

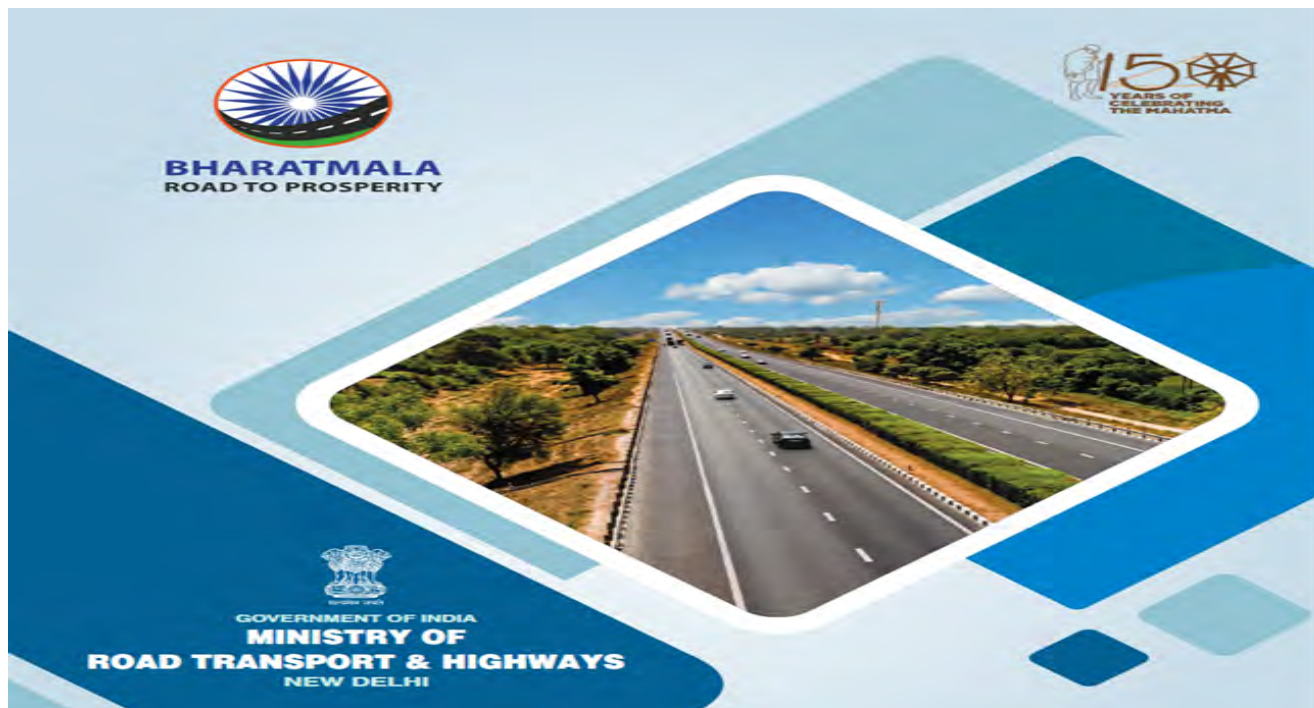
INDIA NEWSLETTER



Indian
Embassy
Vienna

सत्यमेव जयते

Published by the Embassy of India, Vienna
Year 10. Issue 90. March 2020



**BHARATMALA
PARIYOJANA**

- 50 New National Corridors
- Huge Investment Opportunities
- Development of 24,800 kms in Phase-I
- Connecting 550 Districts in the Country through NH linkages

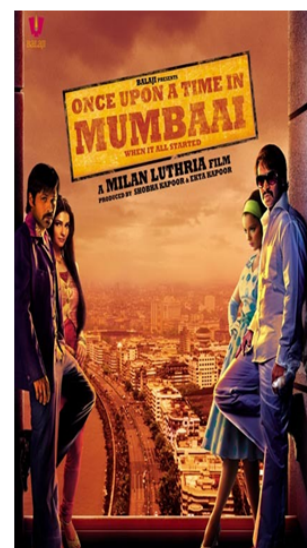
Find Inside:



Tourism



State Economic Profile



Movie Evening



Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Find out more under:

www.startupindia.gov.in



सत्यमेव जयते



Infrastructure Development



Accelerate Manufacturing Growth



Sustainable Energy Sufficiency



Focus on Skill Development



Improved Business Environment

The Government of India has prepared a five-pillar strategy to drive India's growth, which offers multiple avenues of collaboration and investments. Find out more under:

www.makeinindia.com

NEWS FLASH

01 India became the second largest steel producer of crude steel in 2018 at 109.3 MT and in 2019 at 111.2 MT.

02 The IHS Markit India Services Business Activity Index stood at 55.5 in January 2020, up from 53.3 in December 2019, denoting a strong start for service sector.

03 The contribution of renewable energy sources is estimated to be around 21 per cent of the total electricity demand of the country in the year 2021-22 and 24 per cent by 2026-27.

04 Ministry of Skill Development and Entrepreneurship has trained/oriented 73.47 lakh candidates throughout the country under its flagship scheme Pradhan Mantri Kaushal Vikas Yojana (PMKVY) 2016-20.

05 The Ministry of Food Processing Industries (MoFPI) has sanctioned 39 Mega Food Parks and 298 Integrated Cold Chain Projects throughout India.

06 Capex of Indian Railways for 2020-21 has

been pegged at an all-time high of Rs 1,61,042 crore (US\$ 23.04 billion) which is 17.2 per cent higher as compared with Rs 1,56,352 crore (US\$ 22.37 billion) in 2019-20.

07 The Ministry of Tourism sanctioned seven projects worth Rs 594 crore (US\$ 84.99 million) for J&K and Ladakh under Swadesh Darshan and Prasad Schemes.

08 The Purchasing Managers' Index (PMI) for manufacturing increased to 55.3 in January 2020, reaching the highest in nearly eight years.

09 Department for Promotion of Industry and Internal Trade (DPIIT) has recognized 27,916 start-ups, as on February 1, 2020.

10 Investments by Indian firms in foreign countries rose by nearly 40 per cent in January 2020 to US\$ 2.10 billion: Reserve Bank of India.

11 The Special Economic Zones (SEZs) in India achieved US\$ 100 billion worth of exports in FY2019-

20, as on February 17, 2020.

12 India's sugar exports are estimated to cross 5 million tonne (MT) in the current marketing year ending September 2020.

13 Milk production in India grew by 6.4 per cent during the last five years increasing from 146.3 million MT in 2014-15 to 187.7 million MT in 2018-19.

14 Foreign portfolio investors (FPIs) invested Rs 23,102 crore (US\$ 3.31 billion) in the Indian market between February 3-20, 2020.

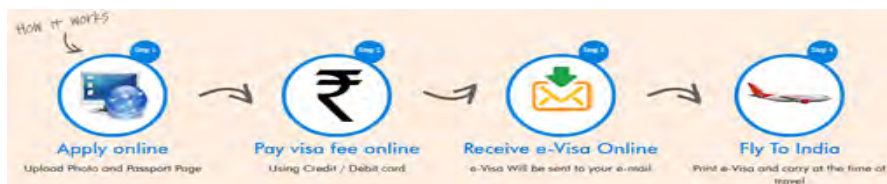
15 Retail opportunities in India across transport hubs like airports, railways, metro, highways are expected to grow to US\$ 21.6 billion by 2030: Knight Frank

16 Under the Prime Minister's Employment Generation Programme (PMEGP), the target has been increased to support the establishments of 80,000 units in the current year along with an increase in credit guarantee to Rs 50,000 crore (US\$ 7.15 billion) under Credit Guarantee scheme.

ANNOUNCEMENT FOR AUSTRIAN CITIZENS

e-Tourist Visa (e-TV) for Austrian citizens

The Government of India has extended e-Tourist Visa (e-TV) scheme to the citizens of Austria w.e.f. 26th February 2016. Under e-Tourist Visa scheme, citizens of Austria may now apply online (<https://indianvisaonline.gov.in/visa/tvoa.html>) to obtain the Electronic Travel Authorization for travelling to India. This facility is also available to the citizens of Montenegro. Queries related to e-TV; for any assistance call 24x7 Visa support center at +91-11-24300666 or send email to indiatvoa@gov.in.



Instructions for e-Visa

1. e-Visa has 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa.
2. Applicants of the eligible countries/territories may apply online minimum 4 days in advance of the date of arrival with a window of 120 days.
3. e-Visa fee is country/Territory specific.
4. Applicant should carry a copy of Electronic Travel Authorization (ETA) along with him/her at the time of travel.
5. Biometric details of the applicant will be mandatorily captured at Immigration on arrival in India.
6. The validity of e-Visa (except e-Conference visa) will be 60 days from the date of arrival in India.
7. This facility is in addition to the existing Visa services.
8. e-Visa can be availed for maximum of three times in a calendar year i.e. between January to December.
9. e-Visa is non-extendable, non-convertible & not valid for visiting Protected/Restricted and Cantonment Areas.

NEWS ARTICLES

Indian Railways' Chittaranjan Locomotive Works creates world record for manufacturing most locomotives in a year: Livemint

Indian Railways' manufacturing unit for Chittaranjan Locomotive Works (CLW) has earned the unique distinction of manufacturing most locomotives in a year. CLW got the recognition from the Limca Book of Records.

The Chittaranjan Locomotive Works located in West Bengal produced 402 locomotives in the financial year 2018-19. CLW surpassed their own record of



producing 350 locomotives which they had manufactured during the year 2017-18.

Shri Praveen Kumar Mishra, General Manager congratulated all the employees and officers of CLW for remarkable production performance in FY 2018-19. In the current year as well.

CLW has already manufactured 350 locomotives on 31st January 2020, in 10 months in 250 working days of current FY.

The working days to achieve this 350th loco figure has reduced from 299 days in year 2017-18 to 250 days in the current FY 2019-20.

Thus a reduction of 17%. General Manager of CLW has appreciated the efforts of the team of officers and staff in production of 350th electric locomotive from CLW. He also expressed hope that with this trend in production, CLW will be able to even surpass the target of this FY 2019-20 and will be all set for creating a new history by record production.

"The Indian pharmaceutical industry's growth remained stable at 12.2 per cent during H1FY2020 led by rebound in domestic growth in Q2 FY2020 to 14.2 per cent supported by seasonal factors and stable growth in chronic therapies," Icria Vice President & Co-Head Gaurav Jain said.

The Indian Railways' manufacturing unit has also achieved the record of producing highest ever 3-phase Electric locomotive Shells in one calendar year 2019 (Jan-Dec). During calendar year 2015, 149 shells were manufactured which has risen to 231 shells in 2019 showing a growth of 55% in five years.

In Electric loco assembly line the Bogie Assembly shop of CLW had also produced highest numbers of 413 complete Bogie Sets in one calendar year 2019(Jan-Dec). This was 246 in 2015 a growth of 66% over last 5 years.

Core sector grows by 2.2% in January as power generation picks up: Business Standard

Eight core industries recorded a 2.2 per cent growth in January helped by expansion in the production of coal, refinery products and electricity. The infrastructure sectors had

expanded by 1.5 per cent in January 2019.

The production of coal, refinery products and electricity grew by 8 per cent, 1.9 per cent and 2.8 per cent, respectively.

Sectors which recorded negative growth during the month under review are crude oil, natural gas, and fertiliser.

During the April-January period, core industries growth slowed down to 0.6 per cent against 4.4 per cent in the year-ago period.

The eight core sectors recorded negative growth from August 2019 to November 2019.

EESL plans to set up 1,500-MW decentralised solar power plants by 2021: IBEF

State-owned Energy Efficient Services Ltd (EESL) has forayed into solar power generation and intends to set up 1,500 MW of decentralised solar power plants across the country by the end of 2020-21, its managing director, Mr Saurabh Kumar said.

The Maharashtra government had given mandate for 800 mw of solar power, out of which EESL has already operationalised 100 MW whereas EESL was given order to set up 113 MW of solar distributed generation projects in Rajasthan, Mr Kumar added.

In Maharashtra, EESL is

supplying electricity at Rs 3.10 (US\$ 0.04) per unit to agriculture feeders, with land for the project being provided by the state while in Rajasthan, the company will supply power at Rs 3.90 (US\$ 0.055) per unit along with land acquisition cost, he said.

Though, the company plans not to set up solar capacity of more than 10 MW at one location, said Mr Kumar, further adding that the capacity of these solar power plants in each substation ranges from 0.5 MW to 10 MW.

According to Mr Kumar, the decentralised solar plants will meet the requirements of farmers connected to the agriculture feeder. He said EESL has installed 1.1 million smart meters in New Delhi Municipal Corp area, Uttar Pradesh, Haryana and Bihar. EESL has set a target of installing 250 million smart meters over the next few years.

Novartis launches innovation hub in Hyderabad: The New Indian Express

Global drugs maker Novartis on announced the launch of its digital innovation hub — 'Novartis Biome India' — in Hyderabad.

Billed as the first such facility in Asia, it aims at increasing connection and interaction between the company and partners from across the digital ecosystem, from nimble startups and academia to the biggest players in the industry, the company said in a statement.

Novartis also operates a facility in Hyderabad, which is also its second-largest centre globally. According to the company, Biome India will be a bridge to the external ecosystem, enabling its teams to discover, develop and drive collaborations that transform innovative initiatives into impactful solutions for patients.

“India has a rich and vibrant technology community. Together, we have a fantastic opportunity to combine our scientific know-how with the expertise of tech players to create digital solutions for patients, at scale,” said Bertrand Bodson, chief digital officer, Novartis.

Paytm Mall ventures into exports, eyes Rs 500 crore GMV in 2 yrs: Hindustan Times

E-commerce platform Paytm Mall has ventured into exports with the aim of becoming India’s largest trading house for “Made in India” products, while targeting Rs 500 crore gross merchandise value (GMV) in the first two years of operations.

“We have entered into exports with an objective to offer a range of Indian products across the global markets with super efficiency,” Sanjeev Misra, Senior Vice President - Paytm Mall, said in a statement.

“Our efforts are to become the single largest gateway for global consumers to buy made in India products. We have a well-established network of suppliers and are deploying our team across the geography,”

Misra added.

In a bid to promote Indian products in global markets, Paytm Mall has been engaging with multiple leading partners such as Mawarid Distribution, Mayar Foods, Vedica Organics, Ceegee Impex, Five River Foodstuff, etc.

It has expanded the market for Indian products in Southeast Asia, Middle East, Canada, the US and Africa, thereby increasing the business opportunities and growth for Indian sellers.

It has also been upskilling its existing merchant partners to offer their products in the new sector.

With a target of Rs 500 crore GMV in the first two years of operations, Paytm Mall has been setting up a team in these centres to leverage more opportunities and to carry out trade across geography in a more efficient manner.

It offers one of the largest assortment of “Made in India” products such as rice, spices, tea, dry fruits, millets, essential oils, quinoa, moringa, organic food, frozen food, fresh fruits and vegetables, pulps and pastes.

Hero MotoCorp to invest Rs 10,000 crore over next 5-7 years: Economic Times

With an objective to create the next generation of mobility solutions, the country’s largest two-wheeler maker Hero Moto said it will invest Rs 10,000 crore

over the next 5-7 years.

In a regulatory filing, Pawan Munjal, Chairman, Hero MotoCorp said, “Over the next 5-7 years, we are aiming to create the next generation of mobility solutions that are relevant to customers across the world. To this end, we have earmarked an investment of Rs 10,000 crore along with our ecosystem, which will be utilised towards research and development of alternative mobility solutions, modern, state-of-the-art, sustainable manufacturing facilities, network expansion, and brand building across the globe.”

As we enter a new decade, we are aiming at ushering in the next wave of mass mobility that is accessible, convenient and environment-friendly, which is aligned with our rejuvenated Vision of ‘Be The Future of Mobility’, he added.



Hero MotoCorp on February 6 reported a 17.07 per cent growth in consolidated net profit to Rs 905.13 crore for the quarter ended on December 31, 2019.

It had posted a net profit of Rs 772.81 crore for the corresponding period of previous fiscal, Hero MotoCorp said in a filing to the BSE.

Revenue from operations stood at Rs 7,074.86 crore for the quarter under consideration as against Rs 7,937.33 crore for the same period year ago.

Tata Power plans to have 700 EV charging stations by 2021: IBEF

Tata Power plans to increase its network of electric vehicle charging stations to 700 by next year, a top company official said.

The company which has already installed 100 fast charging stations in various cities, including Delhi, Mumbai, Bengaluru, Pune and Hyderabad, plans to take to 300 by March 2020.

"We are mapping the locations where EVs are launched and we will be setting up charging stations in those cities. Our aim is to take this number to around 700 by next year," company's CEO and Managing Director Mr Praveer Sinha said.

The government's decision to lower the GST rate on EVs to five per cent from 12 per cent is expected to provide the boost to make EVs affordable for consumers with additional income-tax deduction.

The company is not only targeting the public spaces but will also offering home EV charging stations. Mr Sinha added, "We will create infrastructure for home charging as well as public charging like at metro stations, shopping malls, theatres and highway, among others".

The company is also in talks with metro rail authorities and municipal corporations for setting up EV charging stations.

Moreover, it will set up charging stations at Tata Group owned outlets such as Chroma, WestSide, Titan watch showroom, and Indian Hotels, among others. The company also signed a MoUs for setting up commercial EV charging stations at HPCL, IOCL, and IGL retail outlets.

In Mumbai, it has already set up 30 station, and expects to increase to 200 by next year. Company's Head-EV and home automation, Mr Sandeep Bangia, said from the standard 15 kW stations, the companies may also look at installing charging stations that will adhere to 30-50 kW standards as demand grows.

Fintech platform BharatPe raises US\$ 75 million in Series-C funding round: The Hindu Business Line

According to the Tech Crunch report, New-Delhi based fintech platform BharatPe has raised \$75 million in a Series-C financing round.

The funding round of the start-up, co-founded by Ashneer Grover and Shashvat Nakrani in 2018, was led by New York-headquartered hedge fund Coatue Management and existing investor Ribbit Capital, the report said.

Other participants in the round were VC firm Amplo and existing investors Steadview Capital and Insight Partners. With the latest funding round, the start-up is being valued at over \$400 million. It has raised \$140 million so far, the report said.

BharatPe, which helps offline merchants manage digital payments, will use the majority of its fresh capital to facilitate working capital for its merchant partners.

The platform will fund new merchants by helping them secure \$500 for a period of three months from BharatPe. Over time, the amount that can be secured by merchants is increased to \$2,000.

The start-up has a user base of over 30 lakh merchants across 30 Indian cities. It aims to more than double the number by March 2021, the report said.

Workforce expansion BharatPe in January had announced its plans to hire over 75 engineers and project managers in 2020 to expand its technology team, according to media reports.



In a strategic move to counter other similar platforms, BharatPe has moved all of its communication with merchants to WhatsApp since February 1. The fintech platform announced plans to transfer all its communication related to transaction notifications, OTPs, day-end balances and loan balances to its WhatsApp contact number.

FORUM FOR INDIAN SCIENCE DIPLOMACY

President Trump's visit boosts India-U.S. partnership in science and technology

The President of the United States of America, Honorable Donald J. Trump, paid a State Visit to India on 24-25 February 2020.

The leaders agreed to strengthen the India-U.S. Comprehensive Global Strategic Partnership. Cooperation activities envisaged included (a) co-development and co-production of advanced defence components, equipment and platforms and partnership between their defence industries, (b) enhance energy security, expand energy and innovation linkages across respective energy sectors, including the construction of six nuclear reactors in India at the earliest date, (c) development and launch in 2022 of a joint mission with the world's first dual-frequency Synthetic Aperture Radar satellite, and cooperation in Earth observation, Mars and planetary exploration, heliophysics, human spaceflight, and commercial space cooperation, (d) increase higher education collaboration and educational exchange opportunities, including through the "Young Innovators" internships, (e) prevention, early detection, and rapid response to disease outbreaks, (f) promote access to high quality, safe, effective, and affordable medications for Indian and U.S. consumers.

The U.S. International Development Finance

Corporation (DFC) has announced of a \$600 million financing facility for renewable energy projects in India.

USAID and India's Development Partnership Administration will cooperate in third countries. President Trump reaffirmed U.S. support for India's entry to the Nuclear Suppliers Group without any delay. The leaders expressed interest in the concept of the Blue Dot Network, a multi-stakeholder initiative that will bring governments, the private sector, and civil society together to promote high-quality trusted standards for global infrastructure development. Both sides are committed to an open, reliable, and secure Internet that facilitates trade and communication and recognised the need for an innovative digital ecosystem that is secure and reliable, and facilitates the flow of information and data.

The leaders decided to promote open, secure, and resilient supply of strategic materials and critical infrastructure, and to independently evaluate the risk associated with deployment of emerging technologies.

India rated among top 12 biotechnology destinations in the World

Department of Biotechnology, Ministry of Science & Technology, Government of India, New Delhi celebrated its 34th Foundation Day on 26th

February, 2020. The biotechnology sector in India has evolved over the last three decades and has made significant contribution in various sectors especially health, agriculture etc. With an annual growth rate of nearly 20 percent, India is rated among top 12 biotechnology destinations in the world. It is the demand for biotechnology products and services that has been the base for setting an ambitious target of US\$150 billion by 2025.

Crystal-stacking process can produce new materials for high-tech devices

The magnetic, conductive and optical properties of complex oxides make them key to components of next-generation electronics used for data storage, sensing, energy technologies, biomedical devices and many other applications. Using a new platform developed by engineers at the University of Wisconsin-Madison and the Massachusetts Institute of Technology, researchers were able to create ultrathin complex oxide single-crystal layers, using graphene as the peel-away intermediate. The team demonstrated the efficacy of the technique using materials such as perovskite, spinel and garnet, among several others. They also can stack single complex oxide materials and semiconductors. The advance opens doors to new materials with functionalities that drive future technologies

MAKE IN INDIA

ROADS & HIGHWAYS

India has the one of largest road network across the world, spanning over a total of 5.8 million km. This road network transports 64.5 per cent of all goods in the country and 90 per cent of India's total passenger traffic uses road network to commute. Road transportation has gradually increased over the years with the improvement in connectivity between cities, towns and villages in the country.

The Indian roads carry almost 90 per cent of the country's passenger traffic. In India sales of automobiles and movement of freight by roads is growing at a rapid rate.

Market Size:

The construction of highways reached 9,829 km during FY18 which was constructed at an average of 26.93 km per day. The Government of India has set a target for construction of 10,000 km national highway in FY19. The length of national highways constructed reached 6,715 km at a pace of 24.42 kms per day between April-December 2018. As of March 01, 2019, the total length of National Highways in India stood at 132,499 km.

Total length of roads constructed under Prime Minister's Gram Sadak Yojana (PMGSY) was 47,447 km in 2017-18.

Huge investments have been made in the sector with total investment increasing more than three times from Rs 51,914

crore (US\$ 7.43 billion) in 2014-15 to Rs 158,839 crore (US\$ 22.73 billion) in 2018-19.

Key Investments/Developments:

The Union Minister of State for Road, Transport and Shipping has stated that the Government aims to boost corporate investment in roads and shipping sector, along with introducing business-friendly strategies that will balance profitability with effective project execution. According to data released by the Department of Industrial Policy and Promotion (DIPP), construction development including Townships, housing, built-up infrastructure and construction-development projects attracted Foreign Direct Investment (FDI) inflows worth US\$ 25.12 billion were recorded in the construction development^A sector between April 2000 and June 2019.

Some of the key investments

and developments in the Indian roads sector are as follows:

- A total of 892 km and 2,345 km national highway projects were awarded and constructed, respectively between April–August 2018.
- In March 2019, National Highway projects worth Rs 1,10,154 crore (US\$ 15.99 billion) were inaugurated.

Government Initiatives:

Some of the recent government initiatives are as follows:

- The Ministry of Road Transport & Highways is expected to award road projects with a total length of around 4,500 km worth Rs 50,000 crore (US\$ 7.15 billion) in 2020.
- To widen and revamp 1.25-lakh km of roads government of India has approved the launch of Phase-III of its rural road programme Pradhan Mantri Gram Sadak Yojana (PMGSY).



- As of August 2018, Government of India has approved highway projects worth Rs 2 billion (US\$ 29.83 million) to improve connectivity among Gujarat, Maharashtra, Rajasthan, Madhya Pradesh and Diu.

- 30,000 kms of PMGSY roads have been built using Green Technology, Waste Plastic and Cold Mix Technology, thereby reducing carbon footprint.

Achievements:

Following are the achievements of the government in the past four years:

- As of November 2019, there were 9,242 PPP projects in India, of which 2,864 were related to roads and bridges.

- A total of 65,000 km of roads and highways are to be constructed under Bharatmala Pariyojana.

- In the month of December 2018, the Ministry of Road Transport and Highways (MoRTH) touched a record 31.87 kilometre per day average of national highway construction.

- The total national highways length increased to 122,434 kms in FY18 from 92,851 kms in FY14.

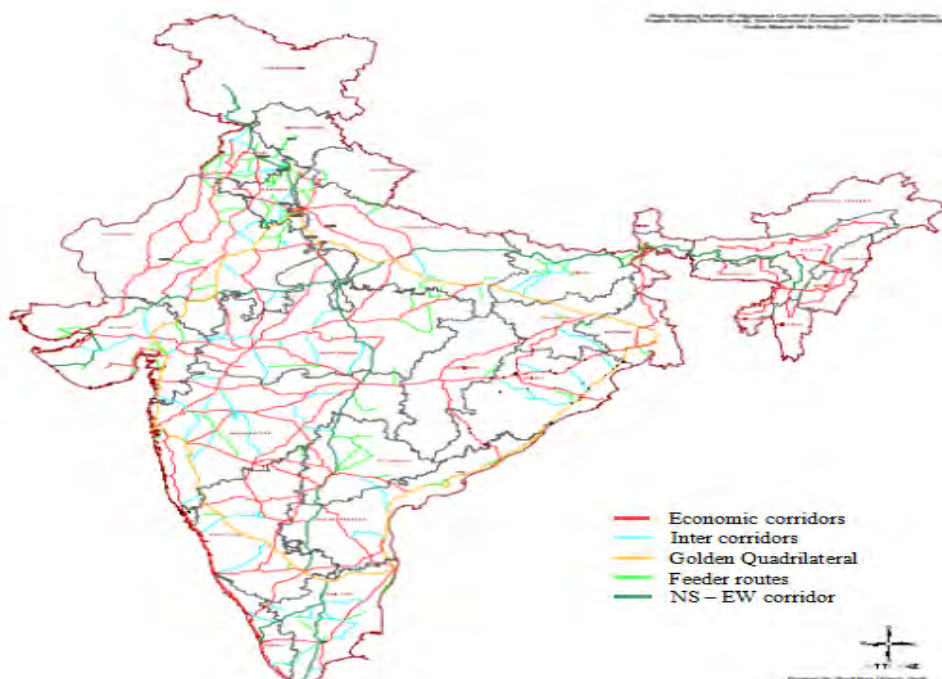
- The length of national highways awarded increased to 51,073 kms between FY15-FY18 from 25,158 kms in FY11-FY14.

- The construction of national highways increased to 28,531 kms between FY15-FY18 from 16,505 kms between FY11-FY14.

Bharatmala Phase-I

The Ministry has taken up detailed review of NHs network with a view to develop the road connectivity to Border areas, development of Coastal roads including road connectivity for Non-Major ports, improvement in the efficiency of National Corridors, development of Economic Corridors, Inter Corridors and Feeder Routes along with integration with Sagarmala, etc., under Bharatmala Pariyojana. The Bharatmala Pariyojana envisages development of about 26,000 km length of Economic Corridors, which along with Golden Quadrilateral (GQ) and North-South and East-West (NS-EW) Corridors are expected to carry majority of the Freight Traffic on roads. Further, about 8,000 km of Inter Corridors and about 7,500 km of Feeder Routes have been identified for improving effectiveness of Economic Corridors, GQ and NS-EW Corridors. The programme envisages development of Ring Roads / bypasses and elevated corridors to decongest the traffic passing through cities and enhance logistic efficiency; 28 cities have been identified for Ring Roads; 125 choke points and 66 congestion points have been identified for their improvements. Further, in order to reduce congestion on proposed Corridors, enhance logistic efficiency and reduce logistics costs of freight movements, 35 locations have been identified for development of Multimodal Logistics Parks.

The Bharatmala (approved for estimated cost of Rs. 6,92,324 crore including other ongoing schemes) is to be funded from Cess (Rs. 2,37,024 crore) collected from Petrol & Diesel (as per Central Road & Infrastructure Fund Act, 2000, erstwhile CRF Act, 2000), amount collected from toll (Rs. 46,048 crore) apart from additional budgetary support (Rs. 59,973 crore), Expected monetisation of NHs through TOT (Toll-Operate-Transfer) (Rs. 34,000 crore), Internal & Extra Budgetary Resources (IEBR) (Rs. 2,09,279 crore) and Private Sector Investment (Rs. 1,06,000 crore) as per Financing Plan upto 2021-22.





INDIAN STATE ECONOMIC PROFILE

KERALA

Kerala is one of the few states to have marketed its natural beauty successfully to the leisure tourism sector. The state's unique heritage and cultural diversity have helped attract tourists from the world over. BBC Travel survey has rated Kerala as the top favorite tourist destination among foreign travelers.

Kerala holds second rank in the Investment Climate Index followed by Karnataka, as per a policy research working paper by the World Bank. The state stands second due to its world-class infrastructure and well-trained human resource pool. Kerala's traditional industries include handloom, cashew, coir and handicrafts.

At current prices, Kerala's GSDP was about Rs 8.76 trillion (US\$ 125.27 billion) in 2019-20. The state's GSDP recorded a CAGR of 11.59 per cent between 2011-12 and 2019-20. The state's per capita GSDP was US\$ 3,089 during 2017-18 compared with US\$ 2,318 during 2011-12.

Kerala can be termed as the land of spices, considering the large variety of spices grown in the state. Kerala is the largest producer of pepper in India and accounts for a lion's share in India's production. Apart from pepper, other spices produced in the state include ginger, cardamom, nutmeg, tamarind, etc. During 2019-20 (till Sep 19) spices export from the state stood at US\$ 208.89 million.

Kerala has a wide range of fiscal and policy incentives for businesses under the Industrial and Commercial Policy and has well-drafted sector-specific policies.

According to Department for Promotion of Industry and Internal Trade (DPIIT), during April 2000 to June 2019, FDI inflows into Kerala, including Lakshadweep, totaled to US\$ 2.24 billion.

Total merchandise exports from the state stood at US\$ 9.77 billion during 2018-19. During 2019-20 (till September 2019), the exports stood at US\$ 5.09 billion.

billion.

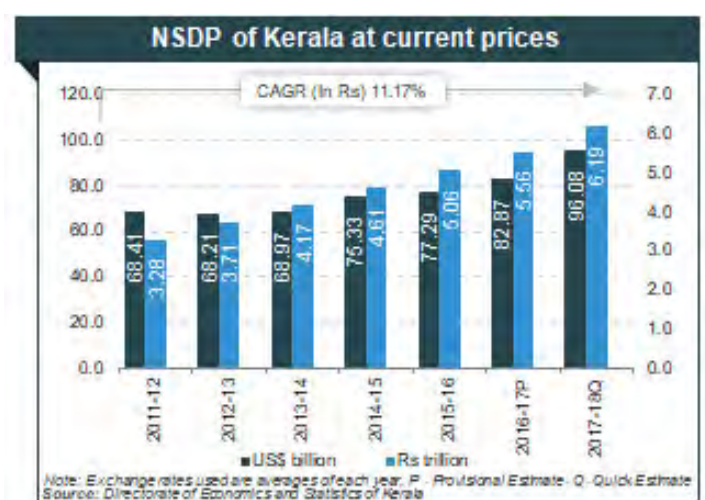
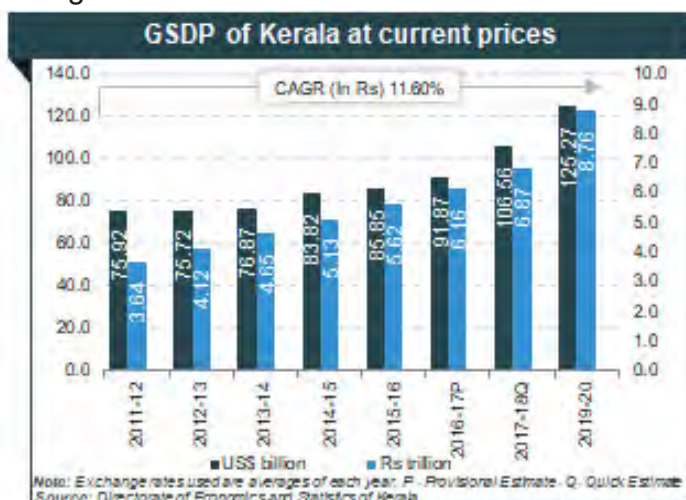
Kerala is a leading agricultural state in the country and the largest producer of rubber, pepper, coconut and coir. As per budget 2018-19, Government of Kerala proposed an outlay of US \$ 1,131.75 million for the Agriculture, Animal Husbandry and Co-operation sector

Key Sectors:

- During 2018-19, fruits and vegetable production in the state stood at 1,885.97 thousand MT and 3,042.86 thousand MT respectively. State accounted for about 78 per cent share in the total natural rubber production in 2017-18. Natural Rubber production in Kerala stood at 551 thousand MT during 2017-18.

- Kerala's share in the national marine fish production is around 13 per cent. During 2019-20 (till Sept 2019), exports of marine products from the state stood at US\$ 338.86 million.

- The state has a techno park in Thiruvananthapuram which has been instrumental in attracting global electronics manufacturers, an info park in Kochi, and a cyber park in Kozhikode.



INDIAN TRADE FAIRS

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.

RubberPRO

23-24 MARCH 2020, NOIDA, INDIA

Global Buyer-Seller Meet for Rubber Products
Powered by AIRIA



Asia's largest event on Civil Aviation
(Commercial Aviation and GA/BA)

12-15 March 2020
Begumpet Airport, Hyderabad, India

Logos for Airports Authority of India, Ministry of Civil Aviation Government of India, and FICCI are also present.



IHGF
DELHI FAIR
SPRING 2020
15 - 19 APRIL
SOURCING REDEFINED

PROMOTIONAL SCHEME FOR OVERSEAS BUYERS
epch.in/ihgfspring



6th Smart Cities
India 2020 Expo
Developing Smart Cities
for our Citizens

20-22 May 2020
Pragati Maidan, New Delhi, India



(11th Biennial International Exhibition & Conference)

8th - 10th October 2020
Bombay Exhibition Centre, Mumbai- India



DOMESTIC + OUTBOUND

TTTI OTTI

The 7th Edition of India's Most Popular
B2B & B2C Industry Exhibition & Conference

GOA: 29 - 31 July 2020, Dr. SP Mukherjee AC Stadium, Panaji (India)
MUMBAI: 3 - 5 December 2020, Bombay Exhibition Centre, Goregaon East,
Maharashtra (India)
www.ttindiaexpo.com

TOURISM

RAJASTHAN



Jal Mahal, Jaipur, Rajasthan

State Tourism Website: www.tourism.rajasthan.gov.in

Rajasthan, the Land of Kings is synonymous to heroism, royalty and honour. Historic tales of battles fought and romance of the rich adorn the walls of the state. Established in the era marked with wartime ballads yet living in the modern period, this beautiful region is a travellers' destination. Those looking out for the remnants of the past should not pass up a trip to Rajasthan. For wanderers interested in adventures at the various landscapes should definitely get a glimpse of this venturesome state. And for the ones who plan to have a quiet sojourn gazing at the beauty of the golden sand dunes, Rajasthan tops your list. This land is a colourful melange of massive forts, stunning palaces, diverse cultures, delectable cuisines and warm people, set amidst a rugged yet inviting landscape. Come, explore the miscellany of the old and the new in Rajasthan, a glittering jewel of India.

It is a land that has inspired lot of people. Come tread on the sands of time. In Rajasthan you will find every hue in Nature's grand palette - the red sands, the blue of royalty, the pink cities or the amber sunsets. Surrender yourself to the sounds of trinkets or the sounds of the all conquering wind. Sight and sounds that are far removed from any city. Sights and sounds that will transport you into a folk lore. Music, art and dance is woven into every inch of this land of paradise. Come, walk into the unforgettable embrace of Rajasthan.

Places to visit in Rajasthan:

Jaipur

The city of palaces and forts, interspersed with historical monuments and gardens that testify the grandeur of the Rajput kings, Jaipur is the gateway to the royal heritage of India. Also called Pink City, the capital of Rajasthan, remains suspended in time, with its heritage preserved in the overwhelming Hawa Mahal that gazes down at the bustling streets of Johari Bazaar.

Udaipur

Popularly known as the City of Lakes, serene Udaipur is the crowning jewel of royal Rajasthan. With shimmering lakes visible from almost every rooftop, fairytale palaces, sprawling havelis, revered temples and narrow lanes weaving through colourful markets as ancient as the city's history, Udaipur's charm is unmatched. Founded by Maharaja Udai Singh II in 1559, the city served as the capital of the kingdom of Mewar after Mughal emperor Akbar besieged its earlier power-centre Chittorgarh.

Ajmer

Encircled by the craggy Aravalli Hills that overlook the scenic expanse of the Ana Sagar Lake, the city of Ajmer, nestled in Rajasthan,

is a symphony of diverse religions and cultures. A popular stopover for pilgrims, it is renowned as the home of Ajmer-e-Sharif, the Dargah (a shrine built over a grave) of Khwaja Muin-ud-din Chishti, the founder of the Chishti order, the main Sufi sect in India. While the Dargah draws devotees all year round, it looks resplendent during the festival of Ramadan and on the death anniversary of the saint, when a sea of people arrive to pay homage.

Bikaner

A vast expanse of golden undulating sand dunes surrounds the vibrant and bustling city of Bikaner, ensconced in the desert state of Rajasthan, making it an off-beat tourist destination. Nestled in the Thar desert, this ancient city is adorned with gigantic and spectacular forts and palaces that invite thousands of tourists across the globe. The old part of the city stands as a silent witness to the rich history of the region when it was ruled by Rao Bika, the prince of the Rathore clan, in 1488. Surrounded by high stone walls, the older part of the city is a potpourri of culture and tradition. Five gigantic gates lead you into a labyrinth of lanes that are dotted with quaint bright red and yellow sandstone houses. At the same time, its modern counterpart takes you on a roller coaster, with its bustling bazaars, exquisite

handicrafts and delicious cuisine.

Chittorgarh

Perched on a dramatic uprise of hills, Chittorgarh, in Rajasthan, is the largest fort complex in India, sprawling as far as the eye can see. Nestled in the Aravalli range and flanked by the pristine Berach river, Chittorgarh echoes with the tales of Rajput gallantry and the melodious tunes of saint-queen Meera Bai's devotional songs. The historical grandeur of the city is reflected in its majestic monuments, a legacy of the Sisodia Rajputs of Mewar, who made the region their capital.

Jodhpur

With a sea of sapphire-blue painted houses and guarded by the gorgeous Mehrangarh Fort, the city of Jodhpur, the second-largest in Rajasthan, is an architectural marvel. A labyrinth of medieval lanes, interspersed with vibrant markets, criss-cross the city, which enjoys a languid pace of life. To experience the soul of the city, head to its bustling bazaars that offer a fine selection of the spiritual Pichwai paintings, Jodhpuri pants or breeches, exquisite bandini or bandhej (tie and dye) sarees, beautiful badla embroidered lehengas and morchang, a popular Rajasthani folk music instrument.

INDIA PERSPECTIVES MAGAZINE ONLINE

www.indiaperspectives.in

India Perspectives Magazine

India Perspectives, the flagship magazine of the Ministry of External Affairs. The magazine is printed in 16 languages and goes to 170 countries, disseminating interesting information about India's rich culture and tradition.

For a copy of the magazine, mail us at: poip@mea.gov.in



English | Français | العربية | Español | Português | हिंदी | Indonesia | Deutsch | Italiano | پشتو | فارسی | русский | বাংলা | ગુજરાતી | 印度視角 | 日本語

INDIA IN AUSTRIA

PAST EVENTS

Automotive Business Cluster Upper Austria event- Roadmap to Asia- India



Embassy of India, Vienna together with Business Upper Austria & Auto Cluster Upper Austria organised an event titled "Roadmap to Asia-India" on 14th February 2020 in Linz, Austria.

The participants were welcomed by Mr. Frederic Hadjari Key Account Manager, International Relations Automobil-Cluster, Business Upper Austria – OÖ Wirtschaftsagentur GmbH. He gave a presentation on the activities of their organisation and how they support the Austrian

Automotive companies to go international. The Mission also provided an overview of the measures announced in the Union Budget 2020-21 to promote trade & commerce, further enhance infrastructure and facilitate investment in India.

Ms. Seema Bhardwaj of Rödl & Partner addressed the expert session on legal & taxation related aspects of doing business in India. The event was concluded with a Q & A session and networking.

Bau & Energie 2020



The Federation of Indian Export Organisation in association with the Embassy of India, Vienna, Austria along with the support of Ministry of Commerce & Industry set up an India Pavilion @ Bau & Energie fair from 20-23 February, 2020 at Messezentrum Wien (Vienna Exhibition Centre) in Vienna, Austria.

The Bauen & Energie fair is the leading platform for trends in building, energy efficiency, smart home, spa and wellness in Lower Austria, Vienna, Burgenland and neighbouring countries.

On 35,000 m² our 500 exhibitors meet an audience with purchasing power and trade visitors from various countries appreciate the exhibition as an ideal place for networking and exchange within the industry. At Bauen & Energie fair see around 40,000 visitors in the 4-day event. About 25 Indian companies in the field of construction, tools, ceramics etc. participated with a stall in the India Pavilion.

Mr. Subhash P. Gupta, Cd'A inaugurated



the India Pavilion. He met and congratulated all the Indian companies for taking this initiative and participating in one of the biggest trade fairs in Austria.

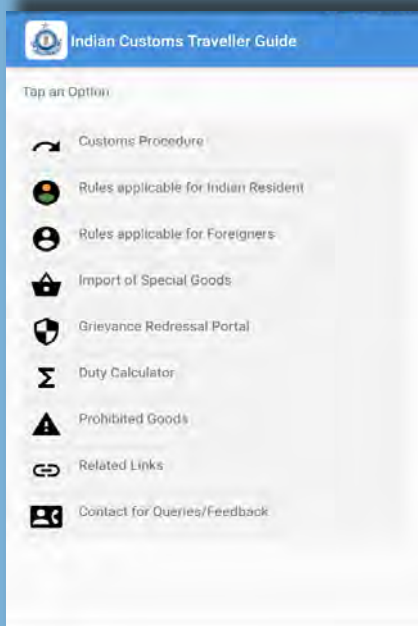
; I =9': CF 'HF5 J9 @@FG!'65; ; 5; 9'FI @G



The Central Board of Excise and Customs (CBEAC) 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.



CENTRAL BOARD OF EXCISE & CUSTOMS



Guide to travellers APP



INDIA-AUSTRIA BY AIR



Origin	Destination	Flight No.	Departure	Arrival	Days of Operation
Vienna	Delhi	AI 154	2245	0925 (+1)	Wed, Fri & Sun
Delhi	Vienna	AI 153	1405	1845	Wed, Fri, Sun & Mon
Vienna	Delhi	AI154	2100	0740 (+1)	Mon

TOURIST HELPLINE



Ministry of Tourism
Government of India
www.tourism.gov.in

Incredible India

1800-11-1363

1 YEAR, 12 LANGUAGES, 24/7 SERVICE.
SERVING THE TOURISTS IN WAYS
LIKE NEVER BEFORE.

24X7 TOLL - FREE TOURIST HELPLINE IN 12 LANGUAGES

LANGUAGES SUPPORTED

English, Hindi, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

SHORT CODE:
1363

Incredible!ndia

TOURISM & THE DIGITAL TRANSFORMATION



INCREDIBLE INDIA MOBILE APP

SOS FEATURE
E-VISA INFORMATION
EVENTS CALENDAR
CURRENCY EXCHANGE INFORMATION



DIGITAL PRESENCE

TWITTER
FACEBOOK
INSTAGRAM
YOUTUBE
GOOGLE PLUS
LINKEDIN
PINTEREST

Incredible!ndia

TOURISM & THE DIGITAL TRANSFORMATION



incredibleindia.org

IMMERSIVE & PERSONALIZED
CONTENT, RESPONSIVE &
ADAPTIVE DESIGN,
GOOGLE 360°,
EASE OF NAVIGATION AND
REAL-TIME ANALYTICS



24/7 CHAT BOT INTERFACE

PERSONALIZED SUPPORT
BETTER ITINERARY PLANNING
QUICK QUERY RESOLUTIONS

INDIAN MOVIE EVENING AT THE EMBASSY

27. March 2020, 17:30



HINDI OV mdUT

Once upon a time in Mumbaai

Due to limited capacity, seats will be given on a first come, first served basis. Therefore, you are highly encouraged to reserve your seats. For reservation kindly write an email on info.vienna@mea.gov.in.

For Further information please visit:

www.eoivienna.gov.in

Embassy of India - Cultural Centre, Kärntner Ring 2, 1. Floor, 1010 Wien.

YOGA, BOLLYWOOD DANCE AND HINDI CLASSES AT THE EMBASSY

- **The Embassy of India invites Yoga enthusiast for free yoga classes at the Embassy. The classes are organized in various categories and are conducted by Ms. Neelam Vats, Yoga Teacher at the Culture Center, Kaerntner Ring 2, Vienna.**
- **Free Hindi learning class are held every Monday, 18.30 hrs. at the Culture Center of the Embassy at Kaerntner Ring 2, Vienna.**
- **Free Bollywood dance classes are held every Tuesday from 18.00-19.00 hrs. at the Culture Center of the Embassy at Kaerntner Ring 2, Vienna.**
- For further information regarding the Yoga class timings and Hindi learning classes kindly visit Embassy's website or write an e-mail to : tic.vienna@mea.gov.in
- For more information on Bollywood classes kindly send an e- mail to culture.vienna@mea.gov.in

INDIAN EMBASSY LIBRARY



- The Embassy's library is opened daily from 10 am to 1 pm without appointment.
- Our collection contains more than 3000 titles in dozens of categories.
- For appointments outside the opening hours or other inquiries, please contact us under info.vienna@mea.gov.in or 015058666 - 44
- Download our latest catalog of books under indianembassy.at/pdf/EmbassyLibrary.pdf

NOTICE BOARD

EMBASSY'S LIBRARY

- The EMBASSY'S library is open DAILY from 10am to 1pm without appointment.
- For a complete list of books available in our library, visit our website www.eoivienna.gov.in .
- For scheduling an appointment outside the opening hours, please contact the information assistant under info.vienna@mea.gov.in or 01 505 8666 - 44

BUSINESS CENTRE

- The EMBASSY'S Business Centre is opened DAILY from 10am to 1pm.
- For scheduling an appointment outside the opening hours, please contact the commercial wing under : comm1.vienna@mea.gov.in or 01 505 8666 - 31

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

MINISTRY OF EXTERNAL AFFAIRS GOES MOBILE

- Avail services : passport, visa, consular assistance
- Ask your Minister : on the go, anytime, anywhere
- Follow your PM : on his visits abroad
- Find the nearest Indian Mission/Post : for emergency consular assistance
- Be informed : about India's Foreign Relations on the move and form your own opinions
- Know more : about how to undertake Kailash Manasarovar Yatra and Haj Pilgrimage
- Download and watch : pictures & documentaries on India
- Play and Personalize : what you need, when you need
- Share and contribute : your views, pics & suggestions

Ministry of External Affairs proudly presents "MEAIndia" – an integrated smart app for mobile and other hand held devices 'MEAIndia' is now available for download on App Store and Google Play Store.

FACEBOOK & TWITTER

- Our Facebook and Twitter pages target the India-Austria community and covers subjects such as Business, Culture, Embassy News, India-related events and programmes in Austria, and much more. We have reached the 17600 followers mark on Facebook!

'Like' our facebook page and be the first to know!

www.facebook.com/IndiaInAustria

www.twitter.com/IndiaInAustria

INDIA NEWSLETTER



**Indische
Botschaft
Wien**



सत्यमेव जयते
Ministry of External Affairs
Government of India

Disclaimer: Information collected in our Newsletter is through secondary research and Embassy of India, Vienna is not responsible for any errors in the same.