



Celebrating 75 Years of Independence
आज़ादी का अमृत महोत्सव



@75



India In Austria ,
Embassy of India , Vienna

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Day of India

Special column- Powerloom
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 Promotion Council



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News Flash

1 Higher oil prices and stronger demand for gems and jewellery, as well as textiles, helped lift India's monthly exports to a record US\$ 35.2 billion in July 2021.

2 India has registered its highest ever annual FDI Inflow of US\$ 81.72 billion (provisional figure) during the last financial year 2020-21 as compared to US\$ 45.15 billion in 2014-2015. In the last seven financial years (2014-20), India has received FDI inflow worth US\$ 440.01 billion which is 58 percent of the FDI reported in the last 21 years (US\$ 763.58 billion).

3 The year 2021 has proven that Chinese investment is no longer needed in a 'self-reliant' India amid the new normal, with 16 unicorns (startups valued at over US\$ 1 billion) and more than US\$ 11 billion in funding, primarily from US-based investment companies.

4 According to report published by KPMG, around twice as many global technology company leaders believe that hubs

are still important in driving technology innovation as opposed to those who believe they are not. India was ranked third in the list of countries and jurisdictions that show the most promise for developing disruptive technologies and Bengaluru was ranked at eighth position among the top 10 cities.

5 Indian engineering exports were on their upward journey in June 2021 following the trend of the last two months. Merchandise exports in June 2021 were US\$ 32.50 billion, as compared to US\$ 21.91 billion in June 2020, exhibiting a positive growth of 48.34%.

6 Indian Bank registered an increase in the net profit at US\$ 158.19 million in the first quarter of FY21. The net profit stood at US\$ 49.38 million in the same period last year.

7 India's export of finished steel increased to 10.78 million tonnes in 2020-21 compared to 8.3 million tonnes in 2019-20.

8 With India's forex reserves at US\$ 608.99 billion as on June 25, 2021,

India has emerged as the fifth largest foreign exchange reserves holder in the world after China, Japan, Switzerland and Russia.

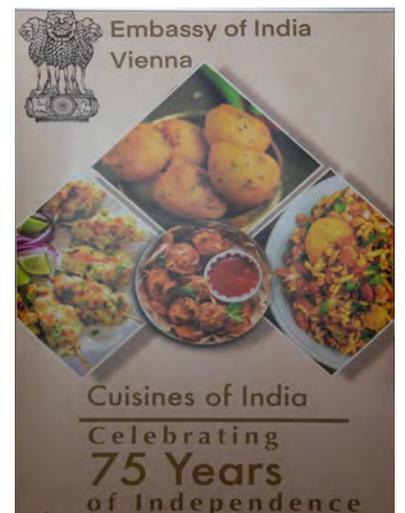
9 According to the recent data published by the Society of Indian Automobile Manufacturers (SIAM), in the first quarter of FY22, the automobile wholesale registered significant growth backed by easing lockdown restrictions, phased renewal of industrial activities and a low-base of the last year.

10 India's software market revenue is expected to reach US\$ 7.6 billion by the end of 2021, according to IDC. In 2020, India's market share to the Asia/Pacific (excluding Japan and China) (APEJC) software market, was estimated at 17.5%. The market was led by players such as SAP, Microsoft and Oracle.

11 Three Indian businesses — Edible Routes Private Limited, Oorja Development Solutions India, and Taru Naturals are among the winners of a United Nations-sponsored global competition for the "Best Small Businesses" that provide creative, varied, and impactful solutions for increasing access to healthy and sustainable food.

INDIA- 75 Years of Independence

Embassy of India, Vienna celebrated with great vehemence the 75th Independence Day of India. Here are some glimpses of the Flag hosting ceremony held on the 15th August and Food Festival and Cultural Program held on the 16th August 2021.



Export Promotion Council of India

Powerloom Development & Export Promotion Council

www.pdexcil.org

Powerloom Development & Export Promotion Council (PDEXCIL) has been set up by the Ministry of Textiles, Govt. of India with the objective to promote, support, advance and develop powerloom sector and also export of powerloom products in the year 1995.

The fabric industry of India is majorly categorised as Mill sector and Powerloom sector. Powerloom industry of India is a decentralized industry producing all kinds of fabrics and made ups. Powerloom sector is producing about 57% of fabrics in India and more than 60% of fabric exported from India is from powerloom sector. Powerloom sector employs about 6.3 million workers.

PDEXCIL is represented by its Chairman and Members of Committee of Administration, who represents all major powerloom clusters of India. Some of the major powerloom clusters of India are Maharashtra, Tamil Nadu, Gujarat, Rajasthan, Andhra, Punjab, Uttar Pradesh, Punjab and Jammu and Kashmir. There are about 3000 powerloom members of PDEXCIL from all over India producing all kind of fabrics and made ups.

PDEXCIL acts as a bridge between the Government of India and powerloom sector. Major activities of PDEXCIL are to provide marketing and knowledge support to the industry by organising international buyer seller meets, group participation in international events, seminars/webinars, capacity building program, awareness and promotion of various powerloom related schemes of Govt. of India etc. PDEXCIL has also conducted a skill development program wherein it trained 2603 candidates and thus provided thousands of skilled workforce to the Indian textile industry. PDEXCIL focusses on connecting with the international markets for the development and expansion of powerloom sector of India. Members of PDEXCIL are manufacturers and



exporters of powerloom products offering a wide range of various fibre based fabrics such as cotton, polyester, wool, silk, rayon, lycra, nylon, blended fabrics etc. producing shirting and suiting fabrics, dress material, sarees, trousers etc. and made ups such as bed linen, kitchen linen, towels, runners, curtain fabrics etc. Members of PDEXCIL are exporting around the globe to various regions such as Latin America, US, Europe, Africa, CIS, WANA, ASEAN etc.

PDEXCIL

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Member Companies of the Powerloom Development & Export Promotion Council :

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20 long years of beautifying homes and has been a long journey of commitment to aesthetics and satisfaction. But, we believe, there is still so much more to strive for, to achieve, to deliver. We are Prathishta, suppliers of bed and bath linen and made ups to the international

market. Coming from the textile house that pioneered the Indian textile industry, we have always stood for innovation. Our success lies in exceeding buyer requirements and delivering customized products. Today, we cater to leading brands in Belgium, Switzerland, Spain, France, United Kingdom and United States of America. Led by a dynamic management and skilled work force, we at Prathishta, are all set to conquer the hearts and minds of our customers by enhancing their living spaces.

Products: Bed Linen, Bath Linen, Institutional Linen, Kitchen & Table Linen.



Balavigna Weaving Mills Pvt Ltd

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For close to two decades, Balavigna Weaving Mills, have woven excellent fabrics comprising organic cotton and blended materials. Incorporated in the year 1995 and have been involved in textile manufacturing adapting fast to the changing fashion trends. At, Balavigna we believe in imparting quality for product perfection. Driven by an urge to improve and excel we ensure that our fabrics are manufactured by the state-of-the-art machinery verified by a team of Quality Control experts and the output your satisfaction. Balavigna Weaving Mills an ISO 9001:2015 certified company has earned the prestigious Global Organic Textile Standard (GOTS), 5s Japanese Award and various other awards.

Products: Cotton grey fabric, linen grey fabric, satin grey fabric, nylon grey fabric, cotton polyester grey fabric, dobby grey

fabric, cotton sorona fabrics, linen fabric, bamboo fabric, soybean fabric, X-static antimicrobial fabric, cool max fabric, bed linen, bath linen, kitchen linen, table linen, yarns.



Ratanmoti Textfab India P Ltd

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“RATANMOTI TEXTFAB (I) PVT. LTD”, a family owned Business Entity, specializes in wide array of Textile Products. The textile fabrics are superior in terms of quality, softness and smooth texture. Designed by experts in accordance with the latest design and style trends. The Textile Fabrics provided have won hearts of clients from different corners of the globe. Backed by the advanced infrastructural setup and strict quality policy, we have been able to churn our world class Textile. Our clients have been very pleased by the wide range of fabrics provided by us, at competitive prices. Backed by our rich experience, which is a testament of growth and malleability of the company’s business operations, we try to best meet the dynamic needs and demands of Textile Industry. The growing demand of our Textile products, testifies our claims of being the leading Textile Fabrics Manufacturers and Suppliers from Maharashtra, India.

Products: Shirting fabrics, suiting fabrics, sheeting fabrics, men’s shirts made from top quality raw materials like Cotton and Synthetic yarns.

Bumaco Fabrics Pvt Ltd

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Bumaco Fabrics Pvt. Ltd is leading textile company engaged in manufacturing, marketing & exports

of textile & made-ups. Established over more than 6 decades, it is now looked by team of young entrepreneurs & experienced professions. Bumaco Fabrics is the most trusted brand in India & South eastern countries. like Nepal, Singapore, Indonesia, Myanmar It’s a symbol of Quality & Creativity.

Products: Cotton batik sarongs /lungis, cotton fabric print, cambric’s prints, rayon viscose, dyed and print dress material, polyester print kaftans and lungis, cotton print bed sheet cloth and made-ups, readymade shirts for men and ladies.

Sri Kalyan Export

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Sri Kalyan Export India incepted in 2008 is one of the leading Organic Textile Manufacturer and Exporter, Supplier in South India. Global Organic Textile Standard GOTS Certified Manufacturer of 100% Organic Cotton Woven Fabric Manufacture India, Organic Cotton Woven Fabric Supplier India and Organic Woven Fabric Exporter India. We are leading manufacturer and exporter from South India for 100% GOTS certified Organic Cotton. All our organic cotton woven fabrics are produced as per buyer requirements so there are lot of fabric specification possible.

Products: 100% Organic Cotton Powerloom Woven Yarn Dyed Fabric Made Ups & Home Textile Products, Kids, Mens & Womens Wear.



Umed Sizers

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Umed Sizers is engaged in Manufacturing of Textile goods. We are pioneer in exports of woven fabrics. 80% of the total production is being exported to countries like USA, UK, Australia, France, China etc. With

production of around 125000 mtr per day we cater our products to more than 15 countries. Umed Sizers is ISO 9001-2015 Certified, Crisil Rated, GOTS Certified Company. Umed Sizers have been felicitated with the Prestigious "Niryat Shree" Award at the hands of Hon President of India in May 2016. Government of Maharashtra felicitated us with 1st Award in Best Export Performance for year 2009-10,2010- 11,2015-16 & 2016-17. Umed Sizers is titled with "Best Exporter Maharashtra (Women Entrepreneur) 2012-13 by FIEO. DIC Sangli have recognized Umed Sizers as "Best Industrial Group". By focusing on quality and concentrating on consistent development we look forward for much more to achieve. With efficient management and capable work force we strive to be globally renowned. Umed Sizers is professional, ethical and socially responsible company. It takes every possible step to uplift the society. Considering the achievements we have bagged and further placing the goals in front we always look forward to create a better tomorrow.

Products: Woven Grey Fabrics in blends like 100% Cotton, Poly Cotton, 100% Polyester & Stretch fabrics, weight range: 50 gsm to 1200 gsm, width range: 22” to 144”.

Motherland Textiles India Pvt .Ltd

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Motherland Textiles is one of the leading manufacturers / exporters of cotton poplins, cotton satin, cotton cambric, cotton voile, cotton twill, drill, stretch poplins, cotton/linen, 100% linen, 100% viscose, 100% micro modal and 70% micro modal 30% cotton grey fabric. They have been exporting their products to various countries around the world including Asia, Europe, Israel, Sri Lanka, and South Korea. The quality of their products is an outcome of some of the special quality measures that they have adopted in their production process. Motherland Textiles have a total of 249 looms producing approximately 35 lakh metres per month of high quality grey fabrics supplying to reputed organisations and buying houses. They also export substantial part of their production directly.

Products: 100% cotton Grey Woven Fabric.

Topman International Ltd.

J-303, Tex Center, Off Saki Vihar Road, Chandivali, Andheri (E), Mumbai 400072, India
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Web: www.topmanfabrics.com

Topman International is one of the leading manufacturer & exporter of shirting & suiting fabrics for men's & women's wear clothing. We are a prominent name in the shirting fabric. Business both in the global as well as the domestic market with an experience of more than 21 years in the textile industry. We are supplying in the Far East, Middle East, Africa, UAE and Latin American markets. We have an in house production capacity of about 1.1 million meters per month. Capable of producing fabrics in widths of 36" upto 62". We ensure strict quality checking measures. Our aim and vision is to use our expertise to cater to the best garment brands globally as well as in the domestic market.

Products: Poly/cotton, cotton/linen, 100% cotton in yarn dyeds, dobbies, oxfords and fabric dyed qualities.

Navkar Fab

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With 35 years of vast experience. Navkar Fab manufactures premium cotton fabrics using finest class cotton, Egyptian Giza cotton, Supima cotton. Navkar group manages 250 families of workers with annual production of over 10million meters. Navkar Fab follows sustainable production as to protect environment in respective textile supply chain. As the leading exporter of fabrics in Europe & Asia, Navkar Fab stands for premium quality cotton fabrics available in GREIGE / RFD / DYED. Machinery – Ruti C, Airjet, Rapiers, Powerloom, Jacquard.

Products: Cotton fabrics, - Voile, Cambric, Dobby, Leno, Jacquard, Linen, Satin, Muslin, Poplin, Swiss Cotton, etc.



T.M International

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TM International is a manufacturer and an exporter of Home Textiles Products in Kitchen Linen, Table Linen and Bath Linen. It was started at 2005 in Madurai. It recognized as a Star Export House by Government of India. It is an ISO 9001:2015 & SA8000 Certified Company. Majorly Exporting to Countries like France, UK, Ireland, Denmark, Australia, New Zealand, Saudi Arabia, Zimbabwe, Singapore, Sri Lanka, etc. We have a branch office in Singapore. TM International has a Vertical Set-up within House Spinning, Weaving, Stitching and Packing Facilities. This has helped us in fulfilling the demands by Quality Conscious Buyers in the World.

Products: Terry Towels, Non-Terry Towels, Table Cloths, Napkins, PlaceMats, Aprons, Oven Gloves, Pot Holders, Curtains, Bread Baskets, Throws, Bed Covers, Cushion Covers, Chair Pads etc.



PDEXCIL

News Articles

Value e-commerce in India to touch US\$ 40 bn by 2030: Report: IBEF

According to a research by Kearney, the value e-commerce industry in India is anticipated to reach US\$ 40 billion by 2030, up from US\$ 4 billion in 2019. This is due to a significant growth in internet users and as more people adopt online buying. According to the report titled "Value e-commerce: the next big leap in India's retail market," the expanding digital footprint in tier III and IV areas, as well as rural India, along with the aspirational needs of these consumers and their changing attitudes toward online buying, present a massive opportunity.

The value e-commerce industry — currently valued at US\$ 4 billion — is anticipated to develop rapidly, reaching US\$ 20 billion by 2026 and US\$ 40 billion by 2030.

In the meanwhile, the value lifestyle retail industry is anticipated to increase from US\$ 90 billion in 2019 to US\$ 156 billion by 2026, reaching US\$ 215 billion by 2030, according to the report.

Apparel, footwear, fashion accessories, cosmetics, minor appliances, and home & lifestyle are all included.

"The rising number of value-conscious online customers is changing India's e-commerce market as retail in India recovers from COVID. By 2030, this value sector is expected to develop significantly, reaching a market size of US\$ 215 billion or more" Mr. Siddharth Jain, a partner at Kearney, explained.

He went on to say that while online channels now service just 4% of this demand, this would increase to 19% by 2030, generating a US\$ 40 billion market for value e-commerce in India.

"By 2026, we estimate the number of internet users in India to exceed 1,100 million, with a third of these being active online shoppers. We think that various business models and internet platforms will increasingly meet the demands of value lifestyle customers" It was also mentioned.

Currently, the value lifestyle sector accounts for around 70% of all lifestyle retail demand. Unorganized general trade (~80% market share), contemporary trade (16%), and e-commerce (4% market share) dominate this category.

Unorganized general trade is expected to account for roughly 57% of total trade by 2030, with contemporary trade accounting for 24% and e-commerce accounting for 19%.

Because of their tight budgets, virtually all value lifestyle customers spend a lot of time discovering and analysing items before purchasing them, according to the survey. Furthermore, value lifestyle shoppers look for the greatest discounts, frequently choosing items with the largest discount or markdown, which can be a major influence in their decision to buy, according to the report.

According to the research, value lifestyle customers are less loyal to brands and are more concerned with receiving the greatest quality in their desired price range. Friends, family, and social media may have a big impact on them. The research included an overview of different e-commerce businesses in India, such as Snapdeal and Lenskart, who are attempting to align themselves with the demands of the value-conscious market.

The report's case study on Snapdeal focused on how the firm has redefined its e-commerce strategy by focusing solely on value lifestyle e-commerce. Modern format value retailers like V-Mart are working to extend their e-commerce platforms, according to the research.

"India-2 (primarily middle to low income in tier II towns) is expected to push the value e-commerce industry to US\$ 215 billion, with their online buying behaviour likely to enhance the value e-commerce market.

"Online firms who build a clear value offer around relevance, convenience, and trust, focusing on India-2's requirements, will emerge as strong rivals to grab this US\$ 40 billion market," said Mr. Karan Dhall, a partner at Kearney.

Centre to set up 10 more Handloom Design Resource Centres: PIB

In order to promote Handlooms in a big way, Ministry of Textiles has undertaken many new initiatives.

10 more Design Resource Centres (DRCs) are in the process of being set up by National Institute of Fashion Technology (NIFT) at Weavers' Service

Centres (WSCs) of Kolkata, Chennai, Bengaluru, Hyderabad, Kannur, Indore, Nagpur, Meerut, Bhagalpur and Panipat with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development. Ministry has roped in NIFT keeping in view the fact that it is an inhouse organization of MoT, of which Handloom also is a part, and also the expertise of NIFT in fashion and design trends which can be utilized by Handloom Sector for greater market linkage. DRCs are being established by NIFT in all WSCs in a phased manner, wherein vast inventory of designs and resources will be available for use by exporters, Manufacturers, Designers, Weavers, and other stake holders.

DRCs have been set up and inaugurated in WSCs of Delhi, Mumbai, Ahmedabad, Bhubaneswar, Guwahati, Jaipur, and Varanasi. The eighth DRC at Kancheepuram was inaugurated by the Hon'ble Minister of Textiles on National Handloom Day, August 07, 2021.

Initially, Handloom Design Centres at Mumbai, Chennai and Varanasi were set up in 1956. Activities of these Design Centres later expanded to cover other aspects of handloom textiles, which were then Re-designated as the Weavers' Service Centres (WSCs). Over a period of time each of the Weavers' Service Centres accumulated a large number of handloom designs and samples. Meanwhile efforts were made to engage designers of repute and attach them to individual weaver clusters to contribute towards design innovation, training and improve marketability of the handloom products. MoUs were signed with several designers. But the effort met with limited success and after some time fully lost impetus. This led to the concept of having an inhouse design repository where both contributors and beneficiaries can have a common place to share designs, even though in an indirect fashion. NIFT was entrusted with the responsibility of setting up DRCs in all the WSCs in a phased manner.

Set up in 1986, NIFT is the pioneering institute of fashion education in the country and has been in the frontline of providing professional human resource to the textile and apparel industry. Over the years NIFT, with its 17 campuses in different parts of the country has been working as a knowledge service provider in the area of design development and positioning of handlooms and handicrafts.

India companies seal 181 deals worth \$13.2 billion in July: Report; Business Standard

India Inc recorded 181 deals amounting to \$13.2 billion in July 2021, according to Grant Thornton Bharat's 'Dealtracker'.

There has been a significant year-on-year rise in deal volumes at 66 per cent and 3 per cent increase in the deal values. This is also the highest record volumes for any given month since 2005.

"This surge in deal activity was primarily due to companies continuing to borrow economically and spending their cash reserves on transformative deals to reposition themselves for the post-Covid-19 world. Corporate India has previously demonstrated agility and adaptability in the face of crisis," said Shanthi Vijetha, Partner, Growth, Grant Thornton Bharat.

"Government reforms and demographic advantage further reiterate India's potential as key investment destination. We hope the deal trend will remain positive in the coming months too," Vijetha said.

The deal activity in mergers and acquisition saw 36 deals worth \$5.6 billion in July 2021. While volumes were up by 13 per cent, deal values declined by 37 per cent compared with July 2020. This was mainly due to the shortfall in big-ticket transactions.

There were 145 deals valued at \$7.5 billion in the PE/VC investments segment. The record high deals have been accelerated by surge in equities, higher liquidity, and most importantly the increased interest across sectors.

Businesses across the country are on the rebound trajectory resulting in improved lending appetite that has led to record high PE deals. Online business models have greatly been accelerated by the pandemic with monumental growth in their valuation compared to 2019-20.

Start-ups topped both the M&A and PE segment in the volumes chart in July 2021 with 109 deals amounting to \$1.6 billion. The month also witnessed several start-ups announcing their plans to go public with their initial public offering. Zomato, Paytm, Nykaa and Ola are some of the biggest names that signalled their plans for IPOs.

Zomato had a blockbuster stint as it received applications close to worth Rs 3.5 lakh crore through IPO.

Byju's acquisition of ed-tech company USA's Epic for \$500 million which was followed by Great Learning for \$600 million and Flipkart raising \$3.6 billion in fresh funds from global investors have been the main highlights of the month.

The year so far witnessed 10 deals worth billion dollars and 81 deals valued at and above \$100 million. These high value deals together accounted for 84 per cent of the total deal values in 2021. There have been 13 unicorns in 2021, compared with the seven in 2020, supporting the increase in the deal values in 2021.

Exports up 50.45% in 1st week of August: IBEF

India's exports increased 50.45% to US\$ 7.41 billion from August 1 to 7, led by engineering goods, gems and jewellery, and petroleum products. Imports increased by 70% to US\$ 10.45 billion last week, leaving a US\$ 3 billion trade deficit, according to preliminary figures issued by the commerce and industry ministry on Tuesday.

The leading export destinations were the United States, the United Arab Emirates, and Saudi Arabia, while imports from the United Arab Emirates, China, and Nigeria increased the most. Engineering goods shipments surged by 63.2%, while petroleum products shipments increased by 145.3%. Shipments of gems and jewellery increased by 121%, while exports of iron ore, oil meals, and oil seeds fell by the most.

Merchandise exports totaled US\$ 130.56 billion in the first four months of FY22, accounting for 32.64% of the US\$ 400 billion target set by the government for this fiscal year and increasing 73.8% over the same period last year. Oil imports increased by 141% to US\$ 1.8 billion in the first week of August, while electronic products imports increased by 31% to US\$ 308 million. Imports of

gold, on the other hand, declined 12.48% to US\$ 100 million.

India's real GDP growth in the first quarter of 14.2-23.3%: IBEF

According to an ET survey of analysts, the Indian economy is expected to increase 19-20% in the first quarter of current fiscal year, aided by a large base effect from a year ago, when it dropped by over a quarter, matching to the impacts of the second Covid wave. For the first quarter, the median projection was 19.5%, with a range of 14.2-23.3%. The entire year's gross domestic product (GDP) is anticipated to increase by 7.9-9.6%.

In the first quarter, the Reserve Bank of India (RBI) forecasts 21.4% GDP growth and 9.5% fiscal policy growth. In the preceding quarter, India's GDP increased by 1.6%, but in FY21, it increased by a record 7.3%. Despite the fact that year-on-year growth stepped up in the first quarter and was still totally poor, experts predict that GDP will decline by approximately 5% from the previous quarter.

According to economists, the release of GDP statistics on August 31 will show the magnitude of the second wave's impact. ET polled 11 economists to find out what they think the future holds. According to HDFC Bank economist Ms. Sakshi Gupta, activity is projected to have decreased sequentially in Q1 as a result of the second wave, while the low base impact is expected to boost growth in the quarter.

Since June, when the lockdown limitations were relaxed, high-frequency indicators have improved. Economic activity was not as adversely affected as last year due to the limited nature of the limitations during the second wave, they added. In July, India's goods exports hit a new high of US\$ 35.43 billion, up over 50% year on year. In July, GST collection increased to US\$ 13.46 billion, PMI manufacturing increased, and electricity usage, car registrations, and e-way bills all increased.

"Because the business functioned throughout the second wave, bounce back is more evident in the industry than contact-intensive services," said Mr. Sunil Kumar Sinha, chief economist, India Ratings and Research. Depending on the country's adult population being completely vaccinated by the end of December, the agency forecasts real GDP growth of 15.3% for the quarter and 9.6% for the year. If that does not happen, GDP would increase by 9.1% in FY22, he said.

Make In India

Medical Devices

The healthcare and medical device sectors have grown significantly in the last decade. There is a huge gap in the current demand and supply of medical devices in India and this provides a significant opportunity for manufacturing devices in India.

At present, many medical device manufacturers (domestic and international) are chasing this massive under penetration of medical devices in India as a significant growth opportunity.

Market Size:

India is among the top 20 markets for medical devices worldwide. India's medical devices market stood at US\$ 11 billion in 2020 and is expected to reach US\$ 65 billion in 2024.

The medical devices sector in India comprises large multinationals and small and mid-sized companies.

The Government of India (GOI) has commenced various initiatives to strengthen the medical devices sector, with emphasis on research and development (R&D) and 100% FDI for medical devices to boost the market. From April 2000 to December 2020, FDI inflow in the medical and surgical appliances sector stood at US\$ 2.18 billion.

Export Scenario:

India has a 75-80% import dependency on medical devices, with exports at US\$2.1 billion in 2019 and is expected to increase at a CAGR of 29.7% to reach US\$10 billion in 2025.

To increase export of medical devices in the country, the Indian Ministry of Health and Family Welfare (MOHFW) and Central Drugs Standard Control Organisation (CDSCO) implemented the following initiatives: re-examination and implementation of Schedule VIII (a draft guidance on good manufacturing practices and facility requirements), system for export labelling, clinical evaluation and adverse reporting clarification, state licensing authority to extend free sales certificate validity from 2 years to 5 years to allow exports, create a list of manufacturers with export licensing for easy access by regulatory authorities worldwide.

The Medical Devices Virtual Expo 2021 will showcase Indian products and enable direct interaction between Indian suppliers and buyers/importers from participating countries. Also, 300 foreign buyers from the healthcare sector are expected to participate in this event.

Investments:

To further incentivise investments in manufacturing medical devices, in May 2020, the government announced incentivisation plans of at least Rs. 3,420 crore (US\$ 4.9 billion) over a period of five years, and these funds will be offered to manufacturers only if they invest in set-ups to manufacture key medical devices.

Some major investments and developments in medical devices are as follows:

- By 2022, the Gautam Budh Nagar, Noida, is expected to have Northern India's first medical tools and system manufacturing park. The park is likely to be developed in Sector 28 of the Yamuna Expressway Industrial Development Authority (YEIDA) Space by the Yamuna Expressway Authority. In March 2021, YEIDA is expected to introduce a mission scheme worth ~ US\$ 685.35 million, of which US\$ 13.71 million is likely to be funded by the central authorities.

- In February 2021, Punjab's Industry and Commerce Minister Mr. Sunder Sham Arora announced that a park for medical devices was proposed in Rajpura, Punjab, across an area of 210 acres, with an estimated project cost of ~ US\$ 24.67 million.

- In January 2021, Tamil Nadu government proposed to build a medical devices park (spanning 350 acres) near Oragadam in Kancheepuram district. The proposed cost for developing this project is US\$ 58.92 million.

- In March 2021, Transasia Bio-Medical Ltd., a Mumbai-based in-vitro diagnostic company, announced plans to invest US\$ 21 million to set up a manufacturing unit at the Medical Devices Park in Sultanpur, Telangana. The company plans to manufacture state-of-the-art high-technology analysers in the unit to address biochemistry, immunology, hematology, molecular testing in addition to COVID-19, HIV, dengue, and TB testing for domestic and export markets.

- In April 2021, ResMed expanded 'AirView for Ventilation', a cloud-based remote monitoring and management platform in India, which allows healthcare professionals and physicians to leverage this digital respiratory monitoring solution to remotely track patients and provide better care.

Government Initiatives:

- To boost domestic manufacturing of medical devices and attract huge investments in India, the department of pharmaceuticals launched a PLI scheme for domestic manufacturing of medical devices, with a total outlay of funds worth US\$ 468.78 million for the period FY21-FY28.

- On March 25, 2021, the Department of Pharmaceuticals (DoP) released a revised notice on the Public Procurement Order (PPO), incorporating 19 medical devices in the revised guidelines of the PPO, which is expected to improve domestic medical devices manufacturing (and strengthen 'Make in India') and reduce import bills by ~ US\$ 538.62 million.

- The government also approved applications for nine eligible projects that are expected to lead to a total committed investment of ~ US\$ 100.01 million by the companies (e.g., Siemens Healthcare Private Limited, Allengers Medical Systems Limited (AMSL), Allengers OEM Private Limited (AOPL), Wipro GE Healthcare Private Limited, Nipro India Corporation Private Limited, Sahajanand Medical Technologies Private Limited, Innvolution Healthcare Private Limited, Integris Health Private Limited) and generate ~2,304 jobs.


June | 2021

MEDICAL DEVICES



MARKET SIZE

Medical Devices Market in India (2020-24, in US\$ billion)

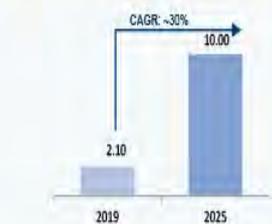


Note: * - E - Estimate, F - Forecast



SECTOR COMPOSITION

Medical Devices Export Market in India (2019-25, in US\$ billion)



Key Export Countries	
The US	France
Germany	Singapore
China	Turkey
Brazil	The Netherlands
Iran	Belgium



KEY TRENDS


Big Data


Robotics


Start-ups


Wearables


New Devices



GOVERNMENT INITIATIVES

GOI has released 'Production-Linked Incentives (PLI) Scheme for Medical Devices and established four medical devices parks in Andhra Pradesh, Telangana, Tamil Nadu and Kerala



ADVANTAGE INDIA

- **Increasing demand:** Rising number of medical facilities will boost the demand for medical devices in the market.
- **Opportunities in Export:** India and Russia have set the bilateral trade target at US\$ 30 billion by 2025. Trade is expected to increase by an additional US\$ 5 billion per annum, with opportunities in pharmaceuticals & medical devices, minerals, steel, and chemicals.
- **Policy support:** In order to expedite the clearance of medical devices such as nebulisers, oxygen concentrators and oxygen cannisters in April 2021, the government made it easier to import critical medical devices by easing the requirements for clearance under the Legal Metrology Act (Packaging Rules 2011).
- **Increasing Investments:** In FY20, foreign investments in the medical devices sector increased 98% YoY to Rs. 2,196 crore (US\$ 301.01 million) as against Rs. 1,108 crore (US\$ 151.87 million) in FY19. FDI inflow in the medical and surgical appliances sector stood at US\$ 2.19 billion between April 2000 and March 2021.

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Indian State Economic Profile

West Bengal

West Bengal is situated in eastern India and shares its borders with Jharkhand, Bihar, Odisha, Sikkim, and Assam. The state also shares international borders with Bangladesh, Bhutan, and Nepal. The Bay of Bengal is in the south of West Bengal.

At current prices, Gross State Domestic Product (GSDP) of West Bengal is estimated at US\$ 206.64 billion in 2020-21. The average annual GSDP growth rate from 2015-16 to 2020-21 is about 12.62%.

West Bengal is the largest producer of rice in India. Rice production for the state totalled 14.99 million tonnes in 2017-18. West Bengal is also a major producer of fish. During 2018-19, the state produced a total of 1.85 million tonnes of fish.

West Bengal is the second largest tea-producing state in India and is home to the globally acclaimed Darjeeling tea variety.

Its location advantage makes the state a traditional market for eastern India, the Northeast, Nepal, and Bhutan. It is also a strategic entry point for markets in Southeast Asia. The cost of operating a business is lower in Kolkata than in other metropolitan cities.

West Bengal has abundant natural resources of minerals and suitable agro-climatic conditions for agriculture, horticulture, and fisheries. It is in vicinity to mineral rich states like Jharkhand, Bihar, and Odisha. It offers excellent connectivity to the rest of India in terms of railways, roadways, ports, and airports.

As of April 2021, West Bengal had a total installed power generation capacity of 11,036.88 MW, of which 6,497.95 MW was under state utilities, 2,883.31 MW (private sector) and 1,655.62 MW (central utilities).

Of the total installed power capacity, 9,072.62 MW was contributed by thermal power, 1,396.00 MW by hydropower and 568.26 MW by renewable power.

Between October 2019 and March 2021, FDI inflows in West Bengal stood at US\$ 605.17 million.

West Bengal ranked eleventh among Indian states on ease of doing business and reforms implementation according to a study by the World Bank and KPMG.

Key Sectors:

In 2018-19, West Bengal remained the second largest producer of potato

in India, accounting for about 24.31% of the country's potato output. The state's potato production stood at 13.78 million tonnes in 2018-19.

As of October 2020, West Bengal had 21 SEZs; of this, seven were operational, five were notified, seven were formally approved and two had in-principle approval.

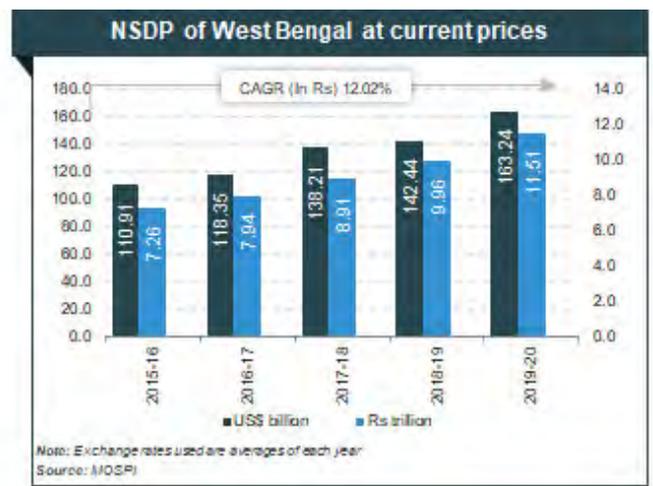
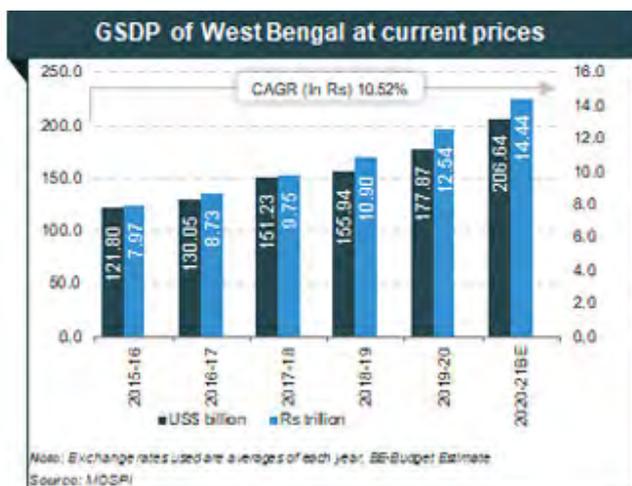
As per State Budget 2021-22, the government has allocated US\$ 25.35 million for development of the IT and Electronics Department in West Bengal.

Total tea production in West Bengal stood at 415.89 million kgs in 2019-20, accounting for 29.27% share of India's total production.

The state is the largest producer of rice.

Moreover, the state is also a key producer of petroleum and petrochemicals. Production of natural gas in the state reached 534 million cubic metres in 2020-21.

Total export from IT sector from the state was estimated at US\$ 3.28 billion in 2018-19. The State Government introduced West Bengal Information Technology and Electronics Policy 2018 which envisages West Bengal as one of the leading states in India in the IT, ITeS, ICT and ESDM sectors.



Indian Trade Fairs/ Webinars

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Tourism

Chandigarh

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



Rock Garden, Chandigarh



Bhakra Nangal Dam, Near Chandigarh

Chandigarh is the best-planned city in India, with architecture which is world-renowned. As the capital of the states of Punjab and Haryana, and the Union Territory of Chandigarh it is a prestigious city. The face of modern India, this city was planned and executed by famous French Architect, Le Corbusier. Serenity and a city are two diametrically opposite concepts, which however, get belied in the 'City Beautiful'. Chandigarh is a rare epitome of modernization co-existing with nature's preservation. It is here that the trees and plants are as much a part of the construction plans as the buildings and the roads. India's first planned city, is a rich, prosperous, spic and span, green city rightly called " THE CITY BEAUTIFUL ".

Places to visit in Chandigarh:

Ambala

Skirted by the Ghaggar river in the north and the Tangri river in the south, the city of Ambala, in Haryana, holds great historical prominence. It is believed to be the region where the powerful Buddhist centre of the Ashokan empire flourished. It was then called Shrugghna (modern-day Sugh). Visitors to the city make a beeline for the Bhawani Amba Temple, dedicated to Goddess Amba. There are several other temples, gurudwaras and churches in the vicinity that can be explored. Boasting bustling markets, Ambala draws visitors for its lively and vibrant shopping scene. The Cloth Market is a

great stopover, which is lined with about 1,000 shops selling a fine selection of clothes at wholesale rates. From silks to handlooms, you will be spoilt for choice. The city also hosts a Science Market, where you can shop for a plethora of surgical instruments and science equipment. Its gold jewellery and linen items are also quite popular.

Bhakra Nangal Dam

Built over Sutlej river, the Bhakra Nangal Dam is the second highest dam in Asia, rising to a height of about 207 m. Travellers in the region should spare a day to visit this architectural marvel. With a length of 518 m and a width of 9.1 m, it is a gigantic structure that leaves one in awe of its size. This is the source of water for all the farms in Punjab and Haryana, which are two of the most important agricultural states in the country. It is also used to produce hydroelectric power. The reservoir of the dam, called Gobind Sagar, has a water capacity of 9.34 billion cubic metre. It is about 88 km long and 8 km wide. Though permission is required to visit the actual dam, the reservoir is open to all.

Chaneti Stupa

The ruins of the ancient baked-brick Chaneti Stupa are said to be dating back to the Mauryan period when the city of Shrugghna (now Sugh) was under the rule of emperor Ashoka. According to an account given by the Chinese pilgrim Hiuen Tsang, Sugh was home to a

number of important stupas as well as a monastery. The village of Chaneti lies about 3 km north-west of Sugh, and it is highly likely that the stupa at Chaneti was among the ones referred to by Hiuen Tsang. The Kushana period saw the construction of four shrines in four directions near the old circumambulatory path (pradakshina path). A new pathway was also built underneath to walk around it. This is the only place in India where Shugna period terracotta figures of Vaanara (monkey) have been found. Archaeological pieces of evidence have suggested that this was an important trade juncture on the Uttarapath, which lay on the banks of the Yamuna river. According to the travel records of the Chinese traveller Hiuen Tsang, the village was big enough and important enough to be home to about a 100 Hindu temples, 10 stupas and five monasteries.

Rock Garden

A visit to the Rock Garden, which is a testament to human ingenuity, creativity and perseverance, is a surreal experience. The garden is an open-air exhibition hall that is the work of a single artist, Nek Chand. It comprises a series of interlinked courtyards, each of which contains a number of similarly themed sculptures created out of a melange of raw materials. According to what has now become

local legend, Nek Chand began working on his rock garden at night, after completing work at his regular day job in the early 1960s. He created sculptures with whatever raw material he could find easily at hand. He worked in secrecy for the fear of being caught and reprimanded as the land on which he had begun carving out a small garden for himself was not legally his. When the authorities found out, they were surprised to find the splendid work that he had been able to do on his own. Fortunately, they took the decision to acknowledge his genius and provide him with a salary for his creative work so that he could concentrate full-time on creating the Rock Garden.

Mansa Mandir Chandi Mandir

Both Mansa and Chandi temples are very popular and a visit to both can easily be clubbed together as they lie only 10 km away from each other. The Chandi Mandir is dedicated to Goddess Chandi, who is believed to be the goddess of power. It is a shaktipeetha (devotional shrine where the severed body parts of Goddess Sati fell), from which the city of Chandigarh draws its name. A large number of visitors come to worship at this temple at the time of the Navratris, a nine-day holy festival. The Chandigarh Mansa Devi Temple is located in Panchkula, which is 8 km away from the city. This too is a shaktipeetha dedicated to Mata Mansa Devi. According to local legend, the head of Goddess Sati fell here and as a result, a temple was built in her honour.

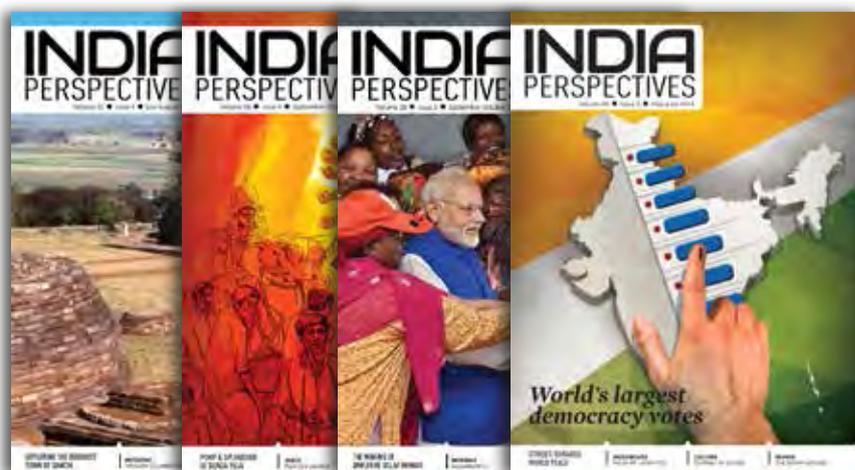
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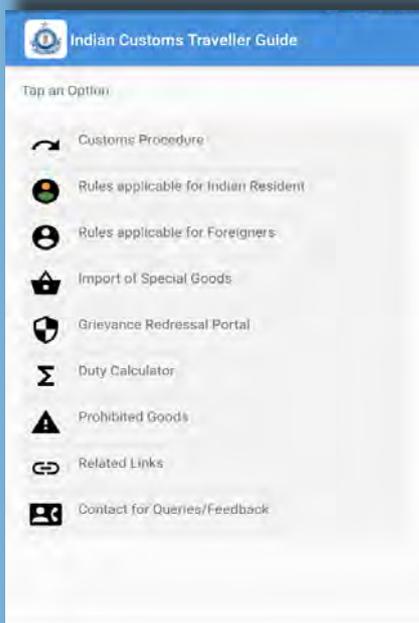
Guide for Travellers- Baggage Rules



The Central Board of Excise and Customs (CBEC) has launched mobile app "Indian Customs- Guide to Travellers" for dissemination of information about Customs Baggage Rules, 2016.

The application has been launched to inform traders, exporters and importers about Customs Baggage Rules, 2016.

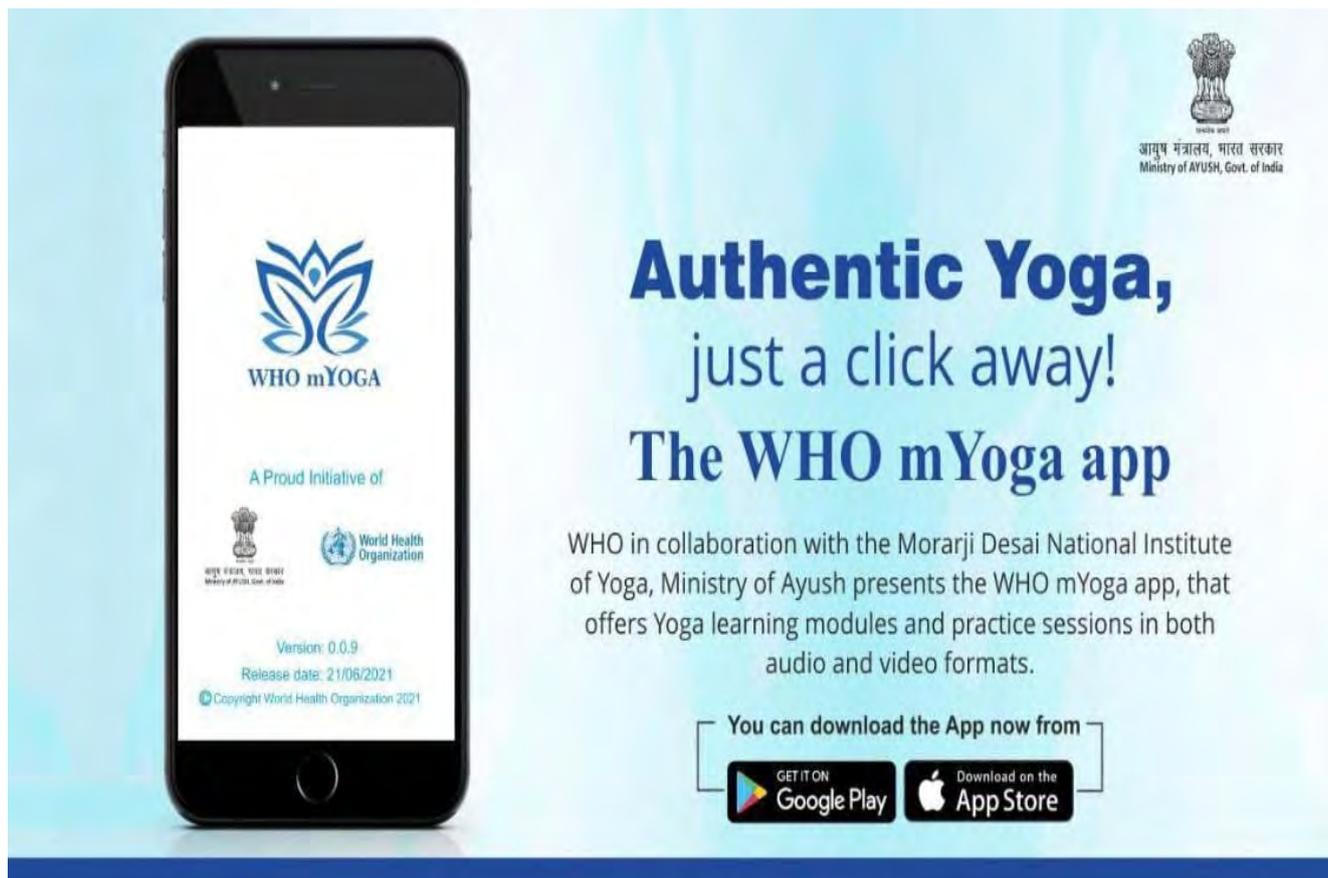
It has been developed by Bengaluru Customs and is available on Android Play store, Apple Store and Windows Store.



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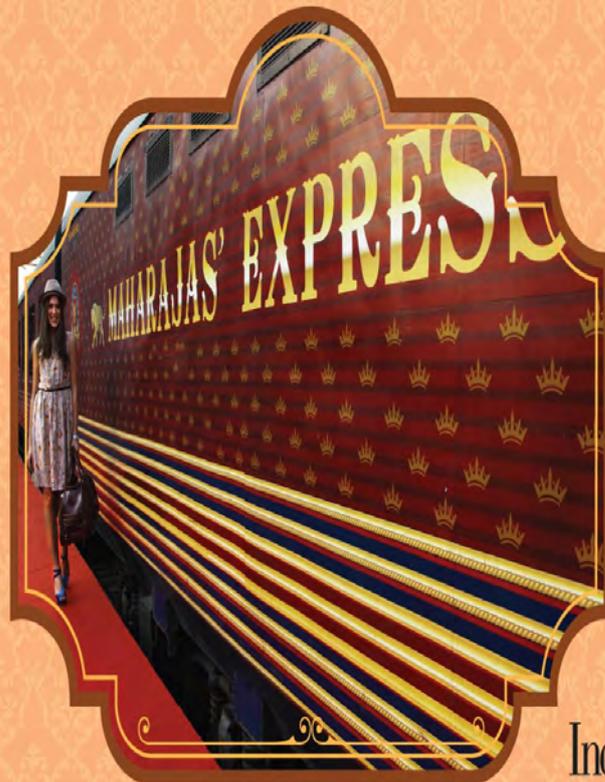


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- Mr. Rishi Tripathi, Third Secretary in this Embassy has been designated as Officer to look after welfare of Indian Students in Austria and Montenegro.
- His contact details are: 0043 1 505 866 and ccl.vienna@mea.gov.in

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

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