

INDIA NEWSLETTER



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सत्यमेव जयते

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*Focus Sector:
Media & Entertainment*

Find Inside:



Tourism

Trade Fairs

INDIA
CHEM
2021



Government of Mizoram
State Economic Profile



Movie Evening

Confederation of Indian Industry (CII)- Virtual Business Platform

The screenshot displays the CII Virtual Business Platform interface, organized into several service categories:

- BUSINESS SERVICES:** Includes B2B Zone (Business leads, Buyers, Sellers and Partnership requests at one place), CII (Global B2B e-Commerce Marketplace of CII Your gateway to Global Supply Chain), Global Tender Services (Access 5,000 Business opportunities daily from 150 countries), and Finance Facilitation Center (Credit facility by 18+ partnering banks and NBFCs).
- NETWORKING SERVICES:** Includes CII Directory of members (Get direct access to over 8800+ members of CII), Communities (Sectoral groups and communities for networking and relevant discussions), and e-Events (Post event networking with the delegates of CII events. Also watch recordings of complete event).
- KNOWLEDGE SERVICES:** Includes Master Classes (Learn new business skills with CII Online Master Classes conducted by industry experts), Publication (Access CII publications, research reports and case studies released by CII from time to time), Presentations (Exclusive access to the presentations delivered by Industrial leaders), and CII e-Events (View recordings of the CII conferences and seminars and get latest industry developments and insights).
- INFO TRACKER SERVICES:** Includes Investment Tracker (Get regular alerts on the investments announced by the companies in India), Government Notifications (Never miss any notification issued by state and central government), Schemes for SMEs (View all the schemes launched by state and central governments for SMEs), and Policy Updates (Up to date coverage on latest policy announcements by the state and central governments).

more information on: www.mycii.in

Invest India-Business Immunity Platform

The logo for the Invest India Business Immunity Platform features the Invest India logo (a stylized sunburst) to the left of the text "INVEST INDIA .GOV.IN". Below this, the words "BUSINESS IMMUNITY PLATFORM" are written in large, bold, blue and white letters. At the bottom, the tagline "United against COVID-19" is displayed in a smaller font. The entire graphic is set against a green background with a yellow border.

Invest India Business Immunity Platform is 100% operational and actively keeping corporates across the world informed of the daily developments on all fronts in matters relating to the management of COVID-19.

more information on:
www.investindia.gov.in/bip

NEWS FLASH

- 1** According to ASSOCHAM, India's spices export increased by 23 per cent to Rs 2,690 crore (US\$ 359 million) in June 2020 from Rs 2,190 crore (US\$ 292 million) in the same month last year.
- 2** India's e-commerce business is expected to grow at a compound annual growth rate (CAGR) of 27 per cent to reach US\$ 99 billion by 2024.
- 3** As on July 17, 2020, total kharif crops were sown on 691.86 lakh hectares against 570.86 lakh hectares during the corresponding period last year, an increase of 21.20 per cent in area coverage compared to last year in the country.
- 4** The Tamil Nadu Government has signed eight new Memorandum of Understanding (MoUs) for new investments worth Rs 10,399 crore (US\$ 1.48 billion). It is estimated that these projects will create 13,507 jobs across the state in solar cells, data centres and industrial parks.
- 5** The Nuclear Power Corporation of India Limited (NPCIL) has achieved criticality of a third unit of 700 MWe (Megawatt electric) at its plant in Tapi district based completely on indigenous technology.
- 6** The Indian direct selling industry has recorded sales of US\$ 2.47 billion in 2019, improving its rank to 15th from 19th a year before.
- 7** Artificial Intelligence (AI) is expected to boost India's annual growth rate by 1.3 per cent by 2035: NITI Aayog.
- 8** The Indian online grocery market is estimated to exceed sales of about Rs 22,500 crore (US\$ 3.19 billion) in 2020, witnessing a significant 76 per cent jump over the previous year.
- 9** The export of coir and coir products from India registered an all-time high record and reached Rs 2,757.90 crore (US\$ 391.25 million) in 2019-20.
- 10** Around 1.10 crore houses were completed under Pradhan Mantri Awaas Yojana-Gramin (PMAY-G) with an increased pace of work reflected in the NIPFP study, which indicated 114 days as average completion time compared to 314 days earlier.
- 11** Indian Railways handed over 10 Broad Gauge (BG) locomotives to Bangladesh, under grant assistance from the Government of India.
- 12** NITI Aayog's Atal Innovation Mission (AIM), has launched AIM iCREST – an Incubator Capabilities enhancement program for a Robust Ecosystem focused on creating high performing Start-ups. This is launched in partnership with Bill & Melinda Gates Foundation and Wadhvani Foundation.
- 13** The electric vehicle (EV) market is estimated to be a Rs 50,000 crore (US\$ 7.09 billion) opportunity in India by 2025.
- 14** India's spices export increased by 23 per cent to Rs 2,690 crore (US\$ 359 million) in June 2020 from Rs 2,190 crore (US\$ 292 million) in the same month last year.
- 15** Mobile Application of PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) has been launched to provide user friendly digital interface for lending institutions and their field functionaries for sourcing and processing loan applications of street vendors under the scheme.



SDGs represent the aspirations of the global community and also a valiant effort to push the frontiers of development. It is now universally acknowledged that the SDGs represent an elaborate agenda for the Governments, that necessitates achieving progress simultaneously across social, economic and environmental pillars. The inter-connectedness among these goals renders SDGs as planning, implementation and a monitoring challenge. Specifically, SDGs impose an extraordinary demand on the national statistical systems to generate and analyse an unprecedented amount of data and more so on issues that are complex and evolving. India, with the world's 17 per cent of the population, holds the key to global SDG achievement. To access the report and for more information kindly visit:

[SDG INDIA](#)

NEWS ARTICLES

Wiserfunding enters Indian market, to provide lending solutions for SME sector: Livemint

The UK-based fintech firm Wiserfunding said it has entered Indian market, and will tie-up with banks and NBFCs to provide credit risk assessment solutions for targeted lending to SME sector.

Wiserfunding has launched its Artificial Intelligence (AI) backed cloud-based credit risk assessment tool targeted for small and medium enterprises (SMEs), it said in a release.

The existing models in lending sector are not specific to the SMEs, largely non-technology based and have low prediction accuracy, it added.

"The London headquartered fintech aims to invest USD 3-5 million (about ₹37 crore) over the next three years to tailor credit risk models specifically towards Indian SMEs to reach an accuracy level above 80%," Wiserfunding said.

"The company plans to partner with 3-4 banks and 8-10 NBFCs in India and cover 8.5 million Indian SMEs through its models by end of the financial year," it added.

The investment will also be towards creating technology to connect to various public and private databases to source all inputs to fully automate its models as it already does in Europe.

The fintech firm is backed and co-founded by Professor Edward

Altman, one of the pioneers of credit risk analytics since the late 1960s and the inventor of the famous Z-score.

The new SME Z-score by Wiserfunding uses AI to provide accurate, reliable and unbiased credit risk assessment tools to assess the credit quality of SMEs using financial history. It also uses publicly available structured and unstructured data such as corporate governance, management experience & macroeconomic indicators for lending assessment, the statement said.

Wiserfunding said its model is unique as it provides geographical and sectoral segmentation to maximise prediction power and is tailored specifically for SMEs.

"Typical to any economic shock, bank lending is expected to reduce for SMEs, making it more difficult for them to survive. It will be important to have a reliable and accurate assessment of businesses' viability, and technology will be central to such analysis," said Altman.

He said Indian banks and financial institutions will definitely see a significant benefit in using a more independent and unbiased risk assessment platform with the entry of AI-powered models

Wiserfunding aims to target bank and non-bank lenders, investors, funds, insurance companies and SMEs, its India country head Avantika Goel said.

The company has been operating globally across 38 countries and its solution has been adopted by more than 40 bank and non-bank lenders and investors across the world, it added.

DCGI approves Phase II +III trials of Oxford University vaccine by Serum Institute, Pune: IBEF

The Drugs Controller General of India (DCGI) has given approval to Serum Institute of India, Pune to conduct Phase II+III clinical trials of Oxford University-Astra Zeneca COVID-19 vaccine (COVISHIELD) in India. This will hasten the development of the COVID-19 vaccine.

India continues to improve the Case Fatality Rate (CFR), and maintain its global position of having one of the lowest COVID fatalities rates. With a further fall, the current CFR touched 2.11 per cent today. This is the outcome of the well-conceived and effectively implemented strategy of "Test, Track and Treat" which has guided the COVID management in the country.

The management strategy of COVID-19 also focuses on early detection and isolation of cases with seamless patient management and prioritising care of the high-risk population using field health care workers leading to increase in recoveries across the country. India has seen more than 40,574 patients recovered in the last 24 hours. This takes the total recoveries to 11,86,203 and Recovery Rate to 65.77 per cent amongst COVID-19 patients.

With improving daily recovery number, the gap between the recovered cases & the active cases has increased to more than 6 lakh. Presently, it is 6,06,846. This means the actual active case load is 5,79,357 and all are under medical supervision.

Ministry of Health and Family Welfare has issued Revised Guidelines for International Arrivals in supersession of the Guidelines issued on the subject dated 24th May 2020. They will be operational from 00.01 Hrs, 8th August 2020. For further details:

<https://www.mohfw.gov.in/pdf/RevisedguidelinesforInternationalArrivals02082020.pdf>

Byju's to raise nearly \$400 million, become second-most valued startup in India: BusinessToday.in

Ed-tech startup Byju's is close to raising \$400 million from the investment firm DST Global. The deal is expected to see a closure as early as this week, a report said. The deal values Byju's at \$10.5 billion, Bloomberg reported citing an unidentified source. Once the deal is sealed with Russia-Israeli billionaire Yuri Milner's

firm, the online education provider would become the second-most valuable startup after Alibaba Group Holding-backed financial payments brand, Paytm.

Paytm was valued at \$16 billion late last year after it raised its \$1 billion Series G round. Byju's raised a fresh round of funding from Bond, a global technology investment firm, at a valuation of \$10.5 billion, in June this year. Earlier in January, Tiger Global had invested \$200 million in the company, valuing the ed-tech platform then at nearly \$8 billion.

Byju's - The Learning App is the common brand name for Think and Learn Private Limited, an educational technology and online tutoring firm founded in 2011 by Byju Raveendran at Bangalore. The company has 42 million registered users and 3 million paid subscribers. Students are spending 71 minutes on the app daily and the annual renewal rates are 85 per cent.

It also tripled its revenue from Rs 520 crore to Rs 1,480 crore in FY18-19, and turned profitable on a full-year basis. The company expects to double its revenue to Rs 3,000 crore in the current financial year.

JSW Steel plans to increase capacity of crude steel to 27 million tonnes by FY-2022: IBEF

JSW Steel plans to increase its capacity to produce around 27 million tonnes (MT) of crude steel by financial year 2022 from about 18 MT in fiscal year 2020, said Joint Managing Director Mr Seshagiri Rao.

Mr Rao said, "We will have 23 MT

from completing the acquisition of Bhushan Power & Steel and 1 MT from the Monnet Ispat acquisition”.

The company will focus on normalising operations and reducing costs in 2020, so that its earnings before interest, tax, depreciation, and amortisation (EBITDA) will improve.

There has been shortage of labour because of the ongoing COVID-19 pandemic. The workforce number came down from 15,000 to 3,000 at its unit in Dolvi (Maharashtra) between March and April. Though, it has since gone up to 4,900, Mr Rao said.

JSW Steel plans to invest Rs 4,000 crore (US\$ 567.46 million) in nearly doubling its downstream capacities, like tin plates, galvanized steel, and the colour-coated segment, to 9 MT from 5 MT currently.

“We have operationalised four mines in Odisha, six in Karnataka and we are working on operationalising three more mines in Karnataka, with a total capex of around Rs 1,250 crore (US\$ 177.33 million),” he said.

He added that Dolvi and Salem (Tamil Nadu) plants will have complete raw material security, while one-third of its requirements at Vijayanagar (Karnataka) will be met from operational mines.

There was loss reported in the company’s overseas businesses in the first quarter.

“We are losing money from Ohio, the first time in the last decade, more we produce, the more we are losing. We have invested a capex of US\$ 27 million for modernisation of electric arc furnace plants,” Mr Rao said.

JSW Steel invested US\$ 1 billion in its Ohio steel mills in 2018, after acquiring the unit for an enterprise

value of about US\$ 182 million, including around US\$ 102 million of debt.

JSW Steel reported consolidated net loss of Rs 582 crore (US\$ 82.56 million), its first quarterly loss in six years, indicating the impact of the virus outbreak and the lockdown.

The company's net debt rose by 14 per cent to Rs 54,527 crore (US\$ 7.74 billion) quarter on quarter, driven by Rs 1,290 crore (US\$ 183 million) of upfront payment as advances, apart from a Rs 817 crore (US\$ 115.90 million) capex spend during the quarter.

Its net debt to EBITDA ratio reached 5.7 times in the quarter and is estimated to go up to 8 if the Bhushan Power acquisition is completed this fiscal year.

The company is also seeing positive traction from the two-wheelers and tractors segment, packaging and solar, along with consumer durables like refrigerators, dishwashers and ACs, he said.

PM Modi launches financing facility of Rs 1 lakh crore under Agriculture Infrastructure Fund: FE Online

PM Modi on 9th August 2020 launched a financing facility of Rs 1 lakh crore under the Agriculture Infrastructure Fund via video conferencing. The Prime Minister also released the sixth installment of funds of Rs 17,000 crore to 8.5 crore

farmers under the PM-KISAN scheme. “This will help increasing better storage, modern cold storage chain in villages and many employment opportunities will be created in the village,” PM Modi said while launching the facility. “Along with this, I am very satisfied with the transfer of Rs 17,000 crores as PM Kisan Samman Nidhi to the account of 8.5 crore farmer families. The satisfaction is that the goal of this scheme is being achieved,” Modi added. He highlighted that farmers have received Rs 75,000 crore through this scheme in the last year and a half directly in their bank accounts. Of this, Rs 22,000 crore was transferred during the lockdown.

The mission of one country-one mandi for which work was going on for the last 7 years, is now being completed, PM Modi said adding that through the first e-National Agriculture Market (e-NAM), a technology-based system was created, and by making law, the farmer was freed from the market and market tax. “Now the farmer has many options.” Farmers would be able to deal with their produce in his field or directly from the warehouse where they would be able to deal with whoever pays the e-NAM to the traders and institutions associated with e-NAM.

PM Modi stressed that the Agriculture Infrastructure Fund will help farmers make modern facilities of storage in their villages as well. “This modern infrastructure will go a long way in setting up agro-based industries. Under the self-reliant India campaign, a big plan has been made to bring the famous products in every district to the market of the country and the world.”

To ensure self-reliance among farmers as part of the Atmanirbhar Bharat campaign, Modi said that there will be a situation where

agricultural industries' food-based products in the village will go to the city while other industrial goods from the cities will come to the village. Herein, the larger share will be of large groups of small farmers (Farmers Producer Association). "Therefore, for the last 7 years, we have campaigned to build a large network of FPO-Farmers Producer Group," Prime Minister added.

Modi also highlighted the support provided to agri startups as well. He noted that around 350 startups associated with food processing, artificial intelligence, internet of things, manufacturing of smart farming equipment, and renewable energy are being supported.

The announcement comes two days after the government on Friday had launched India's first 'Kisan rail' between Devlali in Maharashtra and Danapur in Bihar to meet the needs of small farmers and traders for transporting perishable supplies to distant places. The new service will help realize the government's goal of doubling farmers' income by 2022, according to Railway Ministry.

"This will open the way for more income from less land, many new opportunities for employment and self-employment will open," Modi added while recognizing the role played by farmers for supplying essential goods and services during the lockdown. The government too, ensured that farmers have a record purchase of their produce. "As a result, around Rs 27,000 crore more than the last time has reached farmers."

Rs 1 lakh crore is to be sanctioned in partnership with multiple lenders even as 11 of the 12 Public Sector Banks have already signed MOUs with the Department of Agriculture

Cooperation and Farmers Welfare (DAC&FW), PMO had said in a statement on Saturday. Under the scheme, 3 per cent interest subvention and credit guarantee of up to Rs 2 crore will be given to the beneficiaries to enhance the viability of these projects. Farmers, PACS, marketing cooperative societies, FPOs, SHGs, Joint Liability Groups (JLG), multipurpose cooperative societies, agripreneurs, startups, and central/state agency or local body sponsored public-private partnership projects would be overall beneficiaries. PM-KISAN scheme was launched on December 1, 2018, to offer a direct cash benefit of over Rs 75,000 Crore to more than 9.9 crore farmers.

Yulu to focus on long-term rentals, add 1 lakh electric bikes by 2021: IBEF

Yulu, a bike-sharing platform, which assembles its own electric vehicles through partnerships with original equipment manufacturers (OEMs), is planning to expand its business by focusing more on the hyperlocal delivery segment and long-term bike subscriptions.

Yulu CEO, Mr Amit Gupta said, "The start-up plans to add 1 lakh electric vehicles on the road by end of 2021 and introduce its service in new cities as well".

In November 2019, company had raised US\$ 8 million from Bajaj Auto Ltd. Yulu plans to manufacture its own electric scooters in partnership with Bajaj Auto from next year in India, although it is currently only assembling them after importing its components from

other countries.

It is also focusing on offering bikes for long-term rentals starting from seven days up to 60 days, as most users are opting for their own vehicles over rented vehicles for commuting.

This is also the effect of ongoing pandemic, that has forced mobility start-ups like Yulu to change from their earlier bike-sharing model to a long-term rental model. Mr Gupta believes that this shift is "temporary" as he expects users to pick up bike-sharing products soon once offices and IT parks open.

"If you look at India's automobile market, historically it has had very low consumer ownership penetration. Out of every 1,000 people in this country, only 35 of them possess their own car. Hence, we believe that demand for such long-term plans will only exist for the next 3 to 4 months, which will level out once workplaces open-up," Mr Gupta said.

This expansion comes at a time when India has been gradually opening its economy after a three-month lockdown imposed by the Government to contain the spread of COVID-19. Urban mobility and vehicle rental start-ups such as Drivezy, Bounce, and VOGO were forced to hive off most of their bikes and cars during this time as there was a severe drop in demand for public commute and vehicle rental services.

FOCUS SECTOR

Media & Entertainment

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. The industry has largely been driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for most of the people.

Media is consumed by audience across demographics and various avenues such as television, films, out-of-home (OOH), radio, animation, and visual effect (VFX), music, gaming, digital advertising, and print.

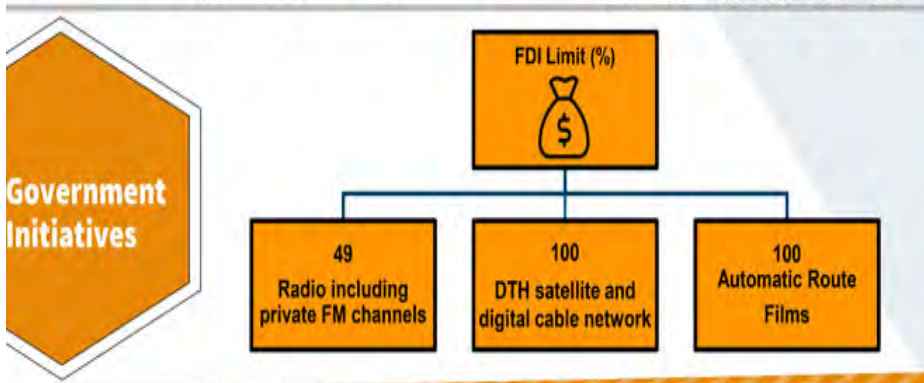
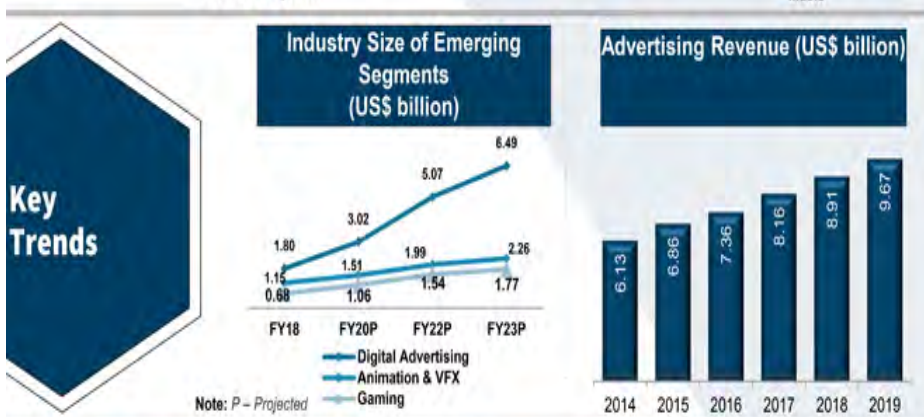
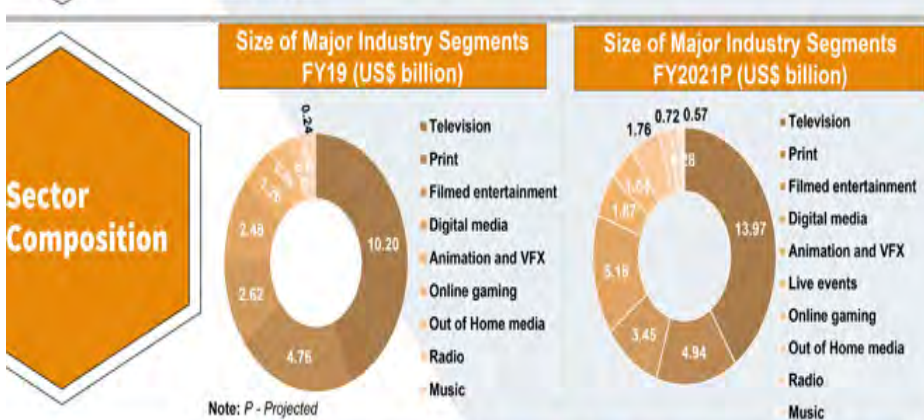
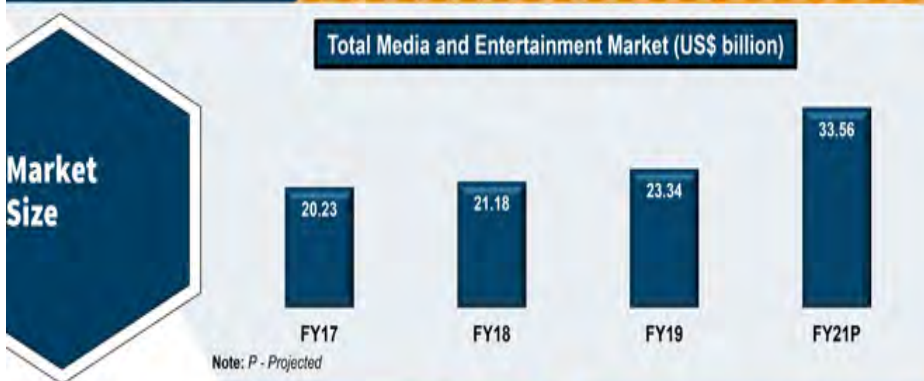
The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. At present, advertising revenue accounts for around 0.38 per cent of India's gross domestic product. By 2021, Indian media and entertainment industry will reach Rs 2.35 trillion.

India ranks 15 in the world in the music industry and is expected to enter the top 10 music markets by 2022.

Market Dynamics:

The M&E industry will grow at a CAGR of 13.5 per cent during FY19-FY24. It is expected to reach around Rs 3.1 lakh crore (US\$ 43.93 million) by 2024.

India's advertisement market is projected to grow 10.62 per cent



y-o-y to Rs 85,250 crore (US\$ 12.06 billion) till 2021. India's advertisement spending touched Rs 67,603 crore (US\$ 9.67 billion) in 2019, up 11 per cent y-o-y. Digital advertising has emerged as the third largest advertising medium in India. It generated revenue worth Rs 15,467 crore (US\$ 2.21 billion) in 2019. Digital will contribute 29 per cent of the ad market size by 2021.

The online video market in India is estimated to reach US\$ 4 billion by 2025, with subscription services contributing more than US\$ 1.5 billion and advertising adding US\$ 2.5 billion.

The Indian film industry reached Rs 100 billion (US\$ 1.43 billion) in 2019. Increasing share of Hollywood content in Indian box office and 3D cinema is driving the growth of digital screens in the country. India's video streaming industry is expected to grow at a CAGR of 21.82 per cent by 2023.

Recent development/ Investments:

Foreign Direct Investment (FDI) inflow in the Information and Broadcasting (I&B) sector (including Print Media) for the period April 2000 – March 2020 stood at US\$ 9.20 billion as per

the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

- In 2019, the sector witnessed a total of 21 mergers and acquisition (M&A) worth US\$ 240 million.

- Shipment of TVs in India increased 15 per cent annually to reach the highest-ever level of 15 million units in 2019.

- In April 2020, Hotstar, owned by the Star network, was rebranded as Disney+Hotstar. It plans to localise Disney+ movies and shows by dubbing or adding subtitles in Indian languages, including Hindi, Tamil and Telugu.

- Bharti Airtel's direct-to-home (DTH) arm Airtel Digital TV and Dish TV merged by end of August 2019.

- As stated in Union Budget 2019-20, Government was to launch a dedicated channel for start-ups.

- As of January 2019, Zee Studios launched a digital content arm Zee Studios Originals, to globally produce premium, original content and create new (IPs) Intellectual Properties for all digital platforms.

- As on July 2019, SonyLIV, India's first premium video on demand platform (VOD) crossed the 100 million app download on Play store.

Government Initiatives:

The Telecom Regulatory Authority of India (TRAI) is set to approach the Ministry of Information and Broadcasting, Government of India, with a request to Fastrack the recommendations on broadcasting, in an attempt to boost reforms in the broadcasting sector. The Government of India has agreed to set up National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.

The Government of India has supported M&E industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.





INDIAN STATE ECONOMIC PROFILE

MIZORAM

Mizoram is one of the seven states in the northeast. Mizoram shares its borders with other northeast states like Manipur, Tripura, and Assam as well as with neighboring countries of Bangladesh and Myanmar.

Industries in the state enjoy a unique location-specific advantage. Bordering Myanmar and Bangladesh, Mizoram offers a gateway for engaging in international trade with Southeast Asian countries. With improving road, rail and air connectivity and the establishment of trade routes with neighboring countries, trade facilitation has improved over the last decade.

Bamboo forests cover 3,267 sq kms of Mizoram's geographical area. There is an estimated growing stock of 25.26 million metric tonnes (MMT) of 35 varieties of bamboo in the state. It offers immense potential for commercial exploitation of the natural resources for export-oriented industries.

The climatic conditions in the state provide a conducive breeding ground for commercial exploitation of all kinds of silkworms.

Sericulture remains one of the state's key industries. Raw silk production in Mizoram stood at 92 metric tonnes (MT) during FY19 and 88 MT during April-December 2019.

Mizoram has the potential to generate 4,500 megawatt (MW) of hydro power. As of March 2020, Mizoram had a total installed power generation capacity of 211.94 MW, comprising 102.44 MW from hydro, 71.51 MW from thermal, and 37.99 MW from renewable energy sources (RES).

With a literacy rate of 91.33 per cent, Mizoram offers a highly literate workforce. Knowledge of English is an added advantage for the Mizo workforce.

With improving road, rail and air connectivity and the establishment of trade routes with neighboring countries, trade facilitation has improved over the last decade.

According to Department for Promotion of Industry and Internal Trade (DPIIT), cumulative Foreign Direct Investment (FDI) inflow in Mizoram stood at US\$ 116 million between April 2000 to March 2019 and US\$ 6 million during H1FY20.

Key Sectors:

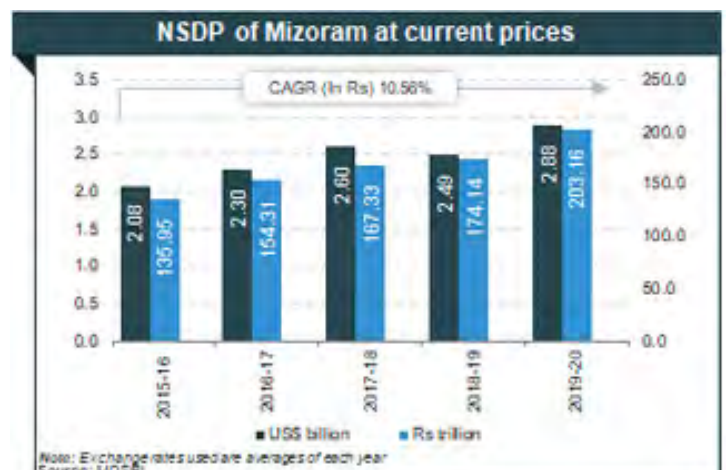
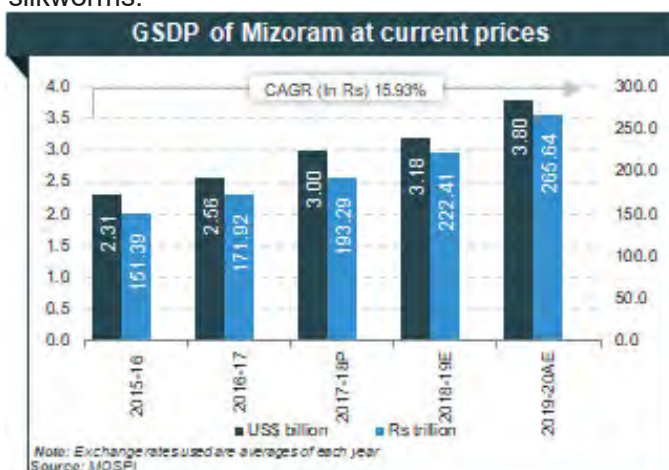
- Natural resources, climatic conditions, and policy incentives in the state support investment in bamboo, sericulture, tourism, agro-products and agro-processing sectors.

- In 2019, to promote brotherhood among Mizos across the globe, State Government allocated Rs 1 crore (US\$ 0.14 million) to organise unity festivals.

- In June 2017, Government of Mizoram introduced 'Mizoram Eco-Tourism' Policy to promote understanding of heritage, values, nature and wildlife conservation, keeping bio-diversity, eco-system functioning, and socio-economic development on priority.

- Mizoram has 24,000 hectares of area that can be utilised for fish farming. Only 5,477 hectares out of this were developed as ponds and tanks until 2018-19. The state's fish production grew to 7,230 MT in 2018-19.

- With abundant natural resources and supporting policies, the food processing sector offers a huge potential for investment.



INDIAN TRADE FAIRS/ WEBINARS

INTERESTED IN VISITING A TRADE SHOW IN INDIA?

In case your company is interested in visiting a tradeshow/B2B event in India, be it one listed here or another one that came to your attention, get in contact with us via comm1.vienna@mea.gov.in to get more information about possible assistance/subsidies.



DATE CHANGE ANNOUNCEMENT

28th **Convergence India 2021**

Digital India - Connecting the Unconnected
Communications | Broadcast & Media
IoT India | EmbeddedTech India | Mobile India
Fintech India | Gamethon India

6th **Smart Cities India 2021 Expo**

Developing Smart Cities for our Citizens
Smart ICT | Building India | Clean India
Solar India | Transport India | Water India

Pragati Maidan, New Delhi, India | 24-26 March 2021



11th EDITION OF INDIA RUBBER EXPO



20th to 22nd JAN 2022



Confederation of Indian Industry
125 Years - Since 1895

Celebrating 125 Years of Service to the Nation

INDIA HEALTHCARE WEEK

CONFERENCE CUM EXHIBITION

REDEFINING HEALTHCARE ECOSYSTEM

17 - 21 August 2020



— Institutional Partner —



Confederation of Indian Industry
125 Years: 1895-2020



International Conference and Exposition
On Emerging Opportunities for Ayurveda during Pandemic
“Ayurveda for Immunity”

15 September – 14 October 2020: Through Video Conference

TOURISM

Madhya Pradesh



Jahaz Mahal, Mandu, M.P.

Madhya Pradesh can be described as the best state of the nation when it comes to the diversity of its tourism destinations. Madhya Pradesh is known as the “Heart of India” because of a lot many things that it has to offer. It has been home to cultural and spiritual heritage of almost all the religions. Innumerable monuments, intricately carved temples, stupas, forts and palaces are dotted all over the State. The natural beauty of the state is equally varied. Consisting largely of a plateau, the State has everything, from mighty mountain ranges to meandering rivers to miles of verdant forests. In fact a large part of Madhya Pradesh is under the forest cover, offering a unique and exciting panorama of wildlife. In the National Parks of Kanha, Bandhavgarh and Pench you can spot the tiger, bison and a wide variety of deer and antelope. Water sports, caravan journeys, river cruise, sound and light shows, tribal life, Madhya Pradesh has everything for every travel thirsty soul. Romance with nature in the Marble Rocks of Jabalpur in the moonlight or lose yourself in the legend of the poet prince Baz Bahadur and his beautiful consort Roopmati in Mandu. Follow the trails of Prince Rama in Chitrakoot. Let the hands of time which have rested lightly on the chhatris, palaces and forts of Orchha and Gwalior, whisper the tales of medieval India. The temples of Khajuraho are India’s unique gift to the world, representing love and joys of life in a sublime expression.

Madhya Pradesh is also a shopper’s paradise with beautiful Maheshwari and Chanderi textiles and bell metal craft of Bastar. The state is home to three UNESCO World Heritage Sites namely Sanchi, Bhimbetka and Khajuraho. But perhaps the best part about Madhya Pradesh is its accessibility. It is equally close to major tourist destinations from all over the country, being the ‘Heart of India’.

Places to visit:

Jabalpur

Located at the heart of the state of Madhya Pradesh, Jabalpur is a city that offers tourists many natural wonders, mythological lore and historical heritage. The most popular attraction is the marble rocks. It is a deep gorge lined by gigantic mountains of marble carved by the Narmada river that flows through. The intriguing marble rock formations rise as high as 100 ft and the sight of the river rushing through the 8-km-long gorge is awe-inspiring.

Gwalior

Ensnared in the heart of Madhya Pradesh, the royal city of Gwalior stands in stately splendour with a stunning hilltop fort and the resplendent Jai Vilas Palace. With a scattering of heritage structures, Gwalior is also the gateway to the wild heart of India, within which are hidden several dense forests and tiger reserves. Interestingly, Gwalior’s history is rooted in a legend.

It is said that in the 8th century, a local chief, Suraj Sen, fell ill and was in a critical condition when Gwalipa, a hermit cured him. In return, as a gesture of gratitude, Suraj Sen built a city and named it after the saint.

Khajuraho

If stones could speak, the Khajuraho temples would create melodies! Situated in Madhya Pradesh and cradled by the Vindhya mountain range, the heritage town of Khajuraho is famed for being home to the UNESCO World Heritage Site listed temple complex that features Hindu and Jain houses of worship. These temples are famous for their stunning intricate sculptures depicting different aspects of life: spirituality, love, friendship, sports, royalty and most significantly, awe-inspiring art. Based on their geographical location, the temples are categorised into three groups: Eastern, Western and Southern. Believed to have been built in a relatively short period of time spanning over 100 years, i.e. between 950-1050 AD, the complex boasts 22 temple structures that remain from the initial group of 85. Forgotten for centuries, they were rediscovered in the 1850s and restored.

Ujjain

“The town fallen from heaven to bring heaven to earth”, was how the famous Sanskrit poet Kalidasa had described the ancient city of Ujjain. Located at the heart of Madhya Pradesh, this ancient city is a labyrinth of bustling lanes that

weave through temple clusters, earning Ujjain the moniker, “the city of temples”. One of the seven sacred sites of Hinduism, Ujjain is located on the banks of the holy Kshipra (Shipra) river that is the venue for the largest spiritual congregation in the world, the Kumbh Mela, held every 12 years. The city is resplendent as a bride during Simhast Kumbh, which attracts millions of devotees from all over the world to take a dip in Kshipra river, with a belief that it would absolve them of their sins. Hindus also believe that doing so will help them attain moksha or liberation from the cycle of birth and death.

Orchha

Beguiling temples, monuments lost in history and an abundance of folklore make Orchha a jewel in the crown of the state of Madhya Pradesh. This small, pastoral town is popularly known as Raja Ram's kingdom, maybe the only place in the country where Lord Rama is revered as a beloved king and not just a god. Boasting an amazing blend of Mughal and Rajput architecture dating back to the 16th century, Orchha was at the heart of many prominent royal dynasties for nearly 300 years. This history lives on in the splendid monuments that punctuate the quaint town shrouded in mystery and sitting by the softly flowing Betwa river. Add to this the sweet smell of custard apples permeating the air, and you may start to unravel the mesmeric charm of this “hidden place” (the meaning of Orchha). At the heart of Orchha's heritage is the Orchha Fort complex. Situated on an island in the Betwa, this complex is a maze of palaces, forts and temples.

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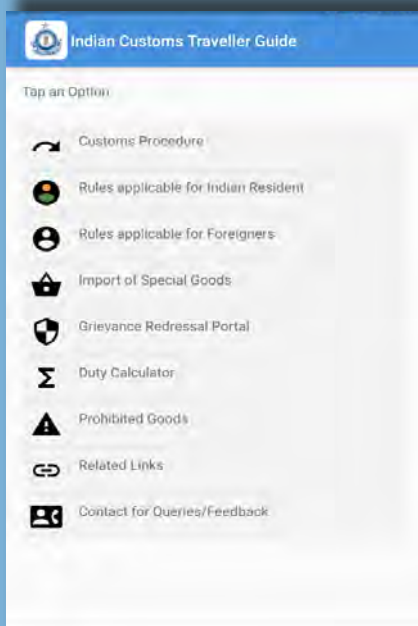
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The Central Board of Excise and Customs (CBE&C) has launched mobile app "Indian Customs- Guide to Travellers" for dissemination of information about Customs Baggage Rules, 2016.

The application has been launched to inform traders, exporters and importers about Customs Baggage Rules, 2016.

It has been developed by Bengaluru Customs and is available on Android Play store, Apple Store and Windows Store.



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Ambassador H.E. Jaideep Mazumdar addressed an interactive session with Indian exporters and business persons on various opportunities & strategies required for Indian companies to expand business in Austria. The interactive webinar on Trade & Investment Opportunities between India & Austria post Covid19 was organised by FIEO and Embassy of India, Vienna, Austria on July 29,2020.

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STUDENTS WELFARE OFFICER

- Mrs. Neerupma S. Kararha, Second Secretary in this Embassy has been designated as Officer to look after welfare of Indian Students in Austria and Montenegro.
- Her contact details are: 0043 1 505 866 and culture.vienna@mea.gov.in

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