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# THE **IGEP** NEWSLETTER

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FOUNDATION

RUGMARK Office will soon shift  
from Varanasi to Bhadohi

## Optimism after Elections

*The India election, the greatest show of democracy, is over. It ended positively. What nearly all Indian citizens wanted came true. The country has now a strong government with the absolute majority of seats for one party. And it seems to have elected the strong man who will be able to implement and fulfil. He is not enforced to always make long negotiations with coalition partners who insist on advantages and compromises. He can do most steps alone!*

*The first reactions are nearly unanimously optimistic. But the new Prime Minister, Shri Narendra Modi, is facing enormous expectations from all sides. Not a small number of his voters seem to be convinced that he can do miracles. After his first days in office there is broad hope that he makes India an economic super power, at least within this election period.*

*When the dust of the battle will have settled down, one will realize that some hopes were exaggerated because a huge country like India cannot be totally changed immediately. However, the chances for big progress are good. The now much criticized former government has - especially in the financial and monetary sector - paved the way for improving the economic fundamentals during the last months of its term. In addition, the world economy looks much better than one, two years ago. USA and the European Union (EU) are not yet back to smooth and high growth, but after managing complicated crises they are on a good way. If India is becoming a real partner for them and not just a country in South East Asia, it can gain a lot. This needs a firm position. But the first - nearly genial - stroke of the Prime Minister to emphasize the relations with SAARC, which seemed already to be forgotten, underlined his pragmatism and showed the world his willingness to make use of sleeping potentials for achieving his objectives - against all reservations.*

*Much will depend on the ability to create confidence and to carry out quick actions. Visible success in fighting inflation, creating new jobs, supervising the bureaucracy and enhancing exports will give much credit from the side of all those who had become disillusioned and tired. In Gujarat the Prime Minister has demonstrated his capabilities. His strict objective orientation is exactly that what his voters and the Indian citizens in general want. They are fed up only to hear why things cannot be done. They want economic progress combined with strict law and order.*

*With first positive results India may face a "real Modi wave" with even more support. Foreign capital is waiting for this development. It is therefore not unrealistic to expect that India within two or three years becomes a destination as important as China. With growing exports and technology transfer.*

*Let's not only wait and see, but actively participate in this movement.*

*Sincerely Yours*

*Dietrich Kebschull*

## GIRT Meeting for True and Positive Image of Carpet Industry

The accusation of using child labour in a big way remains a deadly threat for the Indian carpet industry also today. Twenty five years ago the carpet manufacturers and exporters had started a lot to wipe out the reproach of child labour and workers' exploitation by massive steps. IGEP took the lead together with numerous Indian companies and foreign buyers to introduce voluntary and unannounced controls and a labelling system to show that carpets were made socially correct – totally in

been established with the help of buyers and manufacturers/exporters. Vocational training courses were introduced and health care was improved. Publications in press and media helped to spread this information and so considerably supported the building up of a generally positive image of the carpet sector.

However, recently a study was published in USA which more or less repeated all the old attacks. CNN broadcasted the allegations made there by a young researcher and so brought back the life threatening dangers for the industry, its employees and their families who all are totally depending on foreign orders.



line with the Indian law and internationally binding agreements, e.g. with the International Labour Office (ILO) of the United Nations. Thanks to the Rugmark label introduced in the early nineties and other similar initiatives the possible collapse of the carpet industry and its exports could be avoided. Hundreds of thousands of work places have been safeguarded and companies and workers could continue their activities. In addition, schools for the children of poor families have

Against this background the All India Carpet Manufacturers Association (AICMA), the Indian Carpet Export Promotion Council (CEPC) and many exporters approached IGEP. It was decided to first have a discussion and brainstorming session for further action within the framework of the German-Indian Round Table (GIRT). This meeting was held on 9 April, 2014 in the AICMA premises in Bhadohi, Uttar Pradesh, India.

The great interest was underlined by the presence of

about eighty manufacturers and exporters, more or less including all important companies in the carpet sector of the Uttar Pradesh Carpet Belt. Chief Guest, V. Sharma from Obeetee explained the contents of the study, showed some major mistakes and made clear that joint action for correcting the dangerous consequences of false allegations is the need of the hour. He was supported by speakers of the associations and by Dr. Kobschull, who all emphasized that the whole industry has been put on the accusation bench and that fast action is now urgently necessary.

During the discussion it was unanimously stated by industry representatives that the main claims of the American paper are wrong and defamatory. Child labour is not used by exporters. Many of them have built their own strong control systems to avoid any violation of the law. But positive public relations are needed as well as the broad spreading of convincing facts about the industry.

It was decided that for this purpose all participants and organizations will join hands to carry out adequate measures in India and in all important target markets. Next meetings were agreed. IGEP promised to do its best to help accelerate necessary steps and to create and disseminate information for buyers.

## **IGEP Support for German Companies (Office in Office)**

### **Wiedemann Technik GmbH**

Modern food and drink processing companies require a high level of hygiene to ensure a germ free environment in the production site. International food and drink regulatory standards have now become extremely stringent. Therefore many companies are investing in stainless steel drainage systems that guarantee safe and clean drainages at all times. Wiedemann Technik, a company based in Husum, North Germany is a specialist in supplying stainless steel drainage systems which are both solid as well as hygienic. Wiedemann's stainless steel drainage channels combine high stability and consistency with easy cleaning and an attractive visual appearance. Investment in Wiedemann's drainage systems ensures an attractive Return on Investment (ROI) and they are produced for a long life. That is the reason why many leading food processing companies, breweries, dairies and distilleries all over the world have invested in Wiedemann Technik drainage systems.

Wiedemann Technik has now expanded their sales network in India and offers their range of products and services covering the entire food and drink sector.

### **Herose GmbH**

Herose GmbH headquartered in Bad Oldesloe, Germany (World's leading manufacturer of Cryogenic Valves) is our WTSH Pool Member and has its office in IGEP's Gurgaon Head office with Sankalp Tiwari as the Area Sales & Service Manager for Herose India.



Herose India is the representative office of Herose GmbH in India and takes care of Herose's Business in India with sales, marketing & service related activities in the country. Herose supplies cryogenic valves to India's leading companies in Industrial Gas Manufacturing and OEMs making vessels, tanks and trailers for storage and transportation of cryogenic gases for various technical applications.

## **IGEP Assistance to German Companies in India**

### **Aerodyn Energiesysteme GmbH**

Aerodyn Energiesysteme GmbH based in Rendsburg, Germany, is a pioneer in the development of state-of-the-art wind turbines and rotor blades in the wind energy industry. Besides entire wind turbines, Aerodyn also works on the design of individual components or assemblies and the processing of specific work packages.

Aerodyn offers production licences for a broad range of rotor blades as well as complete wind energy generator (WEG) systems.

The Indian wind energy sector is the 5th largest in the world. It has done extremely well to further India's

renewable energy production and help reduce the heavy dependence on fossil fuels. However India is in dire need for advanced technologies and design to help it reach its full potential to exploit its rich wind resources.



With Aerodyn the Indian wind energy industry has got a trusted partner.

## **C-PACK VERPACKUNGSMASCHINEN GMBH**

The entry of organized retail in India has ushered in big changes in the supply chain network. New methods of packaging especially vegetables and fruits are rapidly gaining ground. Small companies that supply products to large stores are in need of packaging technologies that increase productivity and efficiencies.

C-Pack supplies a range of net packing machines to vendors of large retail chains, importers and distributors of fresh food products as well as to farmers who want to sell directly to customers.

C-Pack had displayed their robust net packing machines, the HCL 912 at the Potato Expo in Chandigarh from Feb 20 – 22nd. The display attracted a lot of attention. The machine is easy to use and is highly recommended for small and medium sized companies handling vegetables such as potatoes, onions, garlic and fruits for instance apples and pomegranate.

## **Schoeler GmbH**

The town of Pansdorf in North Germany is the headquarter of Schoeler GmbH, one of the leading global suppliers of machines and systems for the heat exchanger industry covering both the HVAC and automobile components segments.

The product ranges from independent production plants for the manufacture of fins and thin-walled tubes

to semi- or fully-automatic mounting systems, ready-to-use production lines for the production of evaporators, condensers, water coolers, oil coolers, charge air coolers.

Schoeler GmbH is a family-run enterprise, now in its third generation. It has been supplying to all leading direct sub-supply and aftermarket enterprises throughout the world for over eighty years. Schoeler provides solutions for the processing of aluminium, copper/brass or steel materials which are specially tailored to its customers' needs.

## **MINT Media Interactive GmbH**

Training requirements for the airline industry are an absolute must and considered to be one of the toughest tasks. Airline staff, including cabin crew, pilots and engineers are required to have their licenses re-certified on a periodic basis. This is to ensure adherence to tough tests and procedures stipulated by international airline safety authorities.

MINT Media Interactive GmbH with offices in Kiel and Sharjah has developed a system that makes it easier for the airline training department to ensure proper record keeping as well as scheduling training for pilots, cabin crew and technical staff.

MINT is a young company established in 1998. In a short span of time the company has acquired a high quality clientele with some of the most prestigious names in the airline industry such as Singapore Airlines, Lufthansa, Emirates, Cathay Pacific, Qantas and United. It now also offers training systems for MRO as well as flight controllers.

The Indian aviation sector with its many young airlines needs to ensure that their manpower assets are trained as per international standards. MINT is ready to provide the right solutions.

## **Amedon GmbH**

Doctors and medical specialists in India are confronted with data management storage and retrieval challenges. Data includes high precision MRI images of multiple patients living in various cities. "Retrieve this information to help quick decision making" poses a major task which confronts many doctors and hospitals. Amedon GmbH provides the solution for these challenges.

Amedon provides web based solutions for acquiring, analysing, providing data and information for use in clinical research, emergency medical services, diagnostics, patient monitoring and distribution of information as well as secure communication via internet.

## Social Activities

### Lend an Ear - Hear Her Forever

8 year old Khushboo is a student of Little Keb School, Pachrukhi Tisri, Jharkhand. Khushboo, had developed hearing difficulties and this was brought to the notice of IGEP during the regular medical tests in the school. IGEP arranged to bring the child to Delhi for diagnosis at Umkal hospital in Gurgaon. Doctors who attended on her suggested an audiology and BERA test after preliminary diagnosis. These confirmed her hearing challenges.



The doctors gave two alternatives- either a Cochlear Implant or a hearing aid. Thanks to Dr. Shomeshwar Singh of Saket City Select Hospital, Khushboo was provided with a hearing aid to enable her to regain her hearing.



Till now Khushboo suffered silently. All this has changed now. The smile is back on her face. She can hear normally and follow the teacher in school clearly. We are happy about this and cordially thank the doctors for their great free support.

## BSCI Representative in India - IGEP



### BSCI India Office Participates in Roundtable on Sustainable Development in PHD Chamber, New Delhi

The BSCI India office participated in a roundtable which had the theme "Good Global Practices on Sustainable Development, Green Technology and Cleantech" on March 20<sup>th</sup> in PHD Chamber, New Delhi. BSCI India office members gave an introduction about BSCI to the other participants and described the role of BSCI in facilitating social compliance in Indian companies especially within the Indian export community.

Details about BSCI India and our work were conveyed to Mr. Jatinder Singh, Secretary, CSR, Education and Skill Development of PHD Chamber of Commerce and Industry. PHD is the leading business chamber in North India.

### BSCI India Office Continues to Assist Indian Exporters to Become BSCI Compliant.

The last six months have seen an upswing in Indian textile and home furnishing exports. Many Indian exporters would like to upgrade their factories to BSCI standards as this is becoming more and more a necessity especially for EU buyers. The BSCI office is therefore giving guidance to all exporters on the steps to be taken to become BSCI compliant exporters.

### Meeting with German President, Mr. Joachim Gauck during His Visit to India

BSCI's representative in India, Dr. Dietrich Keschull of IGEP had the opportunity to meet the German President during his visit as well as members from the Indian government. He highlighted the work of the BSCI office in India for the promotion of sustainable growth in the country. In this regard mention was also made how IGEP has for many years helped to introduce many German renewable energy firms to India. In some cases these dialogues have translated to actual cooperation agreements between the companies. Also the general promotional and social work of IGEP was mentioned.

## Introduction of Wider Criteria for Factory Based Carpet Manufacturing

The RUGMARK concept was evolved by its founders basically to avoid the use of illegal child labour in carpet weaving. However with the weaving trend and demand for verification for additional social standards RUGMARK Foundation India carried out inspections of carpet manufacturing units, which are in factory set ups using criteria additional to the use of illegal child labour only.

As regards social & safety measures the following observations have been made in most of the cases:

- Fire extinguishers, first aid boxes, doors/gates and exit ways meant for using at the time of accident/emergency where clearly demarcated.
- Drinking water facility/hygienic toilets were found to be of reasonable standard.
- Notice boards placed at different places are highlighting the rights of workers and rates of minimum wages.
- The whole factory premises were found to be neat and clean.
- No hesitation was shown by the management to show their factory.

The IGEP Foundation along with RUGMARK has always taken a leading role in promoting exports from India and taking effective counter measures to prevent damage to manufacturing and exports. Since long, we are already

working with many big German buyer's towards assisting their suppliers in India in implementing the improvement with the "International Social and Environment Standards (ISES)" concept at their work-sites. The ISES standard is in line with SA 8000 and ISO 14000 standards, and is strictly following the laws of India and international organizations. The idea is not to rank companies as good or bad, but to assist companies to achieve desirable standards.

IGEP Foundation is a certified body. It has received an accreditation for ISES 2020. This has been a big step forward for us as we are offering social and environmental consultancy since the last two decades. IGEP has functioned in a partnership approach and has been carrying out auditing assignments as an integral part of export promotion.

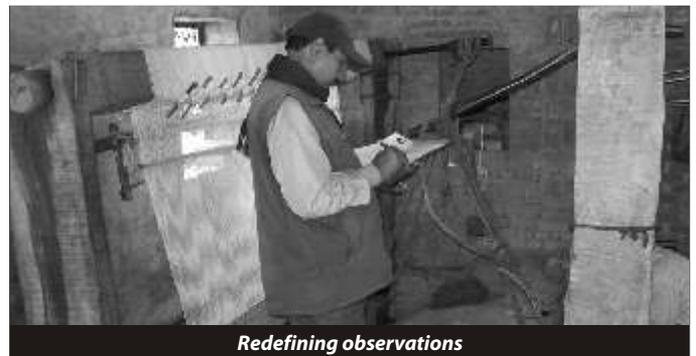
The fields covered under the ISES standard are: health & safety at work place, freedom of association, working hours, compensation, environment protection etc.

The audits are done hand-in-hand with the entrepreneurs. The basic first audit lasts normally only one day. Then according to the situation an adjustment and a "Corrective Action Plan" is developed. IGEP/RUGMARK advises what is to be done and a time plan is agreed. Then follows a re-audit. If things are ok, a certificate is given. It is thus a process and not an event.

These audits are not aimed to give a company a certificate of "passed" or "not passed". The idea is of a constructive co-operation, where ways are found jointly to make necessary changes for strengthening international competitiveness by improving working conditions.



*Hands at work...weaving a story*



*Redefining observations*



*Loom Talk*



*Weaves and Cottons through Looms and lessons*

## Cultural Events - Joy, Fun and Enthusiasm at Its Best...

It is just not studies and academics... Our school is a family and we together revel with the spirit of oneness through drama, dance, music and scales.



*Welcome note in a students voice*



*Music flows with dholak beats and the harmonium scales...*



*of melodies and melodiousness....*



*Rugmark determination and effort... students assert...*



*Teen taps -talents flow*



*Dialogue , plot and humour caught on camera*

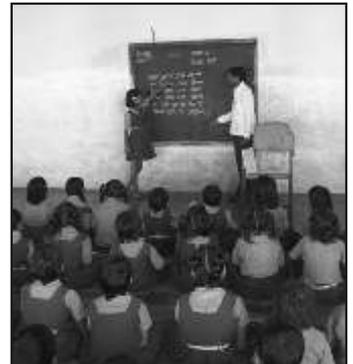


*Tapping to beats- dancing away summer*



*Chess and chess mates -kings, queens, horses and pawns all on board*

## RUGMARK Balashraya



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