

**ASSIGNMENT NO.1**

TOPIC: ROLE OF GCCI IN GUJRANWALA

SUBJECT: SOFTWARE ENGINEERING

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UNIVERSITY OF CENTRAL PUNJAB

Empowering Local Industries: The Vital Role of the Gujranwala Chamber of Commerce

**GUJRANWALA CHAMBER OF COMMERCE (GCCI):**

Gujranwala is a Famous City situated in the heart of Punjab, between rivers Chenab and Ravi, 5.3 million people, is located at the main Grand Trunk Road connecting with provincial capitals such as Lahore, Peshawar, and also the capital of Pakistan Islamabad.

The Gujranwala Chamber of Commerce and Industry was established in 1978, as the only trade body representing the Business Community of Gujranwala. It is situated at Divisional Headquarters Gujranwala. Before the establishment of GCCI, the Gujranwala Association of Trade and Industry (GATI) was functioning, this had been watching the business interest of the traders and industrialists of the city. Since its establishment, GCCI is continuing striving hard to provide services to its members in different ways to promote and develop a better business environment, strengthen the manufacturing base and boost exports from Gujranwala. At present GCCI has over 10500 active members both industrialists and traders who belong to almost thirty-four different business sectors.

**Objectives of the Chamber:**

* **Economic Advocacy**: Promote, aid, and protect the economic interests of Pakistan, particularly for those in industry, commerce, agriculture, and trade.
* **Trade and Industry Support**: Address questions related to trade and industries, initiating necessary actions to support these sectors.
* **Legislative Engagement**: Represent members' interests by supporting or opposing governmental measures that affect their economic interests.
* **Dispute Resolution**: Facilitate the adjustment of controversies among members and arbitrate disputes arising from commercial transactions.
* **Statistical Information**: Collect and circulate relevant statistics and information to inform members about commercial and financial interests.
* **Property Management**: Acquire and manage properties essential for the Chamber’s operations, including land and buildings.
* **Collaboration and Funding**: Collaborate with national and international Chambers of Commerce, and accept donations or subscriptions to support the Chamber’s objectives.

**Mission**

* Help member businesses to develop, manage and promote their enterprises.
* Develop and maintain a brand image of quality, reliability, and trustworthiness.
* Engage all stakeholders/key players in developing a favorable business ecosystem in Gujranwala.

**ROLE OF GCCI IN SUPPORTING LOCAL INDUSTRIES:**

**TRADE/BUSINESS DELEGATIONS**

## International Business Delegations are vital for fostering trade relations and providing insights into new markets, products, and investment opportunities. Organized by GCCI through TDAP or on a self-financed basis, these delegations facilitate direct connections between businesses, enabling knowledge sharing and assessment of local market conditions. By creating a platform for interaction between sellers, buyers, and partners, GCCI promotes trade, commerce, and international cooperation between local and foreign companies.

## Governmental Liaison

GCCI approaches government forums and department and act as a catalyst for policy advocacy and got the issues resolved being faced by business and industries of Gujranwala. For the same, the chamber invites or visits Federal & Provincial Ministers and attends departments to raise the voice of its members.

###### **Gujranwala Business Center (GBC)**

The Gujranwala Business Centre (GBC) aims to support the industrial sector of Gujranwala by offering a shared display facility for local industries. A joint initiative with the Small and Medium Enterprises Development Authority (SMEDA), GBC provides resources for businesses that struggle with marketing, allowing them to showcase their products affordably. It also helps entrepreneurs identify new markets and improve product presentation with the expertise of the Business Center team. Additionally, GBC includes meeting halls for internal and international meetings, fostering collaboration and growth.

###### **Gujranwala Tools, Dies And Moulds Centre (GTDMC)**

The Gujranwala Tools, Dies, and Moulds Centre (GTDMC) is a state-of-the-art Common Facility Centre established by TUSDEC to support local industries. Located in Gujranwala, it serves vibrant industrial clusters in Gujranwala, Gujrat, Sialkot, Daska, and Wazirabad. GTDMC provides access to modern machinery, training in contemporary technologies, and technical assistance for designing dies and moulds. Its mission is to enable local industries to produce high-quality production tools, reduce reliance on foreign exchange, and manufacture TDM-based products that meet international quality standards.

## Global Business Matchmaking

To access foreign clients for purpose of exports or to approach the supplier and distributors to make imports by the member of GCCI, this chamber plays the role of B2B or B2C matchmaker upon the queries of its members or foreign counterpart.

## GCCI Exhibitions

In extension to its legacy of organizing industrial exhibitions, the GCCI is going to organize a high-profile Industrial Exhibition with the title “Gujranwala Expo” wherein other than Dignitaries from Federal & Provincial Governments, Foreign Missions in Pakistan and the general public will visit. The objective of the Expo is to project the potential of Made in Gujranwala Products for exports and local business development. This other edition of the “Made in Gujranwala” Industrial exhibition to be held outside the Gujranwala in the capital city of Pakistan, is a thematic chain of the previous editions of the same.

**Key industries in Gujranwala:**

* **Food processing**
* **Chemicals**
* **Cement**
* **Engineering and automobiles**
* **Textiles and apparel**
* **Consumer durables**
* **Sanitary fittings**.
* **Ceramics**
* **Iron safes**.
* **Copper, brass, and aluminum utensils**
* **Rice and agro processing**
* **Wheat and rice**

**Identifying Key Challenges for the Gujranwala Chamber of Commerce and Member Industries in the Ceramic Sector:**

**Ceramic Industry:**

The major cluster of ceramics sanitary ware in Pakistan is Gujranwala and Gujrat, known for their quality ceramic and sanitary ware products. The clusters not only meet the local demands but also contribute to the country's exports as well. As per the Directorate of Industries, Punjab, the estimated number of industrial units is 218 in Gujranwala, out of which around 20 units are large. The number of people employed in the clusters is 2,826 people[[1]](#footnote-1). Ceramic manufacturing sector plays a significant role in the economy of Pakistan. The sector employs over 36000 people and contributes 0.1 % to total GDP of the country and 0.5% to the manufacturing GDP annually. Its contribution to exports of the country is about $ 12.30 million per annum.[[2]](#footnote-2)

**Sonex Tiles**, are currently non-operational, leading to thousands of workers in the industry facing unemployment. Factors leading to the deindustrialization creating challenges for ceramic industries in Gujranwala:

* **Uncompetitive input costs**
* **Lack of capital for the industries**
* **Low factor productivity**
* **High tax rates and biased tax collection system**
* **Poorly negotiated trade arguments**
* **Fluctuating dollar**
* **Non cascading tariffs**
* **Increase in gas and electricity prices**
* **Slow sale of goods**
* **Collection of wrong gas bills**

Technology-Driven Solutions for the Ceramic Industry's Challenges:

### ****1.Data Analytics for Cost Management****

* Develop analytics tools to help ceramic manufacturers track and analyze input costs, identifying areas where savings can be made.

### 2. ****Capital Access Platforms****

* Creating online platforms that connect ceramic businesses with investors or financial institutions to facilitate access to funding.

### 3. ****Process Automation Solutions****

* Implementing automation technologies in production lines to enhance efficiency and reduce labor costs in ceramic manufacturing.

### 4. ****Quality Control Software****

* Designing software solutions that monitor production quality, helping manufacturers maintain high standards and reduce waste.

### 5. ****Supply Chain Optimization Tools****

* Developing systems that streamline the supply chain, improving logistics and reducing delays in material sourcing.

### 6. ****Tax Compliance Applications****

* Creating applications that assist ceramic businesses in understanding tax obligations and managing compliance effectively.

### 7. ****Market Analysis Tools****

* Building tools that analyze market trends and consumer preferences, helping ceramic manufacturers adjust their product offerings.

### 8. ****Energy Management Systems****

* Implementing software that helps monitor and optimize energy consumption in kilns and production facilities, reducing operational costs.

### 9. ****Sales and Inventory Management Software****

* Developing systems to manage sales processes and inventory levels, addressing issues related to slow-moving stock.

### 10. ****Accurate Billing Systems****

* Creating applications to ensure accurate billing for utilities and raw materials, minimizing errors and financial discrepancies.

References:

1. <https://www.gcci.org.pk/>
2. <https://loksujag.com/story/ceramics-industry-gujranwala-eng>
3. <https://www.gcci.org.pk/data/Pakistan/11.pdf>
4. <https://www.gcci.org.pk/uploads/moa/20240812PKT05572257.pdf>
5. <https://smeda.org/phocadownload/Publicatoins/SME%20Observer%20Jan%20-%20Jun%202023.pdf>
6. <https://www.pacra.com/index.php/view/storage/app/uploads/doc_report/Ceramic%20Tiles%20Industry%20Sector%20study.pdf>
7. ALSO CONDUCTED INTERVIEW WITH FORMER MEMBER OF GCCI:

**REHMAN UL HAQ PHULARWAN (PRESIDENT OF APSSITA (ALL PAKISTAN STAINLESS STEEL IMPORTERS AND TRADERS ASSOCIATION))**

1. The Directorate General of Industries<http://www.doi.pnjab.gov.pk> [↑](#footnote-ref-1)
2. <https://nbdp.org.pk/smedaweb/system/public/filemanager/uploads/ceramics%20-%20gujranwala.pdf> [↑](#footnote-ref-2)