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CXO's perspective  
on Export's & FDI

## Policy Pulse p 19

A look towards Rubber Products  
Manufacturing and Exports

## CSR Edge p 40

Talks about bringing  
reforms through social  
initiatives



## Export's and Foreign Direct Investment

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## ALL INDIA RUBBER

## INDUSTRIES ASSOCIATION

601, Pramukh Plaza, 6th Floor  
485, Cardinal Gracious Road, Chakala  
Andheri (East), Mumbai – 400 099.  
Tel: +91-22-2839 2095 / 2839 2107  
Email: secretary@allindiarubber.net  
rubberindia@allindiarubber.net

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#### India's Sleeve

The global scenario on account of Covid-19 has given rise to unprecedented developments that is a mixed bag for many industries.



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### Cover Story

#### Exports and Foreign Direct Investment for Rubber Industry

Export-oriented FDI is increasingly being perceived as an instrumental tool to strengthen country's export-competitiveness in developing countries. The theoretical literature suggests that both FDI and trade can be substitutive or complementary to each other depending on the nature of investment.



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## Ground Report

### Environment Management Through Legislations

Law is one of the vital tools to protect and preserve the environment. Pollution control and environment protection in any country moves in evolutionary phases. The first is the adoption of laws.

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## Rubber Skills

### Skilling of Tyre Fitters – Essential for Road Safety

India is among one of the youngest and fastest growing nation with about 250 million people entering the workforce by 2025.



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### Need import duty rationalisation for rubber industry to grow: AIRIA



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### Committed towards changing lives of less Privileged



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AIRIA recently met Dr. Shobha Dhawan, MD, Dawnsun Exim and got an opportunity to understand how rubber goods industry has evolved over the years and how she sustained her business during the pandemic.

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### Towards a digitalisation of the continuous vulcanisation process

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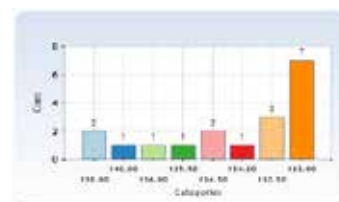
### Why Indians do not innovate

Despite being highly creative, there are two reasons why Indians did not, and do not, innovate beyond the idea of 'jugaad' – contextual improvisations born of limitations that are generally not scalable.



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