

India will need 500 new cities in the next two decades. Existing infrastructure is barely able to meet the needs of residents with significant shortfalls in the areas of power supply, water and sanitation, housing and transportation.

—PRIME MINISTER NARENDRA MODI

A neo middle class is emerging which has the aspiration of better living standards. Unless new cities are developed to accommodate the burgeoning number of people, the existing cities would soon become unlivable.

—FINANCE MINISTER ARUN JAITLEY

INDIA at Crossroads

For economic growth and fast pace of development, India urgently needs to work on certain key areas like infrastructure, healthcare, energy issues and education system

NAMRATA KOHLI

The world is bullish about the India growth story. The country's population and its unharnessed potential have held promise for investors and multinational companies around the world. However, so far the inadequate physical infrastructure and delay in decision making have been the primary reasons for slow growth.

After all, economic boom cannot be built on shaky foundation of a creaky infrastructure; it needs to be built on the rock solid foundation of sound physical and social infrastructure. Everything from power to roads, highways, ports to healthcare and education system needs to be improved upon, in both qualitative as well as quantitative terms. At the moment, even the basic needs of water, electricity, and housing are not adequate enough. Take the case of electricity. The year marked a dark patch in the history of the Indian power sector, as one of the biggest blackouts hit the country's capital — Delhiites had to contend with long duration of power cut past two months,



suffering hours of darkness.

Another important sector that needs an overhaul is the country's healthcare infrastructure. There is a need to enhance and expand India's healthcare infrastructure to meet the needs of a growing population. Changing demographics, disease profiles and the shift from chronic to lifestyle diseases in the country has led to increased spending on healthcare delivery. High quality products are sought after in the sector.

The biggest failure of the Indian state is seen to be its inability to meet basic human needs, partly due

ANOTHER IMPORTANT SECTOR THAT NEEDS AN OVERHAUL IS THE COUNTRY'S HEALTHCARE INFRASTRUCTURE. THERE IS A NEED TO ENHANCE AND EXPAND INDIA'S HEALTHCARE INFRASTRUCTURE TO MEET THE NEEDS OF A GROWING POPULATION

to the scale of the challenges in health care and education infrastructure. India's literacy rate is only 74 per cent and only one out of

five people in the country has access to basic sanitation. Even more grave is the figure of underweight children under five years old in India. It is 42 per cent, the second-highest in the world. Today, India stands at the threshold of one of its biggest transformations - scaling up health-care and education using readily available technology and frugal innovation.

In addition to that, infrastructure is also one of the core challenges in the country, impacting on the overall situation. Highways, modern bridges, world-class airports, reliable power, and clean water are in desperately short supply. And what's already there is literally crumbling under the weight of large-scale migration from villages to cities. A typical scenario is that of people migrating from smaller cities, towns and villages to the metro cities of Delhi, Mumbai, Kolkata, Bangalore, Chennai and Hyderabad in search of employment opportunities. The economic activity has been concentrated in the key metros of the country and small cities lack adequate infrastructure and scope for employment. The result is that the metro cities become overpopulated, polluted, filthy, with shortage of all amenities of water, housing, power and become nearly uninhabitable for the original citizens. The country has been facing basic social issues for decades, which is hampering the overall growth of the nation in spite of having great potential. What and who will solve India's problems?

FOR A BRIGHTER FUTURE

India needs to pull up its strengths in several sectors that could potentially be game-changers for the overall growth of the country

NAMRATA KOHLI

India needs an aggressive change to improve the basic social problems such as energy, healthcare, infrastructure, education and support for agriculture. By encouraging greater participation from every section of Indian government, and creating coalitions of related businesses in private sectors, India could see a wave of transformation and new ideas that are needed to bring about change.

India has the opportunity to build an effective education and health-care system, using technology at scale, and delivering the same level of quality as developed market services, but at as little as a tenth of the cost of deployment. At the same time, with the right funding and societal support, India's growing pool of committed social entrepreneurs could help address some of the toughest education and health-care challenges facing the country and the rest of the emerging world.

Continued investment in the private sector infrastructure, coupled with increased healthcare funding from the government, should result in a steady increase in the market for medical equipment. In order to meet shortage in hi-quality equipment and reach world class standards, we need to import certain technologies and expertise, wherever needed.

The challenge of implementing any bold



vision or idea can be an onerous undertaking. However, several success stories in India, such as the technology driven green revolution, have shown us that sweeping change can take place in a single generation. Technology and innovation are at the core of India's success in business, both at home and abroad.

Finally, there are a set of common elements that run across successful country. A good city must always include a long view master plan which should be designed for early phasing and long term efficiency and competitiveness. There should be a focus on efficient infrastructure like roads, power, water, sewer, and later mass transit. This makes a country in the long run both environmentally superior and a better place to live. There should be partnerships with capital with a long view. Effective governance blending the commercial with the political is important.

Is the change of guard in Indian politics anyway going to help Toshiba in providing better community solutions to Indian people?

We acknowledge that the new Prime Minister of India, Mr. Narendra Modi, is popular in Japan and has a great relationship with the Japanese PM, Mr. Shinzo Abe. He is very keen on the development of social infrastructure system and that is what Toshiba believes in delivering. Toshiba is now changing its focus from products to 'products with services'. It is essential for Toshiba to understand what the Indian government, society and the nation at large require to develop and establish our business. We aim to create effective relationship with Indian central and state governments. We would discuss mechanisms to measure and evaluate programmes and partnerships to produce outcomes with greater impact than what could be achieved independently. Recently Toshiba globally announced 'Human Smart Community by lifology' campaign. Could you explain it to us?

'Human Smart Community' is a part of Toshiba's new management vision and lifology is the articulation of the vision, a coinage combining 'life' and 'technology'. The 'Human Smart Community' is Toshiba's vision of an ideal future that is a 'safe, secure, and comfortable society'. The three most important business operation areas for Toshiba are 'Energy', 'Cloud and Data storage'

INTERVIEW

KENJI URAI

Toshiba is about PEOPLE

Kenji Urai, Managing Director of Toshiba India, shares Toshiba's vision of an ideal society and how the company is contributing in providing lifology with Dipti Srivastava

and 'Healthcare'. In line with this new focus and business portfolio, our vision of 'Human Smart Community' will always work upon putting people's well-being first. We envision a future where everyone, everywhere in the world, can enjoy a flourishing, vibrant life. Also, we collectively refer to Toshiba originated technologies, products and services that will provide people with a better quality of life as 'lifology'. Rather than relying on a single technology or product itself, by combining know-how derived from our wide range of technologies and services, we will create new value for people around the world. 'lifology' as a global vision of Toshiba will be applied

internationally, but India specifically needs such solutions as a developing country. Toshiba plans to concentrate on applying this vision in India by constantly studying the people and their lives to create solutions that can make a difference.

Our vision and objectives are to bring a superior life to our Indian consumers through our technological innovations; technologies that are in harmony with human lives.

India has been one of the focus regions for Toshiba in the last few years with large-scale investments and policy making. In your opinion what are the core strengths and challenges of the nation?

We at Toshiba understand that India is facing many challenges like population growth, concentration in cities and the growing demand for energy and water and their shortage of supply. The important thing is how to use technology to provide solutions to life of people. One of the major challenges is how to use available but limited resources in a smart manner. We believe that smart community



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offers promising solutions to these problems. Toshiba's agenda is to provide innovative and result-oriented smart community solutions. In order to achieve our goal, we need meaningful innovation and partnerships. The Indian and Japanese governments are thinking of Delhi-Mumbai, Chennai-Bangalore industrial corridor projects. This would be a good opportunity for Toshiba to put its innovative technology to good use for the development of India. For development of industrial parks and residential townships, power generation and water

changes that can help them improve their standard of living. However, India is yet to realise and utilise its true potential across key critical areas like manufacturing, power generation, etc. One of the other key areas is water treatment field which is represented by the Clean Ganga Project planned by the Government of India. Toshiba has acquired 26% stake in UEM, an international multi-disciplinary environmental services company. Toshiba would like to contribute to the water treatment field including this key project through this acquisition.

treatment plants, transmission and distribution, and transport would be required. We have the latest technology in these areas. It is heartening that people in India are pro-technology and they understand and embrace

Toshiba has been expanding its businesses across the globe. What are the future plans for India by lifology?

We feel that our social infrastructure business can improve the lives of the people of India. One of the major obstacles in India is the shortage and poor quality of electricity supply. Toshiba can provide large-scale power generation and transmission systems. In addition, we can provide small-scale but smart solutions for power generation in comparatively short time period. Stable grid systems are very important for the quality of power generation. Toshiba uses the high accuracy electricity current analysis to calculate the requirement of power and that enables us to plan energy supply efficiently within the grid. We plan to build such efficient social infrastructure in India throughout townships and industrial parks. Safety and comfort are the top most priority in our approach. Toshiba expects the Indian market to grow rapidly in the future and has not only promised to scale up investments, but also open up new jobs. The company will use its JV entity Toshiba JSW Power Systems to meet the needs of supercritical equipment for the power sector in India and abroad. Toshiba sees India as a strategic business hub to the world in power generation and distribution equipment. In addition to 'Energy', 'Healthcare' makes a serious impact on human life in the modern era. For example, Toshiba is making diagnostic equipment in the form of a wearable gadget that allows

you to monitor your health condition through your smartphone in real time. You can check your own health condition timely through smartphone or PC and can prevent various illnesses. **Where do you see India in the global graph by 2015? What else can be done to help the country move up the ladder?** India is slated to become the third largest economy with a share of 14.3 per cent of global economy by 2015. India, which is now the fourth largest economy in terms of purchasing power parity, will increase its share from 8.2 in 2015 to 11.2 per cent of world GDP by 2025. By 2035, India is likely to be a larger growth driver than the six largest countries in the European Union. With this transformation from a developing to a developed country, India needs to overcome many hurdles like up-scaling infrastructure, strengthening power and transmission grids, and developing a faster and more convenient smart mode of transport. India is a large country with different requirements in different regions and it is most important to understand India and its needs to create suitable solutions for the country. Indian society will require just one solution but a mix of diverse solutions that will help the society be more sustainable. Hence Toshiba is bringing in various services to India, big and small, to deliver to the needs of Indian people. We expect that India will establish a mark with a higher position in the global graph. And Toshiba would continue to support India with its innovative social infrastructure solutions.

WHAT IS Human Smart Community by lifology?

- The 'Human Smart Community' that Toshiba envisions is a safe, secure and comfortable society
- Toshiba Group has added Healthcare to Energy, Cloud and Storage as the third main pillar of business
- 'Human Smart Community' always puts people's well-being first

- Toshiba envisions a future where everyone in the world enjoys a flourishing and vibrant life
- lifology (life + technology) collectively refers to technologies, products and services by Toshiba that will provide a quality of life to people

- Rather than relying on a single technology or product itself, by combining the know-how derived from a wide range of technologies and services, Toshiba will create new value for people around the world
- With 'lifology', Toshiba will realise the 'Human Smart Community'

