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Notes from Davos: India first!

By Ajay Khanna, ET CONTRIBUTORS Last Updated: May 21, 2022, 05:12 PM IST

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Synopsis

To ensure that India gets maximum mileage of goodwill from this happy convergence of circumstances, the government undertook some planning. It convened a prep meeting chaired by Commerce and Industry minister Piyush Goyal on May 19. It was attended by Chief Ministers, Ministers and officials of the state governments, industry representatives and the Confederation of Indian Industry. The mission was very simple: speak in one voice.



Under the "India First" Campaign, India @ 75 is the theme for this year to celebrate Azadi ka Amrit Mahotsav at Davos.

This year may well be the "India Everywhere" moment again. Not only is [India](#) part of the global conversation, especially given its willingness to engage in pressing challenges to the world, India's participation may be the third largest at the [World Economic Forum's](#) annual meeting in [Davos](#).

Officially, 99 Indian delegates have registered with the WEF for the event. I believe this is an undercount,

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NRIs who turn up every year and the officials accompanying the delegations from six state governments plus [CII](#), Invest India, Indian Embassy Teams. Take them all together and my guess is you are talking about 400-500 Indians.

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the state governments, industry representatives and the Confederation of Indian Industry. The mission was very simple: speak in one voice.

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Under the "India First" Campaign, [India @ 75](#) is the theme for this year to celebrate Azadi ka Amrit Mahotsav at Davos. An excellent briefing note has been prepared and sent to all Indian delegation covering key talking points on economy by CII.

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Besides the commerce minister, other Cabinet ministers who will be travelling to Davos are Hardeep Puri (Petroleum and Urban Development) and Mansukh Mandaviya (Health & Chemicals & Fertilizers). The delegation also includes N K Singh, chairman of the 15th Finance Commission, Amitabh Kant, CEO, Niti Aayog and Anurag Jain, Secretary, DPIIT.

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Indian Addas!

The state governments' participation is a record number this year. Four southern states--Tamil Nadu, Andhra Pradesh, Karnataka and Telangana (how come Kerala missed out!)--and Maharashtra and Madhya Pradesh will be led by either the Chief Minister or a cabinet minister. First time I notice that four Indian states--Andhra Pradesh, Tamil Nadu, Maharashtra and Madhya Pradesh (who says there is no bi-partisan consensus) --have come together on the Promenade, (the mall road of Davos) to host a common lounge. Telangana and Karnataka though have opted for their own lounges.

The India lounge, hosted jointly by DPIIT, Invest India and CII, is where it used to be good old days: Café [Schneider](#) NSE -6.60 %. During the now famous 'India Everywhere' campaign in 2006, this was called the Indian Adda (sharing a photo of Indian adda from 2011 when President Clinton dropped by)





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India Inc

CII, a WEF partner, will be led by its new President, Sanjiv Bajaj, another Davos regular like his late father. In addition, the crème de la crème of India Inc--Mukesh Ambani, Gautam Adani, N Chandrasekaran, Sunil Mittal, Pawan Munjal. Shyam Bhartia. Hari Bhartia. Kumar M Birla. Shobana Kamineni.

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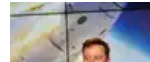
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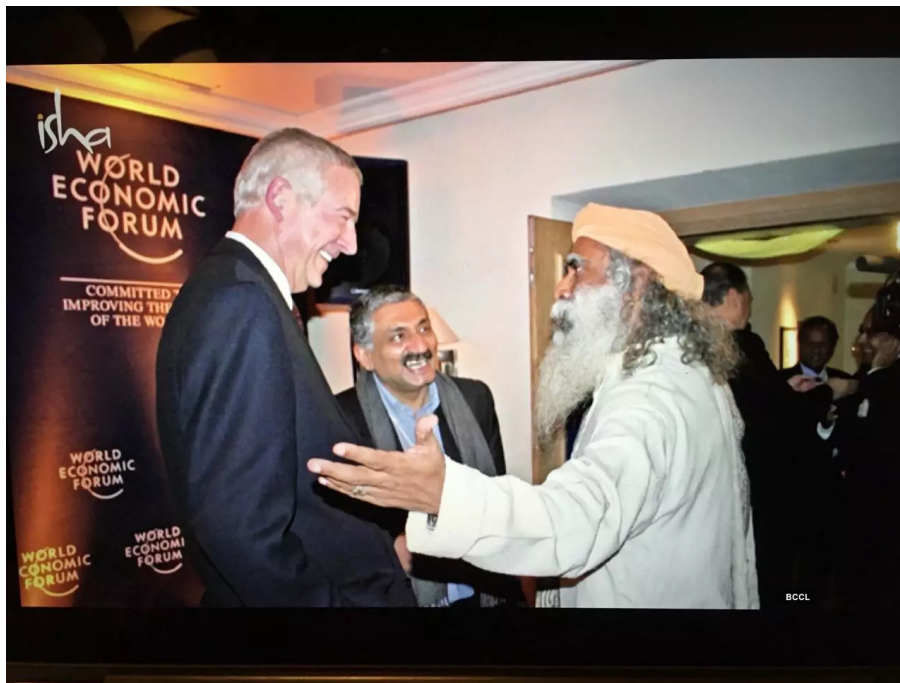


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Sumant Sinha to name a few. Some of the first timers I see from India are Ashish Singhal (CoinSwitch kuber), Shanti Raghavan (Enable India), Pranshu Singhal (karo sambhav) – both winners of **Jubilant** NSE 2.07% Bhartia – Schwab Foundation Social Entrepreneur Award, Nitin Kamath (Zerodha), Gaurav Mehta (Dharmalife), Ronnie Screwvala (Upgrad) to name a few.

I am delighted to see Sadguru – Founder of Isha Foundation will be back in Davos. Sharing an old picture of Sadguru with me when he went for the first time. I don't recall the year any more!



There are several sessions on India or with Indian speakers. This is huge and a welcome change from say just two decades ago when every business speaker from India included in the main programme, was a cause for celebration. The India oriented initiatives include one on climate action.

This is over and above several parallel India focused sessions lined up by CII, Invest India and State governments

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THE BIG FIXTURE

Officially, the 51 st Annual Meeting (53 rd if you include the last two virtual ones) begins on Sunday. It is for the first time ever the annual meeting is being held in this Ski resort in summer.

About 2,500 global leaders are expected to converge for the first in-person meeting after the once in a century pandemic struck the world two years ago.

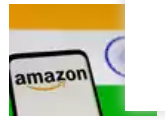
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heads of state and in addition, you have 300 public figures and 782 speakers representing 1,754 organizations from all over the world.

I believe there are around 100 unicorns, innovators and Tech pioneers over 50 social entrepreneurs (now called innovators), 48 young global leaders (less than 40 years' old), 69 global shapers (under 30) and 41 civil society representatives. More than 200 leaders from NGO's, academics, labor organizations and faith-based and religious groups representing civil society; this is over and above the 400 media leaders and reporting persons who will converge in Davos over the weekend.

Spotlight on Ukraine

Given the stand of the western world on the ongoing conflict it is only natural for the WEF to give a big shoutout to embattled Ukraine.

Accordingly, President Volodymyr Zelensky of Ukraine will deliver a special address on Monday. This plenary session, in the main congress hall, will be chaired by Prof Klaus Schwab and the President is likely to join virtually. Beyond the showstopper, several other heads of state and government will be present. This includes the Emir of Qatar, President of European Commission, Federal Chancellor of Germany, Prime Ministers of Spain and Greece, Secretary General of NATO, President of Israel.

Answering Trolls

One perception of this annual rendezvous of global heavy hitters is that it is a wanton and lavish gathering of the rich. And that precious little of global use came out of these meetings.

A paper published on the [blogs](#) of the London School of Economics argues that indeed it is no longer a cozy, incestual club of "out-of-touch (man), someone who insulated himself from ordinary people and those who think differently".

The authors, Shawn Pope and Patrica Bromley, trawled through a trove of press releases issued by the WEF for the last eight years to argue that the WEF

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complaint about Davos Man was that he was full of empty rhetoric. His meeting was derided as an intense, gregarious affair, repeated every year without anything of substance to show for it. Davos Man chats while the world burns. Yet this complaint is ringing less true.

Davos Man is now more action oriented. The WEF has reimagined its annual conference, not as a mere colloquium, but also as a platform for launching

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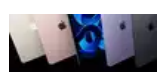
Bitter wheat harvest for Indian farmers



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PRODUCTION IN INDIA



Raj govt slashes VAT on petrol & diesel



Export duty on iron ore hiked

In short, the WEF association with the idea of the alienated, rich male—Davos Man—is dead.

More when I land in Davos!
As they say watch this space.

(The author is with Jubilant Bhartia Group and Co-Founder of PAFI)

(Disclaimer: The opinions expressed in this column are that of the writer. The facts and opinions expressed here do not reflect the views of www.economictimes.com.)



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By Ajay Khanna, ET CONTRIBUTORS Last Updated: May 23, 2022, 10:40 AM IST

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Synopsis

The population of Davos, estimated at about 10,000 (numbers India can conjure in a few blocks), survive on the business generated by ski tourism—which extends from end-November till April. Claudia, a German living in Davos for over 11 years, says the town all but shuts down in off-season. They do get an odd tourist engaged in hiking or biking. The residents therefore are delighted at this summer treat to their business.



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Swiss hospitality is legendary. In fact, one has a lot to learn from Swiss about punctuality, service with a smile and attention to detail. It is almost always near perfect. So I really look forward to my annual rendezvous.

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international flights got diverted. Somehow our SWISS inbound flight managed to get through and touched down safely in Delhi.

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Old's trigger of woes has a fix beyond software. Think battery pack, airflow, thermal efficiency.

I am intrigued though that despite the receding threat of the Covid-19

to book a seat (in my case two, as my wife Renu is my constant companion at [Davos](#)).

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industry, export duty on iron ore hiked up to 50%



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Good morning Zurich

I have always looked forward to the drive up to Davos from Zurich. Given the inclement conditions of a Swiss winter, I always prayed for an experienced driver to navigate the treacherous winter conditions.

Hey, but this was a Davos summer. No such fears. Instead, we were treated to a beautiful and uneventful drive loaded with supine views of nature. As Renu put it: "From a white to a green Davos."

While the drive is fun, a ride on a Swiss train is an even bigger draw. Though you have to switch two trains, the experience, especially given the legendary Swiss punctuality, is awesome.

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Davos Summer

Davos and Klosters are twin ski resorts. Both towns thrive in winter when visitors arrive in droves. Summer therefore is the lean season.

In fact I recall a visit to Davos in the summer of 2005. It was a ghost town. Restaurants, hotels, local transport, including taxis, were off the grid.

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the Mall Road (a standard feature at Indian hill stations) in Davos is the Promenade.

About three kilometres long, the Promenade connects the two train stations in Davos: Davos Dorf and Davos Platz. And this stretch is where all the action is.

The population of Davos, estimated at about 10,000 (numbers India can conjure in a few blocks), survive on the business generated by ski tourism—which extends from end-November till April.

Claudia, a German living in Davos for over 11 years, says the town all but shuts down in off-season. They do get an odd tourist engaged in hiking or biking. The residents therefore are delighted at this summer treat to their business.

The Business Opportunity

Like in winter, the best means of moving around is the shuttle service deployed by the [World Economic Forum](#) (WEF). The [WEF](#) Congress is the centre, and the blue, yellow, and red lines converge here. The drivers are all local.

The cafes and eateries that dot the Promenade have been temporarily closed. Their space is being used to host company, country, and state pavilions.

These lounges provide the perfect spot to mingle and network—the dharma of Davos.

We walked into a very welcoming Saudi tourism lounge on the promenade and took in the breath-taking décor. The ambience and the warm welcome made Saudi coffee taste that much better. (See pictures)



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Renu on the Saudi Cafe on Promenade.

Celeb spotting

I bumped into the young Maharashtra minister Aditya Thackeray who had turned up early to formally throw open the Maharashtra lounge.

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Covid Fears

Yes, the threat of the covid-19 pandemic may have receded, but the WEF managers are not taking chances. They continue to stick to the drill.

Accordingly, one had to upload vaccination certificates, take an RTPCR before boarding the flight; another test within 24 hours of picking up your credentials. Better safe than sorry.

The Badge of Honour

Once in Davos, the WEF badge is your passport. It is your means of access to the Congress centre, events, and hotels. Since everyone sports one, you also find an awful lot of time navel gazing (to catch the name) as you go about your business of networking.

Once the registration is done—a process so incredible smooth and efficient—you are handed your delegate bag. It includes a foldable umbrella (There is something about WEF and umbrellas; recall a special session in Myanmar, several years ago, where we handed this beautiful umbrella with motifs drawn from the country). Keeping with their commitment to green, the umbrellas are made from waste and one hundred percent recycled PET plastic bottles!

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Sunday was the kick off eight Davis circle - the private event I mentioned with Prof .Klaus Schwab hosting the event . He surprised me by asking to make a comment on my experience with Davos over the years . Followed by the big opening reception where you connect with delegates . I always look forward to

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I met young Swiss entrepreneur who is making robots to cut the famous Swiss cheese- Raclette (see picture) this is a unique feature of the forum as mentioned earlier notes where apart from the famous names you meet young entrepreneurs, global shapers , over 100 unicorns this year & so on!



Robot working on the Raclette at the Congress Centre.



The last entry on my diary was the first Indiaspora dinner up in a beautiful chalet in hotel Schatzalp . This is for the first time Indiaspora are doing an event to bring together Indians from all over the world at this beautiful ski resort! Met many prominent Indians at this well curated dinner!

So much for the fun and games. From Monday it is showtime folks.

(The writer is with [Jubilant](#) Bhartia Group & Co-founder of PAFI)

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