



सत्यमेव जयते

Celebrating 75 Years of Independence

आज़ादी का अमृत महोत्सव



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India In Austria, Embassy of India, Vienna

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Government of Puducherry

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Puducherry



Trade Fair India

Snapshots of the latest Highlights

1 To facilitate seamless transfer of vehicles, the Ministry of Road Transport & Highways has introduced a new registration mark for new vehicles i.e., “Bharat series (BH-series)”. A vehicle bearing this registration mark shall not require assignment of a new registration mark when the owner of the vehicle shifts from one State to another.

2 According to a Deloitte survey, India remains an attractive destination for foreign direct investments (FDI) due to its robust economic development prospects and trained workforce.

3 PE/VC (private equity and venture capital) investments in India increased to US\$ 10.7 billion in August 2021, as per a report published by IVCA and EY.

4 Foreign portfolio investors (FPI) have made a net investment of US\$ 673.48 million so far in August 2021 in Indian equities, according to data published by NSDL.

5 India’s renewable energy (RE) producers issued green bonds worth US\$ 3.5 billion in the first half (H1) of 2021, breaking previous one-year records. Green bonds issued in overseas markets have raised more than US\$ 10.51 billion for India’s RE developers since 2014, with Greenko and ReNew Power accounting for around 70% of all issuances by value.

6 According to GlobalData’s financial transactions database, 828 venture capital financing agreements were reported in India between January and July 2021, with a total declared funding value of US\$ 16.9 billion, second only to Chinese peers in the Asia-Pacific (APAC) region.

7 According to Cushman & Wakefield’s 2021 World Manufacturing Danger Index, India has surpassed the United States as the world’s second most desired manufacturing destination, indicating the growing interest shown by manufacturers in India as a preferred manufacturing hub over other nations, including

the United States and those in the Asia-Pacific region.

8 The Federal Automobile Dealers Association (FADA) stated that passenger vehicle retail sales in August increased by 39% year over year to 2,53,363 units.

9 Apple Inc. is producing 70% of the mobile phones it sells in the domestic market in India, as part of a significant push toward “Make in India.”

10 India is ranked 54th in terms of home price appreciation, with rates falling 0.5% in the June quarter. In the last global home price index report for the first quarter of this calendar year, India was ranked 55th.

11 Indian government approved Production Linked Incentive (PLI) Scheme for auto industry and drone industry to enhance India’s manufacturing capabilities.

12 A total of 71 Indian institutions have qualified for the Times Higher Education World University Rankings 2022, up from 63 last year.

Coir Board



Coir Board is a statutory organization set up by the Government of India under an act of Parliament viz. Coir Industry Act 1953 (45 of 1953). Coir Board is functioning under the Ministry of MSME for the development of coir industry in India. Promoting exports of coir yarn and coir products and carrying on propaganda for that purpose is one of the main functions of Coir Board. Regulating the production of husks, coir yarn and coir products by registering coir units, licensing coir exporters, undertaking technological and economic research, collection and publication of statistics on coir, fixing grade standards arranging inspection etc. are the other functions for Coir Board.

Coir industry in India is an export oriented traditional cottage industry spread across the coastal belt of India. Coconut husk is the raw material of the industry which is a natural product. Coir is eco-friendly, biodegradable, reusable and are available in 19 major varieties of products, which have multiplicity of end use applications ranging from interior and exterior home décor products to erosion control products, wood substitutes, horticultural products and a lot more. Thanks to its unmistakable eco-friendly feature, coir is increasingly gaining popularity across the world.

Coir Board is having two research centres viz. Central Coir Research Institute, Kalavoor and Central Institute of Coir Technology, Bangalore and are doing R & D activities on coir and its applications and bring quality standards. These institutes provide technical guidance to the entrepreneurs in setting up of coir based industrial units, demonstration

of various technologies, technology transfer to entrepreneurs and the trade, incubation, testing and service facilities, etc.

Coir and Coir Products are being exported to 111 countries and the major importer is USA. EU is the largest market for Indian coir. During 2019-20, 988995.95 MT of coir products valued at Rs.275790.13 Lakhs were exported to various countries. Indian coir accounts more than 90 percent of the global export of value-added coir products.

The export promotion activities of Coir Board include:

- Registration of Coir Exporters
- Issuing Registration-cum-Membership Certificates to Coir Exporters
- Issue of GSP Certificate of origin for Coir
- Organizing/Facilitating visit of MSME Delegation to other countries
- Organizing/Facilitating participation of MSMEs in Exhibitions abroad
- Organizing International virtual events like exhibitions and BSMS
- Providing financial assistance to the entrepreneurs under the International Cooperation Scheme of the Ministry of MSME.
- Participating in bilateral meetings with the governments of other countries for promoting trade.
- Marketing efforts in overseas countries in association with Indian Embassies, High Commissions, Trade Associations, etc.
- Presenting Coir Industry Awards to motivate the coir exporters

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Member Companies of the Coir Board in India:

REMMY SUBSTRATES INDIA PVT LTD

Remmy Substrates India Pvt. Ltd specializes in manufacturing and exporting coir fibre, coir pith and growing mediums. They are using raw materials available in their own locality and are very attentive in maintaining high quality standards throughout the manufacturing process. With 25 years of their efforts, through long-term relationships of trust with growers worldwide, they have distinguished themselves in the global market and became the largest exporter of coir products from India during the year 2019-20. They have their own offices in India, Australia and China (Qingdao Remmy Commerce & Trade Co. Ltd.). The major markets for their products are Netherlands, USA, Mexico and Canada.

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DUTCH PLANTIN COIR INDIA PVT. LTD.

With over ten production sites in Asia, Africa and the Netherlands, Dutch Plantin is the world's largest producer of coco peat and other coco products. As an innovator in this area, they continually improving the production process for over 20 years and they provide their customers high quality products with minimum chance of defects throughout the year uninterrupted. The dedicated team of highly educated professionals and own logistic department of the company ensure the supply of customized products, on time, at extremely competitive rates. Their products include Coco peat growbags, slabs, blocks, briquettes etc. Dutch Plantin is the second largest exporter of coir products from India.

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KERAFIBERTEX INTERNATIONAL (P) LTD.

Kerafibertex is a hundred per cent export oriented factory, manufacturing natural/ coco fiber products. With Giacomini & Gambarova as its pillars and reckoning of the new millennium, Kerafibertex made its first step in the year 2000 at Kochi "The Queen of Arabian Sea". Powered with cutting edge technology and latest equipment from Italy and a combination of a vibrant young work force, Kerafibertex has advanced to a global player in providing flooring solutions. The ease in procuring raw materials led to a wide spectrum of products embracing Coir, Rubber, Jute and other natural fibers in a diverse range enveloping home to

commercial to industrial application. The blend of Indo-Italian cultures helps in developing unique products exclusive for the western as well as the Asian market.

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HARISH COCONUT PRODUCTS Pvt. Ltd.

Harish Coconut Products commenced its operation in the year 1993 as a small-scale industry. They specialize in the processing of coconut husks using reliable and capable technology, by adding value to one of the strongest natural fibre and substrate focused at professionals and home garden markets. With the objective of ensuring the delivery of promise for happier customer relationship, the company is developing, manufacturing and providing products with zero defect. The company is paying more attention to create and provide best suiting products that fulfils the needs of customers worldwide. They work with business partners in supply chain and manufacturing to achieve stable long-term growth and mutual benefits. They work to earn the trust of customers around the world with a set of values representing ethics, excellence and integrity for every unique culture and custom they operate.

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PALM FIBRE (INDIA) PRIVATE LIMITED

The seed of Palm Fibre can be traced to the last decade of the 19th century, when V. O Ouseph &

Sons was established to produce and supply handspun Coir Yarn to the European manufacturers. Later, in 1945, V. O. Ouseph Jr. founded Palm Fibre Yarns & Trading Company with an objective to produce and export coir yarn. Going by the changed market conditions, the company later forayed into producing finished products made from Coir. After four generations, Palm Fibre (India) Pvt Ltd has steadfastly remained a closely held family business that believes in partnering long term with its customers by providing them best Quality and Service and that too by following the highest Social and Ethical Standards. Palm Fibre (India) Pvt Ltd is proud to be one among the largest manufacturers and exporters of various natural quality products made from like Coir, Jute, Rubber, Wool, Sisal, Sea Grass, etc. in its facilities in Alleppey and Kochi, Kerala. Palm Fibre believes in sustaining long term relationships with their clients. To ensure such wonderful relationships, Palm Fibre focuses its efforts in "producing with care" so as to maintain the highest standards in quality. Their dedicated, 500 member team follows the best systems and practices to ensure that every product shipped out from their facility conforms to international standards of quality and workmanship.

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TRAVANCORE COCOTUFT PRIVATE LIMITED

Back in 1917, a visionary called Mr Velayudhan founded a coir exporting business in Alleppey, Kerala, the land of coir. Values like trust, dedication and professional ethics formed the basis of this century-old business group. Travancore Cocotuft is the modern offshoot of its group. Started as an Indo-German joint venture with its own manufacturing factories for Tufted Coir Mats, Woven Jute Rugs and Moulded Rubber/

Polypropylene Mats. In 2020 Cocotuft became the largest exporter of doormats from India exporting 2500 container loads to over 85 countries. Cocotuft's design pallet includes more than 15 catalogues containing 20000 designs to help develop market-oriented and buyer-centric design themes with complementing seasonal collections to give an edge.

Cocotuft has been certified as a ISO 9001: 2008 company for its quality management and SA8000:2008 by SAI, a U.S. based, nonprofit organization for its social compliance/accountability.

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GREENEEM AGRI PRIVATE LIMITED

Established in 2007, Greeneem Agri Private Limited has made a name for itself in the list of top suppliers of Coco Coir Peat, Neem Oil in India. The company is located in Virudhunagar, Tamil Nadu and offers supreme quality of Coco Coir Peat, 100% Natural organic Multipurpose Coco Coir Peat Plant growing/Potting Medium, Coir Disc for Propagation. It provides customized array of items to match the exact requirement of the customers. These Coco Coir Peats are broadly appreciated for their ability to retain water and increase aeration. Before dispatching these 100% Natural organic Multipurpose Coco Coir Peats, it makes sure that these peats are supreme-grade quality and finish manufactured by certified vendors of the industry. Coir discs available in different

diameters like 50mm, 40mm, 22.5mm and Biodegradable Grow plugs for plant propagation industry. Product Quality is its first priority and never compromise it. With precise proficiency and understanding of the present market understanding and requisites, it is readily engaged in Exporting, Manufacturing, Supplying, Trading of 100% Biodegradable Nursery Containers / Pots made from natural renewable Coir fiber for faster cultivation, excellent root system and re-establishment without any shock from transplanting.

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FIBRE WORLD

Fibre World is an ISO 9001 certified manufacturer & exporter of coir and coir products. Located at Alleppey, its state-of-the-art coir factory maintains its position as the most famous trading centre in South India by upholding its constant reputation of being the best in the floor-covering market for the last several years. Its R&D centre, design lab, and production factory are spread over 50,000 sq. ft, working together to create the most trendy and pure coir products within the shortest possible time.

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PELEMIX INDIA (P) LTD.

Pelemix is a leader in the coir - coco peat substrate market for Hydroponics growers and nurseries. Pelemix is using

modern technologies along with high quality materials to produce various coir-based blends for agriculture, some of which include other materials. Pelemix supply a whole range of Coco coir products including Growbags, 5 kg bales, its exclusive OpenTops, Blends and other Coir based products. In order to guarantee high quality and best-of-its-class products Pelemix maintains a very strict control on the production procedure in its factories. Its goal is to guarantee customer satisfaction and they spread a global agronomic support and marketing network.

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N. C. JOHN & SONS (P) LTD.

N C John & Sons was started in 1940s with a single product of Woven Coir Matting and now merged as an integrated floor covering manufacturer with customers in more than 35 countries. It has an extensive range of natural fibre floor coverings both traditional and contemporary manufactured in state-of-the art machineries. The strength of the company is built around its Management, Production & Quality teams with a blend of youth and experience. It has 9 manufacturing and export units situated in the states of Kerala and Tamil Nadu, that are ISO 9001 QMS certified, out of which 2 units are also SA 8000 and ISO 14001 certified, spread over One Million Square feet, with Dyeing, Spinning, Weaving, Printing and Finishing, NC John today caters to the needs of many global retail chains.

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India second – largest technology hub for Amazon globally: India Head

According to a top company's executive, India is the global second largest hub for technology for Amazon. The company is driving innovations for India as well as for global markets. Amazon Global Senior Vice President and Country Head India, Mr. Amit Agarwal said, "In India, Amazon recruits more than 100,000 employees across diverse field, ranging from engineering, supply chain, marketing, to content creation, video and others.

He said, "Globally, India is the second-largest hub for technology for Amazon, comprising of teams with most skilled and talented software developers, machine learning scientists, product managers and research scientists. The teams drive various innovations for global markets."

For instance, the Bengaluru team has established a cloud-based warehouse management system to enable sellers streamline their operations in warehouse, and ship orders to customers in faster and reliably way.

He said, "This service was first introduced in India and now it has reached to global markets to help selling partners serve customers more efficiently. Another team in India built vision-based information extraction capability leveraged to automate identity verification application, enabling streamline the new seller onboarding experience globally."

In 2003, Amazon started its Development Centre in Bengaluru. As per the executive of the company, AWS India teams are planning on the AWS Quantum Computing Applications Lab in collaboration with the Ministry of Electronics and Information Technology. Amazon has also assisted leverage technology to reinforce India's societal infrastructure. For instance, Alexa, which is being leveraged by schools in a remote town in central India and helping students to engage with Alexa in Indian languages including Hindi, and cultivating their grasp of subjects such as English, Math, Science and general knowledge. The company believes that all innovations in Amazon India is driven by its unique workplace culture.

In 2021, Amazon plans to recruit more than 8,000 employees across 35 cities in India. These job opportunities would include talent across operational roles, technology, corporate and customer service, in cities such as Noida, Mumbai, Hyderabad, Bengaluru, Chennai, Gurgaon, etc.

Mr. Agarwal said the company believes that forming an inclusive and welcoming company culture is vital to diversity and that has several ways to interest the best builders out there.

He added, "Be it recruiting females, who have opted for a career break leveraging rekindle program, attracting military veterans, being inclusive of the LGBTQ community or converging our initiatives on PWD candidates. We aim to have diverse representation. We are dedicated towards building a safe, more productive, contusive, more diverse, high performing and inclusive work culture that builders can thrive and guarantee personal success."

Amazon also introduced 'Virtual Recruiter', an Alexa skill that will help interested aspirants to access relevant material about the firm.

PE/VC investments rises to US\$ 10.7 billion in August 2021; IPOs drive surge in exits; Report

As per a report published by IVCA and EY, on September 15, 2021, private equity and venture capital investments increased to US\$ 10.7 billion in August 2021, as compared to US\$ 2.2 billion in August 2020 and US\$ 9.7 billion in July 2021. The report states that in terms of volume, the number of transactions increased to 137 in August 2021, as compared to 83 in August 2020 and 77 in July 2021.

In August 2021, initial public offers (IPOs) such as Zomato led to exits worth US\$ 7.3 billion, taking the total number to US\$ 30.7 billion in 2021.

EY's partner, Mr. Vivek Soni said, "In the first eight months of the year, there was significant growth in PE/VC funds, boosting both investments and exits towards growth."

He stated that in the first eight months of the year, the investments stood at US\$ 47.3 billion, at par with the figures of 2020, driven by rising activities in the start-up sector and increasing number of buyouts. Mr. Soni stated that investment in the start-up sector is estimated at US\$ 15.3 billion in 2021, a growth of 31% as compared to 2019.

In 2021, e-commerce is estimated to account for a fourth of all investments, due to rising number of investor interest. Financial services and technology are the second and third-most attractive sector for investments in 2021.

As per the report, Exits have exceeded the previous year's record with 22 IPOs. In August 2021, number of deals were 38, valued at US\$ 7.3 billion, as compared to 17 deals valued at US\$ 67 million in August 2020 and 25 deals valued at US\$ 1.2 billion in July 2021.

Mr. Soni added, "As the vaccination coverage increases in the country, the anticipation for improved economic activity also rises, along with the hope of returning back to pre-pandemic normal. However, with a potential resurgence of the pandemic, there might be a risk of inflation and a potential rise in commodity prices (specially oil).

In August 2021, the total fundraises stood at US\$ 1.8 billion, as against US\$ 480 million in August 2020.

Government has approved Production Linked Incentive (PLI) Scheme for Auto Industry and Drone Industry to enhance India's manufacturing capabilities; PIB

Taking steps forward towards the vision of an 'Aatmanirbhar Bharat', Government led by Hon' ble Prime Minister, Mr. Narendra Modi, has approved the PLI Scheme for Automobile Industry and Drone Industry with a budgetary outlay of approx. 3474.4 million USD. The PLI scheme for the auto sector will incentivize high value Advanced Automotive Technology vehicles and products. It will herald a new age in higher technology, more efficient and green automotive manufacturing.

PLI Scheme for Automobile Industry and Drone Industry is part of the overall announcement of PLI Schemes for 13 sectors made earlier during the Union Budget 2021-22, with an outlay of approx. 26266.66 million USD. With the announcement of PLI Schemes for 13 sectors, minimum additional production in India is expected to be around 500000 million USD over 5 years and minimum expected additional employment over 5 years is nearly 10 million.

The PLI Scheme for the auto sector envisages to overcome the cost disabilities to the industry for manufacture of Advanced Automotive Technology products in India. The incentive structure will encourage industry to make fresh investments for indigenous global supply chain of Advanced Automotive Technology products. It is estimated that over a period of five years, the PLI Scheme for Automobile and Auto Components Industry will lead to fresh investment of over 5666.66 million USD, incremental production of over 30666.67 million USD and will create additional employment opportunities of over 750000 jobs. Further this will increase India's share in global automotive trade.

The PLI Scheme for auto sector is open to existing automotive companies as well as new investors who are currently not in automobile or auto component manufacturing business. The scheme has two components viz Champion OEM Incentive Scheme and Component Champion Incentive Scheme. The Champion OEM Incentive scheme is a 'sales value linked' scheme, applicable on Battery Electric Vehicles and Hydrogen Fuel Cell Vehicles of all segments. The Component Champion Incentive scheme is a 'sales value linked' scheme, applicable on Advanced Automotive Technology components of vehicles, Completely Knocked Down (CKD)/ Semi Knocked Down (SKD) kits, Vehicle aggregates of 2-Wheelers, 3-Wheelers, passenger vehicles, commercial vehicles and tractors etc.

This PLI Scheme for automotive sector along with the already launched PLI scheme for Advanced Chemistry Cell (ACC) (2413.33 million USD) and Faster Adaption of Manufacturing of Electric Vehicles (FAME) (1333.3 million USD) will enable India to leapfrog from traditional fossil fuel-based automobile transportation system to environmentally cleaner, sustainable, advanced and more efficient Electric Vehicles (EV) based system.

The PLI Scheme for the Drones and Drone components industry addresses the strategic, tactical and operational uses of this revolutionary technology. A product specific PLI scheme for drones with clear revenue targets and focus on domestic value addition is key to building capacity and making these key drivers of India's growth strategy. The PLI for Drones and Drone components industry, will over a period of three years, lead to investments worth 666.66 million USD increase in eligible sales of 200 million USD and create additional employment of about 10,000 jobs.

India remains an attractive destination for investments: Deloitte survey

According to a Deloitte survey, India remains an attractive destination for foreign direct investments (FDI) due to its robust economic development prospects and trained workforce.

According to the report, a substantial number of international business executives remain optimistic about India's short- and long-term prospects and are preparing to make extra and first-time investments in the country.

"The survey, which polled 1,200 executives from multinational corporations in the United States, the United Kingdom, Japan, and Singapore, found that India remains an attractive investment destination, scoring highly for its skilled workforce and economic growth prospects," the survey - India's FDI Opportunity - stated.

Textile and apparel, food processing, electronics, pharmaceuticals, vehicles and parts, chemicals, and capital goods are seven capital-intensive sectors that generated US\$ 181 billion in merchandise exports in 2020-21, according to the report.

According to the research, these seven industries have the essential potential, opportunity, and capacity to produce rapid results and create a worldwide precedent. It further stated that, rather than utilising India as a springboard for exports, more business executives, particularly in Japan, are investing in India to get access to the local market.

"When compared to markets like China, Brazil, Mexico, and Vietnam, India has the strongest favourable perception in the United States. The US and UK business executives showed more trust in India's stability," it added.

According to the research, respondents from Japan and Singapore consider Vietnam to be their favourite investment location. Despite recent changes aimed at making it easier to do business in India, the survey revealed that investor awareness is still low.

According to the report, business executives in Japan (16%) and Singapore (9%) were the least aware of efforts such as digitalisation of customs clearance and production-linked incentives for manufacturers.

"As a result, India was perceived as a more difficult environment to do business in than China and Vietnam," the report said, adding that while India is seen as politically and economically stable, it scored lower on institutional stability, which includes regulatory clarity and efficient judicial redress and mechanisms. Inadequate infrastructure was also highlighted as a negative issue by existing and potential investors, according to the report.

"We believe the prognosis can only grow better because of India's improved ease of doing business, which includes fiscal advantages and other changes. These encouraging signs persuade me that India is on its way to achieving its goal of a US\$ 5 trillion GDP," said Deloitte Global CEO Mr. Punit Renjen.

According to Mr. N Venkatram, CEO of Deloitte India, focusing FDI into capital-intensive sectors is critical to the country's gross capital formation and strengthening its position as a global trading partner.

"As global companies seek alternative manufacturing destinations, India is well-positioned to take a disproportionate share of the shift," he added. "The country must continue to execute reforms and measures that promote progress, increasing trust in and competitiveness of India's economy."



FDI Policy

Tourism & Hospitality Industry in India

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

In FY20, tourism sector in India accounted for 39 million jobs, which was 8.0% of the total employment in the country. By 2029, it is expected to account for about 53 million jobs.

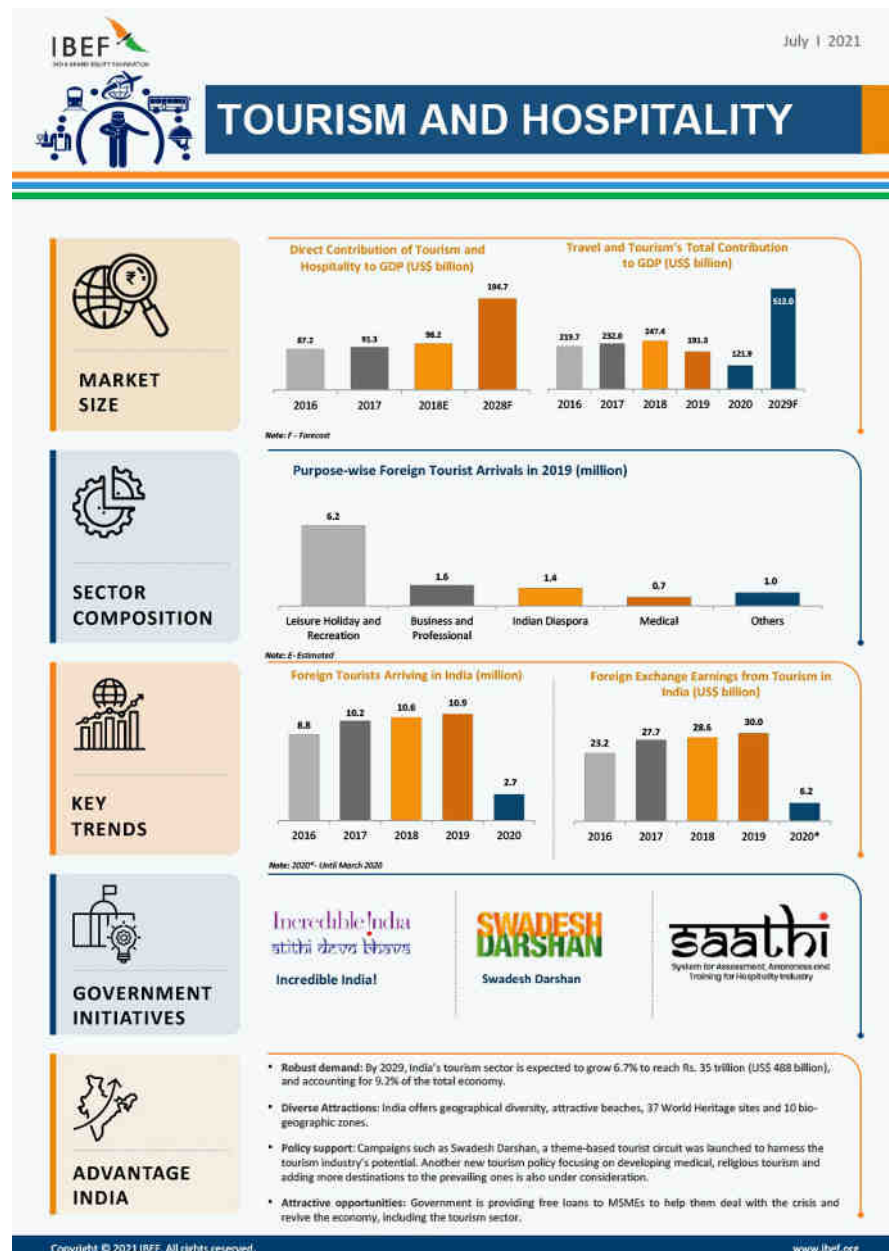
According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy, ~ US\$ 194.30 billion.

Market Size:

India is the most digitally advanced traveller nation in terms of digital tools being used for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income has supported the growth of domestic and outbound tourism.

During 2019, foreign tourist arrivals (FTAs) in India stood at 10.93 million, achieving a growth rate of 3.5% y-o-y. During 2019, FEEs from tourism increased 4.8% y-o-y to US\$ 29.96 billion. In 2019, arrivals through e-Tourist Visa increased by 23.6% y-o-y to 2.9 million. In 2020, FTAs decreased by 75.5% YoY to 2.68 million and arrivals through e-Tourist Visa (Jan-Nov) decreased by 67.2% YoY to 0.84 million. As of March 2021, the e-Tourist Visa facility was extended to citizens of 171 countries.

In April 2021, the percentage share of FTAs was highest from USA (26.85%), followed by Bangladesh (15.65%), Afghanistan (6.92%), UK (5.87%), Nepal (4.59%), Canada (4.27%), Iraq (2.99%), Portugal (2.40%), Germany (1.42%), Russian Fed (1.41%), Maldives (1.39%), France (1.33%), Sudan (1.21%), Korea (Rep.) (1.18%), and Australia (1.02%).



In April 2021, the percentage share of FTAs in India was highest at Bengaluru Airport (29.96%), followed by Mumbai Airport (17.48%), Ahmedabad Airport (15.72%), Delhi Airport (9.21%), Cochin Airport (4.91%), Chennai Airport (4.04%), Hyderabad Airport (3.34%), Lucknow Airport (2.40%), Bhavnagar Seaport (2.37%), Kolkata Airport (2.11%), Calicut Airport (1.41%), Amritsar Airport (1.35%), Kakinada Seaport (1.32%), Dabolim (Goa) (0.91%), Mangalore Airport (0.72%).

Between January 2021 and April 2021, FTAs was 376,083 as compared with 2.35 million between January 2020 and April 2020, registering a negative growth of -84.0% Y-o-Y due to COVID-19.

By 2028, international tourist arrivals are expected to reach 30.5 billion and generate revenue over US\$ 59 billion. However, domestic tourists are expected to drive the growth, post pandemic.

International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022.

As per the Federation of Hotel & Restaurant Associations of India (FHRAI), in FY21, the Indian hotel industry has taken a hit of > US\$ 17.81 billion in revenue due to impact of the COVID-19 pandemic.

Investments

India was globally the third largest in terms of investment in travel and tourism with an inflow of US\$ 45.7 billion in 2018, accounting for 5.9% of the total investment in the country.

Hotel and Tourism sector received cumulative FDI inflow of US\$ 15.61 billion between April 2000 and December 2020.

Indian government has estimated that India would emerge with a market size of 1.2 million cruise visitors by 2030-31. Dream Hotel Group plans to invest around US\$300 million in the next 3-5 years for the development of the cruise sector in India.

Government Initiatives

The Indian Government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub.

Some of the major initiatives planned by the Government of India to boost the tourism and hospitality sector of India are as follows:

In May 2021, the Union Minister of State for Tourism & Culture Mr. Prahlad Singh Patel participated in the G20 tourism ministers' meeting to collaborate with member countries in protecting tourism businesses, jobs and taking initiatives to frame policy guidelines to support the sustainable and resilient recovery of travel and tourism.

Government is planning to boost the tourism in India by leveraging on the lighthouses in the country. 71 lighthouses have been identified for development as tourist spots.

The Ministry of Road Transport and Highways has introduced a new scheme called 'All India Tourist Vehicles Authorisation and Permit Rules, 2021', in which a tourist vehicle operator can register online for All India Tourist Authorisation/Permit. This permit will be issued within 30 days of submitting the application.

In February 2021, the Ministry of Tourism under the Government of India's Regional Office (East) in Kolkata collaborated with Eastern Himalayas Travel & Tour Operator Association (resource partner) and the IIAS School of Management as (knowledge partner) to organise an 'Incredible India Mega Homestay Development & Training' workshop. 725 homestay owners from Darjeeling, Kalimpong and the foothills of Doars were trained in marketing, sales and behavioural skills.

On January 25, 2021, Union Tourism and Culture Minister Mr. Prahlad Singh Patel announced plan to develop an international-level infrastructure in Kargil (Ladakh) to promote adventure tourism and winter sports.

The Indian Railway Catering and Tourism Corporation (IRCTC) runs a series of Bharat Darshan tourist trains aimed at taking people to various pilgrimages across the country.

Under Budget 2020-21, the Government of India has allotted US\$ 29.70 million for development of tourist circuits under PRASHAD scheme.



Puducherry

Puducherry, a union territory (UT) of India, is bounded on the East by the Bay of Bengal and on the remaining three sides by Tamil Nadu.

The UT comprises Puducherry, Karaikal, Mahe and Yanam, wherein Karaikal lies about 130 km south of Puducherry on the East Coast and Mahe is situated on the Malabar Coast on the Western Ghats surrounded by Kerala. Yanam is situated adjoining the East Godavari district of Andhra Pradesh.

As of April 2021, Puducherry had a total installed power-generation capacity of 380.43 MW, of which 338.60 MW was under the central sector, 32.50 MW (state utilities) and 9.33 MW (private sector). Of the total installed power-generation capacity, 285.10 MW was contributed by thermal and 9.33 MW by renewable energy.

The UT has a well-developed social, physical and industrial infrastructure. It has a domestic airport that connects it to cities such as Bengaluru, Hyderabad and Vijayawada. It also has two ports in Puducherry and Karaikal.

Recent Developments:

- In February 2021, Prime Minister, Mr. Narendra Modi inaugurated the Blood Centre at the Jawaharlal Institute of Postgraduate Medical Education and Research (JIPMER), Puducherry, and dedicated a 100-bed hostel to women athletes in Lawspet, Puducherry. In addition, he inaugurated the reconstructed Heritage Marie Building.

- In February 2021, The Ministry of MSME announced that it is establishing an expertise centre in Puducherry to promote, support and foster growth of indigenous MSMEs and start-ups in the state.

- In January 2021, the Department of Fisheries and Fishermen Welfare in Puducherry introduced a helpline to assist fishermen in contacting the department to resolve their grievances.

- In addition, the government will provide transponders at a subsidised rate. It will offer a subsidy of US\$ 68.90 and as a transponder costs US\$ 206.69, the fishermen would only have to pay US\$ 137.79 to procure the device.

- In Union Budget 2021, the total funds transferred to Delhi,

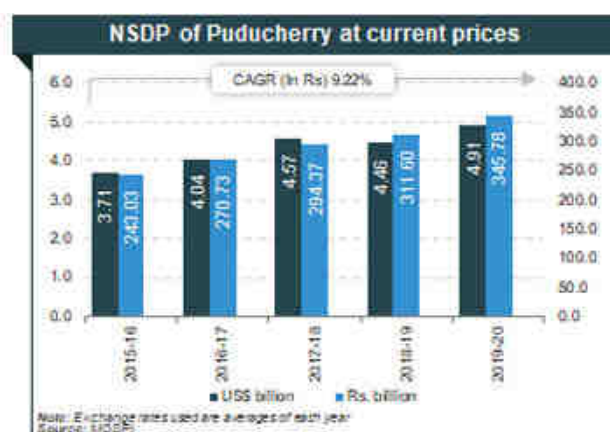
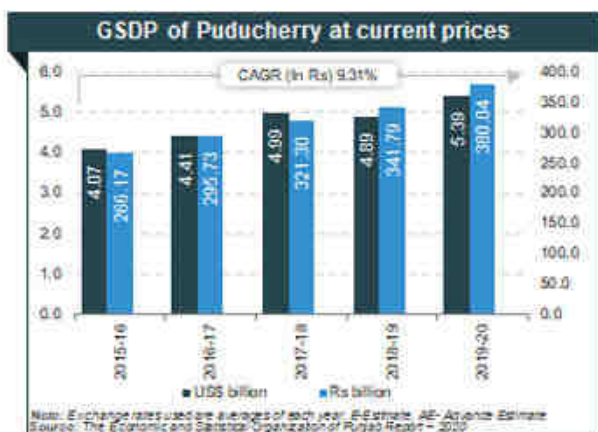
Puducherry and Jammu & Kashmir stood at US\$ 6.72 billion. Of the total, the government allocated funds worth US\$ 1.11 billion to centrally sponsored schemes, US\$ 24.43 million to central sector schemes and US\$ 5.58 billion to other categories of expenditure.

Key Sectors:

- Agriculture is one of the most important occupations for the people of Pondicherry. About 45% of the total population depends directly or indirectly on farming. The main crop of this territory is paddy. The UT is one of the largest producers of bananas, flowers, tapioca, coconut, groundnut and sugarcane.

- Puducherry is an attractive tourist destination with beaches, French architecture, churches and temples. Domestic tourists arrived from Bengaluru, Hyderabad, Kerala, Chennai, Odisha and West Bengal. The UT also has an occupancy capacity of 5,000 rooms in Puducherry as of 2018.

- Puducherry has a 45-km coastline, with 26 landing centres and 1,000 sq. km. of continental shelves (with potential for marine fisheries). The UT also has fresh-water area in the form of ponds and tanks suitable for both capture and culture fishery.



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Delhi

<http://www.delhitourism.gov.in/>

Delhi is the city that may surprise you at first but will soon engulf you in a string of new experiences, leaving you entwined with its culture and people. Ruled by some of the most powerful emperors in the history of India, Delhi has transformed into a soulful city embracing each culture with open arms. The capital of world's largest democracy, Delhi as a city that bridges two contrasting worlds. While Old Delhi is a labyrinth of mysterious narrow lanes, haveli's and majestic mosques, the imperial city of New Delhi is composed of spacious, tree-lined avenues and imposing government buildings. The city has gradually evolved to become a window to India's unique cultures and ethnicities.

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Delhi Tourism and Transportation Development Corporation Ltd. represents the state government in promoting Delhi as a tourist destination. DTTDC facilitates tourists through its various mediums for all tourism related activities in the city.



Lotus Temple



Jantar Mantar



Parliament House



Qutab Minar



India Gate



Red Fort

Local Transport

The local transportation is the lifeline of the capital city of Delhi. More than half of the population in Delhi is dependent on local transport for commuting purposes. The means & modes of transport in New Delhi are many, ranging from the Metro Trains, Local Trains, Buses, Taxies and cabs.

Accommodation

Delhi is one of the India's busiest entry points. It has a wide range of accommodation available from deluxe five star luxury hotels, with top-notch restaurants, 24-hour coffee shops, swimming pools, travel agents and shopping arcades, to middle-range hotels and guest houses offering good services and a comfortable stay, down to economical tourist lodges. There are a few Tourist Hostels, Working women's Hostels, Service Apartments, Camping Sites and Dharmashalas as well.



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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
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- Rules applicable for Foreigners
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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

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