," the IMF said in the country report on India, released on Tuesday under its Article IV.

The IMF's suggestion came amid industry lobbying with the government to provide it a fiscal stimulus. The IMF said the Union Budget for 2019-20 envisaged a small reduction in the fiscal deficit but the overly optimistic

revenue targets and the recent reduction in corporation tax rates made achieving the targets increasingly unlikely.

The Budget projected the Centre's fiscal deficit to come down to 3.3 per cent of the country's gross domestic product (GDP) in 2019-20 against 3.4 per cent a year



Finance Minister Nirmala Sitharaman with IMF Chief Economist Gita Gopinath in New Delhi PHOTO: PTI

ago. In absolute terms, the Budget targeted the deficit to be ₹7.03 trillion in the current fiscal year against ₹6.34 trillion a year earlier. The deficit has crossed this target by over 2 per cent by October itself.

The IMF said in the near term, given the cyclical weaknesses in the economy,

monetary policy should maintain an easing bias at least until the projected recovery took hold.

The RBI has cut the repo rate by 1.35 percentage points since February, but refrained from doing so in its December policy review.

The IMF said with its strong mandate the Narendra

Modi government had an opportunity to reinvigorate reforms.

"A comprehensive reform package is needed to guide the economy on a path to the government's goal of a \$5-trillion economy in five years," it said.

It said a credible fiscal consolidation path was needed in

the medium term to reduce debt, free up financial resources for private investment, and cut the interest bill.

To support adopting medium-term fiscal consolidation, driven by rationalising subsidies and expanding the tax base, revenue projections should be realistic and fiscal transparency and Budget coverage enhanced, it said.

Governance in public-sector banks and the efficiency of their credit allocation need strengthening, and the public sector's role in the financial system needs to be reduced.

Labour, land, and product market reforms, aimed at enhancing competition and governance, along with infrastructure investment, should be priorities to create more and better jobs for India's rapidly growing labour force and enhance female labour force participation, the IMF said.

The multilateral institution said fiscal consolidation needed to be anchored by a gradual reduction of subsidies on food, fuel, and fertiliser, the need for which has been lessened by increased direct benefit transfers to farmers.

EDIT: REVIVING ECONOMIC GROWTH 11

₹5K-cr MSME stressed fund may get nod

SUBHAYAN CHAKRABORTY
New Delhi, 24 December

The government may approve setting up a ₹5,000-crore stressed asset fund for small businesses, as suggested by a Reserve Bank of India committee. But the tight financial condition of the Centre may mean existing schemes for micro, small and medium enterprises (MSMEs) will face a funding cut, sources said.

The U K Sinha Committee for MSMEs had in June suggested the fund along with a broad range of MSME reforms

for small firms still reeling under the after effects of demonetisation and a liquidity crisis. But a lack of available ways to finance it has delayed the implementation.

Case in point, MSME Minister Nitin Gadkari had in early September said the government will seek to implement the recommendations within 15 days.

"Talks are ongoing and the government will take a call on how the fund will be used and the parameters on which firms will be categorised as stressed," a senior government official said. He added that the Prime Minister's Office has repeatedly asked the MSME ministry to assess the viability of the scheme.

But the PMO hasn't promised the requisite additional funding for rolling out the initiative and has instead asked how existing schemes can be 'rationalised', MSME ministry sources clarified. Now, the ministry believes cutting the scope of existing schemes including its largest — the Prime Minister

Employment Generation Programme (PMEGP) — may be the only option left.

Possible cutbacks

According to ministry data reviewed by *Business Standard*, the number of new MSMEs being registered through the PMEGP doubled to 73,427 in 2018-19, from 48,398 in 2017-18. Direct employment generated as a result was 570,000, up from 387,000 the year before.

"These are sustainable employment generation, with relatively low level of exposure to business shock and high potential for growth, mostly in the rural areas," the official said.

According to a ministry study, ₹96,000 is the mean investment currently entering a unit. On average, a unit employs 762 people.

Aimed at setting up micro enterprises in the non-farm sector, the PMEGP allows manufacturing units to get a loan up to ₹25 lakh from the Centre. The Cabinet has since approved a second dose of loan up to ₹1 crore, on a maximum interest rate of 15 per cent a year, for units paying back in time, senior sources confirmed.

The new rules are under implementation, they added.

The ministry is also targeting the setting up of 400 MSME clusters, in both manufacturing and services, up from 98 last year. According to official statistics, the overall sector comprises nearly 63.39 million units, according to the 73rd round of the National Sample Survey (2015-16). It had created 111 million jobs (49.8 million in rural areas and 61.2 million in urban areas).



With no promise of additional requisite funding, MSME ministry plans to cut existing schemes

... raises questions over part of GDP methodology

INDIVIAL DHASMANA
New Delhi, 24 December

The International Monetary Fund (IMF) has raised questions over some part of the methodology to calculate gross domestic product (GDP) numbers in India.

It said large revisions to historical series, the relatively short time span of the revised series, and major discrepancies between GDP by activity and GDP by expenditure complicate analysis.

There was a major controversy over the back

series data on the base year of 2011-12. A committee set up by the National Statistical Commission (NSC) came out with its recommendations on the back series, which showed double-digit growth in some years of the UPA government. The recommendations were junked by the government after those were put on the public domain.

Later, the Ministry of Statistics and Programme Implementation (MoSPI) came out with its own back series data on the base year of 2011-12. It varied hugely from

the numbers given by the NSC panel, inviting criticism from many quarters.

IMF also said there were weaknesses in the deflation method used to derive value added. Deflators are used to convert GDP at current prices to constant prices.

IMF said the compilation of constant price GDP deviate from the conceptual requirements of the national accounts, in part due to the use of the Wholesale Price Index (WPI) as a deflator for many economic activities. "The appropriate price to deflate GDP by type of

activity is the Producer Price Index (PPI), which is under development," IMF said.

Former chief statistician Pronab Sen said: "We know the weakness of the WPI series to be used as deflator." Many countries use PPI as deflator as it captures services as well. However, Sen explained that services, particularly those provided by professionals, cannot be so easily priced uniformly even by PPI.

For instance, medical services provided by a doctor would be priced differently from the ones by another doctor. These

discrepancies on prices are there even in advanced countries' GDP computation, which IMF conveniently glosses over, Sen said.

Many have raised the issue of the correctness of the methodology of computing GDP on the new base year of 2011-12. For instance, former chief economic advisor Arvind Subramanian had found that the GDP growth rate has been overestimated by around 2.5 percentage points between 2011-12 and 2016-17 due to a change in methodology for calculating GDP.

IMF OBSERVATIONS

- ▶ Major discrepancies between GDP by activity and GDP by expenditure complicate analysis
- ▶ There are weaknesses in the deflation method used to derive value added
- ▶ The compilation of constant price GDP deviates from the conceptual requirements of the national accounts, in part due to the use of the WPI as a deflator for several activities

Reviving economic growth

The IMF has some useful suggestions

The finance ministry, which is in the process of preparing the Union Budget for the next fiscal year would be well advised to consider some of the suggestions of the International Monetary Fund (IMF) made in its report on India. The IMF has listed reform measures that might help India increase economic growth to the baseline medium-term potential of 7.3 per cent. First, the clean-up of bank balance sheets should be completed along with strengthening governance in public sector banks (PSBs) and better oversight of non-banking financial companies (NBFCs). Although the government has infused a significant amount of capital into PSBs, there is practically no movement in terms of governance reforms. In the absence of such reforms, PSBs would remain prone to the same errors and undermine an efficient allocation of credit, which will affect overall economic growth in the medium term. Further, the central bank will need to augment regulatory capacity for better oversight of the system, including the NBFC sector.

Second, fiscal consolidation in the medium term should be anchored to the recommendations of the Fiscal Responsibility and Budget Management Act review committee. General government debt needs to be brought down to 60 per cent of gross domestic product (GDP) from about 69 per cent in 2018-19. Fiscal consolidation would require savings through rationalisation of subsidies and augmenting revenues by expanding the tax base. This will help reduce the crowding out caused by higher public sector borrowing requirement, which exceeds the net household financial savings of 6.6 per cent of GDP. However, the way the government manages its finances in the current and next fiscal year, to a large extent, will determine the possibility of attaining medium-term fiscal targets. In the current year, for instance, revenue collection is likely to fall short significantly.

Notably, the IMF has also highlighted the use of off-budget financing, which makes the headline deficit number less meaningful. There is an urgent need to improve transparency. Given the limited policy space, the IMF has suggested that fiscal stimulus should be avoided at this stage. Evidently, a significantly higher level of government borrowing will push up the cost of money. In fact, the Reserve Bank of India has started managing yields by buying longer-dated bonds and selling short-tenor bonds, which would also help the government borrow at lower rates. However, measures like these have limitations and could unnecessarily complicate policy management of the central bank. The government would need to be mindful of the risks associated with fiscal slippage at this stage.

Third, to boost growth, among other things, the government should focus on reforms in product, labour and land markets. Since the policy space on the fiscal side is virtually non-existent and there are limitations to the extent monetary policy can support growth in the given macro environment, the government should focus on wider reforms that will help increase growth in the medium term. For instance, comprehensively addressing the problems in the goods and services tax system will not only help augment revenue but also improve the ease of doing business. Further, there is a strong case for trade liberalisation to support growth and employment. The economy clearly needs policy intervention to help push up growth in a sustainable way.

Short-sighted aggression

Not in Indian interest to needlessly offend US legislators

Most of the major candidates for Democratic nomination to the post of the president of the United States have issued statements in the past week about Indian foreign policy. The immediate provocation for these actions is the decision by External Affairs Minister S Jaishankar to cancel a meeting with members of the United States Congress when the leader of the committee in question refused to exclude Washington representative Pramila Jayapal from the meeting. Ms Jayapal, who is a leader of the progressive caucus in the House and is a prominent Indian American, has provoked ire in the Indian government because she had asked questions recently about India's Kashmir policy. Several of the Democrats have said that no government should be able to pick and choose who is in a US Congressional delegation; Pete Buttigieg has pointed out that India and the US have a relationship based on shared values and that India should live up to these values.

Some of this will obviously be posturing for a domestic audience in the United States. But it also suggests that India's recent high-stakes attempt to push back against criticism of its domestic policy in Kashmir and Assam in particular is not meeting with the expected levels of success. It is far from clear what the foreign ministry was thinking. Surely, the external affairs minister is more than capable of holding his own in defending a policy—the reading down of Article 370—that has been agreed upon by the Indian Parliament. Indeed, that is the job not just of the minister but of every Indian diplomat. Instead, however, a touch of overconfidence seems to have seeped into how the Indian government regards its status in Washington DC. The years of a strong relationship with India being a bipartisan consensus in the American capital no doubt have something to do with this sense of complacency. But recent actions by the Indian government have clearly led to a situation where this bipartisan consensus is in danger. For example, India's ambassador to the US, Harsh Shringla, caused much consternation in the US capital when he met and praised the right-wing ideologue Steve Bannon. Mr Shringla, far from suffering for this misjudgment, has just been appointed the next foreign secretary. Then there was the prime minister's ill-judged appearance with President Donald Trump at a political rally in Houston, in the course of which he repeated a political slogan that was widely viewed as an endorsement of Mr Trump, although officials subsequently walked back that interpretation. Fitting into this attempt to woo the global right wing is the decision to welcome a group of lawmakers from the European Parliament, many of whom were associated with the anti-Muslim hard right in that continent.

India has benefited greatly from the bipartisan consensus on Capitol Hill that a closer relationship between the US and India is in both countries' interests. By and large, this consensus has survived lobbying attempts by US domestic industry. But cosying up to Mr Trump is not a well-thought-through idea—already it has been reported that his primary trade advisor has his sights on Indian trade policy. India is in any case isolated in multiple multilateral forums, and US backing will continue to be important. In this atmosphere, alienating members of the US Congress and the potential next president, if a Democrat, is dangerously short-sighted. There was no reason to run down carefully built-up political capital in this manner. The government had better make amends for its myopic behaviour in short order.

ILLUSTRATION: BINAY SINHA



Containing China

Access to American savings through the US securities markets provides China a lifeline without having to deal with its debt trap

First met Janos Kornai in Beijing in 1985 at a conference organised by the World Bank and the Chinese Academy of Social Sciences (CASS), during which we had an audience with Zhao Ziyang, the general secretary of the Chinese Communist Party (CCP) and the major reformer seeking to turn China away from the Plan to the market, as signalled by the paramount leader Deng Xiaoping. Kornai then left on a week's Yangtze cruise on the SS Boshan organised by Zhao through CASS, which was to provide Chinese economists with the views of various invited Western economists on the working of capitalist market economies.

Kornai was the star of the meeting as Julian Gewirtz (in *Unlikely Partners*, Harvard, 2017) documents. He remained a trusted advisor to Chinese reformers even after Zhao was purged following the Tiananmen Square massacre. He was the primary intellectual influence on the Chinese reformers who created the Chinese miracle. Yet in a recent letter to the *Financial Times* ("Economists share blame for China's 'monstrous' turn", 10 July 2019), he laments his and other Western economist's role as Frankenstein's creating a fearsome monster under Xi Jinping. "We all agreed that new life would be brought to China, which had frozen under Mao, by the electric shock of marketisation and private property. Now the fearsome monster is here". Its "aim is to become the hegemonic leader of the globe". Kornai advocates George Kennan's policy of containment of communism. He concludes, "What has happened already cannot be undone. But here we must stop, and we must take far more care to avoid carrying on the role of Frankenstein".

(C E Walter and EJT Howie: *Red Capitalism*, Wiley, 2011)

The model was provided by the creation of China Mobile in 1997 by Goldman Sachs out of a poorly managed assortment of provincial post and telecom entities. Its initial public offering (IPO) raised \$4.2 billion. There was no looking back. China's oil companies, and insurance companies sold billions of dollars in shares in IPOs. "All of these companies were imagined up, created, and listed by American investment bankers". By 2009, 44 of the firms in China's National Team were on the Fortune Global 500 list.

Today, China has 700 companies listed in the US stock and bond markets. These include egregious bad actors like Hikvision, responsible for facial recognition technology monitoring the concentration camps holding two million Uyghurs in Xinjiang. Unwittingly, US investors are funding these technologies, and weapons systems for the People's Liberation Army (PLA) "because the US has no security-minded screening mechanism for capital markets which have roughly \$35 trillion under management." (Roger W Robinson Jr. "Why and how the US should stop financing China's bad actors", *Imprimis*, October 2019).

One of the largest public retirement funds, the Federal Thrift Savings Plan (TSP) with 5.7 million enrollees—including US military personnel—totals \$578 billion. It is planning to switch its \$50 billion international portfolio (on the advice of a Wall Street consulting firm) to the MSCI All Country World Index, which includes Chinese "companies such as AVIC, which makes fighter aircraft for the PLA and is China's biggest producer of ballistic missiles". This decision should be reversed.

Furthermore, Robinson Jr, who served on US President Ronald Reagan's national security council, suggests using a tactic to contain the Soviet Union, also in China. The Soviet Union faced a funding gap of \$16 billion annually, which was financed by Western governments and banks. Reagan succeeded in ter-



DEEPAK LAL

India needs to shift its economic model

Instead of debating at length the slowdown, its causes and remedies, we can take another perspective than a simple cyclical crisis in the context of a totally new global environment. Well beyond Modinomics or Modipolitics, India seems to be facing a structural challenge of its economic model whose evidences can be seen every day on the ground in the countryside, in medium-sized cities and, of course, in megacities in deep crisis. But solutions and opportunities emerge also from everywhere and suggest a cautious optimism for those who have confidence in the common sense of people.

Concerning the challenges, it is enough to travel in "real India" to observe:

(i) Massive unemployment and underemployment of young people, while India is unfortunately at its peak of demographic transition. So, the challenge of the demographic dividend has become the challenge of demographic liabilities, including from the socio-political point of view of a lost youth tempted by extreme adventurism (see Shankar Acharya's "The job crisis worsens", *Business Standard*, November 19).

(ii) The massive accumulation of environmental liabilities in the form of the accumulation of waste everywhere in the open air, a water crisis in both quantity and quality, an air crisis with particle indices now among the most dangerous in the world, detestable indicators of food quality and nutrition in general, with tangible signs of deterioration in the average health of the population, either through excessive sugar and fat consumption or malnutrition of the working classes. Finally, urban congestion whose costs are added to gross domestic product (GDP) but never subtracted to the real welfare.

Today, each growth point is probably offset by a corresponding deterioration in the quality of life in India. Paradoxically, the objective of maximising growth is nothing less than a goal of deteriorating the quality of development.

(iii) Rural stress related to the Green Revolution model has become a daily reality in the rural world, which represents half the Indian population.

Thousands of suicides are in reality only an epiphenomenon of a much larger depression that can be observed in Indian villages deserted by young people or by men who have left for the city to provide a minimum subsistence to their families.

(iv) With the inhabitants of urban slums, at least 500 million Indians are currently deprived of basic needs such as housing, food, education, and have such low subsistence incomes that they are still

not integrated into the market economy with daily income levels ranging from ₹50 to ₹200 per person per day. And all the noise around the populist programmes of toilets, gas bottles or small *pucca* houses of the PMAY-G does not hide their miserable character for those who visit the Indian countryside. As with the demographic dividend, dividends from the Indian market have not yet materialised to the point that prices are increasingly declining with clear limits on the viability of companies, whether they are mobile phones or basic cookies like Parle.

Natural farming as a systemic paradigm shift

It is clear that the business-as-usual scenario has no chance of meeting these challenges. It would be necessary to have a proactive long-term vision, but unfortunately any transformation from above seems

minating this flow of discretionary cash, which led to the end of the evil empire.

China too has a serious internal debt crisis. Jim Rickards ("The great Chinese crack-up starts now", *Strategic Intelligence*, November 2017) has estimated that China's total debt (including official, corporate and individual) to productive gross domestic product (GDP) (normal GDP minus investment in ghost cities and white elephant projects) was 873 per cent in 2016. But this "will not necessarily cause a collapse anytime soon. As long as the WMP Ponzi (wealth management products held by individuals sold by banks offering higher deposit rates, with new WMPs sold to pay off old ones when investors want their money back—a classic Ponzi scheme) continues and banks aren't held to account for issuing new loans to replace bad debts, the game can go on. China also has \$1 trillion of liquid reserves to sort out its debt mess." However, if China uses these precautionary reserves "to bail out its bad debt, the country will jump out of the frying pan into the fire of a currency crisis."

It is in this context that the access of Chinese companies to American savings through the US securities markets, currently provides China a lifeline without having to deal with this domestic debt trap. Robinson supports the simplest solution of eliminating access to all Chinese enterprises to US capital markets. This would bring the Chinese "evil empire" to its knees as Reagan's actions did in denying Western technology and capital markets to the bankrupt Soviet Union. No doubt this would lead to howls from Wall Street. But these should be ignored in US national interests.

For their argument that closing US capital markets to China will lead it to go to another international exchange is implausible. For the US capital markets are roughly the size of the rest of the world's combined, and the US holds 60 per cent of the world's liquidity, "no other country has anywhere near the depth and volume" of US markets. "China's need for dollars is so voracious that it would likely use up the volume of a Frankfurt or London in months not years. There is nowhere for a player of the size of China to go."

In a speech to the Hudson Institute on October 4, 2018, US Vice-President Mike Pence laid out what is being termed the Pence Doctrine. "Pence made it clear that the current struggle between the US and China goes far beyond trade and tariffs"; it was "an epic struggle between an atheistic communist ideology bent on hegemony in Asia and the Western Pacific and a democratic America that seeks balanced relations in a rules-based system along with the promotion of liberal Western values". He predicted "a protracted and existential struggle between Western liberal values and a totalitarian disregard for human rights." (Jim Rickards: "Beyond the US-China trade war: Cold War II", *Strategic Intelligence*, July 2019).

In this new Cold War, the liberal world needs to remember and use the major instrument which delivered victory to the West—the use of its control of the world's money which allowed it to bring the last illiberal empire to its knees.

The writer is an economist at French Institute of International Relations

Teachable moments from a schoolgirl



BOOK REVIEW

CHINTAN GIRISH MODI

"Adults keep saying that they must give young people hope. I don't want hope, I want you to panic, to take action. I want you to behave as if you were in the middle of a crisis, because that's what it is."

These words sound like they come from students thronging the streets of India with marches protesting the draconian Citizenship Amendment Act but they were spoken by Greta Thunberg, a 16-year-old climate activist, at the World Economic Forum in January 2019. She was castigating individuals, companies and

decision makers for sacrificing "priceless values" to "continue making unimaginable amounts of money."

Greta's Story: The Schoolgirl Who Went On Strike To Save The Planet is a book that I would recommend to anyone keen on learning about the power of civil resistance led by young people who rarely get a say in framing policies that determine their future. They are filled with rage because of the problems their predecessors have created, and they want to fix things before it is too late. They are unafraid to take on the bigwigs, and call them out for their incompetence.

With her work on the *Skolstrejk för Klimater* (School Strike for the Climate), Ms Thunberg's message has travelled beyond Sweden, the country in which she was born and raised. She has managed to rattle successfully US President Donald Trump, German Chancellor Angela Merkel, French

President Emmanuel Macron, Russian President Vladimir Putin, Italian Prime Minister Giuseppe Conte, and Australian Prime Minister Scott Morrison.

How did Ms Thunberg become an activist? Why does she care so much about climate change? Who inspired her to make noise instead of keeping quiet about what troubles her? Are her parents supportive? Do her teachers encourage her to pursue what she believes in? Where does she get the strength to deal with all the criticism directed at her? When does she make time for studies? Is she missing out on a "normal" childhood?

Valentina Camerini's book explores these questions with depth, sensitivity and affection. Ms Thunberg is not presented as a hero with superpowers but as a human being who responds to obstacles with fortitude, and requests support when she needs it. This approach makes the book persuasive. "Before starting her mission in front of the Swedish Parliament, she was a wary, quiet, shy girl. The kind of student who

GRETA'S STORY: The Schoolgirl Who Went On Strike To Save The Planet
Author: Valentina Camerini
(Translated by Moreno Giovanni)
Publisher: OUP



doesn't speak in class and sits to one side, somewhere up the back. Nothing particularly exciting had happened in her life, or at least nothing that would make you think that one day she would

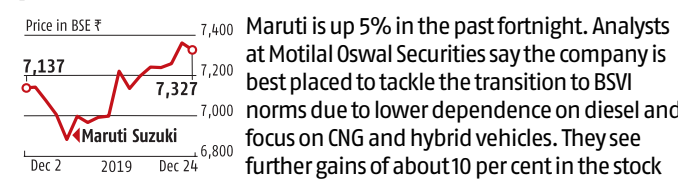
convinced hundreds of thousands of children to follow her example," says Ms Camerini.

Enjoyed this book because it challenges attempts to characterise Ms Thunberg as a precocious white girl who is unaware of the issues at stake, and has an anger management problem. Such depictions try to erase the fact that she has inspired millions of young people around the world to skip school on Fridays, and make their governments prioritise climate action. The vitriol against her is a mix of patriarchy, ageism, and ableism. It is not uncommon to encounter men who feel insecure when they see young women who speak their mind and refuse to be sexualised.

If this book is anything to go by, Ms Thunberg is unlikely to step away from the fight. She draws inspiration from Rosa Parks, and American students demonstrating against laws that enable gun violence on school campuses. Ms Camerini writes, "At the age of 11, the doctors had diagnosed her with Asperger's syndrome. People who suffer from Asperger's often become interested

in a particular issue and think about it obsessively without being able to let go...makes people determined and capable of extraordinary commitment. For years, Ms Thunberg did in-depth research into climate change, building up a wealth of information, which was unusual for a girl her age."

Ms Thunberg has also been critical of lifestyle choices made by her mother Malena Erman and her father Svante Thunberg. The former is an opera singer, and the latter is an actor and writer. She made them realise the environmental impact of air travel, meat consumption, and driving big cars. She firmly believes that individuals must take concrete actions though the climate crisis is a systemic one. The book concludes with a helpful section on discussing global warming with children, pointers about what we can do, and suggestions for further reading. As Ms Thunberg says, "Our house is on fire: our house, planet earth, is going up in flames. And the adults, the powerful, must act responsibly and act for the future of young people."



"Innovation and forward thinking always wins! What an entrepreneur (Elon Musk). Amid all the adversities and short selling, the stock is up 100% since its lows in May 2019 and touching an all-time high market cap of \$75 billion"



SUNIL SINGHANIA
Founder, Abakus Asset Manager

WWW.SMARTINVESTOR.IN FOR INFORMED DECISION MAKING

MFs yet to warm up to InvITs

NHAI offer may alter the trend

AMRITHA PILLAY & JASH KRIPLANI
Mumbai, 24 December

More than two years since infrastructure investment trusts (InvITs) were first floated in India, mutual funds are yet to warm up to the idea in a big way. However, with the National Highways Authority of India (NHAI) expected to float an InvIT, some are hopeful the trend may change. According to the Securities and Exchange Board of India (Sebi) November 2019 data, the amount deployed by mutual funds in InvITs stands at ₹933 crore.



SEBI'S RULES FOR LISTING

- Private placement InvITs, which are proposed to be listed, need to file a draft placement memorandum
- This has to be filed in not less than 30 days prior to opening of the issue
- The markets regulator will issue observations, if any, within 15 working days
- The directions will come into effect from January 15, 2020

ILLUSTRATION: AJAY MOHANTY

"Mutual funds have not invested in InvITs in a big way so far as good options in the listed space have been limited," said Ratnam Raju, associate director (group head, infrastructure and project finance), CARE Ratings.

So far, there are two InvITs which are publicly listed — IRB Infrastructure Developers' IRB InvIT fund and Sterlite Power's India Grid Trust. Reliance Industries' two fibre and tower InvITs and L&T Infrastructure Development Projects' (IDPL) IndInfra are privately held.

"In the initial days, mutual funds were not investing in InvITs because they did not have the approvals. Now that is not the case," said Nipun Mehta, founder and chief executive officer, BlueOcean Capital Advisors.

"Almost all the funds now have the required approvals, but there seem to be no convincing answers why we do not see them invest at least in credit-risk funds. The YTM (yield-to-maturity) for a number of these funds is lower than the yields that InvITs offer, which makes it a good investment for funds," he said.

Some fund houses attribute the lack of retail appetite to credit-risk funds themselves. "These products require long-term money, but retail appetite for long-term funds such as credit-risk funds has been weak. Flows coming into short-term funds cannot be used to deploy in these investment vehicles," said the chief executive of a fund house.

According to the Bombay Stock Exchange data, mutual funds hold 11 per cent of the outstanding units in IRB's InvIT fund. The share of mutual funds in Sterlite's InvIT is negligible at 1 per cent. Sachin Gupta, senior director, CRISIL Ratings, points out not just unit holding, mutual funds have stayed away from debt-based funds too.

"On the debt side, funds have so far not invested in a big way, which could be owing to the lack of adequately long tenures. Most InvITs look for a debt tenure of more than 10 years, while mutual funds may look for a shorter period," he said. A few are hopeful the trend is likely to change.

"In the case of the NHAI, though more

details are awaited, mutual funds should be interested in investing in InvITs because they will provide them a good long-term yield asset," said Gupta. On December 11, the NHAI received the Cabinet nod to set up an InvIT for some of its road assets.

Raju expects the NHAI InvIT to attract an interest, including from these funds. Others expect mutual funds to step up investment once the history of such instruments is in place. "Given the fixed return and specialised nature of InvITs, it is likely to be suited to institutional investors initially, at least until some volume and history build-up," said Manish Agarwal, leader, capital projects and infrastructure, PwC India.

Market woes hit investors to the tune of ₹5 trillion

BADLY BRUISED

More than 1,000 stocks fell by over 35% in year-to-date

Company	Market cap loss (₹ crore)	Stock price change (%)
YES Bank	-29,363	-72
Indiabulls Housing Finance	-23,828	-65
Zee Entertainment	-17,379	-38
Aurobindo Pharma	-15,392	-36
Vodafone Idea	-14,542	-76
IIFL Finance	-11,517	-44
BHEL	-11,445	-39

SUNDAR SETHURAMAN
Mumbai, 24 December

Sources: Capitaline, Exchanges

Even as benchmark indices have touched new highs, 1,300 stocks have declined more than 35 per cent in year-to-date (YTD), wiping off ₹5 trillion of investor wealth during this period.

The front line indices — Sensex and Nifty — have gained 15 per cent and 13 per cent, respectively, in YTD. The companies that have seen sharp erosion of market wealth include YES Bank, Indiabulls Housing Finance, Zee Entertainment, Vodafone Idea, and Bharat Heavy Electricals.

According to market experts, given the weak market conditions, market-selling has been frantic even at the slightest hint of governance concerns or inability to meet debt obligations.

"Corporates with high leverage have been at the receiving end. Also, markets have shown little tolerance for any governance concerns, with even large-cap companies coming under selling pressure," said an analyst.

Shares of public sector undertakings (PSUs) have also taken heavy hits due to questionable capital allocation policies, and decisions taken keeping in mind the interests of the promoter, rather than minority shareholders.

Market players said cash levels in PSUs have been the biggest draw for investors, but these have got depleted due to high dividend payouts, despite poor profitability.

Analysts said that many PSUs dipped into their cash reserves or accumulated earnings to pay out dividends, which were required to shore up government exchequer.

The fortunes of some large PSUs got hit due to adverse commodity and capital expenditure cycles. The fear of continuous government interference also led to investors dumping PSU stocks.

Overall, the economic slowdown had a negative impact on most sectors, with the weakest of the lot bearing the brunt.

"Metal stocks suffered due to global slowdown, lower demand and pricing power, and the consequent lower operating leverage. Telecom companies suffered due to industry becoming more competitive and regulatory charges remaining high, while non-banking financial companies suffered due to unavailability of liquidity and asset quality issues in real estate and other spaces," said Deepak Jasani, head of research (retail), HDFC Securities.

Also, there was flight towards safety, with large institutional players like mutual funds curbing their exposure to the mid- and small-cap space.

"Investors preferred to park their funds only in those companies with good quality management, steady business models, and decent growth potential," said Siddhartha Khemka, head of retail research, Motilal Oswal Financial Services.

Going forward, market participants say investors should tread with caution and only look for quality companies among the beaten-down stocks.

"Some of these companies will never make a comeback and face extinction. However, there are some good quality stocks which fell because of the collateral damage amid the overall weak sentiment in the broader markets," said Ambareesh Baliga, independent capital markets professional.

Sebi slaps ₹5 lakh fine on ICICI Pru Trust, ICICI Pru AMC

PRESS TRUST OF INDIA
New Delhi, 24 December

The Securities and Exchange Board of India (Sebi) has imposed a total penalty of ₹5 lakh on ICICI Prudential Trust and ICICI Prudential Asset Management Company for not exercising due diligence while making investment decisions.

The matter relates to ICICI MF's scheme — ICICI Prudential FMCG Fund — which was launched in March 1999 and according to the scheme information document, the objective of the scheme was to generate long-term capital appreciation through investments made primarily in equities of select group of companies in the fast-moving consumer goods sector.

Search starts for whole-time member at Sebi

SHRIMI CHOUDHARY
New Delhi, 24 December

The Centre has begun search for a new whole-time member for the Securities and Exchange Board of India (Sebi). This comes at a time when the government is yet to decide whether the incumbent chairman Ajay Tyagi will get an extension.

Tyagi's tenure ends on February 28, 2020, while whole-time member Madhabi Puri Buch is completing her three-year term on April 4, 2020.

In a notification issued on December 16, the Ministry of Finance invited applications for filling the post of whole-time member in Sebi by January 27. However, the ministry did not specify the total number of vacancies.

Currently, Sebi has four whole-time members. The other three whole-time members' tenure will end in 2021. Buch is handling some key

units, such as market regulation, surveillance, economic and policy analysis, and information technology. Prior to this assignment, Buch served as consultant to the New Development Bank in Shanghai, China. She also served as managing director and chief executive officer at ICICI Securities and was executive director on the board of ICICI Bank.

Buch's appointment is the first-of-its-kind when a woman will be chosen for a key post with the markets regulator.

The appointment will be for a maximum period of five years, or till the attainment of the age of 65 years, whichever is earlier, said the ministry notification. The member would have the option to receive pay as admissible to an additional secretary to the Government of India, or a consolidated salary of ₹3.75 lakh per month. Besides, he/she would be eligible for reappointment. Similar

appointment conditions apply for the chairman. The chairman is given the option to receive pay as admissible to a secretary to the Government of India, or a consolidated salary of ₹4.5 lakh per month.

"The appointment shall be made by the central government on recommendation of the Financial Sector Regulatory Appointments Search Committee (FSRASC). It may, however, be noted that the FSRASC is free to identify and recommend any other person also, on the basis of merit, who has not applied for the post," the ministry said.

In addition to the post of chairman, the government is empowered to appoint five members on the board of this key regulatory body, which regulates stock exchanges, market entities, including brokers, mutual funds, foreign institutional investors, rating agencies, and investment bankers, as also listed companies.



SEBI BOARD

CHAIRMAN:
Ajay Tyagi
TENURE ENDS:
February 29, 2020

FOUR WHOLE-TIME MEMBERS

G MAHALINGAM's tenure ends on November 8, 2021	MADHABI PURI BUCH's tenure ends on April 4, 2020
S K MOHANTY's tenure ends on June 24, 2021	ANANTA BARUA's tenure ends on July 31, 2021

FOUR PART-TIME MEMBERS

Atanu Chakraborty	KVR Murty
N S Vishwanathan	V Ravi Anshuman

THE COMPASS

Embassy REIT riding on rental growth, expansion

Low leverage ratio provides room for increasing asset portfolio through acquisition

RAM PRASAD SAHU

Even as the residential real estate market is struggling to recover on account of muted demand, the commercial segment is faring better. This has helped commercial real estate majors reap dividends of improving occupancies and higher rentals. Embassy Office Parks Real Estate Investment Trust (Embassy REIT) is a major beneficiary of this trend.

Rental growth, brown-field and greenfield expansion, and value-added services are expected to be the growth triggers. On the rental front, the management has maintained a strong outlook for its operational and upcoming assets.

For its operational assets, the upside will come when a fifth of the total leasable area

comes from renewal over the FY20-23 period. Given that market rents are 30 per cent higher than the current rents that tenants pay, there is significant room for increasing rates for expiring leases. The monthly average rate per square (sq.) feet (ft) is currently pegged at ₹66, compared to market rates of about ₹86.

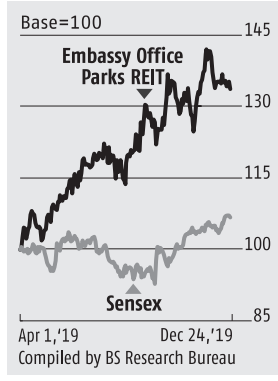
The second trigger is the growth pipeline. The company has an agreement with Embassy Group to give Embassy REIT the right of first offer on new assets. Of the 43-million sq. ft total new pipeline, 6.2 million sq. ft is operational and 3.1 million sq. ft is under construction. This, according to analysts at Axis Securities, offers long-term visibility.

While the company has received some proposals, at what valuations these will be

acquired will be key. The management has indicated that a new property (such as Embassy TechVillage in Bengaluru) has to be yield-accrative for unit holders (current yield at 5.6 per cent).

What will be of help when the REIT looks at new assets is its low debt-to-equity ratio. Analysts at ICICI Securities say that the low leverage ratio of 0.2x net debt-to-equity ratio puts Embassy REIT in prime position to expand its asset portfolio through further acquisitions.

Finally, value-added services, such as hotels and solar power, which accounted for 26 per cent year-on-year growth in the first half of 2019-20, add to the margin and growth profile of the company. Investors can add the stock to their portfolios on dips.



Rallis banking on new launches to perk up sales

Shifting demand from China a key opportunity for company

RAM PRASAD SAHU

After gaining about 18 per cent last month, the Rallis stock has given up most of the gains. While the Street is positive on the long-term prospects of the company, driven by multiple initiatives to boost growth, sustained growth is necessary for the stock to rerate. Among the issues it faces is its inability to gain market share, despite a slew of product launches.

The company has launched 16 products over the past five years. Despite this, it has lost market share, given the poor response to some of the launches. A lower share of branded business (less than 30 per cent) and higher generic launches remain a worry. The company, however, is planning to launch two

new products every year till 2022. It expects the launches to help perk up the sales graph. It is also relaxing its trade credit policy, in line with the market, and incentivising dealers, which should expand its reach and distribution strength.

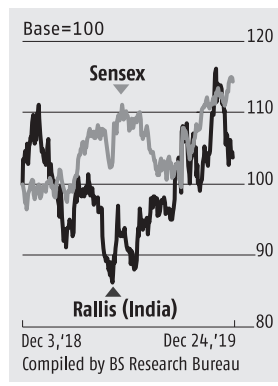
Apart from product launches, there are other triggers for the stock. The company is looking at a capital expenditure of ₹800 crore to develop new active ingredients and enhance its backward integration linkages.

The plant for a key intermediate for herbicide Metribuzin will help meet 50 per cent of Rallis' raw material requirement over the next six months, which will be scaled up gradually in phases. The intermediate production will help it to reduce its dependency on

the China market.

Among the opportunities for the company is the shifting demand from China, given the clampdown on chemical manufacturers. This, coupled with the fact that 26 agrochemical active ingredients are going off patent between 2017 and 2022, offers it a revenue opportunity as an outsourcing partner. Further, the expansion of the international business could derisk its revenues as it offsets muted growth in the domestic markets.

While these initiatives are a positive, analysts at Edelweiss Research expect these investments to initially fetch lower returns and dilute margins. They have a 'hold' rating, despite an expectation of a strong showing in the second half of 2019-20.



Brands lobby for influence in a data-rich world

Hyper relevance, localisation and engaging content are some of the ways brands are chasing relevance and loyalty in a fickle world

ARUNDHUTI DASGUPTA
Mumbai, 24 December

Earlier this year, Google Maps team rolled out its #LookBeforeYouLeave campaign to remind commuters to check Google Maps' real-time traffic updates on their phones before hitting the road. Sapna Chadha, Google's head of marketing in India and Southeast Asia, writes about the exercise in her blog, saying how her personal experience of being stranded in a flooded street in Delhi influenced the campaign.

Local insights, contextual understanding, and rigorous experimentation, she writes, helped serve relevant creative to consumers in India. Google ran an integrated media campaign on digital (online video and social) and traditional (radio, TV, and OOH) channels in eight key Indian cities (Mumbai, Delhi NCR, Chennai, Bangalore, Hyderabad, Pune, Ahmedabad, and Kolkata).

For Google, the understanding and mobilisation of data at its disposal is a heavy task. More information does not always translate into more effective marketing communication and for marketers across the board, managing the data to deliver a coherent and effective narrative has been a big concern through the year.

Data allows you to map, target and deliver relevant content says K V Sridhar, founder and chief creative officer at HyperCollective. He warns that there is many a slip between the data and the customer insight that marketers draw from the numbers at their disposal.

The enormity of the task has given rise to numerous



DIGITAL TRAPPINGS

- When it comes to grocery shopping, 12% of consumers in India have shopped at online stores, whereas 16% of consumers agree that they are not comfortable using online shopping/apps
- 14% of women agree that they were influenced by celebrities regarding fashion and 1.2% said they look to social media for the latest trends.
- When it comes to beauty products, offline stores remain the top choice for the purchase of beauty products. And for online, 21% of consumers are influenced by YouTube and 18% by Facebook in their purchase decisions. However, 43% still buy face care from kirana stores while 17% buy perfumes from supermarkets
- 58% of Indians have watched videos, this is the top activity online followed by using instant messaging app (57%) and accessing social networks (51%).

Source: Mintel India

small companies, some start-ups operating out of a single room, to help brands and retailers navigate the space. Jasmeet Thind is co-founder of CoutLoot, a social offline-to-online (O2O) commerce platform that makes e-commerce easily accessible and available to the long-trail of small-scale sellers and businesses in the unorganised market. It works with sellers in metros and tier-2 and 3 markets to help them adopt

the social platforms and deliver what customers want. He says that the data they sift through is layered with insights and these indicate that the Indian consumer behaves differently online from her counterparts in other countries.

"The online Indian consumption while still in its early stages is super interesting. Unlike using super apps or centralised platforms for all categories, Indians love to use spe-

cific platform for specific categories, unlike in US or China where Amazon & Alibaba are major transacting platforms," Thind says.

Not always do Indian consumers behave differently. Anurag Avula, co-founder and CEO, Shopmatic points out, "There is a growing interest amongst users to support indigenous and small scale businesses. Organic products directly from the valley or tribal artwork and handicrafts are extremely popular and find a great demand amongst buyers." The need to do good, feel good and create a sense of well-being are what consumers across the globe want.

Ashish Mishra, managing director, Interbrand says, "It boils down to creating meaningful narratives of the changing technology for people." Brands have also sought to find the most effective way to talk to and engage with the consumer and in 2019, short-form videos have emerged as the most chosen form of communication. According to a report by BCG, digital video consumption has almost doubled in the past two years. It has increased from 11 mins/day to 24 mins/day over the past two years. Over 2018, this has been driven by: 10-15 per cent increase in number of sessions and 15-25 per cent increase in average time per session.

Advertisers are drawn to the huge potential of video and no wonder then that Chadha writes, "A crucial channel for our target audience (for the Google maps campaign) was YouTube, so we used real-time data signals to develop dynamic and contextual digital ads that were served across the platform."

▶ FROM PAGE 1

Bharti, Bajaj, RIL groups top m-cap charts

The group consolidated its position as the third largest business group in terms of m-cap, led by retail lender Bajaj Finance.

Bajaj Finance has risen 65 per cent in 2019 and ranks among the top 10 firms in terms of m-cap.

At its current stock price, the lender is valued at ₹2.5 trillion, accounting for nearly half the group companies' combined m-cap.

Mukesh Ambani group firms' combined m-cap is up 37.5 per cent year-on-year, led by their flagship Reliance Industries. Its stock has gained 39 per cent this year. However, the group's media entities — TV18 Broadcast and Network18 Media — saw a sharp decline in share prices even though their total m-cap is small.

Adani Group and the Tatas also gained in 2019. The former gained on account of a rally in Adani Transmission, Adani Gas, Adani Power, and Adani Enterprises. The group companies' combined m-cap rose 25 per cent to ₹1.97 trillion from ₹1.57 trillion last year.

Tata group's m-cap, on the other hand, rose 14 per cent to ₹12 trillion, from ₹10.5 trillion a year ago. Most of the gains were led by Tata Consultancy Services and Titan, which together account for

80 per cent of the group's combined m-cap, up from 75 per cent last year.

In comparison other key group entities such as Tata Power, Tata Steel, Indian Hotels, Tata Chemicals, and Tata Communication saw a decline in their m-cap, while Tata Motors was up 6.5 per cent during the year so far.

Economic revival will aid NPA recovery: RBI



The banking system's gross NPA (non-performing asset) ratio declined, after seven years, from 11.2 per cent in March last year to 9.1 per cent in March this year, and the sector became profitable in the first half of 2018-19 owing to lower provisioning.

Recapitalisation in this period also helped them shore up their capital adequacy ratios.

Recovery improved in the year due to the Insolvency and Bankruptcy Code (IBC). But recovery rates by other resolution mechanisms declined in 2018-19, especially through the mechanism of the

Securitisation and Reconstruction of Financial Assets and Enforcement of Securities Interest Act.

In 2018-19, 1,135 cases, involving ₹1.67 trillion, were admitted by various Benches of the National Company Law Tribunal (NCLT). But the amount recovered was ₹70,819 crore, or only 42.5 per cent of the amount admitted.

The RBI welcomed the decision of merging public-sector banks, stating that the exercise would likely "transform the face of the banking sector."

"With the emergence of stronger, well-capitalised banks aided by cutting-edge technology and state-of-the-art payment systems, Indian banks have the potential to become global banking leaders," the RBI said.

While the government and the RBI have played an active role in the revival of both banks and non-banks, "the need of the hour is to continue the policy co-ordination with a view to developing a vibrant and

secure banking system and a competitive and resilient NBFC sector".

However, the recapitalisation of public-sector banks remains an unfinished agenda. Banks need capital not only to meet the regulatory minimum but to guard against balance sheet stress, as well as to improve their valuation methodologies, credit monitoring, and risk management strategies to build resilience.

While private banks had taken over the space vacated by the risk-averse public sector banks, "fault lines are becoming evident" in the corporate governance of the private banking industry. This is happening at a time when public-sector banks' balance sheets have not yet regained their strength.

Bank lending to NBFCs remained strong because of policy initiatives, but banks must focus on risk pricing to avoid building up excessive risk.

The balance sheet size of the NBFC sector was roughly 18.6 per cent of that of the banks. Therefore, faced with stress after the IL&FS crisis, the RBI and the government took measures to allay investor apprehension and aid NBFCs to perform better.

"Going forward, the Reserve Bank will continue to maintain constant vigil over NBFCs and take necessary steps to ensure overall financial stability," the report said.

Urban cooperative banks continue to suffer from a low capital base, weak corporate governance, inability to prevent frauds, a slower adoption of new technology, and inadequate system of checks and balances. They need to break out of these drags, the RBI said, keeping in mind the recent scam at Punjab and Maharashtra Co-operative Bank (PMC).

Independent directors exit as tighter scrutiny bites

"The line of business the company is in and sensitivities around it are being evaluated," said Chitlangi. For instance, chances of lawsuits against a pharma company exporting heavily to the US are relatively high and can land the board into trouble. Similarly, many avoid debt-ridden companies with heavy borrowings from banks.

Directors are liable to class-action suits under the Companies Act, criminal misappropriation under the Indian Penal Code (IPC), and criminal breach of trust, also under the IPC.

There could be scenarios where an independent director on the board of a wilful defaulter might get tagged — for not showing dissent or for failing to act — as a defaulter in his personal capacity as director. This could result in him being declared not fit and proper to hold any significant position in a financial intermediary or carry out financial regulatory activities.

BS SUDOKU

2930

	3		4					5
8		4	9					
7	5				1			
2					8			
		7					2	1
				6		9		
3				4	2			
5		6		7			1	3
			6	1				7

SOLUTION TO #2929

1	2	6	7	4	5	9	3	8
9	4	5	8	3	2	7	6	1
3	8	7	9	1	6	5	4	2
4	5	1	6	7	3	8	2	9
6	7	9	4	2	8	1	5	3
2	3	8	5	9	1	4	7	6
8	9	3	2	5	7	6	1	4
7	1	4	3	6	9	2	8	5
5	6	2	1	8	4	3	9	7

Very Hard: ★★★★★

Solution tomorrow

HOW TO PLAY

Fill in the grid so that every row, every column and every 3x3 box contains the digits 1 to 9



Pilot shortage: GoAir cancels flights for 2nd day in a row

ANEESH PHADNIS
Mumbai, 24 December

GoAir cancelled around twenty of its scheduled 330 flights on Tuesday because of non-availability of pilots caused by previous schedule disruptions and implementation of new regulations on pilot duty time.

GoAir will face action for not providing rest to its pilots in line with rules, said a senior Directorate General of Civil Aviation (DGCA) official.

The Mumbai-based airline has over 300 captains (including 65 expat pilots) and an equal number of first officers and is currently operating 48 of its 54 planes, sources said.

DGCA regulations specify the number of hours a pilot can fly in 24 hours, number of landings they can make and minimum rest period prior to a flight. The rules are designed to minimise pilot fatigue. "We are checking details of all the flights operated by the airline from November 1. We have found certain violations and we are checking whether these are administrative or safety-related," said a DGCA official. The regulator is also checking if software glitches contributed to the problem.

The amended regulations were to come into effect from May 1 and airlines were given time to plan their crew requirements. The actual implementation of new rules began from November 1.

GoAir sources said very little time was available for transition to new rules, for making software changes and sensitising pilots and operational staff as their operation manual was approved only in October last week. Some airlines, including GoAir and IndiGo, had also requested the regulator to allow a few weeks for validating changes, a request the regulator had denied.

A DGCA official said that an airline cannot give excuses for non-adherence citing it is first day or first week of implementation and added that action will be taken against those responsible.

"GoAir has been asked to set right its practices. We may carry out another audit to check implementation," he added.

On Tuesday DGCA officials held meeting with GoAir executives to seek an explanation on the issue. The airline has also informed the regulator about its flight cancellations.

Last month the DGCA had carried out an audit to check whether airlines were following the rules regarding duty hours. Checks were carried out at IndiGo, SpiceJet and Alliance Air but maximum violations were found in GoAir.

GoAir did not comment on the findings of the DGCA audit.

Travis cuts all ties with Uber; leaves board, sells all shares

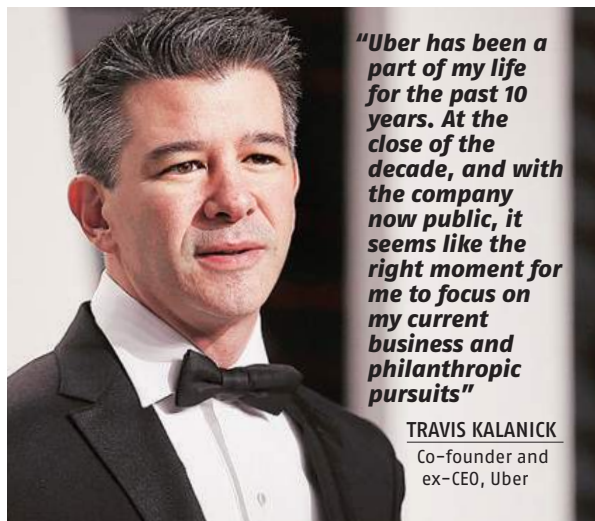
BLOOMBERG
San Francisco, 24 December

Uber Technologies' former chief executive officer (CEO) Travis Kalanick is stepping down from the board, severing his last ties to the company he co-founded a decade ago and helped become one of the world's most valuable, and controversial, start-ups.

Kalanick, 43, has sold all of his remaining shares in the ride-hailing giant and plans to focus on his new business and philanthropic endeavours.

Along with co-founder Garrett Camp, Kalanick started Uber in 2009, building the company up from an experimental black car service in San Francisco to a global transportation and logistics company, offering food delivery, freight shipping, helicopter rides and ushering in a new era of work. But he was ousted as CEO in June 2017 following months of chaos and controversy. Detractors pointed to his aggressive and sometimes reckless management style as breeding a toxic workplace hostile to women and overseeing morally questionable company programmes, including some that intentionally deceived regulators and law enforcement agencies and spied on riders.

"Uber has been a part of my life for the past 10 years," Kalanick said in a statement



"Uber has been a part of my life for the past 10 years. At the close of the decade, and with the company now public, it seems like the right moment for me to focus on my current business and philanthropic pursuits"

TRAVIS KALANICK
Co-founder and ex-CEO, Uber

Tuesday. "At the close of the decade, and with the company now public, it seems like the right moment for me to focus on my current business and philanthropic pursuits."

For the past year, Kalanick has been building a new startup: CloudKitchens. The real estate company offers fully outfitted kitchens to restaurants that need more space to fulfil orders from take-out food services like DoorDash and Uber Eats. Along with using his own funds, Kalanick also raised \$400 million from Saudi Arabia's sovereign wealth fund.

Following Kalanick's departure as CEO, the board replaced him with Dara Khosrowshahi, a former executive of Expedia,

who has worked to rebuild the company's reputation and promise to investors. Since its initial public offering in May — one of the worst IPOs this year — Uber shares have cratered by more than 30 per cent. They were up 1 per cent at 12.04 pm in New York.

With Kalanick fully separated from Uber now, Wedbush Securities analysts said it could help the stock, since his continued presence on the board was a "distraction."

"With ripping the band-aid off and Travis leaving stage left on the board, we believe now it's about Dara & Co. taking Uber in the right direction for 2020 and beyond after a rough road so far," wrote Wedbush

analysts Ygal Arounian and Dan Ives, adding that the massive sell-off of shares following the November 6 lock-up expiry has also hurt the stock price.

Kalanick has been steadily unloading his Uber shares in the past few weeks. He sold the remaining 5.8 million shares before resigning from the board Monday night, a spokeswoman said, for a grand haul of almost \$3 billion, according to calculations by Bloomberg. Before the lock-up expired, Kalanick held a 6 per cent stake in Uber, which made him the firm's largest individual shareholder. Softbank Group and Benchmark Capital are the company's two largest institutional shareholders.

Such a sell-down is unusual among prominent tech tycoons. Facebook's Mark Zuckerberg and Amazon.com's Jeff Bezos still own sizeable stakes in their companies. Still, neither of them were ousted by a boardroom coup. And Kalanick's sales mean he has plenty of financial firepower for his other projects. He created a fund called 10100 in March 2018, saying in a tweet it would focus on his "passions, investments, ideas and big bets." The fund will handle Kalanick's for-profit investments and philanthropy and plans to invest in real estate, e-commerce and emerging innovation in China and India, according to its website.

HUNDREDS OF STUDENTS DEFY PROHIBITORY ORDERS IN DELHI



Students from various universities across Delhi defied prohibitory orders to join a march from Mandi House to Jantar Mantar on Tuesday against the amended Citizenship Act. In Uttar Pradesh, Congress leaders Rahul Gandhi and Priyanka Gandhi Vadra were stopped by police from entering Meerut on their way to meet the families of those who died during protests. Protesters in West Bengal blocked Governor Jagdeep Dhankhar's entry into Jadavpur University, where he had gone to attend the annual convocation, prompting him to denounce the incident as 'total collapse of the rule of law'

PHOTO: PTI

Soon, late-night shopping to be reality in Karnataka

Soon, it would be possible to shop till early hours in Karnataka.

Retailers are more bullish about the ease of doing business and increase in sales as the government has permitted shops and commercial establishments to be open 24x7. The Retailers Association of India (RAI) on Tuesday said the move by the government would enable an increase in employment by up to 9 per cent and grow sales by at least 3 per cent in the retail sector in Karnataka in the next three years.

RAI said the retail community is pleased with the Karnataka government notification permitting all shops and commercial estab-

lishments in the state, employing ten or more persons, to be open on 24x7 basis on all days of the year for a period of three years, subject to the conditions mentioned in the notification. Though the notification was issued recently, RAI said it wanted to assess the impact and sentiment related to it among the retailer community in the state. "We are expecting the move would increase the employment by up to 9 per cent and grow sales by at least 3 per cent in the retail sector in Karnataka in the next three years," Kumar Rajagopalan, chief executive officer of RAI, told *Business Standard*.

PEERZADA ABRAR

Cabinet okays farm loan waiver

Less than a month after taking charge, the Shiv Sena-led government in Maharashtra on Tuesday approved the farm loan waiver scheme announced last week and also gave its nod to a subsidised meal scheme for the poor.

The state cabinet approved the Mahatma Jyotirao Phule Farmer Loan Waiver Scheme, under which crop arrears pending till September 30, 2019, will be waived.

PTI

