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How's the Josh? Josh to bid goodbye to 2019 and welcome 2020! Each year seem to be more action packed than the previous one. Every year sees increase in the looming climate crisis, political polarization, culture wars, trade wars, big tech exposed, soaring economic inequality, and lot more. Its hectic to keep pace with changes; especially, in shaky and stressed political environment. Very fabric of life be it social, political and/or climate seem to be disintegrating.

India's ambitious plan to touch \$5 trillion dollar by 2025 seems far fetched in the given circumstances. In fact, all the overdrive and built-up to present narrative of India's 'acche din' by our respected & honoured PM Modi are beginning to weigh India down.

At one hand, current Government has used the narrative to secure its 2nd term in office but had to prove that India continues to be poor country - in writing. India's GDP per capita is one among the lowest in the world. According to the documents submitted by Indian Govt. to World Trade Organization (WTO), India has 364 million people living in multidimensional poverty and subsidy provided to is a meagre \$227 per farmer. Therefore, India is still eligible for S&DT benefits: membership of, or seeking accession to OECD, etc. Opposing the formal submission put forth by US that India is no longer a developing country. What a paradox for the 'Golden Bird' of the World! India was one of the largest growing economies in the world, contributing close to 25% of the world GDP, once upon a time, till about

1750's before invasion of Moguls and British-ers.

Many learned Economists world over and in India have raised their concern time and again over poor, inconsistent and at times, lack of data availability on India; making it hader to assess the situation. Thus, leading to shooting in the dark. I refuse to entertain the idea to attribute this poor performance of Indian economy to global scenarios like Brexit, trade wars, etc.

What's beginning to concerns a lot of us is that if policy makers are not mind-full, it may not take long before demographic advantage turn into disadvantage (After all, today's youngest nation will become tomorrow's nation having oldest population). I am afraid; window period for this shift is rather tight.

What makes one hopeful of brighter future is the evolving technology and the increasing voice share - acknowledge the dire need saving mother earth; especially, by young people. Its uncool (expression borrowed from my daughter) to be extravagant and self-centred. World-wide businesses and brands are consciously making efforts to capture the sentiment to become "cool", remain relevant to stay in business. It is no longer enough for companies to simply provide a product or a service; looking beyond the bottom line is increasingly becoming important.

While banks are crumbling and companies are laying off people, consumers are spending but consciously. According to a green industry report, "55% of consumers across 60 countries were willing to pay higher prices for goods from environmentally conscious companies.

Increasingly, brands aren't waiting for the government; they are taking action and setting expectations themselves. Like Parle and Addidas. Besides, I assume, all of us must have read about commitment of Adidas to prevent appx.



Garden on the move -collaboration between SBS Transit, the Temasek Foundation and the Singapore Green Building Council to reduce cost ofthe air conditioning and in turn lower fuel costs.



Victorian Eco Innovation Lab, founded by the Australian government in 2006, invented a shading system to harvest solar energy in schoolyards called VEIL Solar Shades. School children can use it to monitor solar energy production and storage energy production, as a shade. And students can even charge portable devices using solar energy.

2,810 tons of plastic from reaching the oceans. It is being used as a replacement of virgin polyester to make shoes.

UK-based apparel brand Vollebak launched its Plant & Algae t-shirt, which will decompose in 12 weeks (if buried) once the wearer is finished with it. The shirt's material is made from a combination of sustainably-certified wood pulp, **while the 3D-printed ink is made from algae.** Released in 2019, you are in queue if you wish to purchase this USD110 t-shirt.

If consumers have expectations of companies to be transparent (about raw materials), and more inclusive on their approach (be it senior citizens, environment, etc.); so do companies. For instance, a Sushi restaurant in Japan that fines customers if they do not finish their meals and donates the money to a fund to support fishermen, with the menu pointing out the dangerous conditions they work in.

Increasingly, brands and consumers aren't waiting for the government; they are taking action and setting expectations themselves. However, fun, environment friendly, and inclusive efforts of some Governments are note worthy.

Imagine getting pulled over by a Traffic Police and get away by getting rewarded! No bribe. Reward is Second Chance warning ticket from police provide offender's license showed offender a registered organ donor. Encouraging strategy and documentation exercise by Traffic and local Police Dept. of California.

A simple step of compassion, enveloped in warning can help reduce burden of 4 lakh deaths every year of people waiting for a transplant in India. However, I am not sure how effective gentle nudging could prove to encourage Indians to be safe and donate.

Innovation insuring thoughtful inclusiveness Zindabaad!

Closer home, I must acknowledge the efforts of Young active member of our Industry Mr. Gaurav Sathe for holding the forte of InkNews in my absence. Gaurav, thank you and hope to receive your continued support. Do check out an interesting articles by Mr. Bhaumick Mehta, Mr Reynold D'souza, and yours truly.

2019 was eventful for AIPIMA. It elected and welcomed new team to expand the number of Industry members into the core committee from 9 to 21 to ensure National level representation and participation of our Industry – SME, MSME, MNC. President, Vice-President and Secretary's note in this Issue of InkNews will bring you up to speed with AIPIMA's happenings.

Have you all submitted your views and suggestions on GST? If not, use this opportunity to voice your concerns, views and suggestions at manager@aipima.org

For more insights into steps taken by GOI and their impact in the coming days, check out an article by an Economist - Dr. Gowri Ramachandran.

2020 will see some of us hob-nobbing at Drupa. In case any of our members would like to avail MSME subsidy, do contact Ms. Manali at AIPIMA office.

Despite the sense of gloom where the world is headed, uncertainty of what's in store for us, there is a lot more positivity and creativity thriving amidst the complexities of the world. All one has go to do is open-up, and look beyond the immediate realms of ones' being.

After all, we as an Industry of Printing Inks make the world of Brands, companies and consumers colourful.

Looking forward to happy, full of happiness, opportunities, Innovation in 2020!

Jai Hind!

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