INDIA: TOWARDS A USD 5 TRILLION ECONOMY
Great Place To Work

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NATIONAL INVESTMENT PROMOTION
& FACILITATION AGENCY

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MOST
AWARDED
IPA
UNCTAD award in 2018 for Promoting Investment in Sustainable Development and in 2016 for Excellence in Partnering for Investment Promotion

Awarded the best investment project for the fourth year in a row 2019, 2018, 2017 and 2016 at the Annual Investment Meeting (AIM)

Great Place to Work® certification 2019-20 & 2018-19

Investment award 2016 from the Indian Ocean Rim Association (IORA)
Prime Minister of India

Come to India if you want to invest. India is in a unique position to generate rapid growth. This growth is facilitated by India’s demographic dividend. India today is one of the world’s biggest believers in Research and Development (R&D). India’s youth are being encouraged to be innovative. And because of this, after the US and China, India stands at No. 3 when it comes to unicorn investments.
I would like to begin by wishing all readers a very prosperous New Year 2020. Hon’ble Prime Minister Shri Narendra Modi ji has set an ambitious goal of becoming a USD 5 tn economy by 2024. In the last five years, India has taken great strides in good governance, and transparency & accountability, and these have become institutionalised under this Government.

Several transformational policies and reforms have significantly improved the ease of doing business, and India has jumped to the 63rd position in the World Bank’s Ease of Doing Business Index 2020 from 142nd in 2014. India has also improved its position in the Global Innovation Index and other indicators. Several reforms have been announced for easing the inflow of FDI into India. As a result, India has received record FDI, and it has increased from USD 189 bn in 2009-14 to USD 286 bn in 2014-19.

In addition, to harness the energy of our innovative youth, Startup India programme has made significant progress. India is now the world’s third largest Startup ecosystem with more than 25,000 registered startups.

There are significant reforms in the pipeline including a policy to improve availability and affordability of credit for exporters, which will aid Make in India. We are also working to bring a genuine single-window clearance system, which will handhold large investments in India.

India continues to be an oasis of growth in the global scenario and offers huge opportunities for investment in infrastructure, smart cities, digital sphere, manufacturing etc. Poised to become the third largest consumer market in the world, India’s huge market is a ready opportunity for entrepreneurs.

India is moving ahead with renewed energy and enthusiasm towards the vision of a strong, secure and self-reliant New India. Invest India has an instrumental role to play in this journey. My best wishes to the team for their ongoing projects and future endeavours.
The last year has been one of notable opportunities and landmarks as our game changing reforms to unleash India’s economic potential and business space have yielded results. The World Bank has recognised the work done by us, and in six years of this Government, India’s ranking has improved 79 places from 142 in 2014 to 63 in 2019, a record for a major economy.

We are already a USD 2.9 tn economy, we are aiming to become a USD 5 tn dollar economy by 2024 and we are likely to overtake the UK this year to become the fifth largest economy in the world. To achieve our aim, foreign investment have a critical role to play.

The advantages of foreign investments in India are many: First, it helps expand the contours of the largest available technologies and skills. Second, it helps build strong development partnerships and people-to-people ties that fuels progress. Third, they enable foreign corporations, to tap our bourgeoning consumer market and contribute to our economic growth.

Invest India is our national investment promotion and facilitation agency. It acts as the first point of reference for foreign investors. It is improving India’s investment climate by simplifying the business environment for investors.

I encourage team Invest India to strive further in their effort to make India a favoured investment destination.
In today’s world, any discussion or debate across various forums on development, economic growth or political stability, attention of the world is automatically attracted towards India. Expectations from India are not only from within the country, even in the context of global growth and development, a lot is expected from our country. At the same time, unprecedented mandate given to our government during the general election in the largest democracy has further raised the hopes and expectations.

India is poised to be the third largest economy in the world. Our onward journey of reaching a five trillion-dollar economy is inevitable and unstoppable. What is really powering this growth are two or three things that are pretty unshakable. First the trend toward urbanisation, which is going to increase consumption power massively, as well as economic leverage. Second, the demographic changes that India’s going to go through are, again, unshakable and undeniable. But I think powering those two or three things, along with changes in the way the government is functioning as well as changes in technology, are ensuring that this growth engine has several more cylinders than the few that we used to originally think about.

Various investors summits organised by the state Investment Promotion Agencies in association with the Department for Promotion of Industry and Internal Trade, including the recently concluded Progressive Punjab Investor Summit, are true testimony to this. Such investors summits offer a platform where global leaders, industrialists and experts came together to share their narrative on emerging markets/trends and ways to address the shifting industry requirements in this age of disruptions.

We believe that industrialisation holds the key for fostering socially inclusive economic growth, creating employment and ushering in prosperity for the country in general. In this New Year, I reiterate this and wish team Invest India a vibrant year ahead!

Som Parkash
Minister of State, Ministry of Commerce and Industry,
Government of India
India yet again moved 14 places and we are 63rd among 190 nations in the World Bank’s Ease of Doing Business ranking. It is the only nation to have made it to the list of top 10 improvers for the second consecutive year. What are your comments?

The country was 77th among 190 countries in the previous ranking and this year we have improved by 23 places. Sustained business reforms over the past several years has helped India jump 14 places to move to 63rd position in this year’s global Ease of Doing Business rankings. India put in place four new business reforms during the past year and earned a place among the world’s top ten improvers for the third consecutive year.

India’s impressive progression in the Ease of Doing Business rankings over the past few years is a tremendous achievement, especially for an economy that is as large and complex as India’s. Special focus given by the top leadership of the country, and the persistent efforts made to drive the business reforms agenda, not only at the central level but also at the state level, helped India make significant improvements.

The establishment of a modern insolvency regime in 2016 as part of a comprehensive strategy to reform corporate law paved the way for gradual increase in the number of reorganizations, despite some implementation challenges. As a result, the overall recovery rate for creditors has jumped from 26.5 to 71.6 cents on the dollar. India now is by far the best performer in South Asia on this component and does better than the average for OECD high-income economies.

There has been a massive jump as far as ‘resolving insolvency’ is concerned! What are the factors responsible for this jump?

Among other improvements, India made the process of obtaining a building permit more efficient. Obtaining all permits and authorisations to build a warehouse now costs 4% of the warehouse value, down from 5.7% in the previous year. In addition, authorities enhanced building quality control in Delhi by strengthening professional certification requirements. Importing and exporting also became easier for companies with the creation of a single electronic platform for trade stakeholders, upgrades to port infrastructure and improvements like electronic submission of documents.

India recorded the highest jump in the ‘resolving insolvency’ category, to 52nd rank from 108th, on the back of implementation of the Insolvency and Bankruptcy Code, while its ranking improved substantially in ‘dealing with construction permits’ (to 27th from 52nd) and ‘trading across borders’ (to 68th from 80th).

Despite some challenges in the implementation of the reform—particularly regarding court operations and the application of the law by multiple stakeholders—the number of reorganizations in India has been gradually increasing.

On the lines of building a ‘New India’, there has been a lot of emphasis on tapping the potential of North Eastern states. How is DPIIT contributing to this vision?

India’s North East Region (NER) is constantly evolving. Today, this region is standing at the verge of a trillion-dollar business opportunity. It’s economic linkages can be accelerated by a number of measures across different areas, of which trade logistics, e-commerce supply chains, transportation and border infrastructure deserve better attention.

Much of NER’s value chain potentials with Bangladesh, ASEAN countries and rest of India in agriculture, horticulture, floriculture, processed food, engineering, automobiles, garments, pharmaceuticals, etc., have remained unlocked. There are vast opportunities in trade with livestock, horticulture, fishery, agro-processing sectors or natural resource areas. Value chains across NER may eventually go up once supporting supply chains are in place. For example, NER needs specialised cold-chains. To promote trade, all airports and land ports in NER must have enough cold-chains. NER states shall encourage the startups which are exporting processed food, organic fruits and vegetable, high-end fashion products through borders. New value chain opportunities in view of the Regional Comprehensive Economic Partnership (RCEP) or India-Bangladesh Comprehensive Economic Partnership Agreement (IBCEPA) are also expected to emerge.

Besides this the Hon’ble Minister for Commerce and Industry, Shri Piyush Goyal, recently announced the setting up of a dedicated desk for the states of the NER that will look into investment targeting, promotion of investments for the North East states, facilitation of investments and development of websites for the states of NER. It will also provide free legal help to the MSME industries by Directorate General of Trade Remedies in the Ministry of Commerce and Industry and we urge the MSME industries to avail this facility.

Your message for the New Year 2020?

Under the able leadership of Prime Minister Narendra Modi, the country is witnessing a rapid transformation, with foreign direct investments worth billions coming in. The dream of a ‘New India’ that stands on the pillars of economic opportunity for all, knowledge economy, holistic development and futuristic, resilient and digital infrastructure—is on the horizon. Our vision for a ‘New India’, a USD 5 trillion economy, brings together the elements of technology and innovation for social development, while expanding avenues for growth and sustainability.

India’s stellar rise in the Ease of Doing Business ranking is due to enhanced coordination between the central, state and local governments, and a combination of technical policy interventions. I am sure as we go on, we will be able to improve more and more. Structural changes will bring in huge benefits down the line over a period of time and the government will keep taking new reform measures. With this, we are now recognised as one of the world’s top investor-friendly, low risk political economies that offer ‘great untapped potential’ for investors across the world.

Dr Guruprasad Mohapatra
Secretary, Department for Promotion of Industry and Internal Trade (DPIIT), Government of India
As we begin the New Year 2020 with new ideas, fresh zeal and vibrant energy, it gives me great pleasure to wish you all a wonderful and prosperous year ahead. Over the next 12 months, India is set to embark on a gamechanging journey to achieve its dream of becoming a USD 5 tn economy in the coming years, through innovation and enterprise.

Under the leadership of Prime Minister Narendra Modi, India has spearheaded a range of efforts to introduce fundamental changes to modernise the economy, such as increasing digital transactions, cutting red tape, increasing efficiency, introducing the Goods and Services Tax, among others. Consequently, India remains one of the ten best FDI destinations and the third largest Startup ecosystem in the world. The Government of India is also set to pump in nearly 100 lakh crore rupees on infrastructure in the coming years, with an investment of 25 lakh crore rupees on the country’s rural economy to boost the growth trajectory.

Complementing these efforts, team Invest India is also making rapid strides towards unleashing the nation’s collective business potential by fuelling entrepreneurship, innovation and investments.

In line with Prime Minister Narendra Modi’s vision of a ‘New India’, we engaged in extensive advocacy and outreach with stakeholders to promote businesses and unlocking investments aimed at enhancing the country’s socio-economic growth.

The aim was to provide and unlock opportunities for established businesses to consolidate their investments, for new entrepreneurs and investors to accelerate funding for impact, and for MSMEs to perform at their optimum potential.

Our focus in 2020 remains on adding 100 bn in investment facilitation, expand our footprint to boost entrepreneurship in every district of India, and provide assistance to any business looking at investing in India. All this, while setting higher standards in investor facilitation and building Invest India into an institution of excellence led by young talent—these are, after all, elements essential to our DNA. It gives me great pleasure to highlight that Invest India, an entity entirely funded by the government, remains the country’s most preferred place to work for the second year in a row.

The new year has begun on a positive note, with our young team being elected as the Vice President of WAIPA with the highest number of votes – a growing testimony to our impeccable standards. I also commend the stellar efforts of our team in strengthening our outreach. The Invest India website has transformed into a truly interactive portal, which is updated daily. As of 1st January 2020 our website witnessed 1 mn unique users from over 150 countries!

I also thank our mentors, guides and promoters, especially the DPIIT, Government of India for their valuable guidance, support, encouragement, trust and faith, which has now finally resulted in making Invest India a globally acknowledged number one IPA in the world.
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Building a Great Place to Work
As Brazil sets out on a new path to growth, our relationship with our strategic partner, India, must be enhanced and strengthened. President Bolsonaro’s visit as the chief guest of India’s Republic Day in January 2020 is a reflection of this priority. During his visit, Brazil and India will adopt the 2020-2023 Action Plan, which will set the course for our cooperation over the next four years. Both countries will also adopt a gamut of agreements in areas such as investment, energy and culture.

Indians and Brazilians are vibrant, diverse and entrepreneurial peoples. We must also strive to bring our societies closer together, by supporting more intense trade and investment flows, business-to-business contacts and tourism. As we expand and strengthen our bilateral contacts in many areas, I am convinced that the untrapped potential of the Brazil–India partnership will spur groundbreaking ideas and businesses, contributing significantly to greater social inclusion, income generation and a better future for our people and the world.

What are the fundamental priorities and goals of this relationship?

In their capacity as two of the world’s largest emerging economies, Brazil and India have built a strong and auspicious partnership over our 70 years of bilateral relations, rooted in shared world views and common challenges. The shared values of democracy and multiculturalism and the common quest for development and sustainability unite our countries, even though we are on opposite sides of the globe. Our dialogue is rich and mature in many global issues.

Brazil and India will adopt the 2020-2023 Action Plan, which will set the course for our cooperation over the next four years.

To reflect a maturing relationship, Brazil and India established in 2006 a Strategic Partnership. The initial goals were to boost trade, agriculture and science and technology; to promote dialogue on regional issues and to coordinate more closely in international forums.

Important issues for our countries – economic development, finance, social inclusion, environment, energy, human rights, among others – have an international dimension. Brazil and India, with converging views in many of these fields, decided to join forces in the global arena, developing innovative plurilateral coordination mechanisms such as the BRICS, IBSA, BASIC and G4, as well working closely in the G20 and other international forums.

This Strategic Partnership, however, must be rooted on a solid economic base, through increased trade and investment. In 2018, total bilateral trade stood at USD 7.57 bn, still below the all-time record of USD 11.43 bn of 2014. Both countries could improve this scenario, considering the size of both markets. Trade promotion requires reduction of barriers, including non-tariff measures, as well as more ambition from both sides in the expansion of Mercosul-India trade arrangements.

There is a growing interest from the private sectors and governments of both countries in improving investment opportunities in both countries. Invest India and the Brazilian IPAs are playing an increasingly important role. Brazil and India will soon sign an Investment Cooperation and Facilitation Treaty, which establishes a legal framework that will encourage Indian investments in Brazil and Brazilian investments in India.

Our relations have already had significant results and point to a fruitful future. Our partnerships in agitech and biofuels, for instance, will help improve India’s food security, diversify the energy matrix and improve energy security. Our health sectors have also been forging closer ties, especially after our regulatory agencies decided to set a framework for working together in 2016. The aerospace and defence sectors are also particularly promising. In 2003, both countries signed an agreement on defense cooperation and in 2009 Brazil and India opened military offices for improving dialogue on strategic issues. Embraer Defence & Security manufactures world-class aircraft, such as the C-390 Millennium, a new-generation multi-mission transport aircraft, as well as the EMB-314 ‘Super Tucano’. Brazil is also launching satellites on Indian rockets and exploring with Indian counterparts how to improve our opportunities in space.

Your views specific to the working groups: Energy and green economy, skill development, digital economy?
Cooperation in energy is one of the pillars of the Strategic Partnership between India and Brazil. Crude oil represents the largest Brazilian export to India (29%), well ahead of soybean oil (14%). Indian giant Sterlite Power has invested successfully in Brazil, after winning concessions to build and operate ten transmission lines in the country. WEG, a Brazilian electric machinery multinational – in fact the world’s third biggest company in this area – has been successfully running a factory in Hosur, Tamil Nadu, where it should soon start producing wind turbines. Indian and Brazilian universities (e.g. COPPE-UFRJ and NIT Tiruchirapalli) have been jointly conducting promising research in biofuels and other means to use biomass as a sustainable source of energy.

There is great opportunity to increase the partnership in the field of energy. Soon, the Brazilian Ministry of Mines and Energy and India’s Ministry of Petroleum and Natural Gas will sign an agreement on bioenergy to increase the exchange of expertise, sharing practices for achieving high levels of ethanol blending in petrol, sustainable practices of ethanol production by sugar mills and use of sugarcane bagasse to produce second-generation ethanol. Brazilian experts in agriculture, automotive sector, fuel logistics and health will also visit India in 2020 to engage local experts and share best practices and lessons learned.

There has also been a dynamic flow of business and investments in the digital economy sector. All major Indian IT companies invest in R&D centers in Brazil and benefit from regional innovation ecosystems such as those in the states of São Paulo, Paraná and Minas Gerais. Brazilian IT company Stefanini has been successfully employing Indian engineers in Noida and Hyderabad to supply services to global customers.

In fintech, Brazilian Digicon Perto has been producing ATMs since 2016 in Jaipur while the startup SalaryFits chose Gurgaon to establish its Asian office. In the startup ecosystem, there has been an intense flow of innovative companies between the two countries in the past three years. Given the significant size of our markets and the similarities of our economies and societies, startups from both sides have realised that both countries can be strategic destinations in their internationalisation processes. For example, Oyo hotels is increasing its footprint in Brazilian cities at a fast pace.

In agritech, we just launched the first Agritech Cross-Incubation Program. Brazilian agriculture startups visited India for two weeks engaged local stakeholders. In April 2020, Indian startups will then have the chance to tour Brazil for the same period in order to ‘soft-land’ in the country’s agriculture market.

4. **Your comments on the Brazil as the Chair of BRICS and the importance of New Development Bank especially to the BRICS nations?**

Brazil’s chairship of BRICS was led by a sense of commitment and pragmatism, under the theme of economic growth for an innovative future. How could the BRICS promote tangible results for our people? We proposed focusing on issues such as science, technology and innovation; digital economy; the fight against transnational crime; and bringing the New Development Bank (NDB) and our private sectors closer together.

During Brazil’s tenure in 2019, the BRICS established an Innovation Newtwork (iBRICS), adopted a New Architecture for Science, Technology and Innovation; and further strengthened the Energy Research Cooperation platform. The trade and investment promotion agencies of our countries decided to boost their cooperation by adopting a memorandum of understanding, while the BRICS Women’s Business Alliance was established.

The dialogue between the NDB and the BRICS Business Council was enhanced, in order to facilitate the identification of the financing needs and opportunities. The NDB represents one of the group’s most outstanding achievements. Created in 2014 in Brazil during the 6th BRICS Summit, the NDB is the first multilateral development bank established only by emerging economies, offering singular opportunities to the mobilisation of resources for projects in BRICS and other developing countries. It is considered a great example of new governance, aimed at financing infrastructure and sustainable development projects in developing countries, based on criteria developed by our member countries, thus offering alternatives to the established development banks. By 2021, it is expected that the NDB will have at least USD 32 bn of loan approvals, that local currency operations will constitute a significant part of the loan portfolio and that the membership will be expanded as way to reinforce the capital base of the bank. The NDB has effectively supplemented the work of Bretton Woods institutions and shall contribute to increase the representation of BRICS countries in the new configuration of power in the international economic system.

Brazil and India also share a common interest in strengthening cooperation through IBSA in the fields of political coordination and cooperation to development. Brazil consider IBSA to be a unique mechanism, by bringing together three of the greatest democracies of the so-called Global South and pioneering innovative projects such as the IBSA Fund.
The steadily growing partnership between India and Israel is remarkable; a relationship that started with basic trade has grown beyond just a buyer-seller relationship. It has evolved into a deep friendship between the leaders and between our people. Israel is keen to share its experience, lessons, technology and know-how with our close friend and partner, India.

India has declared a goal of becoming a USD 5 tn economy by 2024. Israeli economy grew by 28% between 2009 and 2013 despite the global financial crisis. Today, I see similarities in our challenges as India aims to achieve its goal. Under the capable leadership of Hon’ble PM Narendra Modi and the government’s bold decision-making abilities, I am optimistic about India’s potential to achieve this. Israel wants to be a part of India’s journey to success; sharing its breakthroughs as well as its mistakes to help India accelerate towards the future.

India has significantly improved its ranking in the Ease of Doing Business, climbing 67 notches on the World Bank’s ranking from 2016 to 2019. The government’s determination to implement progressive structural reforms and invest in key developmental schemes is inspiring.

Key policy initiatives such as doubling farmer’s incomes, declaring Jal Shakti as a national mission, scaling the social insurance scheme of Ayushman Bharat and incentivising innovation by expanding the scope of CSR are examples of India’s grit and determination to progress on the road of development.

The progressive decision making and the supportive business atmosphere incentivise foreign investments in the private sector. The shared history between India and Israel, the geopolitical context and the people-to-people chemistry have led to promising Indo-Israel partnerships in the fields of agriculture, water, defense, cybersecurity, healthcare, innovation and entrepreneurship and more. With India and Israel being among the 5 countries to have reached the moon, we now realise that even the sky is not the limit to the potential of our joint collaboration in science and technology.

India’s flagship campaign of Make in India resonates with the Israeli industry and private sector. Israel has reached full employment and faces a shortage of manpower, skilled and unskilled. The positive Indo-Israel synergy allows Israel to upscale with India, manufacture products and services in India, and in future could include joint R&D and export from India. Israel is committed to Make in India and to Make with India.

The success of joint defense manufacturing is evident through the launch and establishment of Indo-Israel JVs such as Elbit-Adani, Astra-Rafael, Kalyani-Rafael and many more. It is only a matter of time before we see such partnerships in more sectors and forge a variety of joint ventures together. I believe this growing friendship will bring about stronger bilateral ties, as well as contribute to India’s goal of becoming a USD 5 tn economy.

Indo-Israel relations have steadily expanded from trade to joint manufacturing. We are now planning further engagement in the financial markets as the next logical step. Cooperation in this field will enable free flow of funds between the two economies, which will in turn translate into real investments and JVs. Opening the two economies for dual listing on the stock exchange will also enable companies to invest in each other’s growth. The collaboration in the financial sector can help the two countries share best practices and lead to coordinated regulations.

I salute the team at Invest India for facilitating the growing economic dialogue between India and Israel, enabling investments and acting as a mediator for countries looking to invest in India. I look forward to taking this growing partnership to the next level taking it to new heights together.
Every working hour, Invest India facilitates an actual investment of USD 2.26 Mn.

Every working hour, Invest India facilitates the generation of 12 actual jobs.

Every working hour, Invest India facilitates the resolution of 18 stakeholder queries.
QUARTERLY HIGHLIGHTS

INVEST INDIA VOTED AS VICE PRESIDENT, WAIPA

Invest India has been elected as the Vice President of the World Association of Investment Promotion Agencies (WAIPA). The new achievement reflects the confidence of the global community in Invest India’s abilities to lead international economic development efforts.

WAIPA is a non-governmental organisation that was established under the auspices of the United Nations Conference on Trade and Development (UNCTAD) in 1995 at Geneva as an association under the Swiss law. Currently it is headquartered at Istanbul, Turkey.

WAIPA, with 128 Members from 102 countries, through a wide range of initiatives, provides networking opportunities for investment promotion agencies and a platform for exchange of best practices for effective investment promotion and facilitation. WAIPA’s Consultative Committee includes the International Labour Organization (ILO), International Chamber of Commerce, the United Nations Conference on Trade and Development (UNCTAD), the Organization for Economic Cooperation and Development (OECD), the World Bank Group, the Industrial Growth Organization of the United Nations Development Program (UNIDO) and the International Economic Development Council.

Invest India will be the Vice President of the new Steering Committee that will co-lead the global FDI body from 2019 to 2021. Investment Promotion Agencies (IPAs) from 50 countries and cities attended the WAIPA’s General Assembly meeting held at Warsaw, Poland and voted by secret ballot to select the candidate for the WAIPA Steering Committee Vice Presidency for the first time. Invest India secured the highest number of votes - 27 votes out of 50 at the WAIPA elections for the term 2019-21.

Invest India Team - Srividhya
As a run-up to the event, Invest India accompanied the state’s delegation, led by Chief Minister, to Frankfurt & The Hague during 10 - 15 June 2019 and UAE during 23 - 26 June, for its international roadshows. The international business community expressed a keen interest to explore Himachal Pradesh as an investment destination.

The presentations delivered by Additional Chief Secretary-Industries Department, and Additional Chief Secretary cum Principal Secretary to CM delivered insightful presentations on investment opportunities across the state’s eight focus sectors, that were received very well by one and all. The international roadshows were extremely successful, as Himachal Pradesh inked several MoUs in Tourism, Wellness, Education, Food Processing etc. The State Government also conducted domestic roadshows in Bengaluru, Hyderabad, Mumbai, New Delhi, Ahmedabad, Chandigarh and Ludhiana to woo the Indian business community, which is equally enthusiastic to invest in Himachal Pradesh.

With skilled manpower, salubrious climate, peaceful environment, good law and order, new industrial policy, clearly identified investible opportunities and a young cabinet, the Chief Minister of Himachal Pradesh has taken this important step to promote the state as an 'Investors Haven'.

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In line with the objective of boosting the domestic investment ecosystem under the ‘Make in India’ campaign initiated by Narendra Modi, Prime Minister of India, the state of Himachal Pradesh organised its first ever Global Investors, under the leadership and guidance of Shri Jai Ram Thakur, Chief Minister of Himachal Pradesh.

The Government will soon be releasing a new Industrial Policy, to encourage more companies to explore the investment opportunities in Himachal Pradesh.

Finding ground in common economic interests, Korea Plus at Invest India chose the most beloved sport of Korea, to forge deeper bonds with the wider Korean investor community based out of Haryana.

The event was graced by the presence of Manohar Lal Khattar, Chief Minister of Haryana and witnessed the participation of CXO level officials of 20+ Korean Companies such as Posco, Doosan, CJ Darcl Logistics, Hanwha Chemicals, KEB Hana Bank, Lotte etc.

The event used a friendly game of golf to tee off Korean investments in Haryana!
Lianchuang Electronic Technology Co. Ltd is a high-tech company listed on the Shenzhen Stock Exchange. The company manufacturers optical optoelectronic products such as optical lenses and image modules, phone camera, touch screen, display module etc. The products can be widely used in smart terminals, smart cars, and smart homes. The company is a key electronic information enterprise in Jiangxi Province and a key enterprise in Nanchang.

Invest India has played an important role in getting the plant set up at Noida, Uttar Pradesh. Invest India guided investors in setting up business and assisted them to get all approvals required to start production like Fire, CTE, CTO, IEM, factory license etc. We also guided and assisted the company in getting Bonded Manufacturing License. It became the first company in the country to get this license after the scheme was revamped in October, 2018.

Invest India Team - Uday Munjal

With over 40 years of industry experience and network of more than 200 distributors & 3000 + retailers, Westway Electronics Ltd, have been able to become a prime choice of clients as a manufacturer and supplier of consumer electronics and home appliances.

Invest India played the role of a catalyst in getting the plant set up in Noida. Invest India guided and assisted investor on efficient business structure, assisted in location analysis and site identification. Invest India also helped them in acquiring land from the Noida authority, getting land rebate and incentives from UP government along with approvals for building plans, NOC, CTE etc.

Invest India Team - Uday Munjal
INVEST INDIA FACILITATES PERSTORP

The Perstorp Group is a world leader in several sectors of the specialty chemicals market for a wide variety of industries and applications.

Invest India assisted in location analysis and site identification, along with land allocation from Gujarat Industrial Development Authority and getting them environment clearance within four months and assisting them with other approvals.

Invest India Team - Uday Munjal and Varda Taneja

INVEST INDIA FACILITATES FUJIYAMA POWER SYSTEMS

UTL have evolved as a renowned name in the field of power electronics. Today, they stand as a recognised name offering outstanding R&D and high quality products. They offer extensive range of products including Online UPS, Offline UPS, Inverters, Battery Chargers, Solar Management Unit (SMU), Solar Charge Controllers, Batteries etc. UTL has had the opportunity to serve a number of India’s prominent companies and agencies like Air India, Indian Army, Indian Railways, State Bank of Saurashtra, Delhi University, AIIMS and others.

Invest India played role of catalyst in getting a plant set up at Greater Noida. Invest India guided and assisted in location analysis and site identification and getting them incentives of UP government and approvals like building plan, fire NOC, CTE etc.

Invest India Team - Uday Munjal
TAPPING MIZORAM’S POTENTIAL

In December, Invest India met the Chief Minister of Mizoram, Sri Zoramthanga. Accompanying him were Vice Chairman, State Planning Board, Sri. H. Rammawi, Chief Secretary, Government of Mizoram, Sri Lalnunmawia Chuaungo and Resident Commissioner, Sri Ajay Chaudhary to understand Mizoram’s focus sectors and discuss areas of collaboration for state’s capacity building.

Key leaders highlighted the state’s strengths in producing agri-forest commodities such as bamboo, aloe-vera, timber, ginger, turmeric, chilli, fruits and vegetables. The aim to increase post-production value addition was also highlighted. Invest India presented framework of collaboration for state’s investment promotion capacity. Further, Invest India also proposed to assist in exploring institutional collaboration with other states to leverage Mizoram’s capabilities and develop its existing capacity. Invest India is looking forward to working with Mizoram closely for strengthening the state’s investment climate.

JAPANESE TEXTILES COMPANIES ROUNDTABLE

The textiles sector team at Invest India successfully organised a roundtable in collaboration with the Ministry of Textiles and Department for Promotion of Industry and Internal Trade and Ministry of Commerce and Industry at Invest India. The objective of the roundtable was to deliberate on enabling further investments in the domain of Technical Textiles and Technical Machinery from Japan into India. A key aspect involved deliberation on views of Japanese companies operating in India on how India can build its capabilities to form a larger part of the global value chain in the mentioned sub-segments.

The roundtable was chaired by Guruprasad Mohapatra, Secretary, Department for Promotion of Industry and Internal Trade and attended by Jogirajan Panigrahi, Joint Secretary, Ministry of Textiles, Nihar Ranjan Dash, Joint Secretary, Ministry of Textiles among others. It laid emphasis on industry’s feedback on India’s position to attract investments originating from a continuing re-organisation of the global value chain, partly driven by recent disruptions in the global trade environment.
GLOBAL VENTURE CAPITAL ON ITS WAY TO INDIA

The Startup India team at Invest India hosted the second edition of the Startup India Global Venture Capital Summit. The event showcased potential opportunities in the Indian Market with a key focus on sectors such as MedTech, Healthtech, Edtech & Fintech. The Department for Promotion of Industry & Internal Trade (DPIIT), Ministry of Commerce and Industry along with the Government of Goa organised this event which has set new benchmarks by bringing in over 350 global & domestic investors and Indian policy makers, all under one roof. A total of 119 stakeholders from the investor community comprising of traditional Venture Capital funds, Corporate Venture capital funds, family offices as well as sovereign wealth funds attended the event. The startups shortlisted for the event got an opportunity to for a one-one interaction with investors basis the interest received from them.

A roundtable was organised under the chairmanship of Shri Piyush Goyal, Minister of Commerce and Industry with representation from regulatory authorities as well as venture capital funds vested in the Indian ecosystem. Also, as an outcome, it was decided that a startup advisory council shall be formed under the chairmanship of the minister to advise the Government of India on proactive steps to be taken for strengthening of the ecosystem. Additionally, a fund of funds with a size of USD187 mn was launched jointly by India and Japan at the event.

The event was very well received by the VC community and it was announced that Goa will be the permanent destination for the summit.

Invest India Team - Raunak Jaisinghani

AGNIi AND UNDP: HIMALAYAN BIODIVERSITY CHALLENGE

Under SECURE HIMALAYAS project, UNDP endeavors to secure livelihoods, conserve and restore high range Himalayan ecosystem. UNDP sought AGNIi’s assistance to identify innovative solutions for challenges associated with human-wildlife conflict.

To aid UNDP in this endeavor, AGNIi team members helped with scouting of technologies that fulfilled requirements. An initial list of 30 innovators was provided to UNDP; this was further refined to 24 innovators. After a scrutiny of their technologies, UNDP shortlisted 4 innovations for further discussion, where the UNDP head of project and the state teams along with members from AGNIi discussed the solutions being offered by the shortlisted entrepreneurs.

Of the 4 innovators, ANIDERS, a startup in Infrared Technology was selected for installing their innovation in across locations in Sikkim and Uttarakhand as specified by UNDP. The installation shall be completed with the assistance of UNDP biodiversity team and the forest officers.

The challenge that ANIDERS solves is prevention of crop wastage due to stray animals alongside reducing unnecessary human-wildlife conflict. Several farmers across the country have left their occupation due to such crop raiding by wild animals every year. ANIDERS uses Infrared Technology to detect the presence of approaching animals and repels them before harm is caused.

Invest India Team - Naman Galhotra, Nikita Kapoor, Prakarsh Mishra
PIIT and Invest India collaborated to organise a one-day state consultation workshop with a view to garner ideas to accelerate domestic investment with a special focus on MSMEs and foreign investments. The workshop saw participation from several States and UTs of India and provided a platform for deliberation of ideas and mark a path forwards towards realising the USD 5 tn economy.

The Workshop was divided into four sessions with the following themes:

a. **Session I**: Industrial policy- key features & incentives including single window systems.

b. **Session II**: Sectoral approach to manufacturing – sector selection & policy.

c. **Session III**: Interaction of state industry ministers with Ministers of Commerce & Industry.

d. **Session IV**: Cluster approach to industry – success stories.

The Workshop elicited several of the best practices that different States and UTs were following with respect to improving the business climate in their respective regions. For instance, Odisha shared the highly systematic approach followed by it in selecting focus/ priority sectors where it intends to focus its efforts. It has
identified food processing, chemicals, textiles, downstream industries in metal sector, Electronics System Design and Manufacturing (ESDM) and tourism as key areas. For this purpose, infrastructure availability in the state was also evaluated against 36 parameters with that of the other comparable states. Specific sectors were then evaluated against some of the parameters which were defined keeping in view the needs of the state. Some of these parameters included employment generation potential of a sector, strategic growth potential, past investment interest and others.

This systematic approach to the identification of focus sectors is an excellent example for other states in India to follow as it improves the chances of attracting investments.

During the workshop, a National Policy on Ease of Doing Business (EoDB) was also discussed. Some of the key guiding principles of the policy includes re-examining the rationale of all existing licenses/registration and replacing licenses with registrations wherever possible. This is likely to make further improvements in the investment climate of the country and help attract foreign investors to India.

Apart from this several stakeholders raised the issue of difficulties associated with acquisition of land as one of the major factors deterring investments in India. To overcome this challenge, an idea was mooted where unused parcels of land owned by different PSUs could be used for industrial purposes, especially given the difficulties associated with acquisition of land in India.

However, the biggest takeaway from the event was the announcement by Piyush Goyal, Union Minister for Commerce and Industry, where he proposed to set up a separate desk dedicated to north-east India. The desk will take up investment targeting, promotion, facilitation and website development for north-eastern states. Such dedicated measures is a great step towards ensuring the ease of doing business in the north-eastern states and is likely to encourage investments in the region.
As home to abundant natural resources, mesmerising traditions and boundless energy, the Northeast region is rightly referred to as the pride of India. It is therefore only appropriate that just as the first rays of the sun fall on our Northeastern states before moving on to the rest of India, so must the seeds of economic growth be planted in the region for our collective prosperity as well. With India committed to realising its target of becoming a USD 5 tn economy by 2024, accelerating the development and economic potential of the Northeast is an imperative.

A range of efforts in this direction have been spearheaded by the Government of India, such as approval of the North East Special Infrastructure Development Scheme (NESIDS), under which 100% central funding is provided to the state governments of North Eastern Region for infrastructure projects on water supply, power and connectivity enhancing tourism, primary and secondary education and health. Until now, over 22 projects worth nearly INR 885 crore have been earmarked for funding under this program.

Similarly, NEIDS also seeks to promote industrialisation in the region, with emphasis on boosting employment and income generation in the manufacturing and service sectors. As part of this scheme, manufacturing and service sectors in the Northeast can avail benefits up to INR 200 crore per unit subject to investments in plant and machinery. The NEDFi Opportunity Scheme for Small Enterprises (NoSSE) has been formulated to help first generation entrepreneurs who are short of equity.

These efforts are aimed at fostering the ease of

INVEST INDIA

NORTH EAST AS A GROWTH ENGINE

Ankita Sharma
of doing business through active investment promotion and igniting the entrepreneurial spirit in the region to give a fillip to startup ecosystem. This will, it is hoped, in turn revitalise the demand and supply chains to unlock new business opportunities.

This is also in line with what Prime Minister Narendra Modi has said, in multiple fora, in the past, “Rich natural resources combined with talent of our youth gives our North-East the potential to play a key role in our development journey. India will not develop till the North-East develops.”

In this context, the Department for Promotion of Industry, and Internal Trade’s North East Region Division and Invest India had joined hands to convene a symposium to facilitate and promote interactions between the industry, state governments, businesses and other stakeholders in Guwahati.

The workshop was attended by the senior government officials from the centre, senior government officials from Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Sikkim. Representatives from national bodies like APEDA and NEC, as well as industry associations such as CII, FINER, ASSOCHAM and FICCI also participated in the deliberations.

The symposium sought to facilitate knowledge sharing between the North-Eastern states on the NEIDS and foster the exchange of good practices in investment promotion and facilitation.

Discussions at the workshop helped build stakeholder capacity to strengthen coordination and cooperation among state departments. Participants reviewed the progress made so far under sector-specific and cluster-based development to promote the Ease of Doing Business in the region. Representatives from Northeastern states also shared insights on institutional preparedness in the region to attract investments, and extended their support to create a viable road map to develop the NER as envisaged by the Prime Minister in his vision for a New India.
India & USA
Towards Deepening Economic Partnership
Interview:
H.E. Harsh Vardhan Shringla,
Indian Ambassador to the United States of America

Article:
Edappadi K. Palaniswami,
Chief Minister, Tamil Nadu

Article:
Richard M. Rossow,
CSIS

Article:
Rich Verma,
The Asia Group

Interview:
Nisha Biswal,
USIBC

Article:
Dr Mukesh Aghi,
U.S.-India Strategic Partnership Forum

India-US Relationship

Testimonials:
Anil Bhatia, Emerson Automation Solutions
Texas Instruments India
Rajesh Nambiar, Ciena India
Bansi Phansalkar, Caterpillar India
Since 2014, India has opened up different sectors for foreign capital investments and enhanced the ease of doing business. What kind of shift have you seen in the perception of American companies, towards India as an investment destination?

The progressive liberalisation of India’s FDI policy since 2014 and reforms in defence, construction, single brand retail, manufacturing, aviation, communications, financial and other sectors have opened up investment opportunities for foreign companies.

Today, India is seen as one of the fastest growing major economies in the world with a GDP of close to USD 3 tn. The annual average rate of GDP growth in the last five fiscals from 2013-14 to 2018-2019 has been 7.5 percent.

On the World Bank’s Ease of Doing Business, India jumped 79 spots from 2014 to 2019 to be placed at the 63rd position amongst 190 countries. On the Global Innovation Index, we have been placed on the 52nd position in comparison with the earlier ranking of 81st in 2015. These developments have sent positive signals to investors across the world, including from the United States.

The introduction of Goods and Services Tax is a major taxation reform and step towards a unified market. It has removed the cascading effect of taxes. The Insolvency & Bankruptcy Code also allows for speedy resolution of bankruptcy cases of companies. Recent measures such as reduction of corporate tax rates from 30 per cent to 22 percent and a lower effective tax rate of 17 percent for new manufacturing companies are indicators of a business-friendly environment in India.

There has been a steady increase in FDI inflows since 2014. In 2018, the FDI in India from the US stood at USD 46 bn. Over 2000 US companies are successfully running operations in India. US companies are bullish on India as a long-term market and we are slowly seeing a gradual shift in global supply chains towards India.

Prime Minister Narendra Modi’s Make in India campaign has focussed on attracting foreign investment and boosting the private sector. Recently, Prime Minister designated US as a preferred trade partner in our vision of achieving a USD 5 tn Indian economy by 2024. This invitation is welcomed by US companies and they are eager to participate in India’s growth story.

The United States is at the forefront of cutting-edge and new technology. Collaboration in R&D would be key to our competitiveness and making us stay ahead of the curve in the fourth industrial revolution.
been collaborating in various clean energy initiatives. It is also an area which can be leveraged for our own projects such as Smart Cities Mission for setting up sustainable urban infrastructure in the next few areas. The Indian Pharmaceutical industry is already a part of the global development and production network. Biopharmaceuticals; aviation; artificial intelligence; clean energy are only some of the areas where there is tremendous scope for collaboration and exchange of knowledge.

New and emerging technologies like big data will be the key drivers of growth in the global economy. The United States is at the forefront of cutting-edge and new technology. Collaboration in R&D would be key to our competitiveness and making us stay ahead of the curve in the fourth industrial revolution.

**What were the important outcomes of the recent travel of Prime Minister Narendra Modi to USA, especially in terms of getting more investments to India?**

Prime Minister Narendra Modi’s visit to the United States in September 2019 was historic. In an unprecedented gesture, the US President Donald Trump also joined our Prime Minister in addressing over 50,000 Indian-American community at the ‘Howdy Modi’ event in Houston. Our diaspora in the United States has been a source of strength for the relationship, especially, on the economic side.

Prime Minister Narendra Modi has placed a special emphasis on attracting foreign investment in our goal of economic development. This was particularly visible during his recent visit to the US when he had productive engagements with the US business community. He participated in two roundtables with leading US CEOs – a roundtable focused on India-U.S. energy ties in Houston and a larger engagement with top US CEOs in New York who cumulatively represented a net worth of USD 16.4 tn.

**Our bilateral trade in energy has grown from almost zero in 2014 to USD 6.7 bn in 2018.**

The Prime Minister witnessed the signing of a multi-billion dollar MoU between India’s Petronet LNG Limited and Houston-based LNG company Tellurian Inc for import up to five million tonnes per annum (5 mtpa) of Liquefied Natural Gas (LNG) from America.

Prime Minister Narendra Modi and the President Donald Trump discussed trade and economic relationship between the countries during their meeting in September 2019.

The efforts of India’s leadership at the highest levels in promoting the India-U.S. bilateral commercial and economic ties have given impetus to foreign investment to India.

**We are looking at USD 280 bn (bilateral trade) between the two countries, in the next five years. How do you see this happen, given the current trade tension between India and USA?**

The India-U.S. bilateral trading relationship is at an all-time high, breaking new ground under the leadership of Prime Minister Modi. Trade has grown significantly in the last five years, crossing USD 142 bn in 2018. At the close of 2019, we were close to the USD 160 bn mark in bilateral trade.

If we look at the energy and defence sectors, we see that our relationship has grown by leaps and bounds. India was designated as a Major Defense partner for the United States in 2016. Our defence trade with the US is valued at USD 18 bn from almost zero, ten years ago. This is bound to grow in the coming years. In 2017, our leadership decided to elevate our energy partnership to a Strategic Energy Partnership. Our bilateral trade in energy has grown from almost zero in 2014 to USD 6.7 bn in 2018.

There are some areas where there is need for greater discussion between both sides to arrive at solutions. But the overall bilateral trading relationship is robust and poised to grow in the coming years.

**What could be some other policy changes that could assist in a greater involvement of US companies in India and vice versa?**

Prime Minister’s flagship programmes such as Digital India; Make in India; Startup India; Smart Cities Mission have set the course for our economic development.

Going forward, we need to work steadily on development of infrastructure and human capital. We are a young country and our human resources can be an asset in our growth.

Stability, predictability, simplified procedures, potential for growth are some of the main factors that influence companies on both sides when deciding on overseas investments. Undoubtedly, the success of our flagship programmes and progressive reforms would create an environment that would encourage US investment in India and vice-versa.

**What role can Invest India play to facilitate and ensure more investments from USA?**

In the last few years, Invest India has been at the forefront of identifying, attracting and catalysing investments to India. We have a strategic partnership with the United States and the relationship is on an upward trajectory. This is an opportunity for Invest India to identify and work on the sectors where there will be opportunities in the coming years.

**Invest India can play a proactive role in highlighting reforms in our policies and in sensitising US companies of the wide array of developments taking place in the Indian economy.**

Our defence trade is on the rise, propelled by India’s inclusion in the License Exception Strategic Trade Authorization (STA-1) in 2018 and India’s designation as a Major Defence Partner of the US. We have liberalised FDI norms in defence which is also an important sector for our Make in India initiative. The time is ripe for American defence companies to expand operations into India. The recent 2+2 Ministerial meeting in Washington DC and the signing of the Industrial Security Annex can further boost co-operation in the area of joint defence manufacturing and R&D.

India has found a partner in the US in meeting its energy demands and ensuring energy security. India imported USD 1.2 bn of oil and gas in 2016, USD 6.7 bn in 2018, and nearly USD 8 bn in 2019. There is tremendous scope for building on this relationship and inviting US investments in India’s energy sector in modernising power grids, renewable energy, and other areas. Invest India can play an important role in enabling the same.

Invest India can play a proactive role in highlighting reforms in our policies and in sensitising US companies of the wide array of developments taking place in the Indian economy.

**Trade has grown significantly in the last five years, crossing USD 142 bn in 2018. At the close of 2019, we were close to the USD 160 bn mark in bilateral trade.**
INVEST INDIA

Investor’s, Innovate and Create in Tamil Nadu.

Tamil Nadu is a land of opportunities. The discerning global investor’s search for the ideal destination to set up business invariably ends in Tamil Nadu, as Tamil Nadu has developed world class infrastructural facilities for existing and sunrise industries. The southern state of India perches quite high on the ease of doing business scale in view of its political stability and socially conducive ambience, among other things.

Continuously beckoning foreign and domestic investment, this traditionally industrialised state has its own set of comfort factors which ensure that no entrepreneur looks beyond its borders for starting a factory or launching a business.

The state is already home to as many as 62 ‘Fortune 500’ companies and has earned the sobriquet ‘Detroit of Asia’. Many multi-national companies chose Tamil Nadu, particularly its cosmopolitan capital city of Chennai and its surrounding areas, for setting up manufacturing units and other facilities.

“Tamil Nadu has become the state with the highest number of industries and second biggest economy in the whole of India. However, instead of resting on our laurels, the state continues to beckon investors from all over the world. The 41 MoUs during the fortnight long business tour of UK, USA and UAE to bring in investment worth INR 8,835 cr is just an indicator of the present trend that has seen more companies evincing interest in Tamil Nadu of late.

The prime reason for investors continuously reposing their faith in the state is that it continues to upgrade its facilities, keeping in mind the changing technological and consumer needs. So, keeping with the legacy of being an investor-friendly land, Tamil Nadu has opened fresh avenues for those starting defence and aerospace industries and manufacturing of electric vehicles as they are the business of the future.

The state’s new policy on aerospace and defence industries offers subsidies on capital, land, skill development and certification and funding in the form of equity and special support for Maintenance, Repair and Overhaul (MRO) industries. The defence industrial corridor, one of two in the entire country, has Chennai, Hosur, Salem, Coimbatore and Trichy as nodal cities.

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The Aerospace Park in Sriperumbudur, being set up by state-owned SIPCOT in 250 acres, would provide space for 50 companies.

The Advanced Computing and Design Engineering Centre, coming up in the Aerospace Park on one million square feet area, would offer cutting edge technology and state-of-the-art infrastructure to support incubation and innovation.

FROM THE MINISTER’S DESK

Edappadi K. Palaniswami

Chief Minister, Tamil Nadu

FROM THE MINISTER’S DESK

Edappadi K. Palaniswami

Chief Minister, Tamil Nadu
Another emerging growth centre is the Electric Vehicle (EV) Park. We have unveiled a policy on EV that offers a plethora of subsidies and irresistible inducements for investors, including a capital subsidy of 15 per cent on manufacturing and 20 per cent for making batteries. EVs would be even exempted from road tax till 2022. Since 35 percent or the auto component production happens in the state and it is the best place for making tyres, the state would be ideal for making e-vehicles, too.

For those interested in these emerging sectors or even traditional sectors like automobiles, wind energy, health care and software service, in which Tamil Nadu has been the leader for quite some time, there is a plethora of additional allurements. One of them is the vast pool of manpower in the state. Ranging from highly qualified technocrats of international calibre to skilled technicians to unskilled workers in all spheres like engineering, technology, human resources, accounting, finance, administration, management, legal services, logistics and so on.

This ready trained workforce is over and above the one million engineering graduates, passing out of the 575 engineering colleges, besides the IIT and NIT, in the state every year. Over 500 polytechnics and over 1550 ITIs also churn out diploma and certificate holders in specific engineering trades in the state where the government focuses more on skill development through various agencies and by conducting regular programmes, too.

Other known advantages of setting up industries in Tamil Nadu is that it is a power surplus state, provides the largest bandwidth of 15 TPS, has five big ports and six airports, four of them international. Then there are 21 large industrial parks and has excellent mad infrastructure connecting the entire length and breadth of the state. Also Tamil Nadu is the state with the maximum number of factories, accounting for 16 percent of the total numbers in the country. Apart from a robust policy framework, strong industrial base and firm macroeconomic fundamentals, the state boasts of modern infrastructure, good governance, ease of living and abundant land availability.

The digital land information platform is being developed that will facilitate buying and selling of private land for industrial purposes. In Tamil Nadu we welcome industries as there is enough space not only for business but also with hearts of the people of Tamil Nadu, who abide by the universal guiding principle ‘Yaathram Oore, Yavarum Kelir’ (The whole world is my home and everyone is my kith and kin).

Welcome to Tamil Nadu, the land of opportunities!
The India of 2030 will be dramatically different. India will surpass China to be the world’s most populous nation with 1.5 billion people. India’s per capita income will likely double to around USD 4,200. The Indian economy will also most likely be the world’s third or fourth-largest at around USD 5.5 trillion. America will remain India’s top goods trade partner, and India will be on the verge of breaking into the list of America’s top five goods trading partners. While the prevailing global headwinds against trade may not completely die out, the lure of the Indian market will ensure that the US-India economic ties continue to deepen and thrive, complemented by a growing US manufacturing presence in India. This relationship will continue to balance as Indian firms invest more heavily in the US.

US-India relations have been through several stages since India began to open to the world. I characterise these stages as:

1990’s- Growing Pains: The first waves of US investment ran into a difficult, and often over-sold business market in India. Major investments in electric power generation, a multitude of forced joint ventures, and the allure of a 200 million-strong middle class, led to miscalculations and disappointment.

2000- Tech Takes Off: The mixture of Y2K, an under-utilised technology population, and a major set of telecommunications reforms in 1999 set the table for the most robust area of US-India commercial engagement-technology services trade.

Mid-2000’s- Irrational Exuberance: India’s growth rates spiked, and foreign equity investors, eager for a stake in the ‘Indian Growth Story’, pushed more money than the market could handle. While some investors found success, others were stuck chasing shaky ideas and bad investments.

Late 2000’s to early 2010’s- Back to Basics: By the late 2000’s the Indian market was fairly open to foreign trade and investment with a few remaining barriers. Companies in a range of consumer products, and in the services sectors began to build for the long-term.

2013- Hitting a Wall: Concerns around regulation and trade matters started to dominate the commercial relationship’s policy space, triggering an initial trade skirmish that chilled the economic relationship for the greater part of a year.

2014- Back on Track (Mostly): India’s new business-friendly prime minister, Narendra Modi, quickly lifted many remaining FDI restrictions and personally courted investors, leading to an uptick in foreign investment. Though India began to pull away from earlier steps in trade integration.

Today- Defying Gravity: The United States and India are in a medium-intensity trade policy fight. Yet actual US-India trade remains quite strong with USD 92.1 bn in goods trade over the last 12 months.

I am often asked which sectors are likely to provide a large boost to US-India economic ties in the near future. In my view, the simple truth is that ‘all boats will rise’ as India’s economy takes-off. India will have greater hunger for consumer products, steel, energy, chemicals and everything in-between. Although India has not yet been able to take advantage of supply chain shifts due to the US-China trade fight, it will begin to attract more global manufacturers—eager to tap into the strengthening domestic market in India. ‘Make in India’ will slowly succeed due to a mix of domestic reforms, and the size of the domestic market.

Indian firms will continue to expand investments in the United States. As per the most recent ‘Indian Roots, American Soil’ report on Indian investment in the United States by Confederation of Indian Industry (CII), Indian firms have cumulatively invested over USD 17.9 billion into the US and employ over 113,000 people. While information technology services make up the largest share, Indian investments in pharmaceuticals, manufacturing, energy, and food and agriculture are increasingly prominent. As the wider US-India economic relationship deepens, more Indian firms will seek to expand operations in the US. This will be driven by the need to take advantage of a large, relatively wealthy consumer...
base, and a growing diaspora that already numbers over 2.3 mn people.

**India’s new business-friendly prime minister, Narendra Modi, quickly lifted many remaining FDI restrictions and personally courted investors, leading to an uptick in foreign investment.**

As hinted earlier, we do have some turmoil in the economic relationship. Both nations face major trade deficits in goods that currently drives our respective approaches to trade policy. It will be difficult to look past these short-term pain points, as they resonate with voters. However, the economic relationship is simply too important, and our natural complementarities are too great. America will continue to be a crucial global hub of innovation; India is the world’s most dynamic, fast-growing consumer markets. The old tropes of ‘English and Common-law’ remain important, removing key frictions that we find with other markets. This all adds up to a powerful impetus for our leaders to aggressively pursue policies that do not augment trade tensions.

In my opinion, the most crucial breakthrough that is just starting to happen revolves around innovative business approaches to India’s national challenges. Despite India’s growth rate, tens of millions still live in desperate poverty. Access to reliable electric power, water, and sanitation remains sparse. Most Indians are only starting to join the financial sector. Motorised vehicle ownership remains low, despite overcrowded roads in metropolitan areas. These are huge challenges—and monumental opportunities in the right hands. US-India partnerships that find innovative solutions to these challenges will become the commercial successes of tomorrow. Together these partnerships will have the chance to break into new markets that face similar challenges across Latin America, Africa, and the rest of South Asia.

**Motorised vehicle ownership remains low, despite overcrowded roads in metropolitan areas.**

I am quite certain that contentious trade issues will still be on the agenda in 2030. They will evolve over time. Perhaps our trade negotiators will be arguing about phytosanitary regulations around electro-pellet feed for our robotic pets or over the geographical indications for the cool accents we add to our digital assistants. Nevertheless, the positive areas of collaboration will dominate the agenda as American and Indian firms seek to build on their partnerships locally and take our innovative ideas to new markets where we can mutually succeed.

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President Dwight D. Eisenhower stepped off Air Force One and into New Delhi’s evening air on 10 December 1959, he made history as the first sitting US president to visit India. President Eisenhower later wrote that the goal of his three-week voyage, which included stops in Europe, North Africa, Iran, Pakistan, and Afghanistan, was to fulfill his dream of visiting India.

President Eisenhower and Indian Prime Minister Jawaharlal Nehru, much as they had done when they had met three years earlier at President Eisenhower’s Gettysburg farm, spent hours together in New Delhi surveying the state of world affairs. Their discussion touched on the full range of economic and security issues gripping the world and Asia in particular during that time. Both leaders agreed that a strong and prosperous India would advance regional security and serve as a successful, democratic alternative to communism in Asia. His optimism about the future of US-India ties rested on his belief that both countries shared values and a converging worldview.

Bilateral relations following the Eisenhower administration have seen their shares of ups and downs, but unquestionably we have been on a decidedly upward course for the past two decades. President Bill Clinton’s visit to India in 2000 set the stage for a strategic partnership with Prime Minister Atal Bihari Vajpayee that facilitated the completion of a landmark agreement on nuclear cooperation during the George W. Bush administration—a watershed moment that enabled relations to deepen and widen at an accelerated pace.

By the end of President Barack Obama’s second term, India and the US were cooperating on combating climate change, were strengthening military interoperability, had a burgeoning economic relationship, and had established over 40 dialogues where senior officials exchanged views on topics ranging from health to defense technology to counterterrorism. To borrow from Prime Minister Modi’s historic address before the joint session of the U.S. Congress in 2016, the United States and India had overcome the hesitations of history and successfully become the natural allies that Prime Minister Vajpayee had called for nearly twenty years earlier.

The strategic partnership between New Delhi and Washington has continued to advance under the Trump administration, despite rising difficulties surrounding bilateral trade. The US-India relationship is one of the most consequential for the US. As an economic and demographic power, India of 2030 will soon lead the world in all categories. It will be the most populous country, with the largest middle class and most college graduates. It will have the third largest military and third largest economy, and will continue to have an incredibly important youth dividend with half of the population below the age of 25.

Investments by US companies can play an influential role as part of this transformative growth story. US Foreign Direct Investment (FDI) in India has increased steadily over the past decade, reaching USD 46 billion in 2018. Continued reforms to improve the ease of doing business and create a competitive, predictable regulatory environment will undoubtedly spur closer commercial ties between the two countries going forward.

This year, I had the opportunity to participate in two roundtables with Invest India focused on improving competitiveness in India’s pharmaceutical industry and agricultural sector. During these discussions, participants from domestic companies, multinationals, civil society, academia, and government developed a set of policy recommendations to promote innovation and catalyse investment. Perhaps most importantly, there was broad consensus from all sides that US-India trade and investment is beneficial for India, the US and for the world.

Perhaps our greatest set of connections are the shared values which bind our nations and populations together. Collectively, we represent nearly 1.7 billion people living in democratic systems, and who believe in the rule of law and inclusive systems of governance where all can be heard and equally represented. Additionally, when our governments move too slow, there are the millions and millions of people-to-people connections that keep our two countries moving forward together, including the four million Indian Americans, who have become one of America’s largest and most successful immigrant groups.

India is also a growing military power blessed with a strategic location sitting astride some of the planet’s busiest and most important trade routes that link the Middle East and Africa with Asia. The US and Indian military have found greater convergence over the past two decades. The respective defense industries have also collaborated on developing advanced systems to protect, defend and deter potential adversaries. This is one of our most promising areas of cooperation in the years ahead. If we collectively endeavor to build a peaceful, prosperous, and stable Indo-Pacific region, we must continue to focus our efforts to strengthen our strategic partnership as we move forward together.
USA-India

- The healthcare market in India is expected to be among the top 3 in the world by 2020 and therefore, presents a tremendous opportunity to investors within the sector.

- India’s engineering R&D globalisation and services market is set to rise to 38 bn by 2020.

- The number of Indian students in the US in 2019 has increased by 3 percent above the previous year.

- Indians are the highest-earning ethnic group in the US, with a median income of USD 51.6 bn. This is almost 2X that of the national median.
What kind of shift have you seen in the perception of American companies towards India as an investment destination over the past few years?

There is a great deal of hope and expectation in the business community surrounding opportunities for growth in the Indian market. In many ways, the expansion of goods and services trade since 2014 speaks for itself. We’ve gone from USD 105 billion in 2014 to USD 143 billion last year, reflecting the increasing importance that US companies are placing on India as part of a global strategy. Despite the economic downturn that India has seen this year, industry broadly recognizes that sectors like manufacturing, infrastructure, insurance, and of course e-commerce will be major drivers of India’s economy in the years ahead.

Of course, so much depends on the Government of India’s commitment to undertaking the kind of reforms needed to create a business and investment-friendly environment. Ease of doing business is an issue that the Modi government is very focused on, but while we’ve seen the government make significant strides in some areas, much remains to be done to attract significant new investment flows. We have heard some concerns from industry about policies that appear protectionist and create the impression of an unlevel playing field for foreign companies. While in many cases these policies don’t directly restrict Foreign Direct Investment (FDI), they contribute to investor uncertainty. For instance, we have seen a significant drop-off in investment in the life sciences sector over the past year, due in large part to concerns surrounding price control policies. Nonetheless, with the introduction of the Ayushman Bharat initiative as well as efforts to resolve the differences between the US and India on medical devices, we remain confident that India’s growing healthcare market will spur resurging investments in the years ahead, bringing innovative products into the country to meet the needs of millions of Indians.

What do you see as the most important reforms undertaken by India in recent years that have helped ease of doing business? What more could be done?

It’s clear that the Modi government has dedicated significant attention and effort to enacting policies that reshape India’s society and economy – from demonetisation and the Goods and Services Tax (GST) rollout to the series of reforms announced by Finance Minister Nirmala Sitharaman earlier last year. The creation of a uniform taxation system around GST delivers major benefits for streamlining tax levels, simplifying collections and automating a number of tax-related processes. That’s a massive shift for a country that has traditionally delegated those authorities to the state level, and while we have recommended tweaks to optimise the GST structure USIBC has been very supportive of that reform effort.

We also applaud the government’s decision to open the insurance sector and an increasing number of other areas to FDI, which will deliver significant benefits to India’s economy in the long-run through increased investment, job creation and competition. Much credit goes to leaders at the state level as well, who at the urging of the centre have moved dramatically and quickly to streamline business licenses, reduce overlapping regulatory requirements, and provide avenues for industry to engage on specific business issues.

While we laud these successes, we have urged the government to build on this momentum and continue its work on economic reform. In conversations with GOI officials, as well as a report on Ease of Doing Business we released in 2019, USIBC has focused on reforms that provide a transparent, predictable and stable regulatory environment, establish strong legal frameworks for dispute resolution and ensure protections for intellectual property. These include continued disinvestments of government-owned businesses and liberalisation of business segments, creation of light-touch regulation around data issues like cyber-security and privacy, and reassessment of regulations around GOI-designated Special Economic Zones. Conversely, the government can help inspire business confidence and reduce uncertainty by establishing a regularised system and schedule for policy reviews.

How do you see trade and investment relations between India and the US evolving, especially in the context of the US-China trade tension, global slowdown and increasing protectionism?

Clearly there are increasing trade tensions between the US and India, and that shouldn’t be entirely unexpected. As the trade and investment...
relationship between our countries deepens, issues will emerge that require us to create more efficient pathways for business. There’s much more at stake today in the US-India economic relationship than ever before, but also more opportunities for industry in both countries if we can find ways to address outstanding trade challenges. I think that both countries recognise that it’s imperative to work through the hard issues on trade, and I’m optimistic that we’ll see a limited trade agreement in the next few months that lays the groundwork for more challenging discussions down the road.

While it’s not clear how trade tensions between the United States and China will play out, it’s already evident that a number of international companies are re-evaluating the longer-term stability of investments in China. This creates a window of opportunity for India as it seeks to become a global manufacturing hub. This far, India has not been the beneficiary of shifting supply chains, though the government’s announcement of a major tax cut for both corporates generally, and new manufacturing firms more specifically, is certainly a move in the right direction. USIBC works closely with the Government of India to create an ecosystem that can attract supply chains, and will be bringing a delegation of USIBC Global Board members to India early next year to continue these discussions.

**Q4 Research and Development (R&D), innovation and startups are important areas where both India and USA can collaborate. What are the opportunities that lie in these sectors for India?**

India has long been at the heart of the global digital economy. Through its position as a global hub for research and development in technology, healthcare and a variety of other industries, India supports innovation and job creation. Until recently, most of that innovation has focused outward, as international companies export the fruits of that research to create products and services for the international market. With the growth of India’s middle class, however, Indian consumers are increasingly the target audience for innovative new technology and products. This opens up new opportunities for startups and products tailored to the Indian market, as global companies utilise Indian R&D capacity to create domestically-oriented goods and Indian multi-nationals increasingly look to tap domestic consumers.

In parallel, there has been a cultural shift in the Indian workforce, perhaps inspired by the experience of Indian-Americans and Indian IT workers employed by American companies. These entrepreneurs are significantly more open to risk-taking and can tap international and domestic capital to launch new ventures. This startup ecosystem began with online apps, cybersecurity, fintech, and IT applications, but has quickly taken root across high-growth sectors like hospitality, e-commerce, logistics, and agriculture. The disruptive innovation culture is here to stay, and USIBC is focused on adapting our own work to better tap the R&D, science and technology community.

**Q5 USIBC has been instrumental in strengthening bilateral relationship between our two countries over the last several decades. What do you see as some of your most prominent recent achievements?**

USIBC is celebrating our 45th anniversary next year, and we’ve certainly come a long way since our founding in 1975. While we’ve focused on enhancing ties between the United States and India since our inception, the scale of our work has expanded alongside the US-India commercial relationship. Through our work to expand trust and deepen collaboration across sectors like defense, technology, energy, and financial services, we’ve helped establish the connections that support the growth of bilateral goods and services trade from less than USD 4 billion to USD 143 billion today!

Since I joined USIBC in late 2017, we have seen a number of major accomplishments in the US-India relationship. These include the signing of the Communications, Compatibility and Security Agreement (COMCASA) and the inclusion of India as a Major Defense Partner (MDP) in the 2019 National Defence Authorization Act; updating of data privacy laws, the National Digital Communications Policy (NDCP) and e-commerce regulations; the launch of a track 1.5 US-India Summit on intellectual property and the Ayushman Bharat scheme to advance healthcare access for Indians; reforms to the corporate tax structure; and an easing of FDI limits in a number of sectors, including insurance. USIBC has been active and involved on every one of these issues, along with partners in industry and government.

Looking ahead, we’ll be focused in the coming year on addressing local issues to solve big global challenges. This includes work on the supply chain ecosystem and investment hubs in the US and India, as well as how the US and India can collaborate across the Indo-Pacific.

**Q6 What role can Invest India play to facilitate and ensure more investments from USA?**

As India’s premier investment promotion agency, Invest India knows how US companies view India and the reforms needed to attract investment across a variety of sectors. We also value Invest India’s capacity to offer direct support to US companies, a critical tool for companies who are newly engaging the Indian market. While USIBC works with our members on more broad-based regulatory and policy issues, Invest India offers extensive support for US investors at every step of the investment process. This includes pre-investment market research, location support, sector intelligence and cultural guidance; market entry support; and enforcement of contracts. In addition, US companies with innovative products in the digital, renewable energy, healthcare and high-tech fields often report a lack of clarity in existing regulatory frameworks and inadequate protections for intellectual property and data exclusivity. Invest India can provide a go-between the complex structures of the Indian government, judiciary and executive system to provide the light-touch guidance which helps international investors feel confident in India as an investment destination. That’s why the USIBC MoU with Invest India creates such an important collaboration – providing comprehensive support for the growth of two-way trade and investment between our countries.
India, home to eighteen percent of the world's population, uses only six percent of the world's primary energy. This, however, is rapidly changing and the energy landscape in India is evolving like never before. The recent reforms undertaken during Prime Minister Narendra Modi's first term, especially in the last mile delivery of services, have led to rapid developments in India, both socially and economically. India's young demographic and large middle class are driving consumption of goods and services, which is inevitably increasing the demand for energy sources in the country. However, India's dependence on imported energy resources and the inconsistent reform of the energy sector are challenges to satisfying rising demand. A 2017 report on the outlook of energy in India projected that India's energy consumption will rise by 129 percent between 2015 and 2035. It also predicts that the country's energy mix will evolve very slowly, with fossil fuels accounting for 86 percent of demand in 2035. Given this rise in energy demand, India will need to look towards other countries, like the US, to learn from their best practices and business models, and collaborate towards an energy-secure future.

The US and India have always had a strategically and diplomatically important relationship, within which the US-India energy relationship is currently at its best, and has the potential to expand tremendously. While visiting the US in September 2019, Prime Minister Narendra Modi interacted with CEOs from the US oil and gas sectors in Houston. This is a testament to the importance that both countries place on their budding energy partnership. During the meeting in Houston, PM Modi discussed how to harness opportunities in the area to address India's growing energy needs, and highlighted the importance of working together for energy security and expanding mutual investment opportunities between India and the US. The US and Indian governments have made significant progress in the natural gas sector. The US-India Gas Task Force (GTF), convened under the US-India Strategic Energy Partnership, seeks to support the Government of India and the US Government in their respective goals of expanding India's gas sector and promoting exports of US goods and services. The GTF has identified three key themes that need to be addressed to expand natural gas use in India and trade with the US — natural gas pricing, markets, and regulations; natural gas grid strengthening; and stimulating natural gas demand growth.

The bilateral partnerships in energy sectors extend to private and public sector companies in both countries. Earlier in 2019, Gas Authority of India Limited (GAIL) signed an initial agreement with ExxonMobil, the most valuable energy company in the world, to explore jointly supplying natural gas to power and transportation sector in India. The two companies are exploring the possibility of expanding gas business in India by supplying...
LNG to heavy goods vehicles as well as power plants. The Memorandum of Understanding (MoU) between the two companies shows ExxonMobil’s eagerness to participate in India’s natural gas sector and to capture opportunities that recent government policies and an expanding economy are expected to bring.

The success of US-India partnership in natural gas sector can also be emulated in other energy sectors as well. The most attractive proposition for the near future is to help India develop a thriving coal gasification industry. As mentioned, India’s growing middle class is creating a demand for goods and services that drives demand for chemicals and petrochemicals. The ability to fulfill demand for petrochemicals will be critical to maintaining the momentum of India’s development, but in the absence of a domestic chemical industry, the country will heavily rely on imports. Imports of petrochemicals – essentially ‘oil equivalent imports’ – will place increasing pressure on the country’s current account deficit, causing it to widen, and put downward pressure on the Indian Rupee. An alternative to imports is to develop a domestic chemicals industry, taking advantage of indigenous feedstocks such as coal, lignite, and petroleum coke.

**India can extract maximum benefits from its indigenous coal resources by developing a coal-to-chemical industry.**

India can extract maximum benefits from its indigenous coal resources by developing a coal-to-chemical industry. India should leverage globally-available gasification technology, in which the US is a leader, to fast track its development of this industry. US gasification technology companies will be interested in investing in Indian gasification industry and taking on the technical risk for a reasonable return on investment. To attract private sector investment and global technology players to the Indian coal-to-chemical industry, the Government of India should consider providing incentives to make returns globally competitive for the sector. A policy push for coal-to-chemicals would need to be driven by feedstock supply security and attracting proven global technologies in coal gasification to make it competitive.

The outcome of a US-India partnership in the energy space has the potential to affect the future of energy distribution in India, as well as impact the global supply and demand dynamics of energy products and services. This model of cooperation can also serve as an example for other sectors in the two countries to come together and work towards a common goal – development and prosperity.
hen Jawaharlal Nehru visited the US in 1949, he is said to have asked his sister Vijayalakshmi Pandit, “In what mood shall I address America? … I want to be friendly with the Americans but always making it clear what we stand for.” This dilemma was a prelude to the next several decades of a sometimes waxing, often waning, bilateral relationship through the cold war.

With shared values of democracy, liberty and rule of law, India and US have always tended to be natural allies. However, India, while declaring itself non-aligned soon after independence, opted for a socialist pattern of development and closer ties with the Soviet Union, much to the disappointment of the US. In this backdrop, closer ties with the Soviet Union, much to the US, opted for a socialist pattern of development and closer ties with the Soviet Union, much to the disappointment of the US. In this backdrop, closer ties with the Soviet Union, much to the US.

The deepening partnership

India’s trade with the US has boomed since liberalization in early 1990s. While most people are aware of the services miracle, where India’s services trade with the US went from about USD 2 bn in 1995 to USD 55 bn in 2018, trade in goods has been setting its own records, going from about USD 9 bn in 1995 to about USD 88 bn last year, making the US India’s largest goods trading partner in FY2019. While the direct investments between the two countries might seem relatively modest, with American businesses being the sixth largest FDI contributor to India as of June 2019, the rate of growth has been significant over the last few years. The total cumulative US FDI flows into India between 2014-2018 account for almost half of all US FDI that has come in since the year 2000. US companies contributed USD 90.5 bn to India’s GDP in 2017.

The complementary trend to take note of is the contribution of Indian investments in the US economy – according to estimates – the Indian IT Industry alone added USD 57 bn to the US GDP in 2017 via their operations and investments, a figure higher than the GDP of six US states. According to a CII and Grant Thornton survey released in August 2015, 100 Indian companies had made USD 15 bn worth of investments across 35 states, creating more than 91,000 American jobs. At the beginning of 2018, this had increased to 50 states and 113,000 American jobs.

To be sure, there are substantial issues between the two countries on trade and investment. However, these only reiterate the urgency and an overwhelming need for closer cooperation. The US has regularly expressed the need for its exports to have free access to Indian markets, complaining against some of the trade barriers, while India has been unhappy about the recent termination of its preferential trade status under the Generalized System of Preference (GSP) program by the US. Direct investors in both countries also have several concerns around visa rules and free movement of employees, enforcement of contracts, protection of intellectual property, and policy stability, among others. While these are substantial issues, needing a sincere and diligent approach to resolve, they are by no means unsurmountable.

At a broader level, over the last couple of decades, India-US bilateral relations have developed into a global strategic partnership, based on shared democratic values and increasing convergence of interests on bilateral, regional and global issues. The level of exchange is evident from more than 50 bilateral dialogue mechanisms that have come up between the two.

Greater engagement and cooperation is evident both in bilateral framework and in multilateral forum such as the UN, G-20, Quad.
Japan-America-India (JAI) alliance, US-India Trade Policy Forums, US-India CEO forum among others. The formation of 2 Plus 2 Dialogue exemplifies the importance the two countries currently accord to acquiring new qualitative edge commitment in promoting mutual interests.

Defence, a sector of great strategic importance with significant implications for national security and technological growth, is fast becoming the centre piece of this historic partnership. During the 2016 US visit of PM Modi, the US recognised India as a Major Defence Partner, which commits the US to facilitate technology sharing with India and industry collaboration for defence co-production and co-development. Recently, the US senate passed the National Defense Authorisation bill that places India at par with America’s NATO allies concerning defence cooperation and trade. The social, cultural and people-to-people relationships continue to expand and deepen. The US has about 3.5 mn people of Indian origin; Indian Americans make up approximately 18% of Asian American population in the US. Indian students contributed USD 7.5 bn to the US economy in 2017-18, the second highest group of foreign students in the US after the Chinese. Indian visitors spent nearly USD 13 bnn in the USA making it the 6th largest market for US travel and tourism. More than 1.2 mn US tourists visited India in 2015, accounting for over 15% of all international visitors, and contributing over USD 3 bn to the Indian economy.

PM Modi’s recent US visit

The recent visit of Prime Minister Modi to the US, hailed as a roaring success, was a testimony to the new heights being achieved by this historic partnership. The PM arrived in the US in September 2019 and was welcomed by a massive crowd of over 50,000 people at the NRG Stadium in Houston. To underscore the importance of the relationship between the two countries, President Trump himself travelled to Houston to join the PM on his stage, commenting that, “India has never invested in the US like it is doing today and
it is reciprocal, we are doing the same in India.”

On the same day, PM Modi chaired an energy sector roundtable planned and executed by Invest India. Given the relevance of the energy ties between the two nations, the PM received industry representation from 17 oil & gas, petrochemical and energy companies including Global Fortune 500 companies such as ExxonMobil, LyondellBasell, BP Plc, Rosneft Oil, Schlumberger and Total. The agenda of the roundtable was to highlight the future of India’s energy sector and the role to be played by foreign investors in the same. The discussion focused on expanding mutual investment opportunities between India & USA in the energy sector with companies discussing their expansion plans in India and putting forth recommendations before the PM to further augment the growth of the sector.

The PM then travelled to New York where he chaired another Invest India organised CEO roundtable, with 42 global captains of industry from across 20 sectors. The companies that participated in the roundtable had a combined net worth of USD 16.4 tn, of which their net worth in India is USD 50 bn. The gathering included Ms Ginni Rometty, Chairman, President and CEO of IBM; Mr Douglas McMillon, President and CEO of Walmart; Mr. James Quincey, Chairman and CEO of Coca-Cola; Ms. Marillyn Hewson, CEO of Lockheed Martin; Mr. Jamie Dimon, Chairman and CEO of JP Morgan; Mr. James D. Taiclet, CEO of American Tower Corporation and co-chair of the India-US CEO forum; and Senior Executives from Apple, Google, Marriott, VISA, Mastercard, 3M, Warburg Pincus, AECOM, Raytheon, Bank of America, Pepsi to name a few. The participants appreciated the great strides made by India in striving towards ease of doing business and many reforms which have led to a conducive environment for investors. The business leaders complimented the Prime Minister on taking strong decisions with a focus on ease of doing business and making India more investor-friendly. The leaders also mentioned that their companies remained committed to the growth story of India and, on the back of this, continued to grow their footprint in India.

Concluding his hugely successful and historic US visit, the PM addressed the UN General Assembly on in September 2019, where again the close partnership between heads of the two nations was evident with mutually re-enforcing speeches.

A promising future

As India and US march forward together on the solid foundations of shared values, there is much to be hoped of the future. Both countries share a strong institutional affinity with deep rooted democratic foundations fostering cultural diversity and a business framework that brings the two countries closer. Alongside, the rising US geo-political support has helped India emerge as a global power and a partner in its efforts to ensure peace and stability in this part of the world.

The two countries have set a target of increasing bilateral trade to USD 500 bn by 2025, which would play an important role in India achieving it’s dream of a USD 5 tn economy. Currently, both trade within the WTO framework due to the lack of a bilateral Free Trade Agreement (FTA). High level talks are ongoing in this direction and both sides are keen to formalise a FTA soon. Similarly, while the conversations around a Bilateral Investment Treaty (BIT) stalled last year due to differences on approaches to investor protection, a revival would be in the long-term interest of both sides. The ever-converging partnership of these two giant nations has gathered an unstoppable momentum, and future indeed seems very promising.
AMERICAS TEAM AT INVEST INDIA

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Srividhya
Shawn Bhalla
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Sanchit Goyal
ince 1980s, when Emerson first established roots in India, our operations in the country have become our greatest success story. Today Emerson operates in India through its two business platforms: Emerson Automation Solutions and Emerson Commercial & Residential Solutions.

Emerson Automation Solutions helps oil and gas, petrochemical, refining, power generation, and other process and manufacturing companies achieve top quartile performance – which includes optimising production, improving safety and lowering energy and operating costs. Emerson Commercial & Residential Solutions works with the heating, cooling and refrigeration industries to help ensure human comfort and health, protect food quality and safety, and advance energy efficiency; and their food waste disposer and tools businesses help create sustainable residential and commercial infrastructure.

Emerson has been a dedicated investor in India for over 40-years, and even today India continues to be a growth market for Emerson. With 7000 employees and a network of more than 50 facilities across India, Emerson has established a strong presence in India. Our five state-of-the-art global engineering centers cater to Emerson businesses across the world. We have ten manufacturing plants, that in addition to India, cater to global markets such as Middle East, Africa and South-East Asia. These world class plants manufacture control systems, actuators, transmitters, valves, compressors, condensing units, and such industrial products; and employ over 4000 engineers in this region.

At Emerson, a 129-years old company, a comprehensive product portfolio of value-added technology solutions solves the toughest challenges across the process, industrial, commercial and residential markets. With the growing links between services and manufacturing, and a rapidly expanding domestic market, India is becoming a pivotal hub for Emerson’s products and services. In India, Emerson partners with some of the biggest refineries and other O&G players in their digital transformation journey.

Emerson truly believes that digitisation and a surge in technology adoption in the

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**Innovating Technology Solutions for a Market in Action**

**Anil Bhatia, Vice President & Managing Director**

— India, Emerson Automation Solutions

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**InVEST INDIA**
manufacturing industry are a unique advantage in this region. Boosted by the ‘Make in India’ program, this transformation is a tremendous opportunity for India to drive its next phase of growth. Acknowledging the need for businesses to streamline and enhance their operations as they leverage technology, our Digital Transformational roadmap is a critical offering for our customers here. It builds on Emerson’s expertise to help businesses overcome their biggest barriers to transformation and fundamentally shift their operations away from antiquated, out-of-date methods to advanced, state-of-the-art processes. This is particularly important for the Indian market because the country’s economic growth is linked to the fortunes of its manufacturing sector.

India has now become one of the most attractive destinations for investments, compelling companies like Emerson to remain committed to this region. We believe that the successive governments’ support in maintaining stability, increased focus on infrastructure development and consistent and transparent policy has helped the business and economic growth of the region. Government organisations like Invest India have played a considerable role in strengthening Emerson’s reach in the country. Emerson’s latest investment in building a state-of-the-art manufacturing facility, spread over 60-acres in Chakan, Maharashtra, has only been possible with a lot of support and assistance from Invest India. Invest India’s allocation of dedicated account managers whose assistance right from allotment of the plot to expediting approval processes at various state level government bodies, has been extremely valuable.

Government organisations like Invest India have played a considerable role in strengthening Emerson’s reach in the country.

From leading India’s leap into the digital world of energy and manufacturing, to better energy efficiency in the Heating, Ventilation, Air-Conditioning and Refrigeration industry (HVACR) and keeping foods safe, Emerson remains focused on accelerating growth and creating value as a credible partner to India.
Texas Instruments India

Texas Instruments Incorporated (TI) is a global semiconductor design and manufacturing company that develops analog ICs and embedded processors with a presence in over 30 countries. We have been innovating for more than 85 years and today, our breadth of products help approximately 100,000 customers worldwide. With more than 30,000 employees globally, including the industry’s largest sales and support staff, we create innovations that shape the future of technology.

TI India started operations in 1985, in Bangalore, – the first global technology company to establish a presence here. Today, the Bangalore R&D centre is one of the largest outside of Dallas, the company’s headquarter. More than 1000 engineers from diverse fields work at this facility including a sales and applications team that provides advanced semiconductor solutions to companies in India. Since its inception, TI India has focused on high quality engineering work across analog and digital. By hiring from premier colleges like the IITs, and BITs, the teams in India work on some of the most challenging technological problems across critical product lines, delivering end to end solutions. In fact, this is one of TI India’s USP – it is committed to high-value R&D work for the industrial and automotive market that builds engineering capabilities, producing the industry’s best and brightest engineers, and driving bleeding-edge innovation in the areas we operate in.

TI India’s sales and applications engineering team is focused on growing the local business. India presents great opportunities for the company, especially as the country embraces EV on a large scale, an area where TI has a significant portfolio of products, including battery charging solutions. The emerging landscape of Advanced Driver-Assistance Systems is promising for TI India, as it seeks to partner with customers to provide solutions that can make driving safer and more convenient.

Given the importance of innovation to TI, TI India is driving innovation in the larger ecosystem, especially focused on deep tech innovation across universities through its India Innovation Challenge and Design Contest (IICDC). Since 2009, Texas Instruments has been organising an innovation challenge titled Analog Design Contest, later rebranded as India Innovation Challenge and Design Contest in 2015. The contest has been structured in a way to provide a platform to engineering students for experiential learning, centred on leveraging technology to address real-world problems. But it also has another distinct advantage in that it provides an opportunity to the winning teams to incubate the idea through their own start-ups.

With the contest gaining momentum, the Indian Institute of Management Bangalore (IIMB), one of India’s premier management schools, and Department of Science and Technology (DST), partnered with IICDC in 2016. IIMB’s Nadathur S. Raghavan Centre for Entrepreneurial Learning (NSRCEL), a reputed incubation centre, provides an ecosystem to the winning teams to launch their startups. TI India provides technical resources and guidance to the participants, including tool support and mentoring on designs, making prototypes and creating the final product. DST provides seed funding to the winners, making it possible for them to bring their ideas to life.

Apart from IIMB and DST, National Informatics Society R&D centre have gone onto become successful entrepreneurs – launching their own startups such as Redbus, Edureka, Signalchip, TaxiforSure. TI India is also committed to giving back to the communities in which we operate through our CSR initiatives. We have several community outreach programs across education, healthcare and environment. Through our ‘Back to School’, ‘Mobile Science Lab’ and ‘School Adoption’ programs, we reach out to approximately 30,000 school children from low income schools. We also involved in projects around water body conservation and tree planting. TI also has a rich volunteering culture – from monetary donations in times of natural disasters to committing their personal time, talent and skills. In 2017 alone, TI India employees spent 9000 volunteer hours touching 50,000 people.
Ciena’s R&D Efforts and Innovation in India

Rajesh Nambiar, Chairman and President, Ciena India

India is a high-growth market for Ciena and we are constantly focused on driving innovative R&D efforts to help our customers address the networking challenges associated with going digital. Skyrocketing consumer demand for high-definition content, video and applications at any time and in any location is putting increased pressure on service providers in India. This requires more intelligent and adaptive networks built upon best-in-class R&D efforts.

To support the company’s continued growth of R&D globally and reinforce Ciena’s market share leadership in India, Ciena expanded its campus in Gurgaon in 2018. The larger campus is a true extension of the global R&D team and cutting edge work across all product lines is done at the enlarged facility. The new additions to Ciena’s Gurgaon campus bring the total space to over 83,000 square meters, including more than 2000 square meters of advanced R&D labs.

Since opening in 2006, the Ciena India campus is the company’s second largest location in the world and home to more than 1500 people and 20 percent of Ciena’s global workforce. Ciena India is the company’s largest R&D facility outside of North America, focusing on all of Ciena’s solutions from converged packet-optical to software to packet.
For more than 90 years, Caterpillar Inc., has been making sustainable progress possible and driving change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. With 2018 sales and revenues of USD 54.722 bn, Caterpillar is the world’s leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives.

Caterpillar has been a key player in India’s growth since the 1930s, supporting growth in mining, transportation, captive power generation and construction of infrastructure. With over USD 1 bn invested in manufacturing facilities and Research and Development (R&D) centres in the country, Caterpillar employees produce world-class products for India and export Indian-made-products to other countries with a focus on sustainability and best-in-class productivity.

Caterpillar’s subsidiary companies (Progress Rail, Perkins and Solar Turbines) and independently owned dealers collectively employ more than 11,000 people in India, representing nearly every part of Caterpillar’s business. Facilities are located throughout the country to serve and support customers.

Commitment to India, strong local presence: Caterpillar’s India presence includes six state-of-the-art manufacturing facilities, two high-tech R&D centres and numerous global support organisations. Divisional offices are located in Bengaluru, Chennai, Mumbai and Delhi. The R&D centre located in Chennai is one of the largest R&D centres outside of the US.
Products manufactured in India:

Caterpillar products that are manufactured in facilities in India are ‘Built in India’ and also for export. The product range includes backhoe loaders, skid steer loaders, hydraulic excavators, diesel generating sets ranging from 400-2250 kVA, internal combustion engines, genset packages and components, four models of off-highway trucks, and small drivetrain transmissions that assemble into backhoe loaders and small wheel leaders.

Caterpillar subsidiary companies

Perkins India Pvt Ltd (PIPL)

In 1998, Caterpillar Inc. acquired Perkins Engines Company Limited (PECL), UK, with its rich heritage of more than 85 years.

It manufacturers powerful engines that help meet the needs of a growing Asian customer base. For example, PIPL produces the powerful Perkins 4000 series diesel engines ranging from 750 kW to 2250 kW for the electric power generation market. Supporting a wide variety of applications, including prime power for offices and factories as well as standby power for hospitals and data centres, the Perkins 4000 series is the engine of choice for more and more customers for power generation.

PIPL has about 500 technically skilled employees, most of whom are from Maharashtra. Aligned with India’s ‘Skill India program’, PIPL actively partners with technical institutions in the region to support an ‘Earn as you Learn’ program.

Solar Turbines

Solar Turbines is one of the world’s leading manufacturers of industrial gas turbines. Gas turbines are at the core of every oil and gas production plant, and Solar Turbines strives to supply safe, reliable, productive and sustainable innovative energy solution equipment based on world-class technology.
Solar Turbines first shipped a turbine to India in 1977 to support Oil & Natural Gas Corporation Limited’s (ONGC), Mumbai high field development. Since that time, the fleet of turbines in India has grown significantly in both oil and gas and power generation industries. Currently, there are 140 gas turbines installed at various onshore and offshore installations in India. Solar Turbines’ local facilities provide prompt customer support from multi-skilled technical experts located in country.

Under the ‘Make in India’ initiative, Solar Turbines actively evaluates local suppliers in India for sourcing ancillary equipment that forms part of the Solar packages. Solar Turbines India Private Ltd. is located in Mumbai and has more than 20 employees, of which several are women.

Progress Rail Innovation Private Limited (PRIPL)

In 1961, Indian Railways (IR) purchased 129 diesel-electric locomotives for operation in Ahmedabad and Sabarmati from Progress Rail Innovation Private Limited (PRIPL, formerly known as Electro-Motive Diesel or EMD, a company later bought by Progress Rail Services). For more than 60 years, this relationship has strengthened. For example, since 1995, PRIPL has brought cutting-edge technology to India by partnering with Diesel Locomotive Works, Varanasi (a production unit owned by IR). This transfer of technology enhanced the nation’s in-house capability to design and produce higher horsepower locomotives and helped to develop many Indian companies as vendors to IR, creating a techno-entrepreneurial talent pool and related employment opportunities.

Progress Rail Services (PRS), through its combined skill set, provides solutions for several aspects of mine-to-port transportation in India, offering complete railroad solutions to railways across the world, including locomotives, track, repower, signalling and safety technologies. In India, the railroad benefits from PRS’s complete railroad solutions, availability of parts and components, price competitiveness, reduced life cycle costs and greater asset utilization. These solutions are helping Indian Railways maintain productivity and reduce idle time to deliver revenues as planned and enhance technology as per global standards.

PRS supports the ‘Make in India’ and ‘Skill India’ campaigns, further strengthening Caterpillar’s contributions to the Indian Railway sector. To further boost the ‘Make in India’ initiative, PRS signed a Memorandum of Understanding (MoU) with the government of India’s leading public sector Navratna company Bharat Heavy Engineering Limited (BHEL) in October 2018 to bring modern locomotive solutions to IR. The agreement also promotes working with BHEL on locomotive opportunities in other neighbouring countries. Today, PRS’s support includes delivery of freight and passenger locomotives with related technology and in-country support.

The Noida facility manufactures sophisticated locomotive control systems equipment, including complex electronic control cabinets, and provides support services. This 100,000 square foot facility employs more than 150 people. In addition, PRS provides service support to locomotive facilities at multiple locations across India with a network of dedicated support personnel.
Engineering and Design Centres (EDC) in India

Caterpillar began R&D efforts in India in the early 2000s with the acquisition of Hindustan Motors. Today, more than 3,200 engineers work in Caterpillar Engineering and Design Centres (EDC) in India, the company’s second largest concentration of engineers in the world. The EDC provides comprehensive product development and associated engineering services to Caterpillar business units across the globe. Engineers in India work to develop global products and solutions through various engineering domains including mechanical, hydraulics, engines and power train, vehicle electricals, electronics and embedded technologies.

For more than ten years, EDC has collaborated with professors at the Indian Institute of Technology Madras (IITM) to develop new technology and processes that solve tough problems in mechanical engineering, material behaviours and virtual product development. Engineers in India provide important contributions to the intellectual property generated by Caterpillar, which filed more than 250 patent applications since 2017.

Perkins India Pvt Ltd also has R&D capabilities in India. A team of about 50 qualified engineers work at the Aurangabad facility as part of the company’s globally integrated R&D footprint.

Caterpillar Dealers in India

Caterpillar’s two long standing dealers in India provide a large distribution network to serve customers.

Gainwell Commosales Pvt Ltd (GCPL)

GCPL distributes machines for construction, mining, and energy and transportation system in North and East India. GCPL has an enduring relationship with Caterpillar of nearly 75 years, and a footprint that spans nearly 110 branches, three workshops, two rebuild centres, retail outlets and rental outlets. GCPL employs over 1,500 personnel, has an active machine population of over 14,800, and has an active engine population of over 8,400. GCPL subsidiaries also operate authorised dealership in Nepal and Bhutan.

GMMCO

GMMCO which has represented Caterpillar for almost three decades in India has 116 branches, retail outlets, six workshops and rental outlets covering 11 states and 232 districts. GMMCO has more than 2500 dedicated employees, an active machine population of 14,000 and an active engine population of more than 12,000.

Sustainability: Our commitment to building a better world

CIPL Corporate Social Responsibility

With the introduction of the Companies Act 2013 in India, Caterpillar India Pvt Ltd (CIPL) Corporate Social Responsibility (CSR) took over the efforts of the Caterpillar Foundation’s holistic community development and creation of sustainable higher living standards in communities. Its various initiatives focus on access to quality education, increase in access to clean water, sanitation and hygiene components, and the betterment of the surrounding environment. As part of the larger campaign, CIPL CSR is currently engaged in reclaiming more than 50 acres of polluted lakes to contribute to a better environment. Through its Water Conservation Program, CIPL CSR has been able to provide improved access to clean water to more than 4500 families so far.

Supporting Skill India

Similarly, in alignment with the Government of India’s Skill India mission, CIPL CSR aims to reduce the immense skill gap through its Skill Development Program implemented across India. One of the projects provides Heavy Earth Moving Machine Operator training to the underprivileged youth to improve their employability. So far, more than 450 operators, including six women have been trained and employed at job sites. Another project offers an intensive three-year diploma certification program under the Government of India’s National Employability Enhancement Mission (NEEM) which offers technical training to students from disadvantaged areas. These skill development programs are providing students with an increased employment opportunity based on job requirements at Caterpillar, its subsidiaries, suppliers, dealers and other companies.

Pinky Ahir, a female student trained to operate a backhoe loader who has now become a master trainer.
Interview:

Capt. Amrinder Singh, Chief Minister, Punjab

Growth Story of Punjab

MSME: The backbone of thriving industrial ecosystem of Punjab

Progressive Punjab: Investors Summit 2019

Interview:

Inigo Anton,
CN IFFCO
What is the vision of Punjab’s Government?

We have been predominantly an Agrarian State, but that is no longer viable for the growth of Punjab’s economy. Punjab still contributes the maximum amount to the central food pool, but the rest of the States are developing their own food channels, and therefore industrialization is the call of the future. Whether it is primary, secondary or tertiary sector, Punjab wants industry. My government wants to establish Punjab as an industrial base where every business looks to setup their operations. Punjabis are known to have the skill and entrepreneurial spirit to grow businesses and their work productivity is compared to Germans on a global scale. My Government is working on harnessing the skill capability of Punjabi workers to prepare them for the jobs of the future. We are working in tandem with the industry to upskill our workers and increase their productivity so that they can take Punjab towards the new wave of industrialisation.

In December, Punjab held the 3rd edition of the Progressive Punjab Investors Summit. What was this Summit focused on and how do you think it will translate into results?

My Government stands by its intention of not signing any investment focused MoUs. We are committed to deliver on the promises we made and have shown the same in the robust investment numbers and industrial output delivered. Backed by the bold INR 50,000cr investment that has been grounded in the last 2 years, we have already been able to attract industry tycoons to come to Punjab and set up their businesses. We are the first State to deliver on landmark fiscal incentives such as GST reimbursements and liberal employment subsidies.

Taking Ease of Doing Business to new level, we have set up a one-stop office in the State which makes sure that all clearances and approvals are delivered in a timely, transparent and ethical manner. The conducive business ecosystem in the State has already placed Punjab as a preferred investment destination in the eyes of the Investors.

At the same time this Government has implemented many pro-industry initiatives which have helped the local industry manufacture world-class products. The Government launched the Make in Punjab Procurement Policy to promote local manufacturing, has already spent over INR 200cr in improving industrial infrastructure, set up MSE facilitation councils to address industry concerns and many policy amendments which could support their growth.

This Investor Summit is a paradigm shift from all other Investor Summits in the past. We had announced and clearly abided by the decision that we will not enter in any kind of Investment focused MoUs. Instead this edition of the Summit is a platform to bring together the industrialists and the local industry to identify mutual collaborations which can create new channels of growth for both the parties. The Summit will showcase the potential of the local industry to manufacture products of world-class quality and ability to cater to global demands.

Since you formed the government in Punjab in March 2017, how have you reworked the strategy to boost the economy of the state?

From the very start we were aware that a different approach to industrial development was required to transform the State. Thus, we started formulating our strategy for ushering in change in the State even before my Government was elected into power, while creating our election manifesto.

Punjab needs to rapidly integrate itself with the oncoming wave of industrialisation and become a preferred investment destination in India.

We understood that Punjab needs to rapidly integrate itself with the oncoming wave of industrialization and become a preferred investment destination in India.

Hence, we held extensive interactions with industry stakeholders to understand the challenges they were facing. It is through this close collaboration with the industry that my Government launched the Industrial and Business Promotion Policy in 2017 (IBDP 2017). The policy is all encompassing and look towards...
improving the Cost of Doing Business in Punjab. It provides incentives to both new and existing industries across the manufacturing & service sector. The unique unmatched incentives provided under IBDP 2017 include reimbursement of NET GST on both intra and inter-state sales and provision for Employment Generation subsidy that is domicile agnostic. Committed to one of our election promises, we have also provisioned power tariff at a flat rate of INR 5 per unit, for which we have invested over INR 2,000 cr.

However, subsidizing the cost of doing business for industries is only aspect of our strategy. The other is to provide ease of doing business. The Government of Punjab is actively working to create a business-friendly environment in the State and has taken numerous Ease of Doing Business reforms in the last 2 years which keep the spirit of ‘Business First’ in mind.

We launched the Invest Punjab – Business First Portal in Nov 2018. Through this single window system, currently, 40+ regulatory services from 12+ departments can be availed. In addition, services regarding 50+ fiscal incentives can also be availed through the portal. On average it takes about 6.5 days to grant clearances. Since Nov 2018, 7,673 approvals have been granted with users giving 4.6/5 stars as feedback to the portal. The State has also implemented other transformative Ease of Doing Business reforms such as the Central Inspection System (CIS) where unnecessary intervention of officials has been done away with. Inspections are allocated in a randomized manner through computers based on risk assessment. Since Jan 2019, 5,500+ inspections have been conducted by PPCB, Labour and Boilers. We understand that exceptional results require exceptional effort therefore, to promote EoDB the State has implemented ‘Auto Consent to the Green Category Industry on Intimation’, has allowed long validity periods for various licenses & consents, has allowed self-certification for Inspections under various Labour Laws and has abolished Truck Unions for reducing unnecessary delays in the freight movement among many others.

Further, my Government is also focused on enhancing the business-friendly environment in the State by reducing the risk of doing business in Punjab. Already since coming into power, we have strengthened the police and through the provision of sustainable livelihood to our citizens have ensured that Punjab is one of the most peaceful industrialized states. This can be witnessed from the fact that the State has not had any major strikes/lockouts in last 3 decades. The State also allows 24 hours shifts for both men and women for all types of industries – manufacturing & service sectors.

Thus, my Government and its officers are committed to providing not only a conducive environment for doing business but also delivering beyond the necessary requirements of the industries in order to firmly cement Punjab’s position as a global investment destination.

What has this Government done differently to support the industry?

I humbly invite the industry to recommend any change to the industrial policy which could help businesses prosper and grow, my Government is committed to give it a fair chance and include them in our policy. We want the industry to benefit from the policies because when they benefit, we benefit. Not only the Punjab economy benefits but also the children of the economy benefit. That is what Governance is all about, a government for the people and our future. This government is doing all in its power to support the industry in all spheres of operation.

We have established Invest Punjab, an organization which through its good offices truly acts as a single window system. This unique Investment Promotion Agency which is a Unified Regulator and as such houses 23 officers from different departments under one roof and is vested with the powers to provide all state level regulatory clearances to investors looking to set up in Punjab. This model has also been extended to the district level to support MSMEs.

The Government has also ensured that 24/7 quality power is available to all the industries in Punjab through the deployment of a state-of-the-art electricity distribution system. With 100% of its villages electrified, Punjab has the 2nd highest per capita electricity consumption amongst major industrialized states in 2018. Hence, being a power surplus state, there was no shortage of electricity even during peak demand.

Besides, Punjab has been ranked 2nd in Ease of Logistics in the country twice consecutively in 2018 & 2019. We have a strong logistics backbone with 5 Inland Container Depots, 8 Container Freight Stations and 3 Multi Modal Logistics Parks.

Therefore, Punjab Government has taken numerous unique actions to ensure that industries in Punjab are supported in all possible ways.

Punjab has a strong industrial base of MSMEs. In what ways is the Government supporting these units?

Punjab has more than 2 lakh registered MSME units which form the backbone of the State’s strong industrial base. These MSMEs are present across sectors like food processing, textiles auto & auto components, cycle and cycle components etc.
The State Government has continuously been engaged in supporting MSMEs. In order to reduce the regulatory burden on MSMEs, my Government has recently come out with the PUNJAB RIGHT TO BUSIENSS ACT wherein new MSMEs shall be allowed to start their business based solely on self-certification.

In addition, under the IBDP 2017, there are numerous incentives available to MSMEs. Further, under the cluster approach for MSMEs, Government is focusing on increasing the competitiveness of small enterprises by forming SPVs and setting up of Common Facility Centres (CFC) for optimal utilization of scarce resources and capital. Under this, 4 CFCs are already under implementation while 2 more clusters have received in-principle approval.

My Government has approved the constitution of MSE Facilitation Councils in all districts to facilitate the Micro and Small enterprises in their matters related to delayed payments from buyers located across India. Currently 7 MSE Councils are operational in Amritsar, Jalandhar, Ludhiana, Patiala, Mohali, Bathinda and Sangrur, and 15 other districts have been notified for operationalizing these MSE Councils. 200+ units have had their issues resolved.

But we understand that provision of regulatory ease will not really help MSMEs fully as the most important thing to them is access to capital and market. Thus, after much deliberation, the State Government has collaborated with HDFC bank to provide loans to more than 500+ MSMEs and have also recently entered collaborations with Amazon & Flipkart to facilitate easy access to global & national markets for Punjab MSMEs.

Punjab has been the Food Bowl of India since the time of the Green Revolution. This is evident from the leadership position Punjab occupies in term of yield & production nationally. Punjab has the highest wheat & rice yield in the country. Moreover, Punjab's wheat yield is higher than the national wheat & global wheat yield. We are the highest contributor to the central pool of grains and have the highest Per capita milk availability in the country. As such the share of Agri & Food Processing sector in manufacturing in Punjab is 21% against India’s 8.8%.

Above agricultural achievements in mind, the agro & food processing sector has been identified as one of the thrust Sectors in IBDP policy with best in class incentives. To support this sector the State has encouraged the establishment of three Mega food parks & agri-logistics infrastructure like 153 agriculture Produce Market Committee, 3100 purchase centres,162 warehouses and 609 cold stores.

Before there can be investment in the sector, there needs to be expert human capital that can cater to the labour and research requirements of the sector. Hence, the State continues to nurture gems like Punjab Agricultural University, specialized institutes like GADVASU, BISA, IIMR, IIT, NABI etc. and is also engaged in developing resources like 5 Centres of Excellence for Food sector in collaboration with Israel & Netherlands.

Further, the State Government is implementing various reforms to help the sector such as notification of the rule for exemption of mandi fee on procurement of raw material for processing, launch of the state APMC Act etc. We are also in the process of formulating an Agriculture Export Policy to ensure that our products find their way to the international market.

It is with these multi-layered actions that the Agro & Food Processing sector in Punjab continues to reach new heights. Since March 2017, investments to the tune of approximately INR 3500 Cr. have been grounded in the Agro & Food Processing sector in Punjab. Some of these key investments include - CN Food, a Spanish company Congelados De Navarra set up their 1st food processing facility outside Europe in a JV with Indian Cooperative IFFCO in Punjab. With a committed investment of INR 523cr, the venture is going to support ~10,000 farmers and procure 150,000 Tonnes from farmers every year. Varun Beverages, a franchise of Pepsi, has opened their 1st plant in Asia which manufactures a complete range of beverages - juices, dairy based-products, carbonated beverages and Aquafina water. The INR 800 cr facility, spread over 41 acres, came into full commercial operation within 10 months of application to Invest Punjab.

Thus, we are focusing on keeping the momentum going by leveraging our agricultural strengths to expand the export potential of Punjab's agricultural and food products and attract more investments in agri-business.

Punjab is known to be leader in the Food Sector. How is Punjab ensuring that this sector reaches in heights?

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Q7 Apart from the Agri and Food Processing sector, going forward, what emerging industrial avenues would Punjab be focusing on developing?

Q6 Punjab is known to be leader in the Food Sector. How is Punjab ensuring that this sector reaches in heights?
It is a fact that Punjab has its inherent strengths in the Agri & Food Processing sector. However, the State Government is already in the process of exploring new areas to develop.

Keeping in mind Punjab’s strength in light & precision engineering and the mobility sector, my Government is keen to tap into the growing E-Mobility sector in the country. We are not only home to the largest integrated tractor manufacturer plant in the world, but we also have one of the first e-cycle manufacturing unit in India at Ludhiana.

Given the high number of backward and forward linkages that the automotive industry holds with several key segments of the economy, Punjab is keen to establish a footprint in the EV and EV- parts manufacturing sector. We are in the process of formulating a dedicated Electric Vehicle Policy to incentivize EV players to set up their units in the State.

On another front, Punjab is already in the middle of transition to becoming the next IT Hub of India. This will be centered around the city of Mohali which not only enjoys proximity to the NCR region but also enjoys a lower cost of doing business advantage to other Tier I cities in the country. It is here that the State Government has developed an IT city with state-of-the-art facilities along with integrated infrastructure for setting up IT/ITeS and BPO companies. The Government has also promoted other plug & play facilities for IT sector like BESTECH Towers, STPI and Quark City in Mohali. Moreover, our industrial policy provides numerous attractive incentives to IT/ITeS units.

The State has seen a 200% increase in investment in the IT sector in financial year 2018-19.

Through these initiatives, the State has seen a 200% increase in investment in the IT sector in financial year 2018-19. This increase in investment is expected to create 7,200 additional jobs in Mohali and other parts of the state.

The Government of Punjab is also set on providing a fillip to the burgeoning ESDM sector in the State by becoming a centre of cutting-edge R&D in the field. We have recently signed a collaboration with the Semi-Conductor Lab for setting up of a Centre of Excellence in Microelectronics/ASIC Design in STPI Mohali. The Lab is at the forefront of electronics R&D and has made significant contributions to globally important projects like Chandrayaan 2 and the Large Hadron Collider at CERN Geneva.

Mohali is also being developed as an Education City. New age universities like Plaksha & Amity are coming up in Mohali and will be focusing on advanced courses. Further, the State Government is taking efforts to spread awareness regarding the benefits for industries for adopting Industry 4.0 which will increase their productivity & efficiency. We are excited to venture into these new arenas and are optimistic that we will achieve holistic industrial progress across all avenues.

**Availability of quality industrial infrastructure is a critical component in development enhancing productivity, efficiency and mobility. Several industries have expressed concerns regarding lack of availability of enabling infrastructure. How have you been able to ensure access to good quality infrastructure for all industry players?**

Yes, we understand the criticality of quality infrastructure in industrial development.

Our current priority is creation of a land bank for industry. Hence, recently, The Government has approved amendments to the Punjab Village Common Land (Regulation) Rules 1964, which will enable development of industrial infrastructure projects. Dept. of Industries & Commerce along with PSIEC will be creating a land bank by using Gram Panchayat land that will ease the land acquisition process for investors. Looking towards achieving planned industrial development, there shall be a minimum FAR of 3 allowed across all industries throughout the State.

The State is adopting measures such as cluster approach with the creation of industrial sites for hi-tech industries like Hi-Tech Valley in Ludhiana (380 acres dedicated to EV, battery manufacturing, bicycle manufacturers, etc.), Light Engineering Goods Cluster in Nabha in Patiala ($3.81 acres) and IT City in Mohali (1688 acres).

We have also undertaken upgradation and development of industrial infrastructure. Under this initiative, projects worth more than INR 150 cr are under various stages of implementation in Ludhiana, Jalandhar, Bathinda, Mandi Gobindgarh, Amritsar, Pathankot, Goindwal Sahib, Hoshiarpur, Nawanshahr, Moga, Sangrur, etc.

We have created a State Ground Water Authority, for better management of water for domestic, agriculture, industry and other purposes. Already Government of Punjab is collaborating with Mekorot (National Water Company of Israel) to prepare a comprehensive water management plan for the State.

It is through such measures that we envisage a Punjab wherein best-in-class industrial infrastructure is readily available for industries across all focus sectors.

**How is your Government dealing with the gripping problem of unemployment that pervades the nation?**

My Government was elected on the mandate of ensuring jobs in every household and we are delivering on our promise through our commitment towards Industrial Development. We believe that strengthening our MSME ecosystem, igniting the enterprising spirit of Punjabis by supporting startups and grounding strategic anchor investments in the State will ensure jobs for Punjabis.

It gives me great pride to say that in the past 28 months we have grounded investment of over INR 50,000 crore across various sectors. These have generated employment opportunities for lakhs of people.

Further, we have ensured the revival and rejuvenation of existing industries such as the steel units in Mandi Gobindgarh. Before my Government came into power the steel units in Mandi Gobindgarh were crumbling under the pressure of stagnant demand and escalating fixed costs. Our policies and reforms have contributed greatly to the growth of the industry and enabled them to improve the financial viability of their operations. This has ensured that existing jobs are protected.

Moreover, through the efforts of our various departments like Employment Generation & Punjab Skill development Mission, numerous people have been skilled as per industry standards and over 10 lakh people have received employment in the State in the last 2 years.

**What according to you best signifies the relationship between the Punjab Government and Invest India?**

Invest India has supported our State Promotion Agency - Invest Punjab in targeting investors and helped present Punjab as a favorable investment destination in the minds of the global investors. I believe that if the national and state agencies work together then India could be imprinted in the minds of the global investors as the most preferred investment destination. Punjab is looking forward to collaborating and working with Invest India to achieve this goal.
The Green Revolution led by Punjab in the mid-1960s has not only made India self-sufficient in agricultural production, but also a world leader in various commodities. With only 1.5% of India’s area, Punjab is a leading producer of several agro & food commodities. Punjab popularly known as the granary of India records wheat yield higher than global yield by 44% and Indian yield by 58%. Further, popularly known as the Food bowl of India, Punjab contributes around 40% of the Central Wheat Pool. Along with Wheat and Rice, Punjab is also a front runner in the dairy output with the highest per capita milk availability in the country: 1120 gms/day - thrice the national average.

While Punjab was primarily known as an Agrarian State, we intend to excel in our commodities and are constantly introducing new techniques and leveraging technology to increase productivity and incomes of our farmers. Along with this vision the State has embarked on a journey to become the most favorable investment destination.

In 2017, the State launched an investor-friendly and pro-industry Industrial and Business Development Policy (IBDP).

After multiple interactions and brainstorming sessions with the Industry veterans, the IBDP 2017 policy was launched to provide the much-needed government support and launchpad to the industry to fuel growth.

1. The Policy is all encompassing and provides attractive incentives to Large units, MSMEs and Startups across both manufacturing and service sectors. There is an emphasis on offering incentives to new & existing industries, large units, MSMEs and Startups across the manufacturing & service sectors.

2. Policy incentives such as NET GST reimbursement and liberal employment subsidy are unique to the State.

3. Another landmark incentive under the policy is the provision of electricity at a flat rate of INR 5 per unit.

This Policy has been the solid foundation of the exemplary growth displayed in the State over the past 2.5 years.

Facts and Figures:

As per latest reports of DPIIT, despite global slowdown, Punjab’s GSDP (in INR) in 2018-19 was 5.21 lakh cr and Punjab registered a CAGR of 9.75% over the last 2 years.

Over the last 2 years, the State of Punjab has successfully grounded investments worth over INR 50,000 cr across different sectors including Food Processing, Manufacturing and Light Engineering Petrochemicals and Pharmaceuticals. A significant proportion of the INR 50,000 cr has been invested by the industrialists of Punjab.

Electricity demanded by the industry has seen a sharp rise of 26% over the last 2 years, direct indication of the enhanced industrial activity in the State.

Unmatched Business Ecosystem in the State:

Most Competitive Power Tariff: The
last 2 years the Industrial Power Consumption has increased by 26%. This spike is an outcome of the industrial momentum picked up by the State and important mention to the revival of the Mandi Gobindgarh Steel industry. The infrastructure and supportive initiatives of the Government to propel this growth include the availability of power at the most competitive rates to all industries at INR 5 per unit up to 2022. The Government has ensured that 24/7 quality power is available to all the industries in Punjab. The power infrastructure in the State is also very robust with Punjab being the 1st State to install the 400 KV ring main system.

Attractive Fiscal Incentives: Punjab is the first State to reimburse GST to Investors on sales throughout the country. This landmark reform has been highly appreciated by the investors who have the option to recover up to 200% of their fixed capital investment. The Industrial Business Development Policy also offers various other attractive benefits including employment generation Subsidy up to INR 48,000/- per employee per year for a maximum period of 5 years, power tariff at INR 5 / unit to all units, exemption from Stamp Duty & Registration Fee, CLU / EDC Charges, as well as Property Tax.


* Punjab has the 2nd highest rail density in the country with the road density twice of national average. The State also offers 100% road connectivity with 4/6 lane highways ensuring smooth transportation and business activity.

* The State will be connected to both the Eastern & Western Freight Corridors and has a strong logistics backbone with 5 Inland Container Depots (ICDs). The Amritsar-Kolkata Industrial Corridor (AKIC) covering cities of Amritsar, Jalandhar and Ludhiana shall act as catalyst for rapid industrial growth. Multimodal Logistics Parks have been developed by corporates like Adani Logistics, Hind Terminal (Sharaf Group of UAE) and PLIL.

* Punjab offers the best air transportation networks in India with 2 international airports (Mohali and Amritsar) and 4 domestic airports (Bathinda, Ludhiana, Pathankot, and Jalandhar). A new international airport is set to come up in Ludhiana at Halwara.

Peaceful Labor Relations: Punjab also prides itself for very peaceful and cordial labour-management relations. It has not witnessed any major strikes/lockouts in last 3 decades. The State allows 24 hours shifts for both men and women for all types of industries – manufacturing & service sectors. State also encourage flexibility of hiring, without any domicile restrictions.

IV. State-of-the-art industrial infrastructure

* Hi-Tech Valley in Ludhiana (EV, battery manufacturing, bicycle manufacturers, etc.)
* Light Engineering Goods Cluster in Nabha in Patiala
* IT City in Mohali
* Integrated Manufacturing Cluster in Raipur
* Plastics Park in Sangrur
* Mega Food Parks in Fazilka, Ludhiana and Kapurthala
* Biotech Park in Mohali

V. Cluster Approach

The State has directed industrial growth via a cluster approach which has led to Punjab industry become pioneers in various sectors and fields.

1. Punjab – A leader in Bicycle Components

a. Punjab manufactures 75% of the bicycles and 92% of the bicycle components of India. Ludhiana, also known as bicycle hub of India, houses the single largest bicycle manufacturing unit producing 18000 bicycles a day. The State also has the presence of the leading bicycle manufacturers- Hero Cycles, Ti Cycles & Avon cycles.

2. Punjab – A leader in Agri Equipments and Tractors

a. Punjab hosts the single largest integrated tractor manufacturing unit of Sonalika Yanmar (International Tractors Limited) producing 300 thousand tractors annually.

b. TL has a presence in 120+ countries and is a trusted brand among more than one million farmers in both India and overseas.

c. Planning to launch new hybrid Tractors in India - Micro Hybrid, Mild Hybrid and Plug-In Hybrid (three variants)

3. Punjab - prominent hub for secondary steel manufacturing in India

a. Recently, Ludhiana-based Vardhman Special Steels received a capital infusion of approximately INR 500 million from Japan’s Aichi Steel Corp, which acquired 11.4% stake in the Indian Steel major. Vardhman’s Ludhiana plant will supply special steel components to Toyota’s Chennai plant for manufacturing Toyota Automobiles.

4. Punjab – the Textile Hub of India

a. Punjab is amongst the Largest Producers of Cotton, Blended Yarn and Mill Made Fabrics in India

b. Existence of complete value chain in the State – raw material, yarns (3rd in installed spinning capacity), fabrics (95% of India’s woollen knitwear production), apparel manufacturing and sports goods (75% of India’s sports goods production)

5. Punjab – Mohali is the emerging IT Hub of North India

a. Mohali has a presence of over 150 registered IT units with approximately 35,000+ IT professionals in the region.

b. STPI Mohali software exports account for over INR 4,400 CR

6. Punjab – First Auto Shredding Plant

a. Punjab is going to get the India’s first Auto Shredding Plant. The plant has a capacity to handle two lakh cars per annum in an 8-hour shift and has been set up in technical collaboration with German technology. The setting up of this unit will go a long way in promoting the local industry, especially furnace industry in Mandi Gobindgarh and steel units in Ludhiana.
A New Era of Ease of Doing Business

Punjab Government has been taking envelope initiatives to ensure ease for the business not just in the starting but throughout the business lifecycle. Punjab’s Ease of Doing Business Reforms have been catalytic for the extraordinary economic growth realized by the State. The Government of Punjab has laid clear emphasis on improving the business environment to propel growth and development.

Invest Punjab - One stop office and an advanced single window system.

For any investor looking to invest his capital or start a new business, they first like to explore the business climate and business ecosystem prevailing in the State. A businessman/investor with a proposal can reach out to Invest Punjab – which acts as a one stop office for facilitation of the investor.

This is a One-of-a-kind Model, which ensures that Investor has a single point of contact.

Unified regulator

- Provides 66 regulatory services of 12 departments
- The Investor needs to submit a common application form (CAF) through a dedicated portal. (All fees are also paid online)
- After registering the CAF, the Bureau ensures that the Investor gets all his required approvals by various State departments in the allocated time span

One single authority for granting approvals - CEO, Invest Punjab

- In case, approvals don’t get processed within the stipulated timelines, the CEO has the final authority for granting the necessary approvals

Dedicated Relationship Manager

- Each Investor gets a dedicated relationship manager who are sector experts and handhold the investor from ideation to implementation stage.
- They are also the single point of contact for the Investor on any matter post their project implementation in the State

Digital and Time-bound Approvals

- All approvals are granted digitally, and their status can be tracked through the online portal. In case of any exigencies, the Investor has access to an escalation matrix through the portal which helps him raise a flag in case they are being subject to inconvenience or delays.

Fiscal Incentives claimed through the Business First Portal

- There is a two-step procedure for the grant of approval for Fiscal Incentives as the request passes through two committees - Scrutiny Committee and Approval Committee
  a. Both the committees have a fair percentage of industry representatives with a voice in the approval and grant of the Fiscal Incentives
  b. The Committee has to submit the report within 60 working days on every proposal

Other Landmark EoDB Reforms:

1. Online Land Banks - The next most important thing for the investor is identification of Land for setting up their plant/business. The State has addressed this concern by creating online land banks of 48 focal points which offer all pertinent details such as layout plans, no. of plots, e-auction/allotment details etc. Further GIS-based Mapping has been created for all the industrial focal points with prevailing land rates with details on available infrastructure in those focal points.

2. Central Inspection Systems: In January 2019, a risk-based selection of 7,000 units was done by the State Government. Then a Central Inspection System was set up in the State to conduct synchronized/joint inspections by Department of Labour, Directorate of Boilers and Punjab Pollution Control Board (PPCB) for these units. This site inspection is deemed final on behalf of all the participating departments and has helped speed up the processes by reducing the time to market for the businesses. 250+ successful joint inspections by the departments have been carried out since June 2019
  a. Automatic computerized risk assessment for the businesses
  b. Clearly defined risk criteria, inspection procedure and checklists
  c. Random allocation of inspectors
  d. All inspection reports must be submitted by the inspector within 48 hours

3. White and Green Category industries have been exempted from taking approval from PPCB to begin commercial operations in the State of Punjab.

4. The State has also allowed long validity periods for pollution related consents (5 years for red and orange category, and 10 years for green categories) and Self-certification for Inspections under various Labour Laws for Startups, MSMEs, IT/ITES, Life Sciences and Biotechnology has been made mandatory.

5. Truck Unions have been abolished for reducing unnecessary delays in freight movement.

6. The State allows 24 hours shifts for both men and women for all types of industries – manufacturing & service sectors
GROWTH STORY

MSMEs

The backbone of a thriving industrial ecosystem in Punjab

Government Vision for MSMEs (IBDP).

MSMEs are the backbone of the Punjab’s industrial growth and will continue to be the key engine of socio-economic growth and employment generation in the State. The State offers an extremely supportive ecosystem to foster the growth of MSMEs through pro-industry policies and initiatives.

To thrive in today’s competitive business environment, these small enterprises warrant special support from the Government to help them function to their full potential. For this reason, the State Government has identified MSME as a key focus growth sector.

Existing MSMEs in the State

Punjab houses over 2 lakh registered MSMEs. These MSMEs are spread across the landscape of Punjab and divided into sector focused clusters.

MSMEs part of the Global Value Chain:
Many MSMEs have been identified as vendors by international brands and made part of their global value chains. Renowned international players such as CLAAS, Freudenberg, Vibraacoustic and Verbio Group (German companies) have already built robust vendor networks in Punjab while others like CN IFCCO from Spain are in the process of setting up similar operations.

Punjab houses over 2 lakh registered MSMEs.

Punjab Government’s Policies for MSMEs

Make in Punjab / Procurement Policy – The Government of Punjab notified on 03.09.19 the Public Procurement (Preference to Make In Punjab) Order 2019 wherein purchase preference during public procurement will be given to local manufactures. This policy is set to promote manufacturing and production of goods, & incentivize local production leading to enhancement of income, employment generation and expansion of MSME units.

For procurement value up to Rs 30 Lakhs, only local manufacturers/suppliers are eligible

For procurement values more than Rs 30 Lakhs, at least 50% of the order quantity will be awarded to local suppliers/manufacturers

SINGLE WINDOW SYSTEM – To facilitate Ease of Doing business for MSMEs, a District level single window system has been introduced, headed by the respective DC, which grants all regulatory clearances for projects. Real-time monitoring is being carried out by the State and all clearances are provided in a time-bound and transparent format.

To facilitate Ease of Doing business for MSMEs, a District level single window system has been introduced.

DISTRICT LEVEL MSE FACILITATION COUNCILS – These councils have been set up to facilitate the Micro and Small enterprises in their matters related to delayed payments from buyers located anywhere in India. They are set up under the DCs of the respective districts who have the power to resolve matters at their level. Currently 7 MSEFCs are operational in Amritsar, Jalandhar, Ludhiana, Patiala, Mohali, Bathinda and Sangrur, and 15 other districts have been notified for operationalizing these MSEFCs

As of August 2019, 111 cases have been cleared by the 7 operational MSEFCs

The Claim amount settled through the MSEFCs is INR 232.8cr

Cluster Development Programme – The Government under the cluster approach for MSMEs is focusing on increasing the competitiveness of small enterprises by forming SPVs and setting up of Common Facility Centres (CFC) for optimal utilization of scarce resources and capital.

23 clusters have been identified, of which 4 have received final/ in-principle approval

Advanced Stage clusters include - High Tech Metal Cluster in Mohali; Oil Expeller & Parts Manufacturing Cluster, Ludhiana; Foundry & General Engineering Cluster, Kapurthala; and Garments Cluster, Ludhiana

ZED Scheme – To increase the global competitiveness of MSMEs, the government is aggressively promoting the Zero Effect Zero Defect (ZED) manufacturing. The Punjab government has additionally set up a special Project Implementation Unit (PIU) within the State to promote and execute this scheme.

Till date 2,400 MSME units have registered under this - 19 have obtained ZED rating and 1 unit has obtained Diamond rating

Focal Points and Industrial Parks –

The State Government is upgrading the infrastructure at focal points from MSMEs. Special Purpose Vehicles have been created for operation and maintenance of 18 focal points across Punjab.

The Government is setting up 8 Sewage Treatment Plants (STPs) in the existing industrial parks and upgrading 3 existing STPs to safeguard environmental impact of the new industries coming up in the State and reduce the compliance burden on the MSMEs

New Industrial Parks are being developed to provide impetus to industrial development.

Ex: Hi-Tech Cycle Valley (Ludhiana) and Industrial Manufacturing Cluster (Rajpura)

State has also liberalized zoning regulations for factories to unlock greater potential from land by allowing vertical growth and higher FAR

R&D Facilities for MSMEs – The State government is setting up the following units for capability building of MSMEs

R&D Centre for Bicycle and Sewing Machine (Ludhiana)

Auto Part and Hand Tool Institute (Ludhiana)

Machine Tools Institute (Batala)

National Chung Cheng University (NCCU) of Taiwan is setting up AI-focused Centre of Excellence (CoE) in partnership with IIT Ropar.

The State has also liberalized zoning regulations for factories to unlock greater potential from land by allowing vertical growth and higher FAR.
The State organized the 3rd edition of the Progressive Punjab Investors Summit on 5th and 6th of December in Indian School of Business, Mohali. The event saw participation from leading industrialists, new-age entrepreneurs, foreign missions and dignitaries. The PPIS 2019 is designed as a platform to experience the success story of Punjab, explore the numerous investment opportunities offered by the State and enter into intellectual discussion to understand the needs of these sectors.

Summit Theme – ‘Building Partnerships for Inclusive Growth - MSMEs in the Global Value Chain’

- State’s MSMEs were the essence of the Progressive Punjab Investors’ Summit in December 2019. The Punjab government has taken the bold step of internalizing the State’s efforts to support the MSMEs through industry partnerships which can help them shift their trajectory of growth.

- The Government is fostering the spirit of entrepreneurship in the State of Punjab by providing a launchpad in the form of infrastructure and supportive reforms to help the MSMEs scale new heights.

- The event aimed to highlight the robust MSMEs units housed in the State of Punjab across sectors, which can be vendors/partners of the international clients looking for ancillary units to support their global value chains.

What’s different about this Summit?

The State stands by its intention of not signing any investment focused MoUs. We have been committed to deliver on the promises we made and have shown the same in the robust investment numbers and industrial output delivered. Backed by the bold INR 50,000cr investment that has been grounded in the last 2 years, we have already been able to attract industry tycoons to come to Punjab and set up their businesses. We are the first State to deliver on landmark fiscal incentives such as GST reimbursements and liberal employment subsidies. Taking Ease of Doing Business to new level, we have set up a one-stop office in the State which makes sure that all clearances and approvals are delivered in a timely, transparent and ethical manner. The conducive business ecosystem in the State has already placed Punjab as a preferred investment destination in the eyes of the Investors.

At the same time this Government has implemented many pro-industry initiatives which have helped the local industry manufacture world-class products. The Government launched the Make in Punjab Procurement Policy to promote local manufacturing, has already spent over INR 200cr in improving industrial infrastructure, set up MSE facilitation councils to address industry concerns and many policy amendments which could support their growth.

This Investor Summit is a paradigm shift from all other Investor Summits in the past BJPs. We have announced and clearly abide by the decision that we will not enter in any kind of Investment focused MoUs. Instead this Summit is a platform to bring together the industrialists and the local industry to identify mutual collaborations which can create new channels of growth for the both parties. The Summit will showcase the potential of the local industry to manufacture products of world-class quality and ability to cater to global demands.

Focus Sectors

Along with a key focus on MSMEs, we have also identified thrust sectors which have potential to grow and expand in Punjab. We will hold sessions which include experience sharing by Punjab industrialists, panel discussions between industry leaders to understand the needs and demands of the sector and highlight the potential of growth particularly in Punjab.

Sector sessions include Agri and Food Processing, Healthcare, New Mobility, Industry 4.0, Textile, Tourism, IT/ITes and ESDM, MSMEs and Startups.

1. Agri & Food Processing:

The theme of the session was “Value Addition to Agri Economy”

The panel members represented various stakeholders of the industry namely, Mr. Prashant Vatkar, CEO Godrej Tyson Foods, Mr. Inigo Anton, MD CN IFFCO, Mr. Neel Kingston Head of Finance, Food Division, ITC and Mr. Prabhakar Rao,

The Session laid great preference on climate resilient agriculture and gave insight on this big business opportunity which industry can leverage.

The highlight of the session was a MoU that was signed between Punjab’s very own world-renowned Agricultural University (Punjab Agricultural University) and California State University, Fresno for research collaboration and student exchange.
2. New Mobility:

The theme of the session “Future of Mobility in Punjab: Challenges & Opportunities”

The discussion focused on how the companies operating in Punjab could be aligned with the global supply chain of fast evolving mobility ecosystem. Punjab presents a huge opportunity to automobile ecosystem with the presence of companies across the value chain from steel manufacturing, forging units, auto components manufacturing, OEMs to Car shredding units. The emerging e-mobility sector in the State has presence across the value chain from battery manufacturers such as Future Hi-tech batteries to OEMs such as Hero Electric.

The major announcements during the session included the declaration of EV policy and major projects being undertaken by the Government of Punjab in the mobility sector. JBM has shown an intent to work in coordination with Govt. of Punjab on skill development for skill development in automobile sector and training programs in the electric mobility. Virgin Hyperloop announced an MoU with Govt. of Punjab to do a pre-feasibility study in Punjab. The recent grounding, as announced in the session, of the vehicle scrapping unit (B Lal Steel Shredding Pvt Ltd.) in Punjab with world class technology from New Zealand, further supports the ecosystem development by providing certified afterlife value to old vehicles, thereby boosting demand for new vehicles.

3. Industry 4.0:

The theme of the session was “PUNJAB: CHANGING GEARS FOR INDUSTRY 4.0”

The growth of economy in the State of Punjab is contributed its strong industrial units spanning across sectors like Textile, Food Processing and Light Engineering etc. The Industry 4.0 session focused on the modernization of manufacturing process through integration of advanced technologies and physical production elements. The discussions focused on creating a fully digital value chain by simultaneous use of communication, IT, data, physical elements etc.

The panellist in the session included Mr. Raj Kiran, India Head IoT/Al Business, PTC, Mr. Chandan Chowdhury, Senior Associate Dean, ISB Mohali, Mr. Anup Wadhwa, Director, Automation Industry Association and Mr. Pankaj Goyal, VP- Eco Structure & Digital, Schneider Electric. The panellist shared their ideas on technologies which can be used by the industry for the increasing efficiency & productivity. Sh. Sushant Rabra, Partner, KPMG moderated the session.

4. Healthcare:

The theme of the session was Developing Punjab into a Hub of Domestic & International Medical Tourism

Punjab already witnesses Medical Tourism from Central Asian nations, from US, UK based NRI’s and from adjoining states such as Jammu & Kashmir, Himachal Pradesh and Uttarakhand. This is due to the presence of a strong healthcare delivery ecosystem with over 2,173 multi-specialty and super-specialty hospitals with advanced treatment facilities for eye-surgery, cardiology, IVE, hip & knee replacement, dental surgery, gall bladder removal etc. Punjab is home to all leading healthcare providers such as Fortis, Max, Apollo, Ivy group etc. This ecosystem is complemented by the presence of robust medical education infrastructure.

5. IT/ITES

The theme of the session was “Punjab: Emerging IT/ITES and ESDM hub of India”

The state government is dedicatedly promoting this sector by offering special incentives over and above the non-thrust sectors and implementing state policy initiatives that supports the industry. The Government is also enabling the creation of a top-notch environment for IT and ESDM companies by creating enabling infrastructure, R&D and skilling ecosystem.

The state is home to more than 150 plus registered IT units and many ESDM companies. Tech companies such as Infosys, Quark, Emerson are some of the top players in the state. The state also offers higher cost savings of 9-14% in Tier 1 cities, making investment profitable for the investors. Developed countries such as for USA, Norway, Canada and Australia are export destinations for IT/ITES products and services from Punjab.

6. Startups

The theme of the session is “How to Make Punjab the next Startup Destination”

The Industrial and Business Development Policy of Punjab identifies Startups as one of the thrust sectors and gives same incentives to the Startups as the other business establishing their base in the State. It is our mission to create a conducive ecosystem for startups by implementing a policy and a framework that enables entrepreneurs to scale their businesses, and create the necessary infrastructure for promoting entrepreneurial activities. STPI Mohali has excellent infrastructure available to fully support startups in growing their businesses. The State Govt. has setup Startup
Punjab Hub with STPI, which will serve as a single point of contact for the entire startup ecosystem and will provide state of the art incubation and mentorship facilities.

Focus Countries:

Japan –

Punjab Auto Sector Moving to a new trajectory of Growth; Building on the Stronger Bilateral Ties between Punjab and Japan

Punjab is a renowned manufacturing hub of auto, bicycles and related components with many units in Ludhiana and Jalandhar clusters. The industrial ecosystem in the State has helped this sector move to a new trajectory of growth. The businesses based in Punjab have been attracting interest from key international players who are viewing Indian Automobile sector as an important growth center and Punjab as a key hub to supply to the Indian market.

Strong and Successful B2B collaborations operationalized in Punjab:

Many players in Punjab have entered into different forms of collaborations such as manufacturing, technology tie-ups and financial assistance with Japanese enterprises to enter new markets, upgrade technology and launch new lines of products. They have displayed strong performance and have also entered in massive expansion projects over the last few years to increase their production capacity in Punjab. We expect new collaborations with Japan building on the confidence and trust exhibited by the engagements operationalized in the State. These collaborations are in line with Punjab Government’s vision to promote ‘Make in Punjab’ to improve the technological expertise of the State, create employment opportunities and develop skills for the future.

- In August 2019, Ludhiana-based Vardhman Special Steels Ltd received a capital infusion of approximately INR 500 million from Japan’s Aichi Steel Corp, which acquired 11.4% stake in the Indian Steel major. Vardhman’s Ludhiana plant will supply special steel components to Toyota’s Chennai plant for manufacturing Toyotas Automobiles.
  - This collaboration is expected to boost the country’s crude steel capacity
  - They will develop special steel grades for automotive companies in India to help fill the gap of providing substitution of steel that is currently being imported

- Sumitomo Corp. holds over 50% stake in SML ISUZU, India’s leading makers of small buses and trucks. In September 2018, they invested INR 200cr in technology, product development and expanding production capacity to 25,000 units per shift from 15,000 units at its Nawanshahar plant in Punjab.

- Toppan Printing has a minority stake of 49% in in Max Specialty Films, India’s leading manufacturers of BOPP films including speciality packaging, labels, coating and thermal lamination films for the India and overseas markets.

- Earlier this year the firm invested INR 250cr to almost double their capacity at the Ropar unit from 46.35KTP to 80.85 KTP. The plant supports the manufacturing of packaging focused on environment friendly usage of plastic.

- Yanmar Holding owns over 20% stake in International Tractors Limited (commonly known as Sonalika), the biggest tractor manufacturers in the country.

- TL has a presence in 120+ countries and is a trusted brand among more than one million farmers in both India and overseas

- Planning to launch new hybrid Tractors in India - Micro Hybrid, Mild Hybrid and Plug-In Hybrid (three variants)

- Kansai Nerolac Paints is a wholly owned subsidiary of Kansai Paint Company Ltd, Japan. They manufacture a diverse range of paints for industrial use and are the leaders in supply of HD Paints for the automobile segment.

- They have started commercial operation in late 2019 at their new state-of-the-art plant in Punjab located at Goindwal Sahib near Amritsar. It has a capacity of 38,000 MT per year, which is expandable in phases, at an estimated cost of INR 180CR.

- New Swan Technologies, a leading Punjab-based manufacturer of fine blank, metal sheet parts and sub-assemblies, has entered into a technology collaboration with Gunma Seiko for manufacturing of precision Cold forging components for Automotive & General industry

- Lovely Professional University has opened a Japanese Language Training institute at their campus in Phagwara. 3 well trained instructors have been employed to impart Japanese language training to 250+ students.
Punjab Govt in talks with Japan to identify new collaborations building on the strong ties that already exist between both parties

- CM Capt. Amarinder Singh has interacted with the earlier Ambassador of Japan Mr. Kenji Hiramatsu at multiple occasions in Delhi and Chandigarh to discuss new partnerships aided by the strong industrial ecosystem and positive investment scenario in the State.

- Mr. Kenji Hiramatsu visited Punjab in June 2019 to meet the CM Capt. Amarinder Singh to discuss business opportunities between Punjab and Japan, and paid a visit to Amritsar and Gurdaspur.

- Mr. Rajat Agarwal, CEO Invest Punjab met JETRO Chief Director General Mr. Yasuyuki Murahashi in September 2019 to discuss the Japanese Industrial Townships (JIT) model for Punjab. JIT model provides encumbrance free land with un-interrupted water and electricity supply for their companies.

- Proposed locations for the Japanese city are Bathinda, Ludhiana, Patiala.

- Punjab is pursuing for a Centre of Excellence in advanced and emerging technologies (i.e. AI/IoT) with Ministry of Electronics and Information Technology (MEIT), India envisaged under the umbrella MOU between METI, Japan and MEIT, India.

- Japanese EV Corridor: In talks with Japan to launch EV buses based on Japanese model of state-of-the-art quick charge Lithium ion batteries.

- In the first phase, a pilot of 5 buses is proposed to be launched in the State.

How will Summit enhance these partnerships?

The Govt of Punjab is partnering with Japan External Trade Organization (JETRO), a Japanese government-related organization for the country session, for this country session. JETRO promotes mutually beneficial trade and investment between Japanese organizations and other countries.

A delegation led by the Japanese Ambassador to India will be gracing the Summit and sharing their vision on the mutual growth opportunities between the 2 countries. The session will also see participation from key stakeholders from Mitsui, SML Isuzu, Mitsubishi and Yanmar.
UAE – Relations between Punjab and UAE are aimed to reach the skies

The deepening economic ties between UAE and India have proven to be strategic for Punjab.

• Identifying the immense potential opportunities existing between Punjab and UAE, a senior delegation from the Government of Punjab participated in 2nd edition of India-UAE Partnership Summit in Oct, 2018 at Dubai where they interacted with investors in Retail, Real Estate, Healthcare, Logistics & Warehousing, Agro & Food Processing sectors

• Building on this exchange of dialogue, many leading business groups from UAE including Lulu Group, DP World, Sharaf Group and BRS have visited Punjab and identified business and trade opportunities that exist between the complementary sectors of Punjab. Many successful associations have resulted between UAE and Punjab with many in the pipeline.

• Lulu Group has established strong business partnerships with Punjab enterprises.
  1. Lulu Group CEO Saifee Rupawala visited Punjab in December 2018 to discuss the viable collaborations between Lulu and Punjab based enterprises. The team explored the investment climate in the State and evaluated the industrial ecosystem.
  2. They expressed their interest in B2B engagements, under which they decided to export agri-commodities, food products and packaged goods from Punjab to UAE
    • In their first consignment, Lulu Group sourced over 200 tonnes of Kinnow from the State.
    • Trident Group based out of Ludhiana is the largest player in Terry Towel capacity & one of the largest players in Home Textile Space in India. They have established a USD15 million business in Middle East within a span of only 2 years. They are now in advanced talks with Lulu Group to sell products through their retail chains across Middle East.
      1. Trident Group is supplying home grown textiles and paper products to more than 10 retailers including Landmark Group, Max, and Home Centre, Marina
      2. They have also tied up with key Hotel Chains such as Sheraton, Marriott etc. in the Middle East for supplying Towel and other accessories
      3. They also have created a massive presence in the Middle East by tying with Noon.com, an ecommerce giant in that geography for online retail of products through their platform
    • Lulu Group has entered into contract manufacturing of biscuits with Jalandhar based Mrs Bectors through their brand Cremica. Lulu is selling these biscuits through their retail chains in UAE, Qatar and Saudi Arabia.
      1. The partnership has INR resulted in trade of INR 8.9 million in the last 6 months
    3. Invest Punjab offered complete B2B facilitation to Lulu Group which instilled their confidence in the Punjab based enterprises and ensured smooth execution of partnerships.
    4. Lulu is now looking to set up their manufacturing unit in the State.
      • They have acquired land in Derabassi in Mohali district of Punjab for setting up of their 1st Meat Processing Plant outside of UAE.
    • Emaar Group, the Dubai-based real estate company has come up with their 1st Integrated Township in Punjab. They have a property spread across 630 acres in Mohali.
      • Hind Terminals, a 100% subsidiary of Dubai-based Shipping giant Sharaf Group is establishing a state-of-the-art Multimodal logistics hub in the Ludhiana District
1. The project is estimated to be worth over INR 200cr with the multimodal logistics park spread over 55acres.

How will Summit enhance these partnerships?

A UAE government delegation led by H.E. Dr. Ahmed Al Banna, UAE Ambassador to India. Other panelists include, Mr. Navdeep Suri, Former Indian Ambassador to UAE, Major General(retld.) Sharafuddin Sharaf, Vice chairman Sharaf Group, MR. Dinesh Tarachandani, Head Global logistics, DP World Subcontinent, and Mr. Ravneet Gill, Head Emaar.

Buoyed by the industrial ecosystem and successful business engagements operationalized in the State, Lulu Group, Emaar, Sharaf Group along with other UAE based honchos are looking to increase investment in the State.

• Lulu is also in talks to finalize agreements to support long term procurement of fresh fruits and vegetables from the State.

• DP World is exploring to enter the logistics sector. They are in advanced talks to set up a Multimodal logistics facility in Pathankot.

• UK – Punjab and UK share ties which date back to old times, making UK home to one of the largest Punjabi diasporas in the world. The town of Southall in the west London is dubbed as ‘Little Punjab’.

The trade and business relations between both countries are also strong making UK the 6th largest export destination, accounting for 4.8% of total exports from Punjab in FY 2018-19. Over the years UK companies such as Mark & Spencer, Shell Inc, Vodafone, Unilever and GSK have invested in Punjab / Punjab based enterprises.

UK was a partner country for the Progressive Punjab Investors Summit 2019. The held a session with outlining the possible avenues of collaboration across multiple sectors, including agriculture, food processing, textile and apparel sector, machine and hand tools, farm-tools manufacturing, automobile, bicycle components, sports goods, light engineering sector, metallurgy sector and renewable power.

The delegation was led by UK Government representatives, Mr. Crispin Simon, Director General, UK Trade and Investment and Mr. Andrew Ayre British Deputy High Commissioner, Chandigarh, along with industry representatives from HUL, Tynor Orthotics and representatives from the UK India Business Council (UKIBC).

Germany - Germany is the 8th largest exporting country from Punjab with value of USD 180 million in 2018-19. Germany and Punjab have a lot of complementary sector focus which has opened many collaboration avenues in the Automotive, Textiles, Manufacturing, Healthcare and Industry 4.0 sectors.

In 2018-19, Punjab was the 4th largest state in Iron & Steel exports and the 5th largest state in Auto components/parts exports to Germany. Export from Punjab to Germany stood at about USD 180 million, with major share of Iron & Steel, Hand Tool, Automobile Parts & Cotton Fabrics.

In 2015, Germany and Punjab joined hands to promote organic farming. Germany and Punjab had joined hands to create a ‘Renewable Energy Equipment Hub’ in the state to harness the huge potential available in rooftop solar and biomass power.

A German delegation participated in the Progressive Punjab Summit 2019 which included the honchos from successful companies such as Verbiso, Groz Beckert, CLAAS, Hella Lighting, Beumer, Thyssenkrup Industries, Vibracoustic and Graepel Perforations. These dignitaries shared their experience of setting up their project in the state of Punjab and highlighted the strength of ease of doing business in the State exemplified by the Invest Punjab office.

Major State Reforms Landmark Ease of Doing Business Initiatives

Launched Punjab right to Business Act 2019

This will reduce the regulatory burden on Punjab based MSMEs as the new MSME enterprises can now start a business in Punjab based solely on self-certifications

These self-certifications will be valid for a period of 3 years and 6 months

Valid for new enterprises being set up in Approved Industrial Parks: Issuance of In – Principle Certificate within 3 Working Day(s) (WD) and new enterprises being set up outside the Approved Industrial Park(s), and on areas for permissible industrial activity, approved under the relevant Master Plan : Issuance of In – Principle Certificate within 15 WD, after consultation with scrutiny committee

The State Government has implemented ‘Auto Consent to the Green Category Industry on intimation’ i.e. there shall be no inspection by any regulatory body and Consent shall be given the same day of intimation.

Created a State Ground Water Authority - to support infrastructural factors like availability of water and to ensure that it remains balanced in relation to the needs of the general public

Labour reforms introduced by the Punjab Government

Amendments in Industrial Disputes Act 1947 - Firms employing up to 300 workers can retrench or shut shop without Govt’s permission against the current limit of 100 workers

Amendments in Factories Act 1948 - Shall be applicable to the Industrial Units employing workers 20 [with electricity] and 49 [without electricity] against the existing provision of 10 worker [with electricity] and 20 [without electricity]. The spread of overtime has been increased from 10½ Hours to 13 Hours. Similarly, quarterly overtime limit has been increased from 75 hours to 115 hours

Amendments in Contract Labour Regulation & Abolition Act 1970 – Shall be applicable to every establishment or contractor employing more than 50 workers against current provision of 20 workers on any day of the proceeding 12 month as contract labour.
Ease of availability of Industrial Land

The Government has approved amendments to the Punjab Village Common Land (Regulation) Rules 1964, which will enable development of industrial infrastructure projects. Dept. of Industries & Commerce along with PSIEC will be creating a land bank by using Gram Panchayat land that will ease the land acquisition process for investors.

Looking towards achieving planned industrial development, there shall be a minimum FAR of 3 allowed across all industries throughout the State.

Growth and Development of MSMEs

Launched the First State MSME Awards

The State first time launched the MSME State Awards to recognize and promote the visionary spirit of the entrepreneurs of Punjab. The Department launched an online application to invite expression of interest from the MSMEs. The application was designed in a way that 90% of the application would be evaluated digitally, leaving out any inch of subjectivity and ensuring transparency throughout the procedure. Over 110 applications were received from MSMEs operating in the Agro & Food processing, Automobiles & Auto parts, Textiles, Engineering, Pharmaceuticals, IT & Electronics, Sports, Hand tools, and Leather Industry. Out of these 14 entrepreneurs were selected across the categories are were felicitated with Rs 1 Lakh and a certificate.

Dedicated MSME Facilitation Cell under the Department of Industries & Commerce.

This Cell will have a permanent team of officers performing innovative research regarding the market acceptance of our products for the global market and for forming trade linkages for Punjab MSMEs. Within 6 months of the establishment of the Dedicated MSME Facilitation Cell, a MSME portal will be launched. Through the online portal, MSMEs will be able to for market linkages for the export/sale of their products to international units. The portal will also have a module for Grievance Redressal through which MSMEs will be able to get their on-ground issues resolved.

Access to Finance: The State government has facilitated access to finance for MSMEs through an MOU with HDFC bank who have disbursed one time loans to 700 MSMEs worth over INR 1,100cr. We have facilitated similar loan disbursements through other financial institutions as well.

Access to Market: The State Government has also made considerable efforts to enhance market access at the global & national level for our MSMEs by signing MoUs with e-Commerce platforms like Amazon & Flipkart.

New Trade Linkages: Punjab Government has facilitated Trial Orders for MSMEs with international brands (ITC gave trial orders to ZMD Builders & Contractors and MR Chemicals) to provide a fillip to the manufacturing sector in the State by strengthening the potential of our MSMEs to be ancillaries.

Filip to the Startup Sector

IKG Punjab Technical University in partnership with the State Government will set up a Startup Fund of INR 100 cr for the promotion of incubators, providing seed or scale up funding to Startups. 25% of these funds shall be used to promote SC and Women entrepreneurs. VCs/ Angel Networks like Indian Angel Network and Bharat Fund may contribute to this corpus fund.

Focus on R&D in Agro & Food Sector

The State Government has facilitated an MoU between Punjab Agricultural University & Fresno to promote the progress of research & training across disciplines like Crop Improvement, Biotechnology, Natural Resources, Production and Cultural Practices, Water and Irrigation Technology, Agricultural Business etc. This will allow the State to develop more competitive value-added food chains. Through this collaboration, the farmers and food processing units in the State may be able to explore new avenues of growth like wineries.

Building Global Alliances

In cognizance of the deepening socio-economic ties between India & UAE, Government of Punjab has chosen UAE as one of the priority countries for attracting investments and promoting trade. In the last 2 years, interest between the 2 regions has been ignited across diverse sectors like Retail, Real Estate, Healthcare, Logistics & Warehousing, Agro & Food Processing sectors etc. This mutual interest has been fostered through frequent visits of both industry leaders & government officials of both regions. To further nurture this relationship, to help investors from UAE to set up their units in Punjab and to support them in the formation of technology/trade linkages, a Dedicated UAE Desk has been established at Invest Punjab office in the valued presence of the Ambassador of UAE.

Post Summit Implementation Plan

A Working Group comprising Senior officers of the State government shall be constituted within 7 days and a report shall be submitted by the Working group on the feasibility of implementing suggested policy measures within a month.
Mr Inigo Anton
Managing Director, CN IFFCO

Tell us about your experience of doing business in the Indian market.

CN-IFFCO is a Joint Venture between “CN Congelados de Navarra” Spain and Indian Farmers Fertilizer Cooperative Limited (IFFCO). The Joint Venture is setting up a state of the art processing unit in District Ludhiana for Procurement & Processing of Fresh Vegetables & Potato French Fries under the Make in India Initiative of GOI. Fresh Vegetables will be directly procured from the farmers through Contract farming and after Processing, it will be frozen on IQF Technology. The Project will start Commercial Production by December 2020. The produce will be majorly exported to Foreign markets and some percentage will be sold in the India. The Indian Markets share will gradually increase as the local demand of Frozen Vegetables Picks up.

How important is Ease of Doing Business for CN Spain?
Ease of Doing Business is of utmost priority for us, especially because this was our first plant in India and we are not much aware of the cultural and administrative differences between the two countries. We are thankful to Invest Punjab and Invest India for supporting us in the grounding of our unit in Ludhiana, Punjab. Role of Invest Punjab in finding location of Project site selection was a decisive factor for CN IFFCO & Invest Punjab played a major role in that. It was not only a good portfolio of incentives and schemes for the Investor, but also support extended to us since inception is praise worthy.

Why did you select Punjab for your 1st Plant outside Europe?
Punjab scores well ahead of other states in terms of Water resources, Energy Availability and Good Climate for the Horticulture Crops. Farmers have access to irrigation facilities. Thanks to the availability of abundant ground water and CN IFFCO Project facing Canal Front. These factors have been advantageous in our project Site selection.

How will CN IFFCO contribute to Punjab’s Food Processing Industry?
The Project aims to create Direct and Indirect Employment for about 500 people in the state. Besides about 5000 farmers will be engaged in Contract farming and given training on the Agronomical Practices of the Vegetable Crops. The project intends to make Income Improvement for the Punjab farmers. This will also help achieving Crop diversification and help farmers get out traditional Wheat and Paddy cycle through Crop rotation. Our agronomical team will advise farmers on optimum use of Fertilizers and Pesticides which will improve fertilizer use efficiency & Human health.

How did Invest India help you in setting up your facility in India?
Invest India helped us geographically understand India and identify the potential locations for our food processing facility. The Invest India team played an instrumental role to connect us with the various state authorities and gather the required information. Invest India and Invest Punjab ensured that incremental progress was made in the right direction in all our interactions.
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Project Monitoring Group (PMG)
cross the world, monitoring mechanisms have been instituted and often, institutionalised for a range of policies, programs and projects to ensure that they are seen through in a timely and accountable manner. They are situated across echelons, from national-level programming to aid programs being executed rurally. Scale notwithstanding, it is widely understood that robust monitoring results in timely deliveries and benefits to those for whom the programs are designed. Yet, their presence accrues more benefits than one.

To begin with, any project requires an extensive plan of action before actual implementation, one that involves accounting for possible risks facing it. However, no matter how robust the planning and management practices may be, it may run into unanticipated hurdles thereby incurring a time overrun. According to the Ministry of Statistics and Programme Implementation (MoSPI) project database as on January 2018, 345 projects have incurred a cost overrun of INR 2.19 lakh crore and 354 projects have an average delay of 45 months. As time passes for these projects, rising cost begin to affect their financial viability, in some cases rendering them unviable.

When such an event occurs, massive opportunities both in terms of economic growth, capital formation and employment in the long-term are often lost. Additionally, the faith of implementing projects in India is also shaken as a proponent may be dissuaded to undertake any more investments in the country, fearing immense losses. Therefore, monitoring mechanisms are exceptionally crucial to instill faith in investors, such that they have a platform where their issues will be heard, and solutions found.

In the spirit of the same, the Project Monitoring Group (PMG) was instituted by the Government of India to review large-scale projects in the country periodically with all the stakeholders involved in order to bring about timely implementation. Currently housed at Invest India (Ministry of Commerce), PMG is an issue-resolution body for all projects upward of Rs. 500 Crores (~USD 75 million) that are facing issues and/or delays with implementation. It is the only national-level platform for issue resolution that brings together highest offices of the government, project proponents and concerned state and central departments on a common platform for regular review. PMG seeks to enlist unresolved project issues, remove their bottlenecks and enable their expeditious commissioning.
**Current PMG Mandate**

- Accelerate implementation of projects (>500 cr) through timely issue resolution
- Digitisation of central/ state clearances
- Assistance in PRAGATI project selection/ follow up
- Provide recommendations for policy simplification/ modification

**PMG Issue Resolution Mechanism Process Flow**

1. **Project Proponent uploads a Project/ Issue on PMG Portal**
   - PMG/SM verifies project/issue and takes it up for consideration.
   - PMG/SM sends it to Recipient Ministry

2. **Recipient Ministry received issue from PMG/SM**

3. **PMG State-Level Meeting under the Chairpersonship of the Chief Secretary**
   - Periodic Follow-up with stakeholders
   - Escalation to high offices
   - Issue Resolved: Yes

4. **Central Ministries**
   - PMG Inter-Ministerial meeting
   - Periodic Follow-up with stakeholders
   - Escalation to high offices
   - Issue Resolved: Yes
   - Issue Resolved: No

5. **PMG/SM verifies project/issue and takes it up for consideration.**

6. **Project sent to DoFS from PMG once all issues are resolved**

*Data as on 20th Jan, 2020*
would involve engagement with all stakeholders including:

PMG Sub-Group Meetings:
Ministry Level Meetings to resolve issues pending with Central Ministries

PMG State-Level Meetings:
State Level Meetings chaired by CS to resolve state-specific issues

Project Progress Reporting:
Weekly and monthly reporting of issue resolution status. Reports disseminated electronically.

Project Promoter Roundtable:
Quarterly round-tables held with project proponents. Bi-annual nationwide meetings with relevant stakeholders

Regular Feedback System:
Continuous engagement of stakeholders (including industry associations) for feedback on the portal and mechanism.

Performance Highlights (till date):

- 802 projects worth 32 lakh crores resolved through state and ministry meetings.
- New technology portal being developed and officials from states and ministries trained to use the same

*Data as on 20th Jan, 2020*
### Key developments post Invest India merger

#### June
- **17th June 2019:** Meeting with the Chief Secretary, Karnataka via video conferencing.
- **18th June 2019:** Meeting under the Chairmanship of 06 States (Maharashtra, Chhattisgarh, Madhya Pradesh, Gujarat and Rajasthan) and 01 UT (Dadra & Nagar Haveli).

#### July
- **18th/19th/20th July 2019:** Meeting with Ministry of Coal, Ministry of Railways, Ministry of Power and Ministry of Road Transport and Highway.

#### August
- **9th August 2019:** Meeting with the Government of Odisha with the Chief Secretary in Bhubaneshwar.
- **22nd August 2019:** Meeting with the Ministry of Environment, Forests and Climate Change.

#### September
- **12th September 2019:** Meeting held under the Chairmanship of SIIT with Principal Secretary of Concerned State Governments (Andhra Pradesh, Telangana, Tamil Nadu, and Kerala).
- **18th October 2019:** Meeting held with Central Ministries (Coal, Power, Railways, Road Transport and Highways, Steel, Civil Aviation, Home Affairs, Defence, Science and Technology, Rural Development, Mines, Tourism, Tribal Affairs, Heavy Industry and DONER).

#### October
- **3rd October 2019:** Meeting held in respect of PMG projects in North Eastern States.
- **4th October 2019:** Training Workshop held on with Central Ministries (Coal, Power, Railways, Road Transport and Highways, Steel, Civil Aviation, Home Affairs, Defence, Science and Technology, Rural Development, Mines, Tourism, Tribal Affairs, Heavy Industry and DONER).
- **9th October 2019:** Meeting held under the chairmanship of SIIT with Principal Secretary of Concerned State Governments (Andhra Pradesh, Telangana, Tamil Nadu, and Kerala).
- **18th October 2019:** Meeting held on with Central Ministries (Ministry of Road Transport and Highways, Railways and Shipping) regarding pending.

#### November
- **13th November 2019:** Meeting held on under the Chairmanship of ACS, Uttar Pradesh.
- **15th November 2019:** Training workshop held on with States Governments/UTs (Haryana, Chhattisgarh, Madhya Pradesh, Himachal Pradesh, Andaman & Nicobar, Tripura, Assam, Lakshadweep, Daman & Diu and Andhra Pradesh).
- **26th November 2019:** Meeting held on with Central Ministries (MoEF&CC, Mines and MNRE).

#### December
- **16th December 2019:** Meeting with State Govt. of Karnataka (Video Conference) held on 16.12.2019 under the chairmanship of CS, Karnataka and Secretary, Industry and Internal Trade.
- **23rd December 2019:** Meeting with State Govt. of Madhya Pradesh, Rajasthan and Gujarat at Udyog Bhawan on 23.12.2019 under the Chairmanship of Joint Secretary (PMG).
- **24th December 2019:** Meeting with State Govt. of Maharashtra held under the chairmanship of CS, Maharashtra.
**e-Nivesh Monitor**

In the spirit of robust monitoring across levels, e-Nivesh was launched as a single-window tracking system for clearances required for setting up businesses/projects in India. This mechanism has been developed to fast-track proposals pending beyond timelines at various Central Government Ministries as well as State Governments and Union Territories.

By digitizing the monitoring process, e-Nivesh aims at operationalizing an interface that will enable fast and efficient Government-to-Business (G2B) service and help realize investments in the country.

Being the central watchdog of regulatory clearances and approvals, the Project Monitoring Group is tasked with the management of the system as well as ensuring granting of clearances that have been delayed.

**PRAGATI**

PRAGATI or Pro-Active Governance and Active Implementation is a multi-purpose and multi-model platform on which critical projects and programs of the Government of India as well as State Governments are reviewed by the Hon’ble Prime Minister on a monthly basis.

The PRAGATI platform uniquely bundles three latest technologies: Digital data management, video-conferencing and geo-spatial technology. It also strengthens the endeavor of cooperative federalism since it brings on one stage the Secretaries of Government of India and the Chief Secretaries of the States. With this, the Prime Minister can discuss the issues with the concerned Central and State officials with full information and latest visuals of the ground level situation.

PMG identifies and recommends projects that are critical to national growth and development for the Prime Ministerial review as well as periodic follow-ups for timely action. It ensures compliance by the relevant authorities as well as project proponents to minimize delays in project implementation.

**Policy Advocacy**

In its endeavor to simplify and ease project implementation across sectors, PMG also undertakes research and analysis efforts to identify frequent common issues faced by project proponents. By doing so, it identifies the key legislative bottlenecks that impede sustained project progress. After identification, PMG communicates the same to relevant officials across Central and State Ministries along with the concerns of the sector players as well as makes informed recommendations for policy modification and simplification.
PMG: Plan FY20

In addition to what currently falls under its mandate, PMG is working towards strengthening its mechanism to further strengthen monitoring. Therefore, in FY20, it envisions bringing life to the following practices:

1. **Onboarding District-level administrators onto the mechanism**

   With many issues faced at local levels, PMG is onboarding administrators across the government value chain such that they can update the PMG portal on a timely basis, thereby providing regular updates to project proponents, State Governments and Central Ministries involved in the project. This would help in building a transparent monitoring and accountability in governance.

2. **Boost Private Sector Participation**

   To support its projects and unlock investments PMG seeks to enlist more issues faced by the private sector on its portal. This will enhance the ability of private player to realize their investments faster and minimize cost overruns.

3. **Deepen Policy Advocacy Efforts**

   With fluctuating market dynamics, increasing scarcity of resources and invention of new technologies, businesses are evolving rapidly. As a result, policies and regulations concerning them must change to suit the present context. PMG will enable greater conversations between different stakeholders and undertake direct participation with different legislative bodies to better the Ease of Doing Business (EoDB) in India.

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**Client Testimonials**

PGCIL has been leveraging the PMG mechanism since 2015 and has enlisted at least 42 projects on their portal. Transmission projects face a diverse range of issues and for these, PMG has helped us obtain the required expedited approvals from Central and State Departments. As a result, we have been able to resolve issues and commission more than 80% of our projects. Ever since the reduction in investment threshold to INR 500 Cr, I see more private players using this mechanism to secure government attention and execute their projects smoothly.

*Ajai Kumar Vaish*
Consultant, Powergrid Corporation of India Limited

In our efforts to expand the Vadodara-Palanpur pipeline, we faced several issues including acquisition of land, Right of way etc. The acquisition of 150 acres of land near the Vadodara terminal was a particularly complex problem that we faced. With PMG’s timely intervention we got the required land in almost 22 months which is really quite unbelievable. They follow a very systematic process of reviews with senior government leadership such as Secretaries and Chief Secretaries and ensure regular follow-ups till the issue is resolved.

*T.K Jha*
Chief Manager - Coordination, Projects and Pipelines Hindustan Petroleum Corp Ltd.
Team 'Project Monitoring Group' at Invest India

(L to R) Arihant Kumar, Vishal Kumar, Drushti Joshi, Akshat Ganeriwala
Every working hour Invest India facilitates resolution of projects worth USD 17.8 mn under PMG

Every working hour Invest India facilitates New projects worth USD 6.4 mn under PMG
Accelerating Growth of New India’s Innovations (AGNII)
About:
Accelerating Growth of New India’s Innovations (AGNII)

AGNII highlights:
• Innovation Agora at the India Energy Forum
• AYUSH Technology Showcase
• Smart Cities Mission Technology Showcase
• DRDO Dare to Dream Innovation Contest Collaboration with EIT Climate-KIC

Case Study
In today’s global economy, there are dynamic links between investment, trade, innovation, and development. At the core of these links lies an effective facilitation mechanism that makes the ecosystem predictable and robust, thereby promoting investment and innovation. With the aim of accelerating go-to-market access of indigenous technologies developed by scientists, researchers, startups and individuals, the Office of the Principal Scientific Advisor launched Accelerating Growth of New India’s Innovations (AGNIi). It aims to support the ongoing efforts to boost the innovation ecosystem in the country by connecting innovators across industry, individuals, and the grassroots to the market for commercialisation of their innovative solutions, thereby propelling India into a new era of inclusive economic growth.

We follow a two-pronged strategy to promote and facilitate innovation. One, we encourage demand-driven innovation where the technology buyers take the lead in refinement and enhancement of technologies with the aim of adoption. In light of this, we have enabled the open innovation practice by connecting government entities, corporations, social impact organizations, etc. with innovators from different parts of the country. We assist organizations in conducting the process end-to-end by facilitating the launch, management, and publicity of the innovation challenges to an active community of >30K scientists, researchers, innovators, and startups. We have conducted over 25 challenges in association with organizations around the globe, including corporations such as IKEA, Fortum, JLL, Tata Motors, and CISCO, government institutions such as DRDO, and MNRE, and our international counterparts such as IPI Singapore and KOTRA.

Two, we convene supply and initiate conversations linking technologies to potential adopters. The instruments for this strategy include technology showcases and demo days. The team has been impressively successful in driving results through these efforts. The prime examples include 55 paid pilots for 10 innovators with smart cities solutions through a tech showcase organized for all smart city SPVs of Gujarat and Maharashtra as well as 4 paid pilots from New Delhi Municipal Corporation to start-ups with healthcare and urban livability solutions. We aim to amplify the discovery of innovations developed by public R&D labs and societies. We plan to work in close association with the R&D societies of the Ministry of Electronics and IT, including C-DAC, SAMEER, and C-MET, to discover relevant industry collaborators and adaptors.

AGNIi feels special responsibility towards innovators from the rural parts of the country and those who develop solutions to cater to the grassroots. We have a dedicated vertical to support innovation from and for grassroots. Impact investor forums, convening technologies under the Rural Action Technology Group (RuTAG), and collaboration with UNDP and UNTIL are a few cases of our work in this area.

Innovation Agora at the India Energy Forum

AGNIi and Startup India, in partnership with IHS Markit, organised Innovation Agora at the 3rd India Energy Forum by CERAWeek. The event was held in October 2019 at the Taj Palace Hotel in Delhi.

AGNIi and Startup India scouted technologies, out of which ten were provided a unique opportunity to participate at Innovation Agora to pitch their solutions aimed in front of representatives of the Energy and Oil & Gas industries. Two out of the ten innovators, who presented at the Agora, have been invited to showcase their technologies at CERAWeek 2020 in Houston, United States.

The event also witnessed participation of Invest India leadership. Mr Deepak Bagla, MD & CEO, Invest India, during his panel discussion on ‘Attracting International Technology & Investment in India’s E&P Sector’, drew attention to India’s numerous strides in sustainable energy such as having the fifth largest installed capacity for renewable energy in the world. Mr Rahul Nayar, VP, AGNIi, highlighted AGNIi’s mission of harnessing India’s untapped potential for innovation and R&D during his Agora Pod session. He also presented AGNIi’s efforts to support innovators in their commercialize technologies.
AGNIi organised a technology showcase to provide a platform for government labs and startups to present technologies, for ministry officials to learn more about policy related issues, and for companies and scientists to discuss recent trends and developments in the AYUSH industry.

The following research councils participated at the showcase:

- Central Council for Research in Ayurvedic Sciences (CCRAS)
- Central Council for Research in Siddha (CCRS)
- Central Council for Research in Unani Medicine (CCRUM)

AGNIi managed end-to-end execution of the event, invited top players from the industry, and facilitated interactions between solution providers and solution seekers. The platform enabled the industry to identify innovative AYUSH technologies and initiate conversations with the innovators. Post the showcase, AGNIi also facilitated the Ministry of AYUSH in the creation of ‘Eco-friendly Yoga Mats’ category on the government e-marketplace to support the Green Yoga campaign and provide market access to innovators developing eco-friendly yoga products.

AGNIi has signed a Memorandum of Understanding with CCRAS, CCRS, CCRUM to support the research councils in their innovation commercialisation journey.

**Smart Cities Mission Technology Showcase:**

AGNIi, in partnership with the Smart Cities Mission, Ministry of Housing and Urban Affairs and Startup India, organised Smart Cities Mission Technology Showcase at Pune. The event was attended by 12 Smart City SPV CEOs from Gujarat and Maharashtra, 9 startups and knowledge partners from science and technology research laboratories, and civil society organizations. 55 Letters of Intent got signed at the end of the event, where the 12 cities decided to have further discussions with the startups and research laboratories to provide them with pilot orders.

Thus, AGNIi acted as a convening platform, bringing together people on the demand side (viz., Smart City SPV CEOs), supply side (viz., startups and national science and technology research laboratories) and knowledge partners who could connect the missing links in the ecosystem by providing better understanding of the use cases to both parties. Instead of conventional pitch sessions, there were engaging round-table discussions between the cities, innovators and knowledge partners, where they could actively discuss the scope of the technologies.

To prepare for the event, AGNIi leveraged the vision documents prepared by smart cities, and identified the most recurring problems identified by them. These included –

1. Traffic Management and Mobility
2. Water Management
3. Safety, Security and Surveillance
4. Social – Healthcare and Citizen Engagement

Startups which catered to these problems and had their end products ready, were chosen and showcased at the event, as was a MeitY sponsored research laboratory – C-DAC, Pune.

We plan to take this mode of engagement forward, thus gaining access to the entire network of 100 smart cities, which will help us explore ongoing opportunities, and enable us to de-risk the development and adoption of innovative technologies, and to provide them with the opportunity to scale up.
AGNIi partnered with the Defence Research and Development Organization (DRDO) for the Dare to Dream Innovation Contest in order to further our mission of facilitating technology transfers and strengthening the nation’s innovation ecosystem in the strategic and defence sectors. The Innovation Contest was hosted in honour of esteemed scientific luminary and former DRDO Secretary and President of India, Dr A P J Abdul Kalam. The contest accepted applications from 10 January to 31 March 2019, with the purpose of inviting innovative technologies that addressed 12 challenge areas. These challenge areas were in the following broad sectors with an application in Defence & Aerospace: Transportation was covered by areas such as multi-legged mobility and micro-UAVs. Healthcare was covered by areas like hemostatic agents and artificial oxygen carriers. Surveillance was covered by cognitive sensor and technologies for border and perimeter surveillance, swarm robots and micro-UAVs. Other sectors covered within the challenge areas included wearable technology, construction, and artificial intelligence. Furthermore, there was also an open category for inviting particularly adventurous technologies that defied categorization. The team provided end-to-end support for successfully executing the contest which included logistical, administrative and technical support as well as outreach, branding and coordination with participants. Our support helped in the handling of over 3000 applications across the country, covering a spectrum of technology areas. 20 of these technologies succeeded in the challenge areas of micro UAVs, joints in a composite structure, wearable communications technology for Special Operations Soldiers, multi-legged mobility, hemostatic agents, miniaturisation of unfolding mechanism for rocket lifting surfaces and the open category. The winners were felicitated by the Hon’ble Raksha Mantri in October at DRDO Bhawan during its 41st Directors conference winning cash awards of up to INR 10 lacs each, a total of INR 84 lakh worth of cash grants were given out. DRDO will provide mentorship and incubation support to the winners who are interested in further R&D, so as to have their tech potentially adopted by the tri-services in the future. This will not only encourage innovation in the defence sector but also bolster the Government’s ‘Make in India’ efforts in this strategic sector. AGNIi is committed to cultivating a fruitful and lasting relationship with DRDO.

**Collaboration with EIT Climate-KIC**

Climate Launchpad is the world’s leading green business ideas competition, and part of EIT Climate-KIC. EIT Climate-KIC is a Knowledge and Innovation Community (KIC), working to accelerate the transition to a zero-carbon economy. It is the largest public-private climate change partnership and a key EU initiative on climate change. Supported by the European Institute of Innovation and Technology, a body of the European Union, Climate KIC identifies and supports innovation that helps society mitigate and adapt to climate change.

Climate Launchpad runs in 50+ countries to support climate and cleantech startups. Climate Launchpad India, running in 16 Indian states, partnered with AGNIi and supported ~100 early stage cleantech startups by providing them acceleration and incubation support (39 of which were sourced through AGNIi), 3 region-wise finals (in Chennai, Mumbai, Delhi), with AGNIi’s support, were held through which the top 16 cleantech startups from India are being taken to the Global Grand Finals in Amsterdam to pitch to investors and cleantech ecosystem stakeholders among 100+ other startups from 50+ countries along with a chance to win cash grants and also potential adoption opportunities.

Due to the keen interest in India of the global cleantech community, AGNIi has been invited by EIT Climate-KIC to host the India session at the finals at Amsterdam in November.
Due to the keen interest in India of the global cleantech community, AGNII has been invited by EIT Climate-KIC to host the India session at the finals at Amsterdam in November.

This session would help in achieving the following:

- Showcasing Indian R&D tech to European stakeholders; explore collaborations to promote Indian R&D and tech with a focus on clean technologies
- Showcasing the India Innovation and R&D Ecosystem
- Showcasing India as a favourable destination for various initiatives of EIT Climate-KIC

The collaboration with EIT Climate-KIC seeks to accomplish the following:

- **Access**: Global market access for India’s R&D and innovations through international partnerships, access to funds, mentorship via a network of 370+ partners from across Europe spanning businesses, cities, NGOs and universities.
- **Demand Aggregation**: Aggregation of domestic and international demand for Indian sustainability and climate change mitigation solutions for the largest public-private climate change partnership and a key EU initiative on climate change.
- **Boosting Women Entrepreneurship**: EIT Climate-KIC, through its initiatives, aims at boosting participation of Indian women innovators and entrepreneurs in developing and implementing cleantech solutions.
- **Sustainability & Climate Change**: Climate change is one of the most pressing challenges of our time. This collaboration will promote and boost adoption of sustainable innovations and technology impacting climate change.

These activities would be in line with global efforts towards achieving Sustainable Development Goals (SDGs) by 2030.

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**Case Study**

**Water Purification Technologies from BARC**

**Problem:**
Water contamination is the biggest problem in our country. The current status shows that almost 70% of our country’s water is contaminated, affecting three out of four Indians. 21 major cities of India are currently running out of water and will be affecting 100 million people by 2020. The following picture ‘Baseline Water Stress in India’ is taken from Composite Water Management Index (CWMI) report published by NITI Aayog in June 2018.

To address this problem, several government labs like the Desalination department at Bhabha Atomic Research Centre (BARC) and research institutes from Council of Scientific and Industrial Research (CSIR) Labs et al. have demonstrated some targeted and affordable solutions designed as per contextual intelligence data received from different regions of India.

**Case Study**

**Method of Commercialisation:** (i) As implementation partner-
As per the program mandate, AGNII routinely identifies social impact agencies like Aga Khan Rural Support Program (AKRSP), India and Common Service Centres (CSC) of Ministry of Electronics and Information Technology (MEITY) who are currently working in the water sector.
The water purification technology

Aga Khan Rural Support Program (AKRSP), India is a non-denominational, non-government development organization. AKRSP(I) works as a catalyst for the betterment of rural communities by providing direct support to local communities.

Common Service Centres are the access points for delivery of essential public utility services, social welfare schemes, healthcare, financial, education and agriculture services, apart from host of B2C services to citizens in rural and remote areas of the country.

The objective for connecting to these organizations was to facilitate a technology showcasing from various labs and institutes. During the showcase, technology from BARC received an interest from both AKRSP and CSC.

BARC has developed a combo domestic water purifier device which is made of polysulfone based nanocomposite ultrafiltration membrane in cylindrical configuration. This configuration/device can be effective for removal of microbial contaminations, arsenic and iron without the need of any electricity and overhead water tank. The device is most suitable for rural and slum areas.

After the exchange of letter of intent between lab and parties, both the parties shared water samples from severely impacted villages with BARC for getting the water quality reports. Further to this, lab visits, meetings and interactions were organised between BARC and AKRSP, CSC to see the technology at work. As a result, AKRSP is interested in deploying the technologies (PoU and Community level water purifiers) at Samastipur, Bihar, and CSC is looking forward to bringing them to 30 villages under CSC’s Digi Gao scheme.

Method of Commercialization: (ii) As licensing partner

Tata Projects Limited which is one of the fastest growing and most admired infrastructure companies in India was looking for water purification technologies and reached out to AGNII team for scouting support. The company shows interest in water purification technologies from BARC.

After initial interest and post lab visit, Tata Projects Ltd has licensed out one of the water purification technology showcased during visit. Tata Projects Ltd intend to deploy the technology in several rural areas of our country.

Impact Potential:

• **Health Perspective:** Considering the current scenario of water pollution, these technologies will help in avoiding potential health hazards by offering potable water to the last mile of the country.

• **Livelihood Perspective:** The Common Service Centre has access to approximately 3.5 Lac Village Level Entrepreneurs (VLEs). They are actively looking for technologies based on which business opportunities can be developed. The deployment of these technologies through AKRSP and CSC will create immense livelihood opportunities in the targeted rural areas while providing drinkable water to the community.

• **Commercialisation Perspective:** These commercialization cases are adding incremental revenue to the existing licensees of BARC by bringing them more market access. Through AGNII Platform, these government labs as well as academic institutes are getting access to a large government as well as private channels to disseminate their technologies at ground. Thus, boosting the entire R&D ecosystem while creating socio-economic value among the community.

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AGNII's Milestones since Inception -

- 8422 Innovation Applications Processed
- 174 applications linked to industry
- 12 Industry & Partner Connections (MOUs)
- 85 applications linked to incubators
About:
India Investment Grid

IIG 2.0
• New Features
• New Opportunities
• Expanded Outreach

User Testimonials
our new and improved Gateway to Investments in India!

The India Investment Grid (IIG), an initiative of the Government of India and Invest India, serves to bridge the existing gap between global investors and investment opportunities from India.

IIG, serving as the gateway to opportunities in India is a collaborative online platform which serves as an information and showcasing network. Currently housing 5,000+ pan-India opportunities from both the government and private sectors, it aims to facilitate easy connectivity between investors and project promoters, thereby providing an impetus to the investment ecosystem in India.

IIG hosts opportunities with a value of USD 190 Bn+ and is accessed by investors from more than 135 countries. The platform has seen an exponential user growth and engagement - Over 500,000 website hits have been received from 194 countries across the world, with a month-on-month average usage hits showing a 10% increase. Moreover, continuously expanding linkages with State, embassy and mission websites enables outreach to a wider target audience.

IIG Snapshot

Projects

Opportunity
USD 191.6 Bn

Districts
602

Projects
5116

Number of Projects

Global Reach

Website Hits
500,000+

Countries
194

*As on 14 November 2019
In an endeavour to continuously enhance the user experience, Invest India has launched a new version of the IIG portal with a new look, increased opportunities and enhanced features. This improved version of the portal focuses on ease of use, provides improved search options and new investment categories.

**New Features**

**Improved search:**

An improved search algorithm allows for easier project discovery- armed with 15+ filters, the new and improved discovery tool is furthermore extensive and exhaustive. There has also been an introduction of new filters, advanced options and multiple levels of search including opportunity types, cost, mode of implementation and ownership type.

A recommendation engine that displays similar projects, browsing history-based recommendations and language and currency setting are further set to enable personalisation.

**Holistic information:**

Each project detail page now includes a comprehensive project summary, real-time updated data points and promoter profiles including the contact details, that can be accessed by registered investors to establish a direct connect with project proponents.

Project information has been more effectively categorised and strengthened through the addition of project timelines, policy documents, social media integration and other relevant content.

In addition, related blogs and articles provide further insight into the opportunity landscape.

**Marquee projects:**

The marquee section on the homepage immediately allows the investor to engage with a select set of curated projects.

**Advanced analytics:**

The analytics section provides tools for improved decision making through project comparisons and state, sector and scheme deep dives.

Further, customised dashboards for project analysis and tracking enable users to keep abreast with the latest updates in the projects they are interested in.

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**IIG 2.0**

Promoters on IIG

- Promoters: 2000+

Investor on IIG

- Promoters on IIG
  - Municipal/District: 45.00%
  - State: 40.11%
  - Private: 10.68%
  - Central: 4.21%

- Ownership Type
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  - State: 40.11%
  - Private: 10.68%
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Top Investor Countries

- United States: 48%
- Indonesia: 6%
- China: 5%
- Canada: 4%
- Japan: 3%
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- Energy: 13.50%
- Agriculture: 9.08%
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  - Indonesia: 5.26%
  - China: 4.21%
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  - Japan: 2.08%
  - United Kingdom: 2.08%

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IIG 2.0

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India Investment Grid
New Opportunities

Stressed assets: The transformation in the Indian distressed companies’ landscape has been a pivotal factor in building a strong foundation for envisaged New India. Distressed assets represent the opportunity to purchase operational and good underlying assets, with a potential to turnaround, at attractive valuations. It enables strategic investors to expand capacity in a cost-effective manner. With the introduction of the Insolvency and Bankruptcy code in 2016, stressed asset resolution has been given a legal structure, definite procedures, and provided a level playing field for domestic and foreign investors. IIG hosts a catalogue of such stressed assets across multiple sectors.

CSR opportunities: IIG now allows government promoters to host CSR opportunities on the portal. This would enable corporates looking for credible CSR projects to connect to opportunities from key CSR sectors such as waste and water, renewable energy, agriculture and education.

Impact investing opportunities: Expanding offerings for investors interested in green opportunities and impact investments, IIG has introduced SDG opportunities. These opportunities from multiple sectors can be filtered using the SDG tag under the search filter.

Expanded Outreach:

Promotional campaigns:

In order to broaden access to global investors, IIG partners with interested promoters to undertake marketing campaigns to improve the visibility of their opportunities. With the use of social media, emailer campaigns, newsletters and presentations, these opportunities are showcased through 360-degree marketing to a large global audience comprising embassies and Indian missions, CXO and senior manager level corporate employees of sector specific companies, other relevant investors and senior level bureaucracy.

A recent such partnership with the Solar Energy Corporation of India garnered 200,000+ views for their upcoming project.

Investor roundtables:

Roundables are organised between project proponents and handpicked investors to enable open dialogue and connect. These roundtables are aimed at showcasing project pipelines, discussing issues faced by investors while navigating the project ecosystem and further policy discussions.

Opportunities in India and North East Region:

Deepening the investor-promoter connect, Invest India hosted a roundtable between key departments and project promotion agencies of the Government of Assam and the delegation of the Malaysia-India Business Council (MIBC) in Guwahati. The upcoming pipeline of opportunities was showcased by the key departments of Assam with IIG serving as the platform connecting the investors and promoters.

Event showcase:

To effectively showcase investible opportunities from various states, Invest India has set-up interactive digital experiences of IIG. This demo was tailored for audiences at 50+ events, round tables and roadshows and marquee events such as the Eastern Economic Forum, Vladivostok, Vibrant Gujarat and Tamil Nadu Global Investors’ Meet.

Such showcase of opportunities through an interactive display of IIG have enabled increased visibility, engagement with investors and real time connect.
Bringing investors in direct contact with state opportunities at the Rising Himachal summit:

Invest India supported the Himachal Pradesh Government by offering an interactive digital experience to visitors, showcasing the investment opportunities in the state via the IIG portal, offering on-site registration facility for IIG for interested Indian private sector companies and investors at the exhibit booth, to immediately start connecting on relevant opportunities, and facilitated all investment and IIG related queries.

State engagement:

Engagement with the state has deepened with capacity building workshops and meetings being conducted. This has enabled more and more states to leverage the IIG advantage to showcase their opportunities to global investors and the best of pan-India opportunities are being uploaded and updated on IIG directly through the project owner.

States are also increasingly adopting the integration of IIG onto their websites, allowing a better display of their opportunities on the state website.

Learn about us from our users!

Participation of US Companies in India’s Infrastructure development has always been encouraging. Interest coupled with investment opportunity analysis has moved several notches higher with the launch of India Investment Grid in September-October 2018. Most concerns relating to visibility of status of ongoing projects and of those on the annals have been eased, enabling AMCHAM members to comprehensively evaluate options, plan ahead and accurately forecast both requirements as well as associated investment and participation opportunities.

Ranjan Khanna
Director General CEO, AMCHAM India

IIG is a great place for showcasing the opportunities which exist in the states especially in the sectors where investments are envisaged from the big players within India and outside India. It is also a great opportunity to showcase our policies and investment opportunities which are emerging so, for programs and projects which are being planned, which are under implementation and which we are going to launch in future.

Ashok Sangwan
Ex- Director and Special Secretary, Industries and Commerce Department, Government of Haryana
Currently Commissioner, Division Gurugram, Haryana

We have been using “India Investment Grid” for identifying the right project and the right project partners in India very successfully. We have to say that it has transformed the way we do business in India. The online portal gives us with critical insight on the state wise project opportunities which allow us to make fast decisions and ultimately become more dynamic and competitive in the marketplace.

Paul Skillcorn
Managing Partner & Technical Director, Skillcorn Technologies LLC
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Supriya Dhanda,
Western Digital India

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Introduction

The Startup India initiative, which will be touching the 4-year mark in January 2020, was launched on 16 January 2016 with the aim to nurture the startup ecosystem and provide stakeholders with adequate growth impetus. A uniquely positioned initiative, Startup India has gained great traction since its inception. It has been able to touch over 40 sectors and 200 sub sectors and has a presence in tier 2 and tier 3 cities of the country. The 30+ member SUI team, hosted under Invest India which is the national Investment Promotion and Facilitation Agency of the Government of India, forms the single point of contact for the members of the Startup India ecosystem and work with the aim to reduce knowledge asymmetry and provide access to resources such as Government initiatives, sectoral researches, learning programs, etc.

Relaxed Norms for Public Procurement

Government is the largest demander of good and services (by volume) in an economy. However, public procurement was inaccessible to startups by virtue of various pre-existing norms applicable to them. To ameliorate this lacuna, criteria of prior experience, minimum turnover and requirements for EMD have been relaxed for startups recognized under Startup India in all tenders of Central Ministries and Central PSUs. In addition to relaxing norms for public procurement, the govt. has been actively supporting the GeM Startup Runway initiative.

To spread awareness and educate startups of such opportunities, GeM and Startup India team has organized 14 workshops across Delhi/NCR (as on 15th October). Presently, 2804 DPIIT recognized startups registered with GeM and have received procurement orders worth 463 crores (as on 15th October).
Jammu Capacity Building and Mentorship Workshop

Invest India conducted a one-day Capacity Building and Mentorship Workshop in Jammu on 6 September 2019. The workshop aimed to disseminate information about Startup India and the J&K Startup Policy and sensitize the Chartered Accountants and Company Secretaries about compliances and regulations relevant to startups. More than 230 startups and professionals from all parts of Jammu, Kashmir, and Ladakh attended the event, making it one of the most successful workshops in the Union territories.

States Exposure Visit – USA (SEPTEMBER 2019)

Like last year, DPIIT, Ministry of Commerce & Industry, Government of India, under the State Startup Ranking Framework took 8 states on an exposure visit to USA. The objective was to enable the states to understand and assimilate best practices from international ecosystems and help them implement these practices in their respective states. The USA has one of the best startup ecosystems of the world, offered huge opportunities for learning the best practices to support entrepreneurship in the states.

State Participated: Odisha, Assam, Uttarakhand, J&K, Punjab, Puducherry, Chandigarh, Goa.

Startup Challenges

Startup India, in its effort to create synergies between stakeholders in the startup ecosystem, conducted many challenges and competitions in collaboration with corporates and ministries. Some of them include:

I. Startup India-Kalyani EdTech Challenge

Kalyani Group invited tech-enabled innovative solutions in the Education sector for the Startup India - Kalyani Edtech Challenge. Startups had the opportunity to win USD25,000 cash prize along with incubation support for the top 3 startups.

II. Startup India Single Use Plastic International Grand Challenge

Startup India launched Single Use Plastic Grand Challenge to incentivize innovators and startups to develop design solutions across three problem statements. The winner will receive a cash prize of INR 3 lakh for every problem statement they tackle, and the second winner would receive a cash prize of INR 2 lakh.

III. JLL IDEAs - India’s Biggest PropTech Innovation Challenge

Startup India and AGNIi partnered with JLL IDEAs invited applications for exciting technologies, ideas, products and tools which have a use case in Real Estate in areas like Sustainability, Smart Buildings, Real Estate Valuation, Occupancy and Space Planning etc. The top 3 startups had the opportunity of winning cash prizes of upto INR 25 lakh. Additionally, the top 10 startups were given the opportunity to win access to co-working space for a year, a chance to get business orders from JLL (along with their partners & clients) and mentorship from real estate experts.

IV. Ayushman Bharat PMJAY Start-Up Grand Challenge

Ayushman NHA in partnership with Startup India launched the Ayushman Bharat PMJAY Startup Grand Challenge as a call to action for the Indian startup community to generate cutting-edge solutions for supporting the National Health Authority towards more effective implementation of Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) and empowering 500 million people to gain access to affordable healthcare. The winners of the grand challenge could win a cash price of INR 2 lakhs, opportunities for testing and validation and mentorship & facilitation for funding and procurement.

Active Engagements with States

As a capacity development initiative, Startup India organized knowledge exchange workshops for dissemination of best practices and mutual learning among States and UTs.

Regional Knowledge Exchange Workshops

Bhamashah Techno Hub is spread across 1000 sq ft and has seating for 700 startups. At Bhamashah, the State Officials got a chance to tour the digital museum and a tinkering lab for development of products, experience adaptive learning through Augmented Reality, Virtual Reality and 5D technologies, computational thinking, lending a major fillip to entrepreneurial ecosystem in Rajasthan.

Among other activities, a tour of iStart Nest, Bhamashah Techno Hub and Abhay Command Center was organized for all the officials from State governments to discuss ideas on developing a vibrant and creative infrastructure for innovators.

Over the two days, the workshop offered the representatives from different states an opportunity to interact, brainstorm and exchange best practices for more effective formulation and implementation of policies within their jurisdiction.

Regional Knowledge Exchange Workshop-Jaipur

Aastha Grover (Co- Head Startup India) presenting at Regional Knowledge Exchange Workshop- Jaipur
Mumbai, Maharashtra - The second “Regional Knowledge Exchange Workshop” was conducted in Mumbai from 5th-6th August 2019 and with a total participation from 10 states - Andhra Pradesh, Gujarat, Karnataka, Mizoram, Tamil Nadu, Telangana, Uttarakhand, Rajasthan, Dadra & Nagar Haveli, Daman & Diu.

Maharashtra State Innovation Society (MSInS) presented Maharashtra’s Startup Pillars & Best Practices for the participating States, explaining the journey of building an innovative and entrepreneurial culture in the State.

Open discussions were organised around Startup Policy of States, implementation & the challenges involved. As part of the workshop, several Maharashtra-based startups also showcased their ideas and products. Panel discussions included the role of government in the startup space from the viewpoint of VCs, Debt & Angel Investors.

The State officials visited the Society for Innovation and Entrepreneurship (SINE), an umbrella organisation at IIT Bombay for fostering entrepreneurship and nurturing tech startups.

Field visits to BETiC, Biomedical Engineering and Technology (Incubation) Centre, IIT Bombay and Riidl - Research Innovation Incubation Design Labs were also conducted.

Kochi, Kerala – The third workshop was conducted in Kochi from 20th-21st August 2019 and 12 states participated including – Maharashtra, Bihar, Arunachal Pradesh, Andaman & Nicobar Islands, Assam, Puducherry, Jharkhand, Madhya Pradesh, Nagaland, Odisha, Karnataka, Chhattisgarh.

2 Panel Discussions on each day of the workshop were conducted with important ecosystem players and Government Organizations on subjects such as Funding, Procurement, Incubation & Acceleration.

The State officials visited the Integrated Startup Complex, BioNest and InQ Co-Working Space.

Kerala Startup Mission, the state nodal agency for supporting the technology startups in the state has envisaged and constructed the Technology Innovation Zone which is a 13-acre Startup Campus where multiple sector incubators and accelerators come together with Industry participation. This Zone has startups with more than 30 patent applications and one of the best Hardware Incubators in the country named Maker Village supported by MeitY (Ministry of Electronics and Information Technology). The States interacted with the startups at the Innovation Zone and understood their respective journeys from ideation to the market stage.

The States also explored areas of collaboration to leverage strengths and knowledge of each other for effective policy initiatives.

The workshops concluded with DPITT encouraging all States to participate actively in the State
The startup ecosystem in India is fuelling the country’s march towards transforming itself into a digitally empowered society and a knowledge economy. Breakthroughs in technology and accessible funding has ensured that the ecosystem sees growth; however, in order to escalate the process and pave the way for achieving the vision of Digital India, the government launched the Startup India Program in 2016. According to Dr Guruprasad Mohapatra, Secretary at the Department for Promotion of Industry and Internal Trade of India (DPIIT), there are 50,000 registered startups in India, and there will be 50,000 more by 2024 at this pace.

With an aim to generate employment and create wealth, the focus of this flagship initiative of the Government of India is to build a strong ecosystem that promotes the growth of startups. In three years since its inception, over 19,000 startups have been registered with the Startup India programme across 513 districts of the country. Today there are over 5,800 startups in tier 2 cities, according to analysis by Datalabs by Inc42.

Startups play a significant role in the economy, as they not only identify and plug in the gaps in the existing markets, but also have the potential to expand markets as well as bring in new customers, products and services. In addition, they have the capability to identify new markets. Today, the ecosystem boasts USD 181 bn in revenue, exports of USD 137 bn, value-add of 70.6 percent, and employs over 4.5 mn skilled workers.

Projections indicate that by 2025, India may employ over 3.25 mn individuals in the startup economy, and produce more than 100 unicorns, with a total market value of over USD 500 bn. In order for the country to leapfrog to the next level of engagement and delivery, the need of the hour is for India Inc. to partner with the government in its agenda of fuelling the startup ecosystem.

One of the ways to do that is to direct startup innovation towards cutting-edge technologies, such as Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT) and data analytics. Data has the potential to give India a significant edge in global business scenario, as knowledge, powered by actionable data, is said to be the currency of the future.

It also represents a significant opportunity for startups to ideate and innovate on overcoming challenges of national priority, which include access to education; improvement in air quality; affordable and accessible healthcare; mobility in the transportation sector; and effective and efficient applications of clean and renewable energy for everyday use.

Western Digital has a strong culture of innovation with 13,300 plus patents, globally. As a pioneer in data technologies, the company recognizes the need to nurture and support the startup ecosystem and provide guidance to emerging startups on data innovation. It partners with startups that are driving new innovations in how data is captured, preserved, accessed and transformed, uniting people and ideas that make the future of data a reality. With the aim to leverage the power of big and fast data towards achieving the national priorities, the company is fostering deep relationships with the government of India to contribute on issues of national importance.
Every working hour Invest India facilitates creation of

35 jobs through startups

Every working hour Invest India facilitates recognition of

3 new startups
Building a Great Place to Work

Manisha Tuli

A long with a vision to make India the most preferred investment destination, also began a dream to build an organisation with best in class talent epitomising the true powerhouse that is, India. The idea was to create a team of highly motivated and passionate professionals who resonate with this vision on the emotional and intellectual level.

The story began with a small group of determined people sitting out of a one room office working to build a New India. It soon took off when the talent flew-in, leaving their high paying jobs, dropping lucrative career opportunities and moving countries to join this story of nation-building. Thus, began a journey of nurturing a team of champions with diverse skill sets, international exposure and unwavering confidence in building the new image of India. Fostering a culture conducive to development of the organisation as well as an individual was the most important objective. A culture that focused on solutions not problems, that encouraged ideas not norms and a culture that empowered its employees to believe that every effort would make a difference.

Pioneering such a zealous team comes with the responsibility to inspire them to delve deep into the new possibilities and define fresh rules. It is also critical that all challenges along the road are graciously accepted to be able to explore the uncharted. The environment of autonomy led the team to discover new avenues and define its scope of work. It helped the organisation expound its mission to create an impact to the economy and generate employment opportunities.

The mandate of the organisation grew from helping the investment opportunities land into the country to creating a robust startup ecosystem for budding entrepreneurs. It also meant taking up any and every task to help the effective working of the government offices to providing a platform for innovators to connect with the industry. Invest India turned into a hub of everything that defines growth. It became a retreat of champions that instilled trust and confidence in all its stakeholders. It currently houses eminent national level programs namely Startup India, Accelerating Growth of New India’s Innovations (AGNIi), India Investment Grid (IIG) and...
Project Monitoring Group (PMG).

As the golden mark of 100 employees was achieved, it was time for the world to know what the organisation always did. Invest India had indeed become a Great Place to Work!

The certification assesses the culture and trust index in an organisation. It mirrors the perceptions and aspirations of the employees through an anonymous survey. A meticulous study of people practices highlights the improvement areas and promotes the best practices. Consecutively for two years, Invest India has been rated for its excellence in pride, camaraderie and respect which are also inseparable part of the organisation’s core values.

Invest India presently boasts a gender diversity of 58% women. It is represented by employees from almost all Indian states that speak 25 regional and many international languages. With a focus to hire the right talent, Invest India is currently a hub of young entrepreneurs, policy makers, innovators and investment promotion practitioners and most importantly ‘believers in India’. It has nurtured employees who have moved on to become prominent CEO’s, successful entrepreneurs.

Invest India is also the proud winner of UNCTAD’s Investment Promotion Awards and is rated as the World’s most awarded Investment Promotion Agency. It has been recently elected as the Vice President of the World Association of Investment Promotion Agencies (WAIPA).

Invest India also is the first government agency to be certified Great Place to Work which was recognised by the Prime Minister himself. It has now been certified a Great place to Work twice in a row!
Democracy, demography, and demand, especially along with decisiveness, make India special. In the next five years, we are stressing on creation of seamless, inclusive and transparent facilities. We have kicked-off a de-regulation, de-licensing and de-bottlenecking movement. And because of such reforms, India has been performing great in every global ranking.