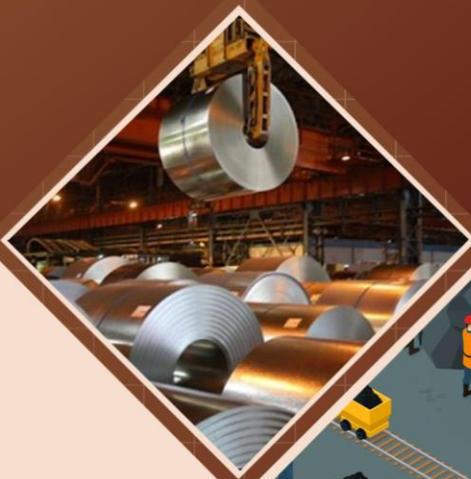


# Monthly Policy Note

August  
2021





**Mental Health in Sports – Olympics is the latest case in point**  
 - A 'sine qua non' abroad, but still a 'good to have' in India!

Increasingly prominent international and Indian athletes are opening up about mental health and sharing their personal experiences. Naomi Osaka withdrew from the French Open and Simone Biles withdrew from the Olympics, citing mental health concerns.

Internationally qualified sport psychologists are a permanent part of the multidisciplinary team to support the athletes going for the Olympics. However in India equal importance is not given to sport psychology, as we do to other performance domains in sports such as physical, technical, and tactical aspects. As such the support teams going with the athletes to Olympics may not have sports psychologists or if they are present then their intervention is short range and temporary. The mind is not a quick fix and requires much attention and there is need to reduce the stark disparity in the way we perceive and treat mental health.

Like any physical injury, mental health concerns can also be crippling for the performance of sportspersons. There is a need to understand its importance. In addition to their physical and technical competencies it is essential for athletes to have an adequate mind-set to perform up to their optimal level.

In 2019, an International Olympic Committee report said that in elite athletes, including Olympians, the rates of anxiety and depression could be as high as 45 per cent. Constant media/public scrutiny, first time participation, unrealistic expectations are some competitive stressors for athletes. Moreover, they are judged on their ability to win laurels for their country, failing which they fear victimisation and criticism. In 2019, Women's Indian cricket team, asked for appointing a sport psychologist for the team to deal with the pressure. The lockdown and other environmental factors due to COVID-19 increased mental health concerns for athletes as their fitness and training routines were disrupted.

In addition to filling this gap, focus on regulation is needed. Sports Authority of India or Sports Psychological Association of India can bring in the needed attention to guidelines on qualification of Sports psychologists especially involving high glare events like the Olympics. But the good news is that there is an emerging cadre of qualified Indians who have trained as Sports Psychologists and the gap can be plugged indigenously.



**Citius - Altius - Fortius: "Faster - Higher - Stronger"**

**This ain't just a slogan. It is true in letter and spirit. Sports is not just about physical health. Mental health is equally, and also sometimes more important.**



**Welfare service delivery for family as a whole**  
 - Collective betters individual



Welfare service delivery has traditionally been individual-centric - an individual applies for a scheme/benefit and provides the supporting documents concerning the same.

However, most of the eligibility criteria of these schemes are family specific. Hence a family-based database, which shall be the single source of beneficiary information for all scheme delivery databases in a State, shall not only help in efficient delivery of schemes but shall also help Governments better comprehend the socio-economic situation in their respective state and open avenues for improved & innovative schemes and services

required as per the evolving welfare delivery ecosystem.

However, creating such a 'Universal Family database' would require administrative officials to take cognizance of various challenges related to scheme administration & technology apart from ensuring compliance with various information security related rules and regulations under the IT Act, 2000 and Personal Data Protection Bill, 2019.



**PLI schemes**

*- 10% inspiration done, 90% perspiration in progress*

Continuing the path of becoming Self-reliant or Atmanirbhar, the announcement of Production-linked Incentive (PLI) scheme for speciality steel is a welcome move. With a budgetary outlay of INR 6,322 crores, the scheme is expected to have a massive impact by attracting investment of approximately INR 40,000 crores, increasing production to 42 MT from existing 17 MT, and generating around 5.25 lakhs employment opportunities, including around 68 thousand direct jobs. Given Indian Steel Industry operates at the lower end of value chain due to which average price per ton for export fetched by them is much lower than the average price for import.

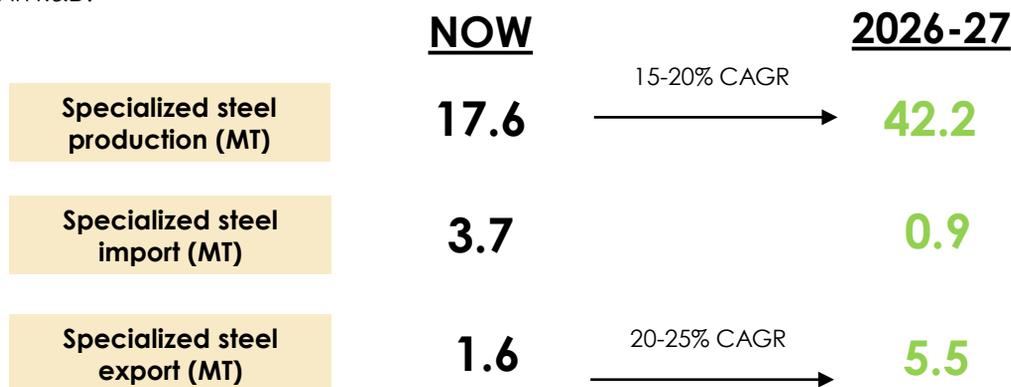
The PLI scheme is expected to compensate for competitive disadvantage owing to higher costs including Logistics, Cost of Capital, Taxes, Duties, etc and provide a push for speciality steel production.

Like any other policy provision, the success of policy lies in its implementation. The government must aim at making the implementation of the scheme hassle free and seamless. Additionally, PLI is an opportunity to encourage Indian Industry to participate in global trade and also invest in R&D.

Therefore, due weightage must be given to export sales and investment in R&D while identifying the eligible industry candidates who would be availing incentives under the PLI scheme.

While the PLI schemes are new and are still being rolled out, there are some notable successes e.g. Mobile manufacturing. Also, there are learnings e.g. meeting targets can be challenging, certain conditions are difficult to comply etc. The interested companies must understand the details of each sectors eligibility criteria as well as performance criteria and align their long-term strategy in order to take benefit from the schemes. Also the Government must show some flexibility, considering volatility of business environment, and respond favorably to genuine issues.

There is a sense of competition among States to attract investment and business in their geography and are giving benefits over and above the PLI scheme eg. The recently announced Maharashtra Electrical Vehicle policy gives incentives over and above those available from centre.



**Coverage scope:**

Coated / plated steel products
High strength / wear resistant steel
Specialty Rails
Alloy steel products and steel wires
Electrical steel

**Slabs at which incentive will be payable**

PLI Slab	2022-23	2023-24	2024-25	2025-26	2026-27
PLI – A	4%	5%	5%	4%	3%
PLI – B	8%	9%	10%	9%	7%
PLI – C	12%	15%	15%	13%	11%

**Attracting significant investment, Infusing technology and know how and Promoting exports in specialty steel**



## Expert Opinion on few key issues that matter today

**Can you reflect a little on the circumstances/motivations that encouraged the Government to increase focus towards regulating competition in India leading to the formation of CCI more than a decade ago?**

*After the New Economic Policy (NEP) 1991, there was a paradigm shift from a controlled economy to an open economy, an end to license permit raj, and encouragement to entrepreneurship, innovation and growth by private sector. In such a scenario, the only check on exploitation of consumers and ensuring a level playing field for industry is through fair competition based on certain rules which are enshrined in the Competition Act, for which CCI has been mandated to oversee and act as the Market Regulator.*

**In your opinion, how do you see the current competition scenario in India? Which sector, if any, do you think requires a more stringent regulatory environment?**

*In my opinion, as also regarded globally, CCI and competition scenario in India has come a long way during the last decade of enforcement and acquired a maturity comparable to much older and the most advanced jurisdictions like USA, EU, Australia, Japan etc. CCI's orders have been largely upheld in Superior Courts and jurisprudence evolved in every segment over the period. CCI has approved 98% of M&A filings within a period of 30 days, and introduced innovative mechanisms lauded worldwide like Green Channel.*

*As regards sector, it is difficult to say as the market scenario keeps on changing and evolving all the time and a balance has to be maintained in the interest of economic growth and new investments. Still, disruptive technologies is an area where most competition jurisdictions have always to evolve new tools and approaches.*

**Energy consumption is critical for every country, especially India as it moves towards being more self-reliant? What are your thoughts on the existing regulations for the same?**

*Absolutely right. Energy consumption is indeed critical for growth and self-reliance. The regulations both for generation and distribution have to be continuously updated accordingly to benefit from competition and new technological trends. The recent decisions of the Govt. of India for increasing the choice of consumers in selecting service providers is an example. Same is true in generation and speedier growth of solar power and non-conventional sources of energy.*

**How do you see the competition scenario in India, especially in industrials with various PLI schemes being announced?**

*PLI are innovatively designed schemes to incentivize and encourage production in various sectors identified as priority areas needed for country's accelerated economic growth, and attracting foreign investors, and competition has provided equitable and level playing field with excellent outcomes.*

**Do you think technical capabilities need to be adequately expanded within CCI so as to regulate competition in emerging sectors and markets?**

*CCI has grown organically and come a long way since its inception, entered into MOUs with most advanced jurisdictions for capacity building, new recruitments and skilling has taken place and now it is regarded among the most matured jurisdictions worldwide. However, as markets continue to grow and innovate, there is always need of upgradation of capacity and technical capabilities in the interest of stakeholders and fulfilling CCI's mandate. The opening of CCI's office in Chennai was a step in this direction, a few more could be on the way.*

**How can a balance be achieved between regulating competition and having a pro-consumer policy?**

*As the preamble of Competition Act 2002 indicates, competition is meant to achieve accelerated economic growth in the country, static and dynamic efficiencies in economy channelizing resources in the most productive sectors, ensuring safeguarding the interest of consumers from any exploitative practices in the market like anti-competitive agreements or abuse of dominance and maintaining a level playing field to attract new players with equal opportunity. CCI is mandated u/s 18 of the Act to ensure it and if needed take suo-moto action. CCI has been zealously and steadfastly fulfilling its mandate wherever necessary.*



Dhanendra Kumar, a former IAS officer of 1968 batch (Haryana Cadre) has been the first and founding Chairperson of CCI (Feb 2009 - June 2011) when the enforcement of Competition Law was initiated. He was responsible for developing in the initial stages the roll out of enforcement and M&A Regulations, recruit professionals and capacity building. He has four decades of national, state and global experience, having served as Secretary in several key Ministries, including Defense Production (2005), Roads and Highways (2004-5), and Culture (2002-04). He also worked as Additional Secretary in the Ministry of Telecom (1998-2002) when migration of cellular telephony took place, BSNL was carved out, and reconstituted TRAI was set-up.

## About Primus Partners

Primus Partners has been set up to partner with clients in 'navigating' India, by experts with decades of experience in doing so for large global firms. Set up on the principle of 'Idea Realization', it brings to bear 'experience in action'. 'Idea Realization'— a unique approach to examine futuristic ideas required for the growth of an organization or a sector or geography, from the perspective of assured on ground implementability.

Our core strength comes from our founding partners, who are goal-oriented, with extensive hands-on experience and subject-matter expertise, which is well recognized in the industry. Our core founders form a diverse cohort of leaders from both genders with experience across industries (Public Sector, Healthcare, Transport, Education, etc), and with varied specialization (engineers, lawyers, tax professionals, management, etc).



### PASSION

for providing solutions to help clients achieve their goals

### RESPECT

For all and alternate viewpoints

### INTEGRITY

of thoughts and actions

### MASTERY

of our chosen subject to drive innovative and insightful solutions

### US

Representing the Primus collective, where each individual matters

### STEWARDSHIP

for building a better tomorrow

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