



Celebrating 75 Years of Independence
आज़ादी का अमृत महोत्सव



@75

INDIA
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India In Austria ,
Embassy of India , Vienna

Industry Report: IT & BPM



Also find inside:



Council For Leather Exports



Incredible India



Investors Guide-Telangana

tribes india



ट्राइब्स इंडिया

Snapshots of the latest Highlights

1 According to a report published by London & Partners and Dealroom.co, India ranks at the ninth spot globally for climate tech investment, with the country's climate tech businesses receiving US\$ 1 billion in venture capital funding between 2016 and 2021.

2 India is likely to spend US\$ 316 billion in the decade to 2030 towards de-carbonisation, with a great amount of the financing to be earmarked to renewable sources of energy, according to a foreign brokerage. The financing will be on top of the estimated US\$ 84 billion previously spent since the country joined the Paris climate accord in 2015, Bofa Securities stated.

3 Hero Motor (HMC), the parent company of Hero Cycles is getting into a joint venture partnership with Japanese two wheeler major, Yamaha to make electric motors for e-bicycles for the global market.

4 According to Affle's MAAS, a unified mobile

advertising platform, and Sensor Tower, the Indian e-commerce industry is set to expand by 84% to reach US\$ 111 billion by 2024 augmented due to COVID-19 pandemic.

5 According to a report titled 'Travel market in India,' published by RedCore – RedSeer's unit which focuses on early stage companies, the travel market in India, which was worth about US \$ 75 billion in FY20, is projected to cross US\$ 125 billion by FY27.

6 India's exports rose by 40.5% to US\$ 15.13 billion during October 1-14 owing to healthy performance by key sectors such as petroleum products, engineering and chemicals, according to preliminary data of the commerce ministry.

7 Indian startups received record funding in Q3 of CY21, with investment totalling US\$ 10.9 billion through 347 deals, it is the first-time investments in a quarter that funding have crossed the US\$ 10 billion mark, as per the PwC India.

8 Microsoft launched a

new programme Microsoft AI Innovate for encouraging and scaling startups that are leveraging Artificial Intelligence (AI). The 10-week programme will help startups in India leveraging AI technologies, assisting them scale operations, drive innovation, and build industry expertise.

9 According to Mr. Adar Poonawalla, CEO, Serum Institute of India (SII) stated that they could export 20 million to 30 million doses of the AstraZeneca shot to the WHO-backed global platform COVAX this year and then several more from January.

10 In a historic achievement, the cumulative COVID-19 vaccine doses administered in the country has surpassed the 1 Billion milestone. In a tweet, Prime Minister Mr. Narendra Modi congratulated the countrymen and expressed gratitude to the country's scientific community and health professionals for working towards achieving this stupendous feat.

11 India's foreign exchange reserves soared by US\$ 1.492 billion to reach US\$ 641.008 billion in the week ended on October 15, according to RBI data.

COUNCIL FOR LEATHER EXPORTS



Council for Leather Exports (CLE) is the apex body (Sponsored by Ministry of Commerce and Industry, Govt. of India) representing the leather, leather products and footwear sector all over the country. CLE has a membership strength of 3000 exporters spread all across the country. CLE was established in 1984 and has 7 Offices spread across six states in the country.

CLE carries out multifarious activities like marketing (i.e., participation in international fairs, organizing Buyer Seller Meets in India and abroad), infrastructure development (creation of design studios, testing centers etc.); submission of proposals /requests to the Government on policy and procedures etc.,

During 2019-20, CLE organised 21 marketing events with 678 participants. These events not only focussed on traditional markets of Europe and USA but also covered may emerging markets namely Peru, Chile, Hong Kong, China, Vietnam, Russia, Japan, Australia, Poland and Bangladesh. The marketing events include two Reverse BSMs (one in Delhi and one in Kolkata) and visit of Sourcing and Investment delegation to Ethiopia and Uganda in July 2019.

As a unique initiative for design development, CLE has been organising the Designers Fair since 2016. The 5th edition Designers was organised during Feb. 1-3, 2020 at Chennai attracted 51 designers from 47 companies/institutions and 10 countries namely Italy , USA , Philippines , Spain , Brazil, Turkey, Russia , Portugal ,France and India, who displayed their wide range of designs of leather goods, footwear, printed leather etc., in this event. More than 230 business visitors attended the event and discussed about their design development requirements with the designers.

OVERVIEW, EXPORT PERFORMANCE & PROSPECTS

- The Indian Leather, Leather Products and Footwear Industry holds a prominent place in the Indian economy.
- The export of footwear, leather and leather products from India was to the tune of US \$ 3.68 billion during 2020-21.
- The industry is bestowed with an affluence of raw materials as India is endowed with 20% of world cattle & buffalo and 11% of world goat & sheep population. Added to this are the strengths of skilled manpower, innovative technology, increasing industry compliance to international environmental standards, and the dedicated support of the allied industries.
- The leather industry is an employment intensive sector. Women employment is predominant in leather products sector with about 40% share.
- India is the second largest exporter of leather garments , third largest exporter of Saddlery & Harness and 4th largest exporter of Leather Goods in the world.

Mr. R. Selvam IAS
Executive Director

COUNCIL FOR LEATHER EXPORTS

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Indian economy likely to register 9.5% growth this fiscal: UBS Securities: Money Control

Equity strategist Sunil Tirumalai said during a one-day virtual macro tour, the broad consensus among policymakers was that the economy was in a swift recovery mode thanks to the progressive re-opening after the second wave. The economy is likely to register a 9.5 percent growth this fiscal over 7.3 percent contraction last year, as the ongoing recovery is faster and more credible than earlier foreseen, according to a foreign brokerage report. It will gather more momentum in the second half of the current fiscal, but will slow down to 7.7 percent next financial year, it added. The government has budgeted for a 10.5 percent growth this fiscal, but the Reserve Bank has scaled it down to 9.5 percent. Ravaged by the pandemic, the economy tanked 7.3 percent last fiscal, the worst and the third contraction on record. Swiss brokerage UBS Securities India expects the economy to gain momentum in the second half on cyclical tailwinds, including pent-up demand and favourable external demand.

We expect real GDP to grow at 9.5 percent in FY22, but to lose the momentum to 7.7 percent next fiscal. We expect growth to gain momentum in the second half on cyclical tailwinds including pent-up demand, especially after more people are vaccinated, favourable external demand as exports are over 25 percent the pre-pandemic level) and higher government spending and the likely resultant spike in Capex, Tanvee Gupta Jain,

chief economist at UBS Securities India said in a report.

However, she said that the recent supply-side disruptions, including high global commodity prices, especially oil and domestic coal shortages, could weigh on the fragile recovery. The report is based on a survey among the key policymakers who are more optimistic now and expect the real GDP growth to surprise well on the upside. Equity strategist Sunil Tirumalai said during a one-day virtual macro tour last week, the broad consensus among policymakers was that the economy was in a swift recovery mode thanks to the progressive re-opening after the second wave. They expect real GDP growth in FY22 and FY23 to surprise well above the consensus forecast but did not offer a number. He credited this optimism to the joint efforts of the monetary and fiscal policies to support the economy.

A large majority of these policymakers also do not see too much risk from a third wave and underlined the need for ensuring full vaccination.

On the fiscal front, the general expectation is that the Centre is likely to register a lower fiscal deficit this year at 6.3 percent, but a marginally higher deficit for the states at 3.5 percent. The report estimates the consolidated deficit to narrow to 9.8 percent of GDP this year from 13.4 percent in FY21.

It attributed the likely lower fiscal deficit to cyclical economic recovery boosting revenue collections and the roll-back of pandemic-related relief measures.

In contrast, the states may miss the budgeted 3.2 percent of GDP by 30 bps on a likely shortfall in state GST collections. The expected better fiscal numbers are also on the back of the buoyant tax collections and a higher-than-expected dividend from the Reserve Bank.

Indian-American cardiologist honored with Lifetime Achievement Award from HFSA: Indica News

A well-known Indian-American Sikh cardiologist has become the recipient of the Heart Failure Society of America's (HFSA) Lifetime Achievement Award.

Dr Inder Anand has been awarded with this prestigious award for pioneering work in the field, including in areas of congestive heart failure and high-altitude medicine and biology. The HFSA Lifetime Achievement Award is given by the Executive Council of the HFSA, whose purpose is to "recognize a lifetime body of work by an individual who has made a significant and sustained contribution to the field of heart failure". He received the award along with a co-honoree at the HFSA Annual Scientific Meeting 2021 on September 11, 2021.

Anand graduated from an Indian Rhodes Scholar to America's top rated cardiologist and has a deep connection with PGI, Chandigarh, where he taught for long years before returning to the US in 1990s. Anand's illustrious father Dr Santokh Singh Anand was one of the founders of the PGI, Chandigarh.

Carrying forward his father's legacy, Inder Anand bagged the Rhodes Scholarship in 1966 and got a D Phil in cardiovascular physiology from Oxford. There was no looking back since then.

Anand returned to India and served at the PGI starting 1976. In 1991, he relocated to Minneapolis as Professor of Medicine and Director, Heart Failure Program, at the VA Medical Centre. He remained there until retirement in 2015.

It was in India where Anand developed a keen interest in heart failure and pursued high altitude medicine discovering two new

syndromes in people living at higher reaches infantile sub-acute mountain sickness in Tibet and sub-acute adult mountain sickness in Indian soldiers posted at altitudes of nearly 20,000 ft.

Record 331.05 million tonnes of horticulture production in India: PIB

The Department of Agriculture and Farmers Welfare has released 2020-21 (Third Advance Estimates) of Area and Production of various Horticultural Crops, compiled on the basis of information received from States/ UTs and other Governmental source agencies. Union Minister of Agriculture and Farmers Welfare, Mr. Narendra Singh Tomar informed that under the able leadership of Prime Minister Mr. Narendra Modi, due to the farmer-friendly policies of the government, tireless hard work of farmers and research of scientists, horticulture production in the year 2020-21 is estimated to be a record 331.05 million tonnes. This shows an increase of 10.6 million tonnes (3.3%) over 2019-20.

Highlights of 2020-21 (Third Advance Estimates)

- Total Horticulture production in 2020-21 is estimated to a record 331.05 Million Tonne, which is an increase of about 10.6 Million Tonne (3.3%) over that achieved in 2019-20.

- Production of Fruits is estimated to be 103.0 Million Tonne, compared to 102.1 Million Tonne achieved in 2019-20.

- Production of Vegetables is estimated to be 197.2 Million Tonne compared to last year's production of 188.3 Million Tonne that is, an increase of 4.8%.

- Production of Onion is reported to be 26.8 Million Tonne as against 26.1 Million Tonne achieved in 2019-20.

- Production of Potato is estimated to a record production of 54.2 Million Tonne in 2020-21, an increase by 5.6 Million Tonne compared to 2019-20.

- Production of Tomato is reported to be 21.1 Million Tonne, as against production of 20.6 Million Tonne achieved in 2019-20.

- An increase of 6.2%, from 0.73 Million Tonne in 2019-20 to 0.78 Million Tonne in 2020-21, has been registered in Aromatic & Medicinal crops.

- Production of Plantation Crops has increased from 16.1 Million Tonne in 2019-20 to 16.6 Million Tonne in 2020-21.

- Production of Spices has increased by 5.3%, from 10.1 Million Tonne in 2019-20 to 10.7 Million Tonne in 2020-21.

Handicraft exports grow 60% during Apr-Sept: Govt: IBEF

According to textiles ministry, India's handicraft exports in the first six months of the FY22 stood at US\$ 2.13 billion, a growth of over 60.34% over the same period last year.

The 52nd edition of the IHGF-Delhi Fair - Autumn 2021 being held at the India Expo Centre & Mart, Greater Noida, was inaugurated and will be being organised from October 28-31.

Union Minister of Commerce and Industry and Textiles Mr. Piyush Goyal, in his speech, stated it is heartening to see that at a time when the world's largest vaccination programme is in full pace, the physical exhibition is organised.

This will be offering an opportunity for exhibitors and buyers to come

together in person for doing business, he noted.

"He expected that this event will pave way for bigger and better editions of the fair in the near future, and in the process, promote greater exports of handicrafts from India," the statement added.

Speaking on the event, Textiles Secretary Mr. U P Singh praised the handicrafts segment for contributing to an exemplary export growth of 60% during the first six months of 2021-22 in spite of complications and challenges faced by exporters during two years of the pandemic.

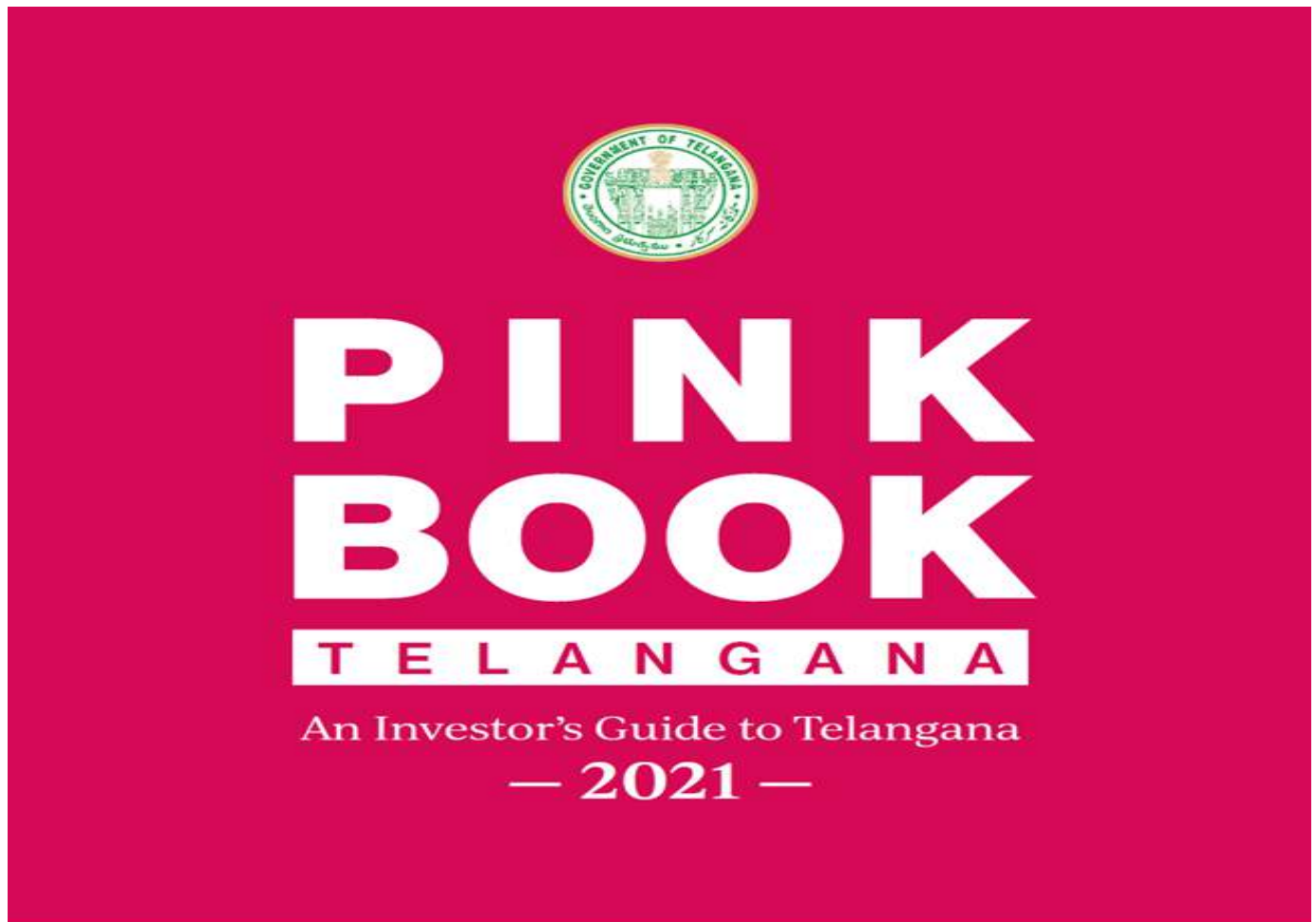
>1,500 exhibitors, pre-registered buyers from 90 nations, theme presentations, regional crafts, seminars and craft demonstrations will define the IHGF-Delhi Fair - Autumn 2021.

India's foreign exchange reserves up by US\$ 1.492 billion to US\$ 641 billion: IBEF

India's foreign exchange reserves soared by US\$ 1.492 billion to reach US\$ 641.008 billion in the week ended on October 15, according to RBI data showed.

In the previous week ended October 8, the reserves had soared by US\$ 2.039 billion to US\$ 639.516 billion. The reserves had reached a lifetime high of US\$ 642.453 billion in the week ended on September 3, 2021.

In the reporting week ended October 15, the increase in the forex fund was primarily on account of an increase in foreign currency assets (FCAs), a major element of the overall reserves. FCAs rose by US\$ 950 million to US\$ 577.951 billion, as per weekly data by the Reserve Bank of India (RBI). The special drawing rights (SDRs) with the International Monetary Fund (IMF) dropped by US\$ 21 million to US\$ 19.247 billion.



Trifed: Tribal Co-Operative Marketing Development Federation of India Limited



IT & BPM Industry

The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55% market share of the US\$ 200-250 billion global services sourcing business in 2019-20.

The IT industry accounted for 8% of India's GDP in 2020. Exports from the Indian IT industry are expected to increase by 1.9% to reach US\$ 150 billion in FY21. In 2020, the IT industry recorded 138,000 new hires. According to STPI (Software Technology Park of India), the software exports by its registered units increased by 7% YoY to reach US\$ 67.40 billion in FY21 from US\$ 62.82 billion in FY20, driven by rapid digitization and the IT industry's timely transition to remote working environments that helped to keep up the industry's growth amid coronavirus pandemic.

Market Size:

The IT & BPM industry's revenue is estimated at ~US\$ 194 billion in FY21, an increase of 2.3% YoY. The domestic revenue of the IT industry is estimated at US\$ 45 billion and export revenue is estimated at US\$ 150 billion in FY21. According to Gartner estimates, IT spending in India is estimated to reach US\$ 93 billion in 2021 (7.3% YoY growth) and further increase to US\$ 98.5 billion in 2022. The BPM sector in India currently employs >1.4 million people, while IT and BPM together have >4.5 million workers, as of FY21.

Indian software product industry is expected to reach US\$ 100 billion by 2025. Indian companies are focusing to invest internationally to expand global footprint and enhance their global delivery centres. In line with this, in February 2021, Tata Consultancy Services announced

Growth Drivers

- Emerging geographies and verticals, non-linear growth due to platforms, products and automation.
- Revival in demand for IT services from the US and Europe.
- Increasing adoption of technology and telecom by consumers and focused government initiatives - leading to increased information and communication technology adoption.
- The use of IT in emerging verticals (retail, healthcare, utilities) are driving growth in the Indian IT industry.
- India is creating a future-ready digital workforce, with more than 6,00,000 digitally skilled human resources. India's IT-BPM firms witnessed a 20-25% increase in Learning & Development budget in 2018-19.
- About USD 1.6 Bn is spent annually on training the workforce and growing R&D expenditure.
- Telecom Department gives go-ahead for 5G Technology and Spectrum Trials to cover rural, semi-urban and urban areas
- Bharat Net project aims to connect at least 5 Wi-Fi access points in all 2,50,000 gram-panchayats

FDI Policy

- The government of India has allowed up to 100% Foreign Direct Investment (FDI) under the automatic route in the IT & BPM sector.
- Hon'ble PM Shri Narendra Modi has approved the FDI proposal of approx. 330.78 mn USD in M/s. ATC Telecom Infrastructure Private Limited by M/s. ATC Asia Pacific Pte. Ltd.
- Computer Software & Hardware has emerged as the top sector during the first three months of F.Y. 2021-22 with 17% share of the total FDI Equity inflow.

Production Linked Incentive (PLI) Scheme

The Union Cabinet chaired

by the Prime Minister, Shri Narendra Modi has given its approval to introduce the Production-Linked Incentive (PLI) Schemes for Large Scale Electronics Manufacturing and IT Hardware for Enhancing India's Manufacturing Capabilities and Enhancing Exports - Atmanirbhar Bharat.

Production Linked Incentive Scheme (PLI) for IT Hardware

More details on [PLI Schemes](#)

Recent Announcements

October 2021- Shri Rajeev Chandrasekhar: GOI aims to create AI to improve Governance delivery, agricultural programmes, defence, security and intelligence related programmes, revenue/tax collection as well as programmes related to Justice and Law.

September 2021- Union Minister Rajeev Chandrasekhar inaugurates five National Institute of Electronics & Information Technology (NIELIT) Centres in three North-Eastern states to ensure that they will not be merely training centres, but will be job creation centres.

to recruit ~1,500 technology employees across the UK over the next year. The development would build capabilities for TCS to deliver efficiently to the UK customers.

The data annotation market in India stood at ~ US\$ 250 million in FY20, of which the US market contributed ~ 60% to the overall value. The market is expected to reach ~ US\$ 7 billion by 2030 due to accelerated domestic demand for AI.

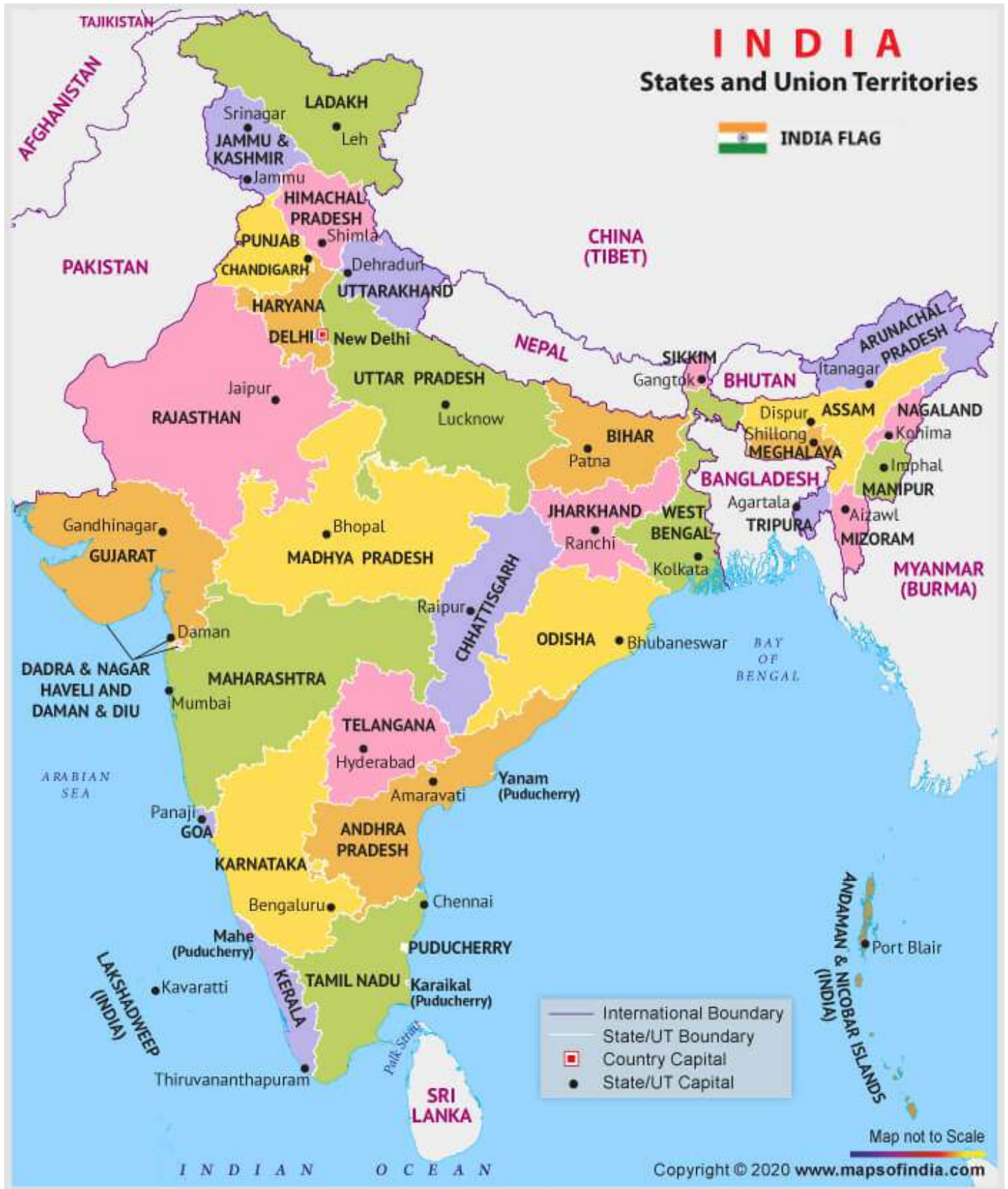
Latest Developments:

- In August 2021, Tata Consultancy Services was adjudged a leader in the NelsonHall NEAT for CX Services in Banking, Financial Services and Insurance (BFSI).

- In July 2021, Wipro announced plans to invest US\$ 1 billion over the next three years to expand its cloud technology capabilities through acquisitions and collaborations

States and Union Territorys(UT) of India

INDIA DIGITAL MAP



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.



The Journey Continues to The Next Destination..
Announcing Prawaas 3.0 on December 3-5, 2021
India's Biggest Bus and Car Travel Show for Passenger Mobility

BOCI
Bus and Car Operators Confederation of India

Prawaas 3.0
India's Flagship Bus & Car Travel Show
December 3-5, 2021

The poster features a yellow background with a stylized illustration of a city skyline, including buildings, a bus, a car, and a train. The text is centered and uses a mix of bold and regular fonts. The BOCI logo is prominently displayed in the top right corner.



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The poster features a background image of a large, ornate stone building with intricate carvings. The text is arranged in a clean, professional layout with various logos and a central text box containing the event details.

Lakshadweep

Lakshadweep is one of the worlds most spectacular tropical island systems. Thirty- two sq. km of land spread over 36 islands surrounded by 4200 sq. km of lagoon rich in marine wealth. The precious heritage of ecology and culture is supported by an extremely fragile ecosystem. Committed to the cause of Eco tourism Union Territory of Lakshadweep has consciously followed a middle path between tourism promotion and environmental conservation. The Administration is carefully monitoring the environmental impact of coastal tourism and has taken steps to promote tourism in a way that is consistent with ecological concerns. As an effective strategy to avoid pressure on ecological environment, the efforts to promote tourism have been synchronized with the carrying capacity of the islands.

Though all the islands are endowed with the beauty of coral reef, sandy beaches, unpolluted and clear water and hospitable settings, most of these differ in terms of facilities and services

offered. Some islands have been promoted for diving and water sports; still others have been developed so that people enjoy the charm of relaxation and natural enjoyment. Since the land is precious and scarce it is avowed policy of the Administration to relieve pressure on land and promote water based tourism. The motto being admires and not exploits that natural beauty.

Lakshadweep is a popular family and honeymoon destination due to its white sand beaches, immense scenic beauty, and calm environs. Tourists from all over the world come to see it.

The finest months to visit Lakshadweep are September through May, when the weather is nice and ideal for water sports.

The temperature ranges from 22° C to 36°C, making it ideal for activities such as surfing, swimming, canoeing, snorkeling, scuba diving, water skiing, kayaking, and other water sports. Monsoon rains between June and August make the area even greener after the hot months. The

months of December to February are the busiest in Lakshadweep.



Society for Promotion of Nature Tourism and Sports
(A society under Lakshadweep Administration)

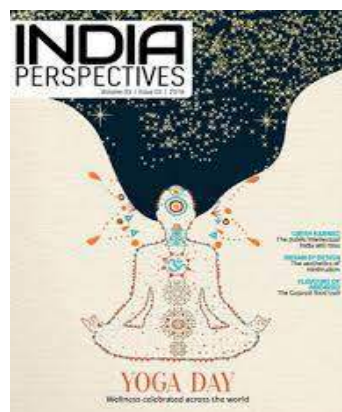
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The Central Board of Indirect Taxes and Customs (erstwhile Central Board of Excise & Customs) launched a mobile app “Indian Customs –Guide to Travellers” for dissemination of information about the Customs Baggage Rule, 2016. The application has been launched to inform traders, exporters and importers about the Customs Baggage Rules 2016. It has been developed by Bengaluru Customs and is available on Android Play store, Apple Store and Windows store.

Guide for Travellers

Indian Customs Traveller Guide

Tap an Option

- Customs Procedure
- Rules applicable for Indian Resident
- Rules applicable for Foreigners
- Import of Special Goods
- Grievance Redressal Portal
- Duty Calculator
- Prohibited Goods
- Related Links
- Contact for Queries/Feedback

COMMITTED TO TAXPAYER SERVICES

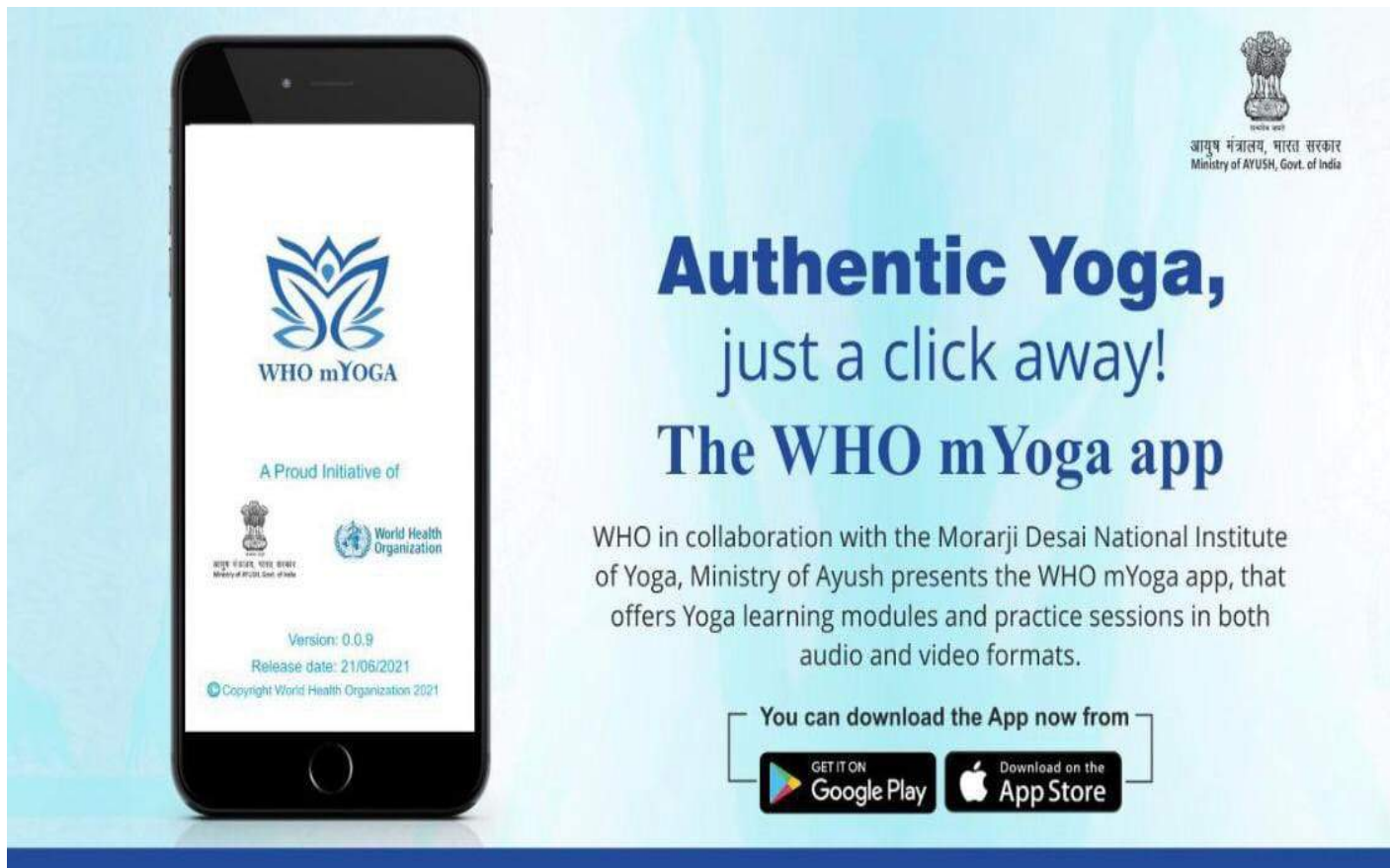
Guide to travellers APP

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STUDENTS WELFARE OFFICER

- Mr. Rishi Tripathi, Third Secretary in this Embassy has been designated as Officer to look after welfare of Indian Students in Austria and Montenegro.
- His contact details are: 0043 1 505 866 and ccl.vienna@mea.gov.in

YOGA CLASSES

- The Embassy has started Yoga Classes from 1.07.2021- 4-5pm in multipurpose hall at Embassy of India, Vienna. To register please send an email to our Cultural Wing at culture.vienna@mea.gov.in

MINISTRY OF EXTERNAL AFFAIRS GOES MOBILE

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INDIA NEWSLETTER



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