



सत्यमेव जयते

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Azadi Ka  
Amrit Mahotsav

# EMBASSY OF INDIA, VIENNA

Issue 116

September 2022

## Focus Sector: MSME's of India



सत्यमेव जयते

**MSME**

MICRO, SMALL & MEDIUM ENTERPRISES  
सूक्ष्म, लघु एवं मध्यम उद्यम

Government of India

Ministry of Micro, Small and Medium Enterprises

Also find inside:



Winter Food Map of India



Incredible India



Major National Development Strategies of India



Digital India



Trade Fairs in India

# India Economic Performance

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# 1  
Fastest Growing G20  
Economy

# 2  
Largest Internet  
Subscriber Base

# 2  
Crude Steel Producer

# 1  
Producer of Spices,  
Pulses, Milk, Tea,  
Cotton.

# 2  
Largest Internet  
Subscriber Base

# 3  
Number of Unicorns

# 1  
Fastest Growing  
Startup Ecosystem



# 3  
Largest Consumer  
Market

Cumulative FDI  
Equity Inflow  
US\$ 588.53 billion  
(from April 2000-  
March 2022)

Trade in Goods  
2021:  
India-Austria  
India's Export: US\$ 1.29 bn  
India's Import: US\$ 1.18 bn

India's investment in  
Austria: Euro 1128 mn  
Austria's investment  
in India: Euro 842 mn

More than 2 billion  
Covid-19 vaccinations  
administered all over  
India

Population  
1,380,004,385

GDP  
US\$ 3.12 trillion  
FY 2022

Share in GVA:  
Agriculture (18.8%)  
Industry (28.2%)  
Services (53%)

Internet  
Subscribers  
~ 834 Million

## Snapshots of the latest Highlights

**1** India surpassed China in the number of new unicorns created in the first half of 2022, according to the Hurun Global Unicorn Index 2022.

**2** According to Mercom India, India added 1.3 GW of open access solar power between January-June of this year, representing a 97% increase YoY.

**3** Foreign investors poured over US\$ 6.41 billion into Indian equities markets in August, the largest inflow in 20 months, as risk sentiment improved and oil prices stabilised.

**4** India recorded merchandise exports of US\$ 33.0 billion in August 2022, and the total exports from April-August 2022-23 stood at US\$ 192.59 billion.

**5** With a remarkable bounce in Indian stocks this quarter, India's position in the MSCI Emerging Markets (EM) Index has risen to second place, trailing only China's.

**6** According to ratings agency Moody's, India is expected to see the second largest earnings growth of 51% among key Asian peers in the three-year period (2019-2022).

**7** The Indian economy grew by 13.5% in the April-June fiscal period, the quickest in the prior four quarters, thanks to improved performance in the agriculture and services sectors, according to official figures.

**8** India's B2B e-commerce market, led by players like Udaan and Jiomart, is expected to reach US\$ 90-100 billion in gross merchandise value (GMV) by 2030, according to Redseer Strategy Consultants.

**9** According to the Global Wind Energy Council, which has produced a study titled "India Wind Energy Market Outlook 2022-2026," wind energy has enormous potential in India, with its cost of generation being 40% lower than that of conventional sources of power.

**10** India overtook China to become the world's second-largest market for smartwatches in the second quarter of FY22, according to Counterpoint Research.

**11** Indian electric vehicles (EV) market is expected to grow at a CAGR of 49% between 2021-30, with annual sales in the segment estimated to surpass 17 million units by 2030, according to a report by the India Energy Storage Alliance (IESA).

**12** Luxury housing sales double in the first half of 2022, with the Mumbai Metropolitan Region (MMR) selling the most luxury homes - more than 13,670 units.

**13** India's auto component sector recorded its highest-ever revenue of US\$ 52.59 billion in FY22, according to Automotive Component Manufacturers' Association of India (ACMA).

**14** According to a new analysis, the Indian fintech market has attracted US\$ 29 billion in funding across 2,084 agreements accounting for 14% of worldwide funding and ranking second in terms of deal volume.





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**Accelerate Manufacturing Growth**

**Sustainable Energy Sufficiency**

**Focus on Skill Development**

**Improved Business Environment**

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# India Opportunity

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## I. Skill India Programme:

The National Skills Development Corporation of India is in charge of the Skill India initiative, also known as the National Skills Development Mission of India, which was started by Prime Minister Narendra Modi. Its main goal is to encourage young people to pursue training in order to ensure a better standard of living.



## II. FAME –II Scheme under National Mission on Electric Mobility :

The program intends to promote the gradual introduction of dependable, cost-effective, and efficient electric and hybrid cars.



## III. National Infrastructure Pipeline Plan

A cross-government initiative called the National Infrastructure Pipeline (NIP) for FY 2019–25 aims to give inhabitants world-class infrastructure while also enhancing their quality of life. It tries to enhance project planning and draw funding for infrastructure.



## IV. Swachh Bharat Mission

The Government of India launched the Swachh Bharat Mission, also known as the Clean India Mission, in 2014 with the goal of ending open defecation and improving solid waste management. The first phase ended in October 2019. To support Phase 1's activities, Phase 2 is being implemented between 2020–2021 and 2024–2025.



## V. 100 Smart Cities Programme

The Government of India's National Smart Cities Mission is an urban redevelopment and retrofitting initiative with the goal of creating sustainable, smart cities across the nation. The mission will be carried out by the Ministry of Housing and Urban Affairs in coordination with the state administrations of the relevant cities. The initiative originally targeted 100 cities, and the projects had a 2019–2023 completion window.



## VI. PM Gati Shakti

The infrastructure plans of numerous Ministries and State Governments, including as Bharatmala, Sagarmala, inland waterways, dry/land ports, UDAN, etc., would be incorporated by PM Gati Shakti. To increase connection and boost the competitiveness of Indian firms, economic zones such as textile clusters, pharmaceutical clusters, defense corridors, electronic parks, industrial corridors, fisheries clusters, and agrizones would be covered.



## VII. Open Network for Digital Commerce (ONDC)

Aiming to promote open networks for all facets of the trade of goods and services across digital or electronic networks, the ONDC project. Open specifications and open network protocols will be used by ONDC, which will be independent of any particular platform.



### **Shell set to install over 10,000 electric vehicle charging points across India: India Today**

Shell plans to set up over 10,000 electric vehicles (EV) charging points across India by 2030 as it joins the electric mobility bandwagon to cut vehicular emissions.

Shell, which operates 327 out of the 83,888 petrol pumps in the country, launched its first EV chargers in India, for the four-wheeler and two-wheeler segments in Bengaluru.

"India is the first market for Shell to launch chargers for two-wheelers," it said. "The company plans to set up more than 10,000 charging points across India by 2030 and aims to provide safe, green, and integrated mobility solutions to its customers through the Shell Recharge Stations."

The power on the Shell Recharge chargers is 100 per cent green energy, it said without giving details.

Shell joins likes of Indian Oil Corporation (IOC) and Reliance-bp in setting up EV charging infrastructure to boost EV usage.

In the first phase of its launch, Shell plans to set up charging stations in Bengaluru across its fuel stations located in Yeshwantpur, Marathalli, Old Madras Road, Brookefield and Kanakpura.

"The company has plans to expand its EV charging infrastructure beyond its existing retail markets of Karnataka, Tamil Nadu, Maharashtra, Gujarat, Telangana, Assam, Andhra Pradesh," the statement said.

Shell will provide customized charging solutions at on-the-go locations such as Shell fuel stations, standalone EV hubs, home charging and destination locations.

### **DHL Supply Chain to invest US\$ 503.04 million in India over next 5 years: Business Standard**

Contract logistics provider DHL Supply Chain will invest US\$ 503.04 million (500 million Euro) in India over the next five years to expand its warehousing capacity, workforce and sustainability initiatives.

With this expansion, DHL Supply Chain will add 12 million sq ft of warehousing space in its existing portfolio to take its total capacity to about 22-million sq ft by 2026, the company said in a statement.

The company will add this 12-million square feet of capacity in wholly-owned DHL multi-client sites in key metro cities such as Bangalore, Chennai, Kolkata, Mumbai, NCR and Pune, to cater to growing sectors such as e-commerce, retail, consumer, manufacturing as well as automotive.

Moreover, multi-client sites are being built in the fast-growing state capitals and tier-2 cities such as Baddi, Cochin, Coimbatore, Guwahati, Sanand, Indore, Lucknow, Bhubaneswar, Hosur, and Visakhapatnam, among others.

It also plans to double its workforce in India to around 25,000 people by 2026, and make its entire intra-city fleet into green transport by 2025, the company said.

"We take a long-term view in India with businesses here having reasons to be optimistic, said Terry Ryan, CEO, DHL Supply Chain Asia Pacific.

The company said it will also open two new business support centers (BSC) in Bangalore and Pune within the next 12-18 months to support customer demand. Currently, it runs three such 24X7 centres at Mumbai, Gurgaon and Chennai.

"Despite the current, economic and geopolitical uncertainties in the world, we see an enormous growth potential in the Asia Pacific region, with India making a significant contribution.

"With a rich pool full of highly-qualified young talents and innovative digital entrepreneurs India is a favourite hub for our global contract logistics business in DHL Supply Chain and one of our priority markets, said Oscar de Bok, CEO, DHL Supply Chain.

Further, DHL Supply Chain is also investing in skill development and resourcing centers with the first such facility already functional in Bangalore with similar plans to set up similar facilities in Mumbai, Delhi, Chennai and Kolkata as well.

DHL Supply Chain said its SmarTransport division will also leverage its warehouse investments to further accelerate transport growth by providing strategic, scalable solutions to large customers enabling economies of scale with end-to-end service offerings.

Building up large multi-client sites with efficient end-to-end transport solutions allows the company to maximize operational efficiency and puts it in a strong position to scale according to what its customers need, across various sectors, said Vikas Anand, Managing Director, DHL Supply Chain India.





### **12% of Apple's iPhones sold globally could be made in India by 2025-26: IBEF**

By 2025-26, India might account for at least 12% of the free on board (FOB) value of Apple's iPhones manufactured by its vendors worldwide. According to the figures presented to the government, the three vendors—Hon Hai (Foxconn), Wistron, and Pegatron—have committed to manufacturing iPhones in India with a total FOB value of at least US\$ 15 billion by 2025-26, the scheme's last year. However, if other qualified players are unable to claim the incentive, they have the freedom to produce a greater FOB worth of phones, which may reach US\$ 30 billion.

According to sources close to the company, if the total value of iPhones sold worldwide increases to US\$ 250 billion in FY26 (from US\$ 192 billion in the fiscal year ending September 2021), India's contribution will be around 12%. Of course, if it can attain something close to US\$ 30 billion, its share might be considerably greater (around 20%).

Under the scheme, qualified companies receive incentives ranging from 4-6% of their output value over a five-year period. These incentives are intended to lessen the cost differential between manufacturing phones in India and China and Vietnam, allowing them to be exported.

### **Agricultural, processed food products exports up 30% to \$9.6 billion in Apr-July: The Economic Times**

India's agricultural and processed food products

exports rose by 30% to \$9.6 billion during April-July this fiscal.

For 2022-23, an export target of USD 23.56 billion has been fixed for the agricultural and processed food products basket, the commerce ministry said in an official statement.

Data from the Directorate General of Commercial Intelligence and Statistics (DGCI&S) showed exports of fruits and vegetables saw a 4% growth during the period.

Export of dairy products recorded a growth of 61.91% to \$247 million in the first four months of the current fiscal.

Basmati rice exports witnessed a growth of 29.13% in the first four months of 2022-23 as its export increased from \$1.21 billion in April-July 2021 to \$1.56 billion during April-July 2022.

Exports of non-Basmati rice rose by 9.24% during the period under review to \$2.08 billion.

### **76 Startups onboarded under 'India Water Pitch-Pilot-Scale Start-Up Challenge' by Mohua: PIB**

The Ministry of Housing & Urban Affairs (MoHUA) has onboarded 76 startups as part of the "India Water Pitch-Pilot-Scale Start-Up Challenge" at an event in New Delhi.

To work in the domains of water supply, used water management, water body rejuvenation, ground water management, etc., the shortlisted startups would receive financial support of up to US\$ 25,132.48 each. The Ministry also unveiled a toolkit for "Pey Jal Survekshan" in 485 cities at the event.

The Ministry selected the start-ups through a challenge procedure that was initiated in March 2022 as part of the AMRUT 2.0 Mission.



In this context, a "Startup Gateway" has also been introduced, via which start-ups can seek for financial support and be shortlisted by the MoHUA.

During the event, the top 25 photographs from the MoHUA photography competition were also given awards worth US\$ 125.66 each.

### **India edges out China in creating new unicorns in the first half of 2022: Hurun report: IBEF**

Despite a slow fundraising winter afflicting South Asian entrepreneurs, India surpassed China in the number of new unicorns—startups valued at US\$ 1 billion or more—created in the first half of 2022. According to the Hurun Global Unicorn Index 2022, India added 14 new unicorns during the period, while China added 11. The US topped the list with 138 unicorn startups. This is not the first time India has managed to acquire more unicorns in a short period of time. According to a PwC analysis from the third quarter of FY21, India added ten new unicorns, while China and Hong Kong added seven.

During the first half of 2022, a total of 254 new unicorns were added globally. The US tops the list with 625 unicorns, China comes in second with 312, and India comes in third with 68. Outside of India, 56 unicorns were founded by Indian co-founders. In total, Indians have founded 124 unicorns around the world.

## Indian MSME's

The Micro Small and Medium Enterprises (MSMEs) sector is a major contributor to the socio-economic development of the country. In India, the sector has gained significant importance due to its contribution to Gross Domestic Product (GDP) of the country and exports. The sector has also contributed immensely with respect to entrepreneurship development especially in semi-urban and rural areas of India.

According to the provisions of Micro, Small & Medium Enterprises Development (MSMED) Act, 2006 the Micro, Small and Medium Enterprises (MSME) are classified in two classes i.e., Manufacturing Enterprises and Service Enterprises.

The enterprises are further categorized based on investment in equipment and annual turnover.

MSMEs are being encouraged to market their products on the e-commerce site, especially through Government e-Marketplace (GeM), owned and run by the government, wherefrom Ministries and PSUs (public sector undertakings) source their procurement. As of July 14 2022, the GeM portal has served 10.55 million orders worth US\$ 33.28 billion from 4.73 million registered sellers and service providers for 61,208 buyer organisations.

Domestic business requires a strong financial stimulus with concessional working capital loans to ensure adequate liquidity is maintained in business operations from the government and financial institutes.

Indian Micro, Small and Medium Enterprises (MSMEs) are rapidly adopting digital payments over cash, with 72% payments done through the digital mode compared

who is responsible for promoting and developing khadi and village industries for providing employment opportunities in rural areas, thereby strengthening the rural economy. Coir Board is in-charge of promoting overall development of the coir industry and improving living conditions of workers in this industry, National Small Industries Corporation Limited (NSIC) responsible for promoting, aiding and fostering growth of micro and small enterprises in the country, generally on commercial basis, National Institute for Micro, Small and Medium Enterprises, (NI-MSME) in-charge of enterprise promotion and entrepreneurship development, enabling enterprise creation, performing diagnostic development studies for policy formulation, etc. and lastly, Mahatma Gandhi Institute for Rural Industrialisation (MGIRI) responsible for accelerating rural industrialisation for sustainable village economy, attract professionals and experts to Gram Swaraj, empower traditional artisans, encourage innovation through pilot study/field trials and R&D for alternative technology using local resources. New online system of MSME/Udyam Registration launched by the Union MSME Ministry, w.e.f. July 01, 2020, successfully registered >1.1 million MSMEs until November 2020. In June 2021, the Ministry of Micro, Small and Medium Enterprises extended the validity of Udyog Aadhaar Memorandum from March 31, 2021, to December 31, 2021.

Criteria	Manufacturing		Service	
	Turnover	Investment	Turnover	Investment
Micro	US\$ 0.6 million)	Less than US\$ 0.03 million	US\$ 0.6 million	Less than US\$ 0.01 million
Small	US\$ 6.8 million	More than US\$ 0.03 million but less than US\$ 0.6 million	US\$ 6.8 million	More than US\$ 0.01 million but less than US\$ 0.3 million
Medium	US\$ 34 million	More than US\$ 0.6 million, but less than US\$ 1.4 million	US\$ 34 million	More than US\$ 0.3 million but does not exceed US\$ 0.6 million

### Market Size:

The BSE SME (small and medium enterprises) platform is expected to witness >60 SMEs to enter the market in one year (2021-22) to bring up equity funds for meeting their business requirements. The initial public offering (IPO) route witnessed 16 SMEs enter the market; they raised US\$ 13.74 million in 2020.

with 28% cash transactions. Rise in digital adoption presents prospects for further growth in the sector.

### Statutory Bodies:

MSME Ministry has four statutory bodies namely, Khadi and Village Industries Commission (KVIC)

### Achievements:

The Ministry of MSME runs numerous schemes targeted at providing credit and financial assistances, skill development training, infrastructure development, marketing assistance, technological and quality upgradation and other services for MSMEs across the country.



## Embassy Events

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The Embassy hosted an interactive session on the 19th September 2022 for the Indian Startup Delegation on exposure visit to Austria. The Indian Startups providing solutions in the field of Cleantech, IoT, Sustainability & AI/ML gained insights into the opportunities offered by Austria.

By bringing together start-ups, investors, incubators, and government players from both countries, the visit would enhance relations between the Austrian and Indian startup ecosystems.

Officials from the Austrian Federal Chamber of Commerce, Austrian Business Agency, Vienna Business Agency and the Advantage Austria Office - New Delhi attended the event. Indian professionals in Austria were also invited to take active part in the networking event.





## Telangana

Telangana, the 29th and youngest state of India, formally recognized on June 2, 2014 is a treasure trove of tourist destinations. Telangana is known for its hospitality and multicultural and pluralistic society. Hyderabad, the capital city of this state is the fifth largest city in India and home to some of India's best educational institutions, public sector and defence companies and a thriving global services sector and film industry and known for its world famous Hyderabadi Biryani.

Constituting a major part of Deccan plateau, Telangana has a pleasing climate, with abundant natural and water resources. The state is the gateway to Krishna and Godavari Rivers in South India and is considered the seed capital of India. One of the wealthy economies in India, Telangana is here to take its rightful place in the country, as a highly developed state and society with a proud history and grand heritage.

Telangana apart from the historical perspective of various dynastic and regional and cultural influences offers its visitors a plethora of places of pristine natural beauty. With serene lakes, verdant woods, rocky regions, abundant wildlife, flora and fauna, elaborately carved temples, magnificent palaces and forts reflecting architectural blends of Hindu, Pathan and Persian styles. The artistic temper of the local people finds expression in the varied art forms of the different tribes and regions of Telangana in paintings, handicrafts in wood and metal and textile of International repute.

Telangana is famous world-wide for its amazing Bronze castings that require exquisite skills for creating incredible idols. Nirmal town is world-famous for its varied range of handicrafts made using best traditional techniques to create masterpieces. Other prominent art works of the state include Nizamabad panels, Nirmal painted furniture, Dokra castings, Silver Filigree, Cheriya Scroll Paintings, Bidri craft, Pembarthi brassware etc.



**BALKAMPET YELLAMMA TEMPLE**



**MRUGAVANI NATIONAL PARK**



**CHARMINAR**



## Winter Food Map of India



From Kolkata's Jhola Nolen Gurer Roshogolla to Bengaluru's Avarekalu Saaru, the soul-warming food India eats during winter.

## Winter Food Map of India!



# Trade Fairs/ Webinars

## INTERESTED IN VISITING A TRADE SHOW IN INDIA?

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



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**TOGETHER WE SHAPE TOMORROW**



The Embassy of India is organizing Yoga workshops for various academic and business organisations. The Workshop includes exercises suitable to be performed by anyone in a space-constrained environment of own office. A brief session on Yoga Asanas (physical exercises), Pranayam (breathing exercises) and Meditation is conducted. The workshop is of about 75 minutes and the medium of the language is english. For further queries please write at [comm1.vienna@mea.gov.in](mailto:comm1.vienna@mea.gov.in) or call + 43 (1) 5058666-31.

The Government of India has extended e-Tourist Visa (e-TV) scheme to the citizens of Austria w.e.f. 26th February 2016. This facility is also available to the citizens of Montenegro and the Vatican City. The Indian e-Visa is an electronic travel permit that makes acquiring a visa to visit India easier. After filling out an online form with the traveler's personal information and passport information, the Indian electronic visa can be received fast.

Queries related to e-TV; for any assistance call 24x7 Visa support center at +91-11-24300666 or send email to [indian-evisa@gov.in](mailto:indian-evisa@gov.in) or visit [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in)



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](mailto:poip@mea.gov.in) or visit [www.indiaperspectives.gov.in](http://www.indiaperspectives.gov.in)

The Central Board of Indirect Taxes and Customs (erstwhile Central Board of Excise & Customs) launched a mobile app "Indian Customs -Guide to Travelers" 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](#).



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## STUDENTS WELFARE OFFICER

- Mr. Rishi Tripathi, Second 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](mailto:ccl.vienna@mea.gov.in)

## YOGA CLASSES

- The Embassy has started Yoga and Dance Classes in multipurpose hall at Embassy of India, Vienna. To register please send an email to our Cultural Wing at [culture.vienna@mea.gov.in](mailto:culture.vienna@mea.gov.in)

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# INDIA NEWSLETTER



**Indische  
Botschaft  
Wien**



सत्यमेव जयते  
Ministry of External Affairs  
Government of India



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