

Report of the Managing Committee for the year 2021-22

I am pleased to present the report of the Managing Committee of the Indian Beverage Association (IBA) for the year 2021-22.

2. As Members are aware, IBA was established to meet the need for an industry body focussed on the issues and requirements of the non-alcoholic beverage industry. It has been discharging this role with increasing relevance and effectiveness in these years, having created a space for itself as a representative body of this sector in the country through furthering the interests and projecting the problems, issues and concerns of its Members and of the industry. The endeavours of the Association in taking up with various authorities, matters of common interest and concern, have had beneficial outcomes. It is a matter of satisfaction and gratitude for the Association that the views and issues projected by it have been accorded careful consideration by the various authorities concerned.

3. The Managing Committee of IBA had four meetings during the year when deliberations on the course to be followed in respect of issues of immediate relevance and providing guidance to the IBA Secretariat regarding different matters were undertaken.

4. The year under review began with appointing ICRIER to prepare detailed study Report for non-alcoholic beverage sector and its contribution to the Indian economy. Preparation and progress of the work on the Study Report, entrusted to ICRIER, was regularly reviewed and IBA Members were apprised from time to time about the all the developments in this regard. The members were requested to cooperate with ICRIER and share the required data so that the report is completed at the earliest. The Draft Study Report on the sector study was circulated amongst the members and their views and suggestions were shared with ICRIER for incorporating in the report.

5. The issue of plastic waste management is haunting the whole industry and in particular non-alcoholic beverage industry as it mainly depends on plastic material for packaging its products. The Plastic Waste Management (PWM) is an international issue but in India it has become more complex in view of the state governments coming out with their own rules and regulations on this issue which are not in conformity with each other and has wide difference in their approach and methodology. In some cases local bodies also jump in the fray and issue their own bye laws and guidelines. The coordination with these different stakeholders is becoming a quite challenging task. IBA, with its limited resources, is trying its best to engage with these authorities either alone or in coordination with other players. During the year, IBA has reached out to Punjab, Kerala, Delhi, Madhya Pradesh, Maharashtra governments and their other organizations on this issue with positive outcomes. In this regard Ministry of Environment, Forest & Climate Change and Central Pollution Control Board were also approached to have a National Frame Work for action delineating clear responsibilities and roles of every agency. IBA delegation had a number of meetings the various agencies and Central Government in this regard. The suggestions of IBA was well received and acted upon.

6. This year for the Industry has fairly unsettling note with the Notification issued by the Government of NCT Delhi banning single-use plastic goods and thermocol products in the State. IBA has been playing its part in this respect by way of representations pointing out concerns and practical problems relating to the scheme of things and IBA delegation has met senior officials of the State Government and representing itself in other forms set up b the State Government..

7. Issue of high GST is haunting the industry for a long time. IBA is trying its best to reason with the concerned authorities to reduce the GST slab on non-alcoholic beverage drinks. In this regard the only solace is that our efforts have been successful in stopping the levy of higher cess on products and other ingredients used as raw material. Voices for such an action are raised by some elements at the time of

natural calamities and disasters. We are continuing our efforts. We, nevertheless, hope for 'better times in future in this respect.

8. IBA has been continuing to interact with regulatory bodies like FSSAI and the Bureau of Indian Standards to project the views and concerns of the Members in respect of measures and regulations proposed for implementation and enforcement by these bodies.

9. Another major issue which we are facing is labelling and display of information on packaging. Many Government agencies such as Department of Consumer Affairs, FSSAI, BIS, MoFPI occasionally come up with their notifications on this issue. They revise their existing guidelines without giving much time or very little time for implementation. This puts the industry in predicament as this becomes a cause of financial losses of heavy stocks of ready packaging material laying in their stock.

13. Another major issue which requires our urgent attention and collective efforts, is depleting strength of IBA Membership. It is observed that many Associate members are not responding to the request of renewal of their annual membership.

11. The report of the Secretary General for the year 2021-22 also being presented on this occasion and contains in detail the activities of IBA during this period.

12. The Managing Committee places on record its abiding commitment to providing good and effective services to the Members and towards endeavouring to promote the interests of the non-alcoholic beverage industry for it to serve the consumer in increasingly beneficial ways.

(C.K.Jaipuria)
President

September , 2022.