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WTC Mumbai Programme



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**Strengthening Trade Connections through Partnerships with
Winnipeg-Canada and Trieste-Italy**

In Conversation



Mr. Guillermo E. Devoto
Consul General
Consulate General of Argentina

Cover Story

**India-EU Partnership:
Opportunities for India**





Bharat Ratna Sir M. Visvesvaraya

(15 September, 1860 - 14 April, 1962)

FIFTY YEARS AND COUNTING

M. Visvesvaraya Industrial Research and Development Centre (MVIRDC) is a non-profit company registered and licensed under Section 25 of the Companies Act, 1956 (currently Section 8 of the Companies Act, 2013). On 26 June, 2020 MVIRDC completed 50 years of continuous service to the promotion of trade and industry.

MVIRDC became a member of the World Trade Centers Association, New York, in 1971 and established the World Trade Center Mumbai, which is the first World Trade Center in India. MVIRDC, having spearheaded the movement of World Trade Centers in India with the establishment of WTCs at Bhubaneswar, Goa and Jaipur, is assisting MSMEs in these regions through various Trade Research, Trade Promotion, Trade Infrastructure including Commercial Offices, Business Center, Trade Facilitation Services and Trade Education Programmes.

'New Normal' paves way for an evolving India-EU ties



The COVID-19 pandemic has brought about a change in the way business is done, resulting in shifting global value chains that are reshaping trading relations. There is also a renewed impetus for world economies to mobilize their collective strength to address the emerging healthcare and economic challenges. Economies are exploring new vistas of cooperation to build a crisis-proof supply chain to safeguard their trade and economic interests. India and European Union have immense potential to collaborate and benefit from each other's strength in this challenging time. India is the fifth largest economy and EU is the second largest regional bloc in the world. The new normal provides an opportune time for both the sides to enhance cooperation in food security, healthcare, defence, climate change, trade and investment.

India has vast drug manufacturing capabilities and EU can partner in providing technical expertise, which could go a long way in the partnership, through innovation and exchange of ideas, benefitting both regions in the health sector. There is also scope for information and communication technology, where the EU has devised a Data Protection Code to enhance cyber security which is of prime importance in the present context and India could stand to benefit from it.

India-EU Summit was held in July this year, where policymakers discussed roadmap for bilateral relations in the context of the evolving global crisis. This edition of the Cover story explores scope for strengthening trade relations between the two sides, emphasising on the export potential, collaborative areas and overall increase in the engagement.

WTC Mumbai organised a Virtual Trade Dialogue as a series of trade events to help business enterprises to look at international markets as newer opportunities unfold as a result of the COVID-19 pandemic. The first-in-series provided a WTC perspective where WTC Trieste, WTC Winnipeg and WTC Mumbai presented business opportunities in their respective regions. The second-in series will be held next month focusing on entrepreneurial journey of enterprises from these cities.

Latin America continues to be an untapped region for India to explore trade and investment collaboration. An interview with Mr. Guillermo E. Devoto, Consul General, Consulate General of Argentina brings out the emerging opportunities for partnership between both the countries. This edition also carries an interview with Ms. Charu Khanna, Head of Marketing & Communications-GS1 India, where she stresses on local producers to get 'Made in India' tag through barcode number '890'.

In the focus city section, we feature Bhubaneswar which is positioned as a 'Gateway to ASEAN' region due to its strategic location and having immense potential for cross-border trade and investment. This edition also showcases a business profile of an entrepreneur from Rajasthan manufacturing traditional Indian snacks, looking to export in global markets.

As we endeavor to bring the best of articles and interviews, we look forward to your valuable feedback.

Y. R. Warerkar

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Puerto Madero Waterfront in the city of Buenos Aires

“Argentine and Indian government are working on market access...” says **Mr. Guillermo E. Devoto, Consul General, Consulate General of Argentina**



It is observed that the current bilateral trade volume of USD 3 billion belies true potential of India and Argentina. What are the challenges in enhancing two-way trade and how we can address these challenges?

It is true that the trade between India and Latin America in general is limited and has potential for growth. In the past fiscal year, Argentina exported only 2327.26 million USD and only imported 763.23 million USD from India. Most traded products are petroleum oils and chemicals (from India) and edible oils (90% of the total, from Argentina)

Distance is a factor but also the comfort of having some traditional suppliers is another. Market access is an area where governments have to and are working on.

It is important to highlight, however, that India has around 12 companies

in Argentina and there are four Argentine companies in India. The links and network generated by this growing presence of companies from one country to the other, create the conditions needed to enhance trade.

Both the countries signed 10 agreements when Argentine President visited India last year. Can you share the status of these agreements?

All the agreements signed are in the process of implementation. In October there will be a meeting of the Joint Trade Committee that will include this issue in its agenda.

Argentina is implementing business reforms to attract foreign investment. What are the sectors that hold potential for Indian investment in Argentina?

There are specific incentive schemes for the priority sectors for invest-

“Trade between India and Latin America has a potential for growth.”

ments in Argentina. They are:

- Oil and gas: Argentina has a long history as a world-class producer with high-level natural resources, professionals and technicians that create sound conditions for the oil industry growth in the country.
- Mining: Argentina's rich natural resources comprise of lithium, gold, silver and copper. The country has huge territorial extension for sustainable mining activity (75% still unexplored)
- Global services: Argentina is a frontrunner in software develop-

“ Argentina is the Latin American benchmark in technological services applied to agroindustry (AgTech).”

ment and exports, with over 4,200 companies in the field. It is the Latin American benchmark in technological services applied to agroindustry (AgTech) and is gaining momentum in the videogame and FinTech fields.

- Telecommunications, media and technology: there is great opportunity for infrastructure investment in telecommunications and technology. In addition, Argentina has everything it takes to become a regional hub for massive data centers.
- Tourism: an area not well explored by Indian operators. There are many opportunities in this field, when safer conditions permit. The developing of ecotourism project is one of them.



Bariloche-1,345 kms west of Buenos Aires, Argentina

- Agroindustry: Among other niche sectors is the animal protein industry. Livestock can grow rapidly thanks to Argentina's competitive edge in genetics, know-how and ideal climatic conditions for the production of food and forages for livestock feeding.

Furthermore, Argentina is a leading country in incorporating technology for sustainable agriculture.

Can you share details of Argentina's private sector investment in India in recent years and the road ahead for further investments?

There are two large Argentine companies operating in India: Globant (IT services) with 1,400 Indian engineers in its Pune offices with world class clients. The other one is TECHINT INDIA PVT. LTD (civil engineering) with clients all over the world.

“ In the field of processed food, both countries share the ambition to increase their participation in world trade.”

INVAP, a company that develops technology in the fields of nuclear, radars, satellites, etc. is building a radioactive isotopes facility in Bhabha Atomic Research Centre.

There is a company established only last year but with vast experience in India, called Namastade, in the field of vegetable protein and flours.

How can both the countries work together to strengthen trade, investment and technology collaboration among MSMEs and women entrepreneurs?

There are several fields of cooperation for private companies from

both countries. Two of the examples are:

Processed food: in this particular field both countries share the ambition to increase their participation in world trade. It opens the possibility of putting together strengths and expertise in products with high added value. Apart from value addition in food, both countries can find opportunities in the digital economy since they can work together developing knowledge and products for export. Most industrial products today have a percentage of service and intelligence components ("servicification").

In the case of Argentina, there is great strength in biotechnology,

Agriculture Technology and the provision of global services. In the case of India, functional foods (nutraceuticals), as well as its digital services industry that went from providing outsourcing services to competing with companies such as TCS or Infosys that provide comprehensive solutions for companies.

Regarding the second part of your question, women continue to be under represented in hierarchical positions. Although there are several views about this point, the good news is that a fluid process can be observed in which women are occupying more important positions particularly in industries such as computer science, engineering and similar sectors, where both countries have complementary strengths. Both governments and companies should take concrete proactive actions to help close this gender gap.

■

SMEs can get 'Made in India' tag through barcode number '890'

"The COVID crisis offers an opportunity for SMEs / start-ups to become Atma Nirbhar (self reliant) and get their local products recognized in the marketplace by using India barcodes, starting with 890..." says, **Ms. Charu Khanna, Head of Marketing & Communications – GS1 India**



What is the GS1 system of standards and how is it different from ISO standards published by the International Organisation for Standardization?

GS1 is an international Standards body with member organisations in over 115 countries. It is dedicated to design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors.

Some people think that GS1 is a company that sells barcode numbers — but that's not an accurate picture. In fact, GS1 is a not-for-profit organization that for the past 45 years has been dedicated to the design and implementation of global supply chain standards for businesses to identify, capture and share information on products and services in the supply chain.

GS1 identification standards enable unique and universal identification of products, assets, services, entities and locations. GS1 data captures standards, allow automated data capture by data carriers – barcodes, QR codes and RFID. Our GS1 data share standards also enable the seamless and structured exchange

of supply chain information between trading partners.

These standards provide a framework that allows products, services, and information to be exchanged efficiently and securely for the benefit of businesses and the improvement of people's lives, every day, everywhere.

“GS1 has a long and active working relationship with ISO.”

Originally created by manufacturers and retailers to improve the efficiency of the distribution of food and consumer goods to retail stores, GS1 standards today are used by hundreds of thousands of companies in dozens of sectors including healthcare, transportation and logistics, aerospace, defence, high tech, and still, of course, the retail supply chain

GS1 and ISO: GS1 has a long and active working relationship with ISO, the International Organization for Standardization. Independent and non-governmental, ISO has a membership of 163 national standards bodies. GS1 and ISO share the same values and the same

beliefs in the vital importance of neutral, voluntary, consensus-based, market-relevant global standards. Our two organisations have had a strong and constructive relationship for more than 20 years. A number of GS1 team members participate actively in ISO standard development committees, or even serve as their Chair or secretariat.

In addition, GS1 enjoys strong working partnerships and alliances with a variety of trade associations, governmental organisations and standards bodies, including UN/CEFACT (United Nations Centre for Trade Facilitation and Electronic Business), the World Customs Organisation (WCO), the U.S. Food and Drug Administration (FDA), the W3C (World Wide Web Consortium) and many more.

For more information, please refer to:

https://www.gs1.org/docs/gs1_iso_brochure.pdf

How can micro, small entrepreneurs, including women entrepreneurs (especially in the unorganised sector who have limited

“Use of GS1 standards helps SMEs to expand their reach, without having to incur enormous marketing costs.”

spending power on marketing) benefit from GS1 standards?

There is no doubt that the small entrepreneurs are today the precursors of India's economic growth. Seeing its imperative role in India's economic growth of India, GS1 India is working closely with SME companies and help them gain a level playing field.

As online marketplaces are listing thousands of suppliers/sellers to offer product variety and draw prospective shoppers to their shopping portals, GS1 India is working with them to get their products listed faster with standardized product data structure and minimal manual effort.

This happens because major online marketplaces, including Amazon, Flipkart, eBay, Google Shopping, besides all global brick & mortar retailers, use GS1 barcode numbers to unambiguously identify, authenticate, and list products on their portals.

GS1 India's DataKart enables SME companies to upload and share information on their products with multiple retailers and online marketplaces at one go, through a single data repository.

Also, the use of GS1 standards helps SMEs to expand their reach, without having to incur enormous marketing costs.

How does the e-catalogue and Imaging service of your organisation helps small enterprises in India?

A well-developed electronic catalogue with high quality images and complete & accurate product information helps in boosting sales of products through the online marketplaces. It helps companies present their products in a way that catches customer attention and assists them to make informed purchase decisions.

GS1 India's e-cataloguing and imaging service provides a "one-stop solution" to SMEs to meet various product cataloguing and imaging needs for selling products through an online portal, offline stores, or both. The service is trusted and used by the various online marketplace and large retailers as all their product attribute information.

“Indian manufacturers, who have their product information uploaded in DataKart are well positioned to benefit.”

All the product information captured with the e-Cataloguing service is uploaded directly in their DataKart accounts, which is used by leading retailers and online marketplaces to fetch product information.

Share with us how the DataKart service of your organization can promote Indian goods in the global market?

DataKart – the national product data repository, is linked with GS1 Registry - the global repository of product information. GS1 Registry is being used by global retailers and online marketplaces for product data validation. This means,

whenever a global retail/online marketplace is trying to validate the information on Indian products, it gets validated using the GS1 Registry.

Further, the Registry also has future scope to allow retailers and online marketplaces to discover the product manufacturers based on category. For this, Indian manufacturers, who have their product information uploaded in DataKart are well positioned to benefit.

GS1 standards cater to 25 industries globally. Can the GS1 standards help export of handicrafts and traditional crafts of our artisans?

Handicrafts sector is one of the most vibrant industries in India. The industry supports indigenous skills and craftsmanship and contributes extensively to employment genera-

tion and export. Thus, the handicraft industry needs to keep growing and enhancing. But at present, it is hit by some challenges. One of them is authenticating and tracking the source of handicraft items. GS1 standards enable the ability to authenticate the products through tracing the products back to its source.

Can you share with us the key milestones of GS1 India, in terms of empowering small enterprises in the country and promoting their exports globally?

Since its beginning, GS1 India has been actively working with Indian

exporters to assist them meet the compliance requirements of unique product identification, and thus sell products smoothly.

During the last 5-7 years, it has launched services and solutions to help SMEs gain the level playing field on online marketplaces. This includes DataKart – the national product data repository that enables small manufacturers to share their product data with multiple online marketplaces in one go, in a standardized format.

DataKart Discovery service enables Indian retailers and online marketplaces to search for product/manufacturers based on product category.

DataKart is also linked to GS1

Registry - the global product data repository, to validate information on Indian products, across the globe. Further, its ClickIt app enable small manufacturers to capture the images of their products easily, in the format that is required by online marketplaces. This is relevant especially for companies who do not have big budgets to spend on product photo shoots.

What is your future plan of action to support the Government of India's "Vocal for Local" initiative and Atma Nirbhar Programme?

The Coronavirus crisis has offered an opportune time for SMEs / start-ups to become Atma Nirbhar (self reliant) and make their local products visible and get them recognized in the marketplace with

the use of India barcodes, starting with 890. GS1 India allocates 890 barcode number to product manufacturers.

Further, according to Government of India guidelines for e-commerce, all the e-commerce companies must declare the products' 'country of origin' to all the retailers, marketplaces and consumers. It will help consumers to buy made in India products labeled with '890' barcode. This will also help online entities depict products accurately, do not discriminate against sellers, set up robust complaint redressal systems among others and make e-commerce entities, whether Indian or foreign, accountable to unfair trade practices.



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- ✿ Facilitates Trade and Investment
- ✿ Provides Training and Educational Programmes
- ✿ Promotes Competitiveness through Research and Trade Promotional Activities

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Temple city of Bhubaneswar is the emerging hub for IT and Manufacturing



Bhubaneswar, the capital city of the eastern coastal state of Odisha, is located in Khorda district. Bhubaneswar is also called the temple city of India as it is believed that there were about 7000 temples in Ekamra Kshetra, which refers to the Old town of Bhubaneswar.

Bhubaneswar has a rich tradition and culture dating back to more than 3000 years, when it became the administrative centre of the Kalinga empire. In modern times, the city acquired renewed political and economic significance in 1946, when it was chosen as the capital of Odisha to replace the then capital city of Cuttack which was found to be too congested. The design for the new capital city was prepared by German architect Otto Königsberger and then Prime Minister of India Pandit Jawahar Lal Nehru laid the foundation stone for Bhubaneswar in 1948. The name of Bhubaneswar is derived from its presiding deity, 'Tribhubaneswar'.

The modern day Bhubaneswar is emerging as a model city of the digital era with the state government implementing various civic projects under the Smart Cities Mission. The city administration has launched intelligent traffic control system, multi-level car parking facilities in various areas, street vendor improvement

projects, redevelopment of roads, parks, residential and commercial areas.

Bhubaneswar has a total population of 886,397 people. However, when combined with the adjoining town of Cuttack, the total area has a population of more than 1.4 million people.

Industry

The Municipal area of Bhubaneswar hosts many small and medium enterprises engaged in manufacturing, casting, forging, fabrication and services sector. Bhubaneswar is home to the pharmaceutical cluster which has more than 50 units and also has engineering



A plug-and-play industrial land near Bhubaneswar with a dedicated research lab, dormitories for employees and other facilities required for new industrial projects. The same has been offered by the State Government



Pattachitra



Silver Filigree



Terracota



Wood Carving

and fabrication clusters with more than 200 units. All these clusters have helped generate employment for thousands of people. The Municipal Area of Bhubaneswar also hosts various crafts and artisans clusters, such as stone carving, wood carving, patta painting, tasar painting, terracota and silver filigree.

Information Technology (IT) is one of the fast growing sectors in the city and it holds the distinction of being the only tier-2 city in India to host the top five Indian IT companies: Infosys, Wipro, TCS, Tech Mahindra and Mindtree. Government of India has planned an IT investment region on 10,210 acre land at a distance of about 15 km from Bhubaneswar. This region includes IT special economic zone (SEZ), electronic hardware manufacturing clusters and integrated townships. Government of Odisha is planning a dedicated Park for BIO- IT and Bio-Pharma on 63 acre land at Andharua near Bhubaneswar.

Investment Potential

Bhubaneswar and its neighbouring areas offer huge investment potential for domestic and foreign companies because of the progressive state policies and proximity to mineral resources in the state. The Industrial Policy Resolution 2015 envisages a conducive policy environment to support sustainable industrial growth in the state. Focus sectors of the policy are: agro and food processing, automobiles and auto-components, aerospace, maintenance repair & overhaul (MRO) facilities, bio-technology, pharmaceuticals, plastics, to name a few.

Odisha is positioning Bhubaneswar as a 'Gateway to ASEAN' region because of its strategic location near the east coast of India with easy access to ports, petrochemical and steel hubs at Paradip, Kalinga Nagar, Dhamra and Gopalpur. Abundant availability of natural resource in Odisha strengthens the case for manufacturing investment in and around Bhubaneswar. Odisha accounts for

96% of chromite, 92% of nickel, 53% of bauxite, 45% of manganese, 35% of iron ore and 25% of coal reserves in the country. The state produces 13.88% of mineral output of the country.

According to the MSME Development Institute, Bhubaneswar and the Khorda district hold potential for development of ancillary units in non-ferrous castings, forgings, fabrications, tyres, tubes, electrodes, mechanical spares, conveyor components etc. The state government is likely to hold the third edition of the biennial investment conclave 'Make in Odisha' in November-December 2020. The conclave is expected to attract investment in manufacturing and service sectors in Bhubaneswar and neighboring regions of the state.

Tourism

Bhubaneswar holds a unique place in the tourism map of India as it is endowed with traditional Hindu and Buddhist monuments, caves, picturesque water bodies and dense forest.

Bhubaneswar is an internationally renowned hub for Golden Tourist Triangle of Puri, Konark and Chilika Lake. The Lord Jagannath temple in Puri, 63 km from Bhubaneswar, is an architectural wonder built in the 12th



Jagannath Temple



Konark Sun Temple



Chilika Lake

Century AD. The Jagganath chariot festival, which is held annually during June/July, draws tourists from India and abroad. Chilika Lake, located 63 km from Bhubaneswar, is the largest brackish water lake in India and it is also counted among the largest lagoons in the world.

The UNESCO World Heritage Site of Sun Temple at Konark was designed as a chariot of Sun God driven by 24 beautifully carved wheels and pulled by seven horses. The grand complex of the 180 ft Lingaraj temple, built in 11th century AD, bears testimony to the architectural excellence during Kalinga empire.

Nandan Kanan National Zoological Park, located 20 km from the city, adds to the tourist attraction of the city with its picturesque landscape on the north bank of Kanjia Lake. Other tourist attractions in the city are Chandaka-Dampara Reserve Forest (Elephant Sanctuary) and Bharatpur Reserve Forest (Bird Sanctuary) and the waterfront area of rivers Daya and Kuakhai. Visitors can get a glimpse of the magnificent architecture of Kalinga empire from the sandstone temples, heritage ponds and water tanks in Bhubaneswar.

Bhubaneswar is well linked to major cities of India through rail and air connectivity. Biju Pattnaik Airport, which is located 4 km from the town centre of Bhubaneswar, has frequent flight service to Kolkata, Delhi, Chennai, Visakhapatnam, Mumbai and Hyderabad. The airport is also connected to Kuala Lumpur and Dubai.

Arts and Culture

A major tourist attraction of Bhubaneswar is the splendid festivals that depict the religious, aesthetic and cultural significance of the local population. Some of the national



Mukteswar Dance Festival



Chariot festival of Lord Lingaraj

and international festivals held in and around the city are Mukteswar Dance Festival, Raja Rani Music Festival, Kharavela Mahotsav and Dhauli-Kalinga Mahotsav. Other prominent festivals held in and around Bhubaneswar are the annual chariot festival of Lord Lingaraj, tribal fair of Adivasi Mela and the mega musical concert Dot FEST. The city is also the gateway to globally renowned Konark Dance Festival, India Surf Festival and International Sand Art Festival.

COVID-19 pandemic likely to inflate trade costs



Trade costs are intricately linked to movements in economic activity. This phenomenon has come into sharp focus in the context of the COVID-19 pandemic raising alarm among governments across the world. According to a recent report “Trade Costs in the Time of Global Pandemic” released by World Trade Organization, while trade costs, in the form of sweeping protectionism, played a leading role in the sharp contraction in world trade during the Great depression of 1929, and the 1930s, they played only a small role in the trade collapse of 2009, which was primarily about a steep fall in aggregate demand. However, the present aberrations in trade costs, a much deeper crisis, is a reflection of the catastrophe that has gripped global economy in the wake of COVID – 19 pandemic.

Governments around the world have responded to the COVID -19 health crisis by imposing mitigation measures that have paralysed, or at least sharply curtailed many sectors of the economy. Social distancing, quarantine, lockdowns and travel restrictions have become unavoidable measures in the fight against the pandemic. Even jurisdictions with relatively relaxed official restrictions on social and business activity have seen sharp declines in economic output, as individuals change their behaviour to ward off the COVID virus. The WTO report, using available indicators, outlines how the reactions to the COVID -19 pandemic may affect trade costs.

According to WTO, primarily three key sources of trade costs currently have the potential to make a significant impact on international trade amid the pandemic. These are: transport and travel costs, trade policy issues, and air transport and business travel, which are important determinants of trade costs and have been significantly affected by the pandemic. The WTO report identifies areas where higher costs may persist even after the pandemic is contained.

Analyzing the current trends, travel restrictions and border closures have been an important part of the initial policy response to the COVID-19 pandemic, and these measures have directly affected trade in goods and services. They have disrupted freight transport, business travel and the supply of services that rely on the presence of individuals abroad. Transport and travel costs constitute an important part of trade costs in all sectors. They include transport margins, business travel costs and the cost of time in transit. They are estimated to account for 15 per cent of trade costs in agriculture and 31 per cent in manufacturing trade. Transport costs also matter for goods related services, such as retail and wholesale, where the estimates suggest they account for 19 per cent of the total trade costs. Finally travel costs account for almost a third of trade costs related to cross border supply in business and professional services.

Travel restrictions and border measures were an important part of the initial policy response to the

pandemic. These measures directly hit trade in goods by disrupting cargo transport services as well as trade in services in different modes of supply by effectively stopping consumption abroad and limiting the physical presence of suppliers abroad. Moreover, even in sectors that do not rely entirely on international travel for their product delivery, these measures have had a negative impact by curbing business trips. Face to face interaction is often necessary for establishing business relationship and managing global value chains, and it plays a significant role in production of many services.

Freight transport service performance is crucial to trade costs in manufacturing. Since the beginning of the COVID-19 crisis, maritime and land transport have remained largely functional, although they have registered considerable delays sometimes, but air freight transport has been severely disrupted, with global air cargo capacity shrinking by 24.6 per cent in March 2020. The disruption of air transport has had important consequences for producers of perishable goods, medical supplies and suppliers of parts and components, and it may further exacerbate the hit to complex manufacturing supply chains, which often rely on just-in-time fast delivery of their inputs.

Many governments are trying to do as much as possible to keep trade flowing, but in some regions travel restrictions have the potential to disrupt regional trade and livelihoods severely. Tradable services that rely on physical proximity between suppliers and consumers, such as tourism, passenger transport or maintenance and repair services have been severely impacted by travel restrictions and social distancing. Trade in tourism, passenger transport or maintenance and repair services relies almost on customers' and suppliers' movement abroad and thus has been paralysed. Therefore, these sectors have seen a prohibitive increase in trade costs.

The disruption in business travel is also likely to have an impact on trade in business and professional services. While many of these services can be delivered electronically, estimates indicate that travel costs accounts for a large share of trade costs in this sector, suggesting that face-to-face interaction is an important ingredient in their production. The actual impact of travel restrictions will depend of how possible it is, to substitute e-interactions for business travels. Business travel is essential in establishing and maintaining trading relationships. Business trips are also an important part of managing global value chains and maintaining their

smooth functioning. However, improvements in ICT preparedness can help to mitigate the impact of travel restrictions and social distancing.

WTO estimates suggest that trade policy barriers and regulatory differences account for at least 10 per cent of trade costs in all sectors. Products essential in the fight against the pandemic have seen the introduction of mostly temporary import facilitating and export restrictive measures. The former push down trade costs while the latter raise them. Nevertheless, both types of measures have covered a small share of global trade. These include tariff and non-tariff measures, temporary trade barriers, regulatory differences and the costs of crossing borders, as well as other policies that impact trade such as the lack of investment facilitation and or intellectual property protection.

Global shortages of several products led many Governments to impose certain export restrictive measures. By the end of April 2020, at least 74 economies had introduced export prohibitions, licenses or controls. According to WTO rules, export restrictions should be targeted, proportionate, transparent and temporary. Most of the export restriction measures implemented in response to the pandemic were described as temporary, and many have already been removed. Finally, high level of uncertainty magnify trade costs.

While many of these changes in trade costs can be expected to revert once the pandemic is brought under control, some may persist because of shifts in the policy environment or market dynamics.

The transition to electronic interactions may lessen some of the impact, but this will vary across economies according to their ICT infrastructure and digital skills. This will particularly affect smaller and weaker economies that are yet lagging behind in ICT infrastructure and digital proficiency. These economies need to rise to the challenges and reorient their trading systems by adopting and integrating ICT infrastructure and build ICT preparedness to face the changing trading environment and avoid the adverse impact of the practice of trading in the traditional mode. Resilient economies need to come forward with their assistance to these economies with ICT capacity building so as to help them re-energize the economic wheel and in revitalizing their economies post pandemic.

■



India and Vietnam share deep historical roots in the common struggle for liberation from colonial rule and the national struggle for independence. The two countries share traditionally close and cordial bilateral relations. Mahatma Gandhi and Ho Chi Minh, regarded as the Father of Nation in India and Vietnam respectively, led people in their heroic struggle against colonialism in the two countries. India established full diplomatic relations with unified Vietnam on 7 January 1972. Relations between the two countries were elevated to the level of 'Strategic Partnership' during the visit of Vietnam's Prime Minister Nguyen Tan Dung to India in July 2007. In 2016, during Prime Minister Modi's visit to Vietnam, bilateral relations were further elevated to a "Comprehensive Strategic Partnership".

Institutional mechanisms for bilateral exchanges

There are several bilateral mechanisms at different levels between India and Vietnam. The Joint Commission Meeting at the Foreign Ministers' level and the Foreign Office Consultations and Strategic Dialogue at Secretary-level provide the broad framework for bilateral consultations encompassing all areas of mutual interest. India-Vietnam Joint Sub-Commission on Trade at Commerce Secretary-Level held its 4th meeting in Hanoi in January 2019. The 12th Annual Security Dialogue at Defence Secretary-level was held in Ho Chi Minh City in October 2019. The 1st India-Vietnam Maritime Security Dialogue was held at Additional Secretary-level in Hanoi in March 2019. Both countries also have regular Parliamentary exchanges.

At the 17th Meeting of the India-Vietnam Joint Commission on Trade, Economic, Scientific and Technological Cooperation held via video-conference on August 25, 2020, Dr. S. Jaishankar, External Affairs Minister of Republic of India (EAM) and H.E. Mr. Pham Binh Minh, Deputy Prime Minister and Minister of Foreign Affairs of the Socialist Republic of Vietnam reviewed the recent developments in India-Vietnam Comprehensive Strategic Partnership and discussed the future trajectory of their wide-ranging engagement. They agreed to add new momentum to the economic and defence engagement between the two countries and to explore closer cooperation in emerging areas such as civil nuclear energy, space, marine sciences and new technologies.

Both sides exchanged views on regional and international issues of mutual interest, especially in the context of the outbreak of COVID-19 pandemic. Dr. Jaishankar underlined Prime Minister's vision of Atmanirbhar Bharat for enhancing resilience through self-reliance and human-centric globalization as the basis for India's economic revival. He invited Vietnam to take advantage of India's new economic capacities and demands.

Dr. Jaishankar reaffirmed India's development and capacity building assistance to Vietnam through initiatives such as Quick Impact Projects (QIP), ITEC and e-ITEC initiatives, PhD fellowships, as well as projects in water resource management in Vietnam's Mekong Delta region, SDGs, digital connectivity and heritage conservation. 12 QIPs for implementation in Vietnam have been approved by the Government of India, including 7 QIPs in water resource management in Vietnam's Mekong Delta Region.

and 5 QIPs related to construction of education and infrastructure in Vietnam.

MoU for "Cooperation between Sushma Swaraj Institute of Foreign Service (SSIFS), New Delhi and Diplomatic Academy of Vietnam, Hanoi" and "MoU between National Maritime Foundation, New Delhi and Scientific Research Institute of Sea and Islands, Hanoi" were also signed on the margins of the Joint Commission Meeting.

India and Vietnam also agreed to enhance their bilateral cooperation in line with India's Indo-Pacific Oceans Initiative (IPOI) and the ASEAN's Outlook on Indo-Pacific to achieve shared security, prosperity and growth for all in the region. India invited Vietnam to collaborate on one of the seven pillars of the IPOI.

Trade and Economic Cooperation

Bilateral Trade

From a meagre USD 200 million in the year 2000, bilateral trade between India and Vietnam has seen steady growth over the years. In 2019-20, bilateral trade between India and Vietnam reached USD 12.34 billion. This marked a decrease of 9.9 percent year-on-year, largely on account of COVID-19 related trade disruptions. For India, Vietnam is the 18th largest trading partner globally and within ASEAN, the 4th largest trading partner after Singapore, Indonesia and Malaysia. For Vietnam, India is the 7th largest trading partner, 7th largest source of import and 9th largest export market globally. In 2019-20, five key items imported into India from Vietnam included mobile phones and components, machinery, computers & electronic hardware, natural rubber, chemicals and coffee. Key items exported from India to Vietnam were meat and fishery products, corn, steel, pharmaceuticals, cotton and machinery.

India's Investments in Vietnam

India's investments in Vietnam are estimated at around USD 1.9 billion including investments routed through third countries. According to Vietnam's Foreign Investment Agency, as of June 2020, India has 278 valid projects with total invested capital of USD 887.27 million, ranking 26th among countries and territories investing in Vietnam. Major sectors of investment are energy, mineral exploration, agro-processing, sugar, tea, coffee manufacturing, agro-chemicals, IT and auto components.

The presence of an Indian bank and several leading Indian companies in Vietnam have opened up further prospects for strengthening business ties between both countries. These are: ONGC Videsh Ltd., Tata, Aditya Birla, Godrej, Dr. Reddy's Laboratories Ltd., Cadila Healthcare Ltd., Raptakos Brett & Co. Ltd., United Phosphorous Ltd., Forbes Marshall, BEE Logistics Corporation, Zyanya Healthcare Pvt. Ltd., among others.

Vietnam's Investments in India

As of 2019, Vietnam has six investment projects in India with total estimated investment of USD 28.55 million, primarily in the areas of pharmaceuticals, information technology, chemicals and building materials.

Development Partnership

India has a long-standing development partnership with Vietnam that has made positive contributions towards capacity building and socio-economic development of Vietnam. India has also been providing assistance to Vietnam within the ASEAN framework. Under the Mekong Ganga Cooperation (MGC) framework, India has been taking up Quick Impact Projects (QIPs), each valued at USD 50,000, in different provinces of Vietnam for development of community infrastructure. With their short gestation period, the QIPs bring direct benefits to communities at the grassroots level. So far, since 2017, 13 QIPs have been completed in 12 provinces of Vietnam, while 13 new projects are under implementation during the year 2020-21. In addition, 7 grant-in-aid assistance projects for the benefit of the Cham community in Ninh Thuan province are under implementation with an outlay of around USD 1.54 million. India is also providing technical assistance worth USD 2.25 million for conservation and restoration of ancient Cham monuments located in the Quang Nam Province of Vietnam, showcasing the deep civilizational connection between the two countries.

Tourism and People-to-People Contacts

The year 2019 was celebrated as the ASEAN-India Year of Tourism. Mission organized two India-Vietnam Tourism Roadshows in January and August 2019 in Hanoi, whereas another roadshow was organised by the Consulate General of India in Ho Chi Minh City in November 2019. Both countries have facilitated simplified visa regime to promote bilateral tourism. In

December 2017, Vietnam extended e-visa facilities to Indian citizens travelling to Vietnam. India has e-tourist visa arrangement for Vietnamese citizens since 2015. The long-awaited direct flights between the two countries commenced in October 2019. It is expected that the direct flight connectivity will further increase two-way tourism as well as trade and business linkages.

Capacity Building, Training, Scholarships

Vietnam has been a large recipient of training programmes under Indian Technical and Economic Cooperation (ITEC) programme. Vietnam receives more than 200 training slots annually, including more than 130 training slots under ITEC/Civilian and technical Cooperation Scheme of Colombo Plan and further 70 training slots under ITEC (Defence). Separately, Indian Council of Cultural Relations has several annual scholarship programmes including 14 scholarships under EEP/CEP (Education Exchange programme/Cultural Exchange Programme); 10 under MGCSS (Mekong Ganga Cooperation Scholarship Scheme); 20 under GSS (General Scholarship Scheme); and 4 scholarships for Buddhist and Sanskrit studies.

Indian Community

An estimated 5000 people from India, including some short-term visitors, constitute the Indian community in Vietnam. A majority of them are based in and around Ho Chi Minh City (HCMC) in the southern part of Vietnam. Most of the community members are professionals employed in business and trading companies, oil refineries, IT sector, hotels/restaurants, mining, yoga institutions, civil aviation sector and schools. Some Indians in Vietnam currently hold senior positions in multi-national companies and international organisations, including the United Nations Organisation. Indian Business Chamber (INCHAM), a recognized organisation by the Government of Vietnam, represents Indian community and promotes Indian business interests in Vietnam.

INCHAM

Indian Business Chamber in Vietnam (INCHAM) was established in January 1999 with the objective to strengthen ties of Indian Businesses with the Vietnamese authorities for promoting 'Economic and Business' relations between Vietnam and India and also to be the focal point of the Indian Community in Vietnam. INCHAM

is based in Ho Chi Minh City (formerly known as Saigon) which is commercial capital of Vietnam. INCHAM established its Chapter in the capital city of Hanoi in October 1999 to further widen and strengthen its presence in Vietnam.

The chamber primarily endeavors to play an active role in promoting the two-way trade between the two countries. It aims to create a forum that allows members to assist and compliment each other to establishing a smooth framework for the development of Indian business in Vietnam. INCHAM offers a legal platform to its members to promote their business interest and represent them to local authorities in time of need on a case to case basis.

Saigon World Trade (SWTC) and World Trade Center Danang, both members of World Trade Centers Association, New York serve as important platforms for Vietnamese businesses and offer unique services connecting an array of businesses in international trade with internationally – based businesses from all sectors of industry with the goal to enhance the growth globally, of their members and to ensure continued prosperity to members.

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India-EU Partnership: Opportunities for India



At the 15th India-European Union (EU) Summit held in July 2020, leaders of the two economies endorsed the 'India-EU Strategic Partnership: A Roadmap to 2025', a common roadmap to guide joint action and further strengthen the India-EU Strategic Partnership over the next five years.

Among other areas, the roadmap outlined agenda for trade and investment, business and economy such as working towards balanced, ambitious and mutually-beneficial trade and investment agreements, strengthening mutual engagement through existing institutional mechanisms, with a view to enhance market access, particularly for small and medium-sized enterprises (SMEs), addressing existing trade barriers and preventing the emergence of new ones, improving investment conditions, strengthening cooperation to facilitate bilateral trade and market access for pharmaceuticals and medical devices, promoting a level playing field for the market players, and engaging in a dialogue for adequate protection of Geographical Indications, including facilitating the registration of Geographical Indications.

The roadmap also includes pursuing a dialogue on customs, through the Joint Customs Cooperation Committee, engaging in the bilateral Intellectual Property Rights (IPR) Dialogue, further strengthening cooperation and exchange of best practices by engaging in a dialogue with regards to competition law and optimal use of the Investment Facilitation Mechanism (IFM) established in 2017 to promote and facilitate EU investment flows into India.

India-EU Collaboration

In a complex international environment, India and the EU are convinced of the necessity to preserve the rules-based international order and effective multilateralism. Both the economies have a common interest in each other's security, prosperity and sustainable development, and can contribute jointly for a safer, cleaner and more stable world.

EU is India's largest trade partner. It is also one of the

largest sources of foreign investment in India. FTA talks between the two countries have been hindered owing to concerns over trade in agri products, automobiles, pharmaceuticals, data security, intellectual property and professional services.

On the contrary, EU has concluded FTAs with several important economies including Vietnam, the Mercosur countries, Japan and Singapore. India and the EU should negotiate a trade treaty starting with less difficult sectors.

Export Potential and Demand

The EU imported about USD 6.2 trillion worth of merchandise products from the world in 2019, whereas India's exports to EU stood at just about USD 56 billion. Thus, while EU had a share of about 17 per cent in India's exports to the world in 2019, India had a share of less than one per cent in EU's imports from the world.

However, of India's total merchandise exports to the EU of about USD 45.5 billion between April 2019 - January 2020, major commodities at HS Code 8-digit level, such as High Speed Diesel, Other Medicine Put Up for Retail Sale n.e.s., Non-industrial Diamonds Unworked, Leather Footwear of Other Sole, Jewellery of Gold set with Diamonds, Other Dresses of Synthetic Fibres, Other (Telephones for Cellular Networks or for Other Wireless Networks) and Castor Oil and its Fractions other than Edible Grade have shown double-digit growth compared to the corresponding period in the previous year.

Similarly, India's merchandise exports to the EU such as Aviation Turbine Fuel, Turbo-jets of a Thrust > 25 KN, Flexible Intermediate Bulk Containers of Manmade Textile Materials, Aluminium Billets - Alloyed, Aluminium Ingots - Not Alloyed, Other Heterocyclic Compounds with Nitrogen Hetro Atom(s) only, Benzene and Other Wooden Furniture have also recorded double-digit growth in FY19 over FY18. India can keep up its momentum in export of these goods to the EU.

Apart from these, Table 1 highlights goods belonging to the mechanical appliances, electrical machinery and equipment, toys, games and sports requisites, lamps and lighting, footwear, plastic and articles, articles of apparel

and clothing accessories (knitted or crocheted) and travel goods sectors. India does not have a significant share in EU's imports of these goods from the world, however, India's exports of these goods to EU form a significant share of India's exports of these goods to the world. EU imported about USD 453 billion worth of these goods from the world in 2019, whereas India exported only USD

37 billion worth of these goods to the world in 2019, of which exports to EU stood at about USD 7.6 billion.

This suggests that although India is not a major exporter to EU owing to its overall low export volume as compared to EU's imports, there is a huge opportunity for Indian businesses willing to export these products to the EU.

Table 1: India's Merchandise Exports to EU with Growth Potential

HS Code (6-digit)	Product Description	India's Exports to EU (2019, USD Million)	EU's Imports from World (2019, USD Million)	Share of India's Exports to EU in EU's Imports from World (%)	India's Exports to World (2019, USD Million)	Share of India's Exports to EU in India's Exports to World (%)
TOTAL	All products	56,113	62,35,773	1	3,22,786	17
851712	Telephones for cellular networks "mobile telephones" or for other wireless networks	287	86,862	0	3,229	9
851762	Machines for the reception, conversion and transmission or regeneration of voice, images or ...	138	60,152	0	524	26
950300	Tricycles, scooters, pedal cars and similar wheeled toys; dolls' carriages; dolls; other toys; ...	60	18,867	0	126	48
854140	Photosensitive semiconductor devices, incl. photovoltaic cells whether or not assembled in ...	12	13,390	0	261	5
847330	Parts and accessories of automatic data-processing machines or for other machines of heading ...	24	22,839	0	106	23
850440	Static converters	184	18,556	1	1,148	16
851770	Parts of telephone sets, telephones for cellular networks or for other wireless networks and ...	29	9,953	0	296	10
640419	Footwear with outer soles of rubber or plastics and uppers of textile materials (excluding ...	35	9,502	0	78	46
640299	Footwear with outer soles and uppers of rubber or plastics (excluding covering the ankle or ...	8	7,953	0	155	5

HS Code (6-digit)	Product Description	India's Exports to EU (2019, USD Million)	EU's Imports from World (2019, USD Million)	Share of India's Exports to EU in EU's Imports from World (%)	India's Exports to World (2019, USD Million)	Share of India's Exports to EU in India's Exports to World (%)
392690	Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s (excluding ...	111	26,117	0	583	19
611030	Jerseys, pullovers, cardigans, waistcoats and similar articles, of man-made fibres, knitted ...	13	10,570	0	66	20
848180	Appliances for pipes, boiler shells, tanks, vats or the like (excluding pressure-reducing valves, ...	150	16,250	1	868	17
271019	Medium oils and preparations, of petroleum or bituminous minerals, not containing biodiesel, ...	6,472	1,33,684	5	29,519	22
420212	Trunks, suitcases, vanity cases, executive-cases, briefcases, school satchels and similar containers, ...	26	2,986	1	69	38
940510	Chandeliers and other electric ceiling or wall lighting fittings (excluding for lighting public ...	33	6,716	0	53	62
854370	Electrical machines and apparatus, having individual functions, n.e.s. in chapter 85	14	8,540	0	85	17
Source of Data: International Trade Centre (trademap.org)						

FDI Equity Inflows

EU countries have invested about USD 81 billion in India between April 2000 and March 2020, the major investments come from Netherlands, Germany, Cyprus and France. EU countries have a share of about 17 per cent in India's total FDI equity inflows. Table 2 highlights FDI statistics with reference to the top 15 EU countries investing in India.

India offers a plethora of investment opportunities for EU companies across sectors such as transportation, water and sanitation, social infrastructure, commercial infrastructure, energy and manufacturing, among others.

Further, EU companies can invest in the manufacturing of the following products in India, explore India's global linkages and be a part of its value chains. The following products have been India's major exports to the world at HS Code 8-digit level in the recent past signifying growth opportunities.

Products such as Other (Telephones for Cellular Networks or for Other Wireless Networks), Other Coin, Agglomerated Iron Ore Pellets, Other Insecticide n.e.s., Other Refined Sugar including Centrifugal Sugar, Fuel Oil and Silver Jewellery set with Gems have witnessed double-digit growth in India's merchandise exports to the world between April 2019 - January 2020.

Table 2: FDI Equity Inflows in India from Top 15 EU Countries (April 2000 To March 2020)

Name of the Country	Amount of Foreign Direct Investment Inflows		Share in Total Inflows (%)
	(In Rs Crore)	(In USD Million)	
Netherland	2,08,322	33,852	7.2
Germany	68,944	12,196	2.6
Cyprus	57,993	10,748	2.3
France	50,511	8,539	1.8
Luxembourg	19,257	3,083	0.7
Spain	16,823	2,991	0.6
Italy	16,781	2,928	0.6
Belgium	12,153	1,978	0.4
Sweden	8,829	1,623	0.4
Ireland	5,888	930	0.2
Poland	3,740	684	0.2
Denmark	3,406	611	0.1
Finland	2,869	510	0.1
Austria	2,478	429	0.1
Portugal	620	101	0.02
Total of the Above	4,78,614	81,202	17.3
Total FDI Equity Inflows	27,32,444	4,70,119	100
Source of Data: DPIIT (dipp.gov.in)			

Similarly, India's merchandise exports to the world such as High Speed Diesel, Jewellery of Gold Unset, Aviation Turbine Fuel, Basmati Rice, Aluminium Ingots - Not Alloyed, P-Xylene and Other Petroleum Oils and Oils Obtained From Bituminous Minerals n.e.s. witnessed double-digit growth in FY19 over FY18.

Conclusion

Major economies in the EU such as Germany and France are laying emphasis on increasing engagement in the Indo-Pacific region as they tend to diversify their supply chains. India can greatly benefit from this momentum in trade and investment dialogue by enhancing its industry competitiveness and engaging in the trade of goods and services, in which the two economic giants have comparative advantage. Further, increased investments can bring in economies of scale and lead to a win-win situation for both, India and the EU, at a time when the world is dealing with the economic uncertainties posed by the COVID-19 pandemic.

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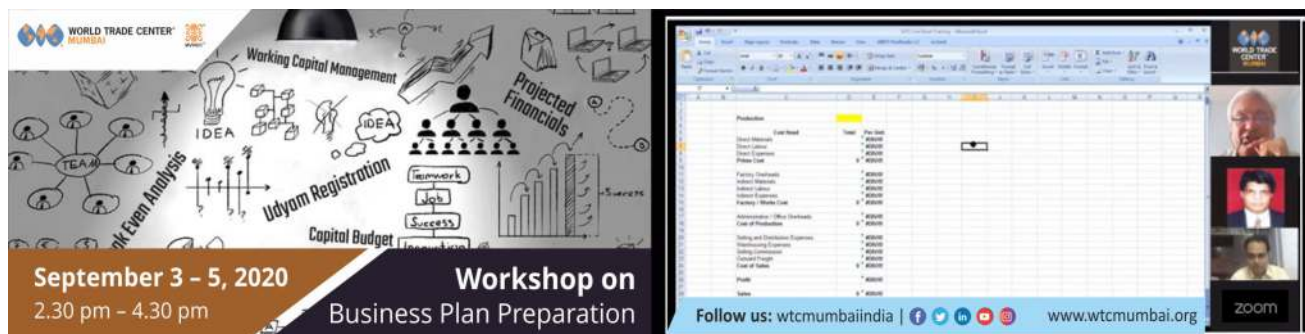
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Online workshop on 'Business Plan Preparation'



Today, thousands of people with innovative ideas, products and services dream to form their own startups and become successful entrepreneurs. This is not possible without a good business Plan which serves as a road map that provides direction and guides businesses. In order to understand the procedures and processes to start a new business, World Trade Center Mumbai organized a 3 day workshop on 'Business Plan Preparation' with master faculty - Mr. Sumeet Mehta, MD & CEO, Paradigm Advisors, who has over 20 years of experience and in-depth industry expertise in finance and strategy. He is also an expert in management consulting for business plan preparation, restructuring, project feasibility, and has an extensive understanding on structuring inbound investment.

Mr. Mehta commenced the workshop by elaborating on the definition of Business Plan stating that a business plan is a formal written document containing business goals, methods on achieving these set goals and time frame within which these goals need to be achieved. It also describes the nature of the business, background

information on the organization, the organization's financial projections and strategies it intends to implement to achieve the stated targets. He then explained the importance, benefits and factors that go into making a good business plan. Mr. Mehta made a detailed presentation on the essentials of making an ideal business plan, which included points like description of the business, idea behind the business, description of the product/service, target customers, SWOT analysis, marketing plan, operations and management, technology used in production, raw material sourcing etc. He also informed the participants about the licenses required to start a new business like MSME registration, EXIM registration, shops and establishments act registration, brand / logo trademark / copyright registration and GST registration to name a few. Further Mr. Mehta elaborated on Udyam registration along with its benefits like collateral free loans from banks, protection against delayed payments - against material / services supplied, special beneficial reservation policies in the manufacturing / production sector, ISO certification fees reimbursement, so on and so forth. While

speaking about the registration process for Udyam, Mr. Mehta explained about the categorization criteria for micro, small and medium enterprises.

Further, Mr. Mehta stressed on the importance of value creation in a business plan. Identifying key operational performance indicators, focusing on financial performance, scaling up to enjoy economies of scale, creating processes and systems and religiously adhering to the same and continuously tracking competition and the market etc., were some of the points that were covered under this topic. He recommended a book to the participants called 'Five Forces Model' by Mr. Michael Porter, which according to Mr. Mehta it is a simple yet powerful tool for understanding the competitiveness of the business environment, and for identifying the business strategy's potential profitability.

On the second day of the interactive workshop, Mr. Mehta explained the importance of cost sheet management, by pointing out that it is essential to prepare a cost sheet for determining the individual costs which lead to determining the cost

of the product or service. He elaborated on the various factors that are included in a cost sheet like direct expenses, indirect expenses, office expenses, selling and distribution, commissions, profit etc. He also demonstrated how to do the break-even analysis as well as calculate the working capital management which ensures that a company operates efficiently by monitoring and using its current assets and liabilities to the best effect.

presented and discussed in detail on how to work on the capital budgeting, monthly as well as yearly business plan, staffing plan, investment requirements etc. Toward the end of the session he highlighted the importance of market research saying that it was one of the key factors to understand the demands and shortages of a targeted market, customer preferences etc. which helps minimize risks when making key business decisions.

entrepreneurs from various sectors like manufacturing, services, agro etc. from different parts of India like Assam, Hyderabad, Maharashtra, Goa, Andhra Pradesh Delhi, Bangalore etc. registered for this interactive workshop to gain understanding on the various aspects of preparing a successful Business Plan.

The webinar was held on September 3-5, 2020

Last day of the workshop, Mr. Mehta

40 participants comprising of

Consul General of Afghanistan visits World Trade Center Mumbai



In Photo (L-R) - Ms. Amisha Gada, Manager-Trade Promotion and Marketing, WTC Mumbai, Mr. Rafiullah Kelewale, Technical Asst. to Afghanistan Consulate General in Mumbai, Mr. Abdul Nafi Sarwari, Commercial Attaché, Islamic Republic of Afghanistan, Mrs. Zakia Wardak, Consul General, Islamic Republic of Afghanistan, Mrs. Rupa Naik, Senior Director, WTC Mumbai and Mr. Anil Velde, Deputy General Manager-Trade Promotion and Marketing, WTC Mumbai.

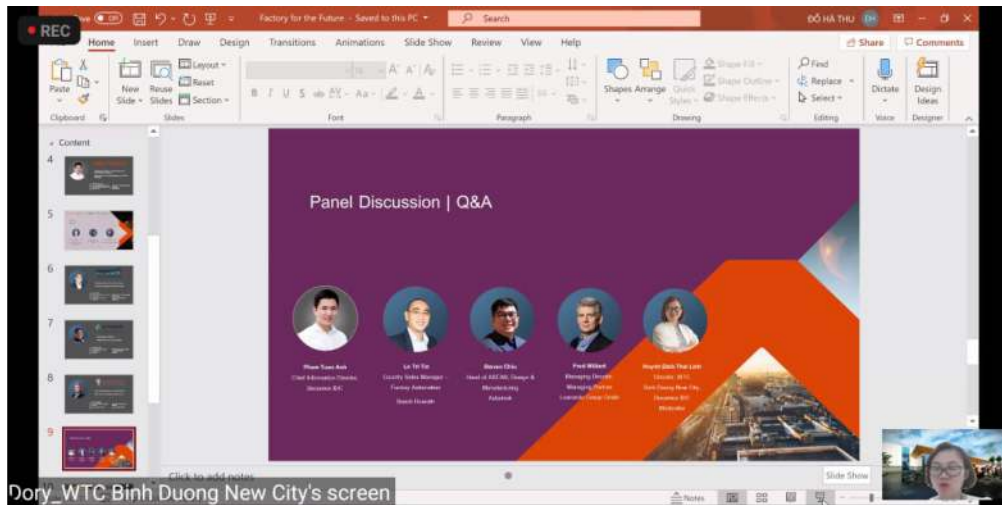
Ms. Zakia Wardak who was recently appointed as the Consul General for the Consulate General of the Islamic Republic of Afghanistan visited World Trade Center Mumbai. She was accompanied by her colleagues Mr. Abdul Nafi Sarwari, Commercial Attaché and Mr. Rafiullah Kelewale, Technical Assistant to the CG. Ms. Wardak spoke about the trade and

investment opportunities in Afghanistan and emphasized on the fact that the government of Afghanistan believed in a two-way trade and not just export promotion. She also informed that the Woman's Chamber of Commerce has now been formed and is fully functional to support local women entrepreneurs of Afghanistan. Ms. Rupa Naik, Senior Director, World Trade Center

Mumbai proposed that an online B2B meeting be organised for the interaction between traders in Afghanistan and members of WTC Mumbai, to boost bilateral trade between both countries.

The meeting was held on September 14, 2020

WTC Tech Talk: Smart Solutions for the Future Factories



With the objective of making factories future-ready, World Trade Center – Binh Duong, New City hosted the online seminar 'WTC Tech Talk: Smart Solutions for the Future Factories' in collaboration with the Smart Manufacturing & Innovation Center of Becamex IDC, Bosch Rexroth, Autodesk and Leonardo Group. World Trade Center Mumbai was a supporting partner for the online seminar.

Speaking on the occasion, Mr. Pham Tuan Anh, Chief Information Officer, Smart Manufacturing & Innovation Center, Becamex IDC said the Industrial Revolution 4.0 is expanding. The erstwhile hierarchical model of an enterprise followed down by work centers, station, control device and field device is now being replaced by smart factories with all the units integrated and producing smart products.

Mr. Anh further said Becamex IDC wants to replicate this industrial model around the country and highlighted that the Becamex Group has created 1 million jobs, with more than 1200 investors over 32,000 ha

of land so far, and has evolved from a production area / cluster in the 90's to a science and technology industrial park as of now. Its mission is to be a key driver for Industry 4.0 development and smart manufacturing in Becamex IDC, VSIP ecosystem and the Southern Key Economic Region.

Mr. Le Tri Tin, Head of Factory Automation & Country Sales Manager (Vietnam & Cambodia), Bosch Rexroth expressed that Rexroth Drive & Control believes in integrating Industry 4.0 in vocational training. The company provides mobile applications, machinery applications and engineering and factory automation solutions, while the academy offers training systems. The objective of the academy is filling the gap in technology knowhow. With over 270 Bosch plants worldwide and over 100 Industry 4.0 pilot projects, Mr. Tin suggested the next steps for creating an i4.0 - connected industry require imparting new skills by universities and vocational institutes, and establishing standards.

Mr. Steven Chiu, Head of ASEAN, Design & Manufacturing, Autodesk said the traditional product life cycle of conceptualising, designing, producing, selling, and operating and retiring has transformed into personalised customisation, collaborative virtual teams, flexible additive manufacturing, customer experience with personalised engagement, and

connected services with IOT and Industry 4.0, creating an increased lifetime value with product as a service. He opined that Autodesk believes in spending more time on innovation, improving performance and getting more out of machines.

Mr. Fred Wilbert, Executive Partner, Managing Partner, Leonardo Group GmbH in his address mentioned that the factory vision before COVID-19 was classic, hierarchical and top-down, which has now changed to being holistic, different and more resilient. He said the consequences for the factory will be less office space needed, higher automation, need for high potential educated people, a dynamic shop floor, AI and simulation capabilities based on digital twins and augmented reality tools for factory engineering and operations.

Ms. Huynh Dinh Thai Linh, Director, WTC Binh Duong New City, Becamex IDC moderated the programme.

The webinar was held on September 15, 2020

India, Canada should step up B2B events to discover new vistas of partnership



Governments and trade organizations should facilitate business to business networking between India and Canada to discover new vistas of cooperation, emphasised Ms. Rupa Naik, Senior Director – Projects, MVRDC World Trade Center Mumbai at an online panel discussion organized by Indo-Canada Chamber of Commerce, a 43 year old bilateral trade promotion organization based out of Toronto. Ms. Naik invited companies from both the sides to participate in the virtual trade exhibition, which is a new initiative of MVRDC World Trade Center Mumbai to connect Indian SMEs globally after the outbreak of COVID pandemic.

Speaking about the potential sectors for India-Canada collaboration, Ms. Naik suggested Canadian investors to look for potential investment opportunities in the 100 Smart Cities, being developed in India as part of the Smart City Mission of the Indian government. Among other sectors for potential collaboration, Ms. Naik mentioned healthcare, innovation, pharmaceuticals and contract manufacturing. Specifically, she hinted at potential investment in

Maharashtra in pharmaceuticals, engineering and textile, which are the dominant sectors in the state. Ms. Naik informed that this is the opportune time for Canadian firms to look for investment in the Indian economy, which is recovering from the adverse impact of the COVID pandemic as manufacturing and other economic activities are limping back to normalcy.

On the policy front, she suggested early conclusion of negotiation on the Comprehensive Economic Partnership Agreement (CEPA) to promote bilateral commerce.

Ms. Naik concluded her remarks by raising hope that bilateral relations will flourish in the coming years with the dynamic leadership of the Ambassadors of both the countries and also because of the significant representation of Indians in the Canadian Parliament.

The panel session was also addressed by Mr. Goldy Hyder, President and CEO, Business Council of Canada, Mr. Vikram Khurana, Chair, Toronto Business Development Centre (TBDC) and Mr. Mohit Singla, Founding Chairman-

Trade Promotion Council of India (TPCI). Mr. Ravi Seethapathy, former President of Indo-Canada Chamber of Commerce moderated the session.

The panel session followed discussion between Hon'ble Ms. Mary Ng, Minister of Small Business, Export Promotion & International Trade, Government of Canada and Hon'ble Mr. Hardeep Singh Puri, Minister of State, Ministry of Commerce and Industry, Government of India. Both the ministers discussed roadmap to strengthen commercial cooperation in a wide range of sectors.

Mr. Puri hinted at the likely signing of an Early Harvest Scheme to promote trade with Canada before signing a full fledged trade agreement with the North American country. He said that the Government of India seeks to streamline customs procedure, rules of origin norms and facilitate movement of natural persons (what is technically called Mode 4 services under WTO) to strengthen commercial relations with Canada. The minister pointed out that trade relations will be strengthened through a three-tier mechanism, at

the Ministerial level, Deputy Ministerial level and at the CEO Forum level.

Canada's Minister Ms. Ng informed that her ministry will soon launch discussion with India's Commerce Ministry to take bilateral relations to the next level. She informed that 99% of enterprises in Canada are small and medium units, of which hardly 12% engage in exports, mostly to North American region. Therefore, India represents an untapped market for Canadian enterprises.

The event was also addressed by H.E. Mr. Ajay Bisaria, High Commissioner of India to Canada and H.E. Mr. Nadir Patel, High Commissioner of Canada in India.

Mr. Bisaria said, "Bilateral relation has entered a new paradigm in recent years with growing Canadian investment in India, expanding trade and increasing number of Indian students in Canada. Canadian investment in India has grown from USD 5 billion in 2014 to USD 55 billion now and it is projected to grow to USD 100 billion in two years. Canadian investment has gone largely into infrastructure, logistics, energy, real estate and start-up enterprises in India. The USD 1.4 trillion infrastructure project pipeline in India offers potential investment opportunities for Canadian investors. Bilateral trade has grown 23% in the last five years and there are 230,000 Indian students studying in Canada." He concluded by pointing out that India

offers rapidly improving investment climate, rule of law, democracy and diversity to Canadian investors.

Speaking on this occasion, Mr. Patel remarked, "The only way India can become self-reliant is through collaboration with countries such as Canada in trade, investment and technology. There is no time like now to take bilateral relations to new orbit and business community from both the sides should explore mutual cooperation with a long term vision, rather than looking at short term challenges."

The webinar was held on September 17, 2020



Winnipeg and Trieste offer favourable business opportunities for India

With a view to enhance trade and investment ties with Winnipeg and Trieste, World Trade Center Mumbai organised its first programme of the Virtual Trade Dialogue Series on 'Strengthening Trade Connections through Partnerships with Winnipeg, Canada and Trieste, Italy'

Speaking of business opportunities in Manitoba, Ms. Mariette Mulaire, President and CEO, World Trade Center Winnipeg and Board Member, World Trade Centers Association, New York said that Manitoba's abundance of land makes it lucrative for agriculture. It is also a source of clean energy and offers world-class research and innovation. It is home to advanced manufacturing and has the largest tri-modal inland port in North

America. With over 60 free trade and investment agreements, Manitoba offers easy access to markets in North America and beyond.

She further said, with thousands of kilometers of hiking trails and 100,000 lakes and rivers, Manitoba is a place for Kayaking and Canoeing. It has over 40 public campgrounds and is known for the Bison Safari at FortWhyte Alive. Its winter attractions include polar bears, snow sculpture, ice fishing, snowmobiling, and Festival du Voyageur and the RAW: almond restaurant. It has a multi-cultural diaspora and is known for its entertainment industry.

Highlighting the promise that Trieste holds for international business, Ms. Andrea Garwood, Vice President and

Board Member, World Trade Center Trieste and Board Member, World Trade Centers Association, New York said that Trieste is located in the middle of a multi-national area and is at the centre of global sea transport dynamics. It stands out for its high quality of life and environment with a high level of education, high income per head, employment, security, services and infrastructures. Many insurance firms were founded in Trieste, some of which have become leading companies in Europe today.

Ms. Garwood further said that the port of Trieste is a leader in Italy with 62 million tons, especially for containers traffic, mineral oils and coffee sectors. Trieste also confirms itself as the first railway port of Italy, with over 10,000 trains. The Free



pharmaceuticals, biotechnology and textiles sectors. Processed diamonds account for 31 per cent of Maharashtra's exports. Potential exports from Maharashtra include Solapur blankets, Warli Painting, Kolhapuri footwear, Solapur Terry Towel, Nashik Valley Wine, Nashik Grapes, Mahabaleshwar Strawberry, Nagpur Orange, Onion, custard apple, raisins, turmeric, fig, pomegranate, mangoes, chickoo, Ajara Ghansal Rice and Kokum (*Garcinia indica*).

Ms. Naik further opined that given their innovative capabilities, Winnipeg and Trieste should partner with Maharashtra, and therefore India, in Smart City Development.

The programme was attended by representatives from various World Trade Centers, industry, MSMEs and academia.

The webinar was held on September 25, 2020.

Port of Trieste permits warehousing, storing, examining, sorting, packing and repacking, manufacturing and industrial processing operations. There is no time limit on the storage of goods, no guarantees are requested when the goods are in the Free Port; there are no import duties, VAT or other import charges on non-EU goods, and the customs origin of goods can be maintained, as also payment of customs duties and

fiscal border duties can be deferred by up to six months.

Ms. Rupa Naik, Senior Director, World Trade Center Mumbai highlighted the export potential of Maharashtra, suggesting that Maharashtra has 570 software technology and food parks, and has export promotion hubs in automotive and auto components, gems and jewellery, IT/ITeS,



**WORLD TRADE CENTER®
JAIPUR**



WTC Jaipur is a member of the World Trade Centers Association (WTCA), New York which represents an unparalleled network of 321 WTCs in over 90 countries connecting one million businesses across the world. WTC Jaipur is promoted by M. Visvesvaraya Industrial Research and Development Centre (MVRDC), which is also the promoter of WTC Mumbai, the premium World Trade Center in India. WTC Jaipur will facilitate trade and investment promotion in the state and will assist local businesses to foray into global markets and help enhance competitiveness of Rajasthan.

Join the Network

MSMEs, Exporters/Importers, Consulting Agencies, Institutions/ Organisations, Trade Associations, Corporate Houses, Corporations and PSUs can join with WTC Jaipur to promote businesses globally at an annual membership fee.

Membership Benefits

Enables active engagement by bringing together local and international governments and businesses on a single platform by undertaking activities to promote international trade, investment, tourism, technology and exchange of information through the services on offer.

Services Offered

- Export Counseling • Seminars / Workshops / Panel Discussions on trade-related topics • Networking Events
- Online Information on trade and investment opportunities • Providing International market connections
- Trade Missions to explore overseas markets • Access to World Trade Centres Association, New York network
 - Promoting inbound trade delegation from overseas • Promoting members online
- Free Registration with Trade Point Mumbai India (Member of World Trade Point Federation, Geneva) for generating business contacts • Participation in International Exhibitions • Access to publications of WTC Mumbai • Access to WTCA Card

Administrative office:

WORLD TRADE CENTER JAIPUR (RAJASTHAN) ASSOCIATION

314, 3rd Floor, Unique Lifestyle Aura, Sahakar Marg,
Jyoti Nagar, Jaipur 302015, Rajasthan, India

t: +91 141 2981052, +91 9987777977 | e: wtc@wtcjaipur.org

Registered office:

31st Floor, Center 1, Cuffe Parade,
Mumbai - 400005, Maharashtra, India

Tel.: 022 66387272 | Email: wtc@wtcmumbai.org

Odisha Artisans mentored on Developing Marketing Strategy for their products

Branding

- Strong thematic branding
- Replicated throughout channels
- Strong user engagement and showcase
- Examples -
 - <https://www.chumbak.com/>
 - <https://thoomri.com/>
 - <https://utkalamrita.com/>
 - <https://suta.in/>

Webinar Invitation:

Cordially invite to Webinar on
Developing Marketing Strategy for Odisha Handloom & Handicrafts
 4th September 2020 4:00 PM - 5:00 PM (IST)

Speakers

Shri S K Jena, OAS
 Director, Directorate of Export Promotions & Marketing
 MSME Department
 Government of Odisha

Shri Sujoy Kar
 Joint CEO, Marketing
 Odisha Rural Development & Marketing Society
 Panchayati Raj & Drinking Water Department,
 Government of Odisha

Dr Anita Sahat
 Managing Trustee, Orisa Trust
 Director, Safai Experts

Prof Surya Mishra
 KJ Somaiya School of Management
 Bhubaneswar

RSVP:
[Asha J Mohapatra +91 9090090811](mailto:Asha.J.Mohapatra@wtc.bhubaneswar.org)
tradepromotion@wtc.bhubaneswar.org

Meeting Platform: GoTo Meeting
Access Code: 804-713-093

In an era of an open digital market place and increased outreach of e-commerce platforms, the dynamics of conventional marketing have been witnessing a significant change. With international trade hitting a pause due to COVID-19, the prospects of business have been going through unprecedented changes as well. The increase in dependence on locally made products has opened up a vast gamut of opportunities for the small & medium enterprises to explore. Notions such as 'Vocal for Local' and 'Aatmanirbhar (Self reliant)' have started to spread its roots among the enterprising masses of the nation. Acting as a catalyst to this active and positive development, World Trade Center Bhubaneswar in association with Mission Shakti, Government of Odisha, Odisha Rural Development & Marketing Society (ORMAS) and Amazon Karigar initiated a second round of

discussion on developing a marketing strategy for promotion of Odisha's handloom and handicraft products. The webinar was a continuation to the previously conducted online workshop on listing of handicraft and handloom products on e-commerce platforms such as Amazon Karigar.

Mr. S.K.Jena, Director, Directorate of Export Promotion & Marketing under the Department of Micro Small & Medium Enterprises of Government of Odisha, in his inaugural address spoke about the various unexplored potentials of the State. While highlighting the numerous support mechanisms being provided by the different agencies of Government of Odisha, in promoting the handloom and handicraft products, Mr. Jena urged the artisans, weavers and the aggregators to make effective use of these government schemes and

work towards enhancing the much deserved outreach for these elite products. He also shared his experience of witnessing an overwhelming response for products in various international forums and exhibitions where the State had participated.

Mr. Sujoy Kar, Joint CEO - Marketing, ORMAS in his address deliberated on the need for cluster development. He urged that the artisans should focus on forming clusters in order to gain enhanced visibility for their produce. He advocated that developing clusters would have a highly positive impact on the production patterns, and would also help in increasing the standards, to attract buyers from the international market. He further explained about the importance of using attractive marketing materials such as brochures, product catalogues etc. While highlighting the scope for

Odisha's products in the global markets he cited the examples of eco-friendly products made out of sabai and golden grass.

Mr. Durga Nayak, Officer, Amazon India, made a detailed presentation on the role of Amazon in handholding the artisans and weavers. He spoke about the 'Amazon Karigar' initiative and explained in detail about the financial and non-financial benefits, as well as the special services offered under this window for the benefit of the artisans.

Prof. Surya Mishra, Faculty, KIIT School of Management, Bhubaneswar, in his deliberation spoke about the various marketing mechanisms for promotion of handlooms and handicrafts. He further made a presentation, touching upon crucial points such as challenges in the sector, various models and mechanisms for choosing appropriate marketing models, branding techniques and

the marketing process to be followed.

Dr. Anita Sabat, Director, Sabat Exports Pvt. Ltd. and Managing Trustee, Odita Trust, in her presentation highlighted the importance of gaining due identification for the products of the State. She opined that the state should strive to add concrete credentials through tools such as geographical indications. While sharing insights on different type of handlooms being produced across the state, she advocated that it is the seller's responsibility to ensure that the customers receive accurate information about the product being procured by them. She deliberated on the importance of attaching a proper product description to the product, as this would create an identity for the product in the market and help in increasing the visibility of the product as well as enhance the demand. She also shared her experience of exploring the e-commerce platforms in her

entrepreneurial journey.

Earlier, Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar, in her address spoke about the various endeavors being taken by World Trade Center Bhubaneswar in handholding weavers and artisans during this tough time. She also took the opportunity to welcome the esteemed speakers and shared details on the objective of the session. Welcoming the attending members of cooperatives, aggregators, facilitators, government societies and individual artisans and weavers she announced that "handicraft and handloom makers should feel free to approach the center for help, as World Trade Center Bhubaneswar is open to facilitate all possible assistance and provide handholding support to them".

The webinar was held on September 04, 2020



Indian Businesses urged to tap markets of Fairfax County Virginia

International trade is one of the most vital set of economic activities that strengthen the fiscal parameters of a nation. During this challenging time when COVID 19 has crippled the global economy, strengthening of international trade has become increasingly important. In an endeavour towards handholding the Indian firms to establish and strengthen their businesses in US, World Trade

Center Bhubaneswar in association with Fairfax County Economic Development Authority (FCEDA), USA, organised a webinar on 'Turning Challenges into Opportunities: Expanding Business & Mindset Globally'. The webinar marked a virtual visit of the officials of FCEDA to Bhubaneswar with an objective of focusing on opening up new avenues for the businesses of Bhubaneswar and help them reap

the benefits of expanding into mature markets such as Fairfax County, Virginia, USA.

Ms. Juhi Naithani, Assistant Director, International Business Investment, FCEDA, in her address explained the geographical and other competitive advantages of doing business in Fairfax County. She spoke in detail about the existing market access, quality of workforce and dynamics,



SEPTEMBER 16, 2020
TURNING CHALLENGES INTO OPPORTUNITIES
FCEDA VISITS BHUBANESWAR!

Supported by

WORLD TRADE CENTER BHUBANESWAR

Expand Your Business and Mindset Globally

Plan & Consider
 Evaluate your readiness & identify the promising markets

Assess & Select
 Research about your target markets & understand the financial needs

Execute
 Focus on long-term relationship & explore the ways we can help your business succeed

Join Us on September 16th 2020 at 6:30 - 7:45 pm IST
 Register: <https://lnkd.in/gAvH8tB>

#113
 Fairfax County based firms make 2020 Inc. 5000 list

FCEDA brings to you the knowledge & support offered by the local government.
 Hear from industry experts on best practices for successful business expansion

For more details contact
 DMalku@fceda.org/-91 7730941689 | tradepromotion@wtcbhubaneswar.org/-91 9090090011

diverse resources for capital and diverse business community of the County. While highlighting names of some of the Fortune 500 companies and enterprises such as Hilton, NVR, Leidos etc., which are operating successfully from the County, she also shared the names of other technology and international employers gaining from their operations there. Ms. Naithani also deliberated on the details of key industries and the potential areas for business in the County. She

further informed about the assistance and facilities provided by FCEDA to businesses in terms of identifying appropriate sources for funding, finding office space, identifying sources for hiring skilled personnel and providing market intelligence reports. Mr. Ashiwini Kumar Rath, Chief Executive Officer, Batoi Systems Pvt. Ltd. and Honorary Convener of WTC Bhubaneswar Start-up, Innovation & Technology Think Tank, spoke about his experience of conducting business in the US. He also shared insights on the benefits of engaging with an economic development agency. Highlighting the social as well as economic damage which the existing global disruption has created, Mr. Rath encouraged entrepreneurs to work towards expansion of their business and develop new dimensions to the market areas which they have been conventionally serving.

He also opined that reinvention is the key to survival in difficult times. Mr. Rath concluded his speech by sharing insights about an app named 'Time Captis' developed by

his digital firm in order to serve the micro and medium enterprises.

Mr. Satya Yeruva, Associate, CHUGH LLP, in his address gave a broad perspective on different types of entities registered and recognized in the County and made a detailed presentation on the legal aspects of commencing a business in USA.

Mr. Jagan Mohan, Immigration Consultant, CHUGH LLP, in his deliberation shared details of the immigration population in Fairfax County and types of US Visas which could be used to establish an enterprise there.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar welcomed and invited the officials of FCEDA for collaborating in facilitating the companies in Odisha to explore the US markets, and expand their business operations globally. Such sessions are a welcome step in enhancing the market knowledge of entrepreneurs of the State, she said. Ms. Juhi Naithani, Assistant Director, International Business Investment, FCEDA proposed the vote of thanks.

The webinar was held on September 16, 2020

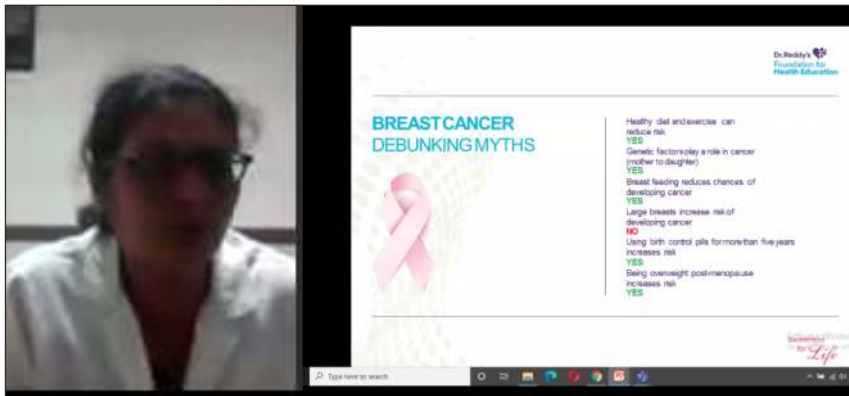
Need for increasing focus on health and hygiene related issues of women

The importance of health and hygiene has always been undervalued. The COVID - 19 pandemic has not only reinforced the importance of personal hygiene

but has also set health at the top in the list of priorities for an individual. Marking the significance of the situation World Trade Center Bhubaneswar in association with Dr.

Reddy's Health Foundation for Health Education organized a session on Wellness for Women.

Dr. Jyochnamayi Panda, Professor



(O&G), Kalinga Institute of Medical Science, addressed the session as the key resource person. In her deliberation she made a detailed presentation on the health issues faced by women in general. She further went on to share detailed insights on particular issues faced by women falling under the age groups such as below 20, in between 20 to 40 and above 40 years of age. She explained about the various health

risks associated with COVID-19 pandemic for expecting mothers. While highlighting the increasing risk of medical conditions such as cervical and breast cancer, she deliberated on the menstrual hygiene and the gynecological issues one needs to take care off. She also advocated vaccinations for such diseases to be administered at appropriate age brackets.

Earlier, Ms. Natasha Bothaju, Assistant Officer (Human Resource), Indian Metal & Ferro Alloys Ltd. welcomed the attendees to the session and also took the opportunity to introduce Dr. Panda. She also shared the objective and relevance of the session during the unprecedented times of crisis.

An interactive question and answer session added much value to the program.

Ms. Asha Mohapatra, Assistant Manager, World Trade Center Bhubaneswar proposed the vote of thanks.

The webinar was held on September 21, 2020

■

Skill Development Series kicks off with Session on Fashion & Textile Technology

Development of relevant skill sets is an ideal way to empower small business groups. As a result of the outbreak of COVID-19 pandemic, small businesses now have a greater and major role to play in the revival of the Indian economy. However, it is rightly observed that if the nation wants to see visible growth, identifying economy boosters and taking relevant measures for building capacities of these small businesses will go a long way in enabling them to deliver. In this context World Trade Center Bhubaneswar endeavored to start a Skill Development Series. The

SKILL DEVELOPMENT SERIES

Empowering Small & Woman Owned Businesses

Session 1: Opportunities in Textile & Fashion Technologies

30th September 2020 | 7th & 14th October 2020

Timing: 4 p.m. to 5 p.m.

Why attend:

- Gain insights on setting up a business in textile & fashion technology
- Learn about the Entrepreneurial Opportunities in Fashion Industry in Odisha
- AI and its scope for Fashion Entrepreneurs in Odisha
- Interact and learn with successful Women Entrepreneurs in the field
- Learn about basics of entrepreneurship from the faculty of EDII
- Session on Emerging Trends & Techniques in Fashion Technology by Senior Faculty NIFT

In association with

NIFT, EDII, Startup Odisha

Online certificate of participation shall be issued to attendees who complete the session

RSVP:
Asha J Mohapatra +91 909090011 | tradepromotion@wtcbhubaneswar.org

series aims to not only provide mentorship but also help the small and woman - owned business to gain basic technical know-how in various potential sectors. Thus, the first session of the series focusing on Fashion & Textile Technology was organized by the Center in association with National Institute of Fashion Technology (NIFT), Bhubaneswar, Textile Association of India (Odisha Chapter), Entrepreneurship Development Institute of India (EDII), Eastern Region and Start-Up Odisha.

Prof. B.B. Jena, Faculty, NIFT

Bhubaneswar, made a detailed presentation providing an overview of the entrepreneurial avenues in Fashion Industry. He further deliberated on the emerging trends and techniques in Fashion Technology. He shared insights on the fundamentals of mass production in textile and explained about the various mechanisms for developing a fashion centric business. He also cited examples of various successful women entrepreneurs in particular who are into the

fashion business and have thought out of the box to give fashion a new dimension.

Earlier, Ms. Chaitali Mishra, Chief Executive Officer, Saathi Group and Honorary Convener, WTC Bhubaneswar Women Forum, in her address spoke about the objective of the session. While speaking about the various challenges being faced by the MSMEs due to COVID - 19 she spoke on various revival strategies and how technological knowhow is

essentially going to play the major role in the revival process. She also took the opportunity to welcome and introduce Dr. Jena to the attendees.

The session is scheduled to continue in two more slots to be held subsequently.

The webinar was held on September 30, 2020

■



OBJECTIVE

- Facilitates Trade & Investment Promotion of Odisha
- Assist local businesses to foray in to global markets

TRADE SERVICES

Trade related Programmes | Export Counselling | International Market Connections
Education & Training Programmes | Opportunity to participate in International Trade Shows

World Trade Center Bhubaneswar Facilitates Businesses to Access Global Markets

Administrative office

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Bhubaneswar - 751022, Odisha, India

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Registered office:

31st Floor, Center 1, Cuffe Parade,
Mumbai - 400005, Maharashtra, India

Tel.: 022 66387272 | Email: wtc@wtcmumbai.org

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Follow us on:     

WTC Goa reaches out to Self Help Groups and women entrepreneurs to integrate with global markets



Mr. Cyril Desouza

Assistant Director - Trade Promotion
World Trade Center Goa

As per the data released by World Trade Organization (WTO), in April 2019, India's share in the global exports for merchandise for the year 2018, was 1.7 per cent and 2.6 per cent in global imports. Similarly, India's share in global exports for the service sector was 3.5 per cent and imports was 3.2 per cent. Further, the report suggests that only one in every five Indian exporters is a woman entrepreneur. These figures underline the fact that India has immense potential to increase its share in global trade, by bringing more women entrepreneurs in the field of exports from India.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Mumbai, was invited to share his views on integrating self help groups with global markets, at a webinar on 'Empowering Goan Women to Conquer Global Markets' organized by the Rotary Club of Vasco Port Town in association with the women's wing of Goa Chamber of Commerce and Industry. This webinar was organized with the

objective of encouraging women exporters in India.

Mr. Cyril Desouza, in his speech spoke about the role played by World Trade Center (WTC) in encouraging India's trade globally. He highlighted that WTCA, New York has a network of over 300 WTCs spread across 90 countries, connecting one million businesses across the world, thus facilitating international trade and investment.

While speaking on the efforts made by WTC Goa to encourage Self Help Groups through mindset change, impart training and encourage them to participate in global initiatives promoted by WTC Goa, Mr. Desouza pointed out that Self Help Groups are now making strong efforts in banding together multiple groups of unorganized small entrepreneurs into viable economic entities at the grass root level. In the area of education, Mr. Desouza shared about the trainings in marketing and creation of sustainable global value chains that WTC Goa imparted to the Self Help Groups through Goa Institute of Public Administration and Rural Development (GIPARD) of the Government of Goa.

Further, Mr. Desouza mentioned that World Trade Center Institute in Mumbai has opened admissions for the online course namely 'Post Graduate Diploma in International Trade', which will provide women entrepreneurs of Goa thorough knowledge of the different nuances of foreign trade and help them run a successful business in exports and imports.

Elaborating on various events and programmes conducted by WTC Goa for women empowerment, Mr. Desouza mentioned about the participation of District Rural Development Agency (DRDA), Government of Goa, at the World Trade Expo 2019 organized by World Trade Center Mumbai, which provided a platform for Goan entrepreneurs, including rural women of Goa, to interact with diplomats, experts and representatives of various MNCs from over 30 countries and also exhibitors from 6 Indian states, to discuss trade and investment opportunities at the global level.

He also spoke about the various programmes and exhibitions organized in Goa to promote women entrepreneurs and Self Help Groups, for example a programme organized during the visit of his Excellency Mr. Md. Lutfor Rahman, Deputy High Commissioner, Bangladesh Deputy High Commission, Mumbai to Goa and an exhibition held at the Mall de Goa during the month of December 2019 to help Self Help groups book orders for locally made food and clothing for Christmas.

Mr. Cyril Desouza concluded his speech with the assurance that the recently launched digital app - 'Digital Baila' and the various facilities offered by WTC Goa would go a long way in integrating and encouraging Self Help Groups as well as women entrepreneurs from Goa to understand and be successful in the global markets.

The other esteemed speakers of the webinar included Ms. Pallavi

Salgaocar, Chairperson, GCCI-WW, Ms. Poonam Shirshat, Co-Chairperson, GCCI-WW, Ms. Priti Kerkar, Internal Mentor, DRDA, Mr. Richard Noronha, Designated Officer (Licensing) FDA, Government of Goa, Advocate Eeshan Usapkar, and Corporate Trainer, Ms. Mayuri Bhate, Co-Founder, Ecotopia, Ms. Darpana Athale, Director, Sarvasva Designs Pvt. Ltd., Ms. Anneli Ohrvil from Estonia and Dr. Maria Cordeiro, Managing Director, Goan Pharma Pvt. Ltd.

The welcome address was given by Ms. Radha Lawande, President, Rotary Club, Vasco Port Town and the vote of thanks was proposed by Ms. Kavita Dialani. The webinar was moderated by Ms. Madhumita Arolkar.

This two-day webinar highlighted different aspects of marketing for global buyers such as need for branding, good communication and marketing skills and networking opportunities, etc. that are required

for Self Help Groups and women entrepreneurs to successfully set up businesses and trade internationally.

The webinar was held on September 3-4, 2020

The Unlocking is working but more needs to be done - Industry Experts

The COVID-19 pandemic continues to pose a challenge for governments, industry and the common public across the globe. The lockdown in March 2020 in order to stop the spread of the disease, and to give the medical

sector sufficient time to upgrade the healthcare system, has slowed down the economy substantially.

In order to analyze the current situation, chalk out possible solutions and offer valuable

suggestions to steer the Indian economy on a faster trajectory of growth and revival from the pandemic, World Trade Center Goa in association with Indian Accounting Association, Goa Branch, organized the second part of the webinar

WORLD TRADE CENTER® GOA

INDIAN ACCOUNTING ASSOCIATION
Goa Branch

WEBINAR on

Unlocking the Economy

Part 2

A webinar dedicated to understanding the initiatives taken for smooth unlocking of the Economy.

30th September 2020

Participants: Irru S. Kunkolikar, Cynil - WTC Goa, Ashutosh Khara..., Dr. Alok Chakra...

series titled 'Unlocking the Economy - Part 2'

Dr. Alok Chakrawal, Professor, Saurashtra University, disclosed that the Government of India has earmarked almost 10% of its GDP as a Stimulus Package to spur economic activity, which has been affected by the COVID-19 pandemic. He also informed that schemes like Fiscal Incentive and Policy Reforms measures, Phased Manufacturing Programme, Urban Employment Guarantee scheme and Production Linked Incentives scheme are actively being considered by the Government of India to support the economy. The Merchandise Exports from India Scheme (MEIS) he said is to be discontinued as it has not been effective in creating export competitiveness.

Mr. Ashutosh Kharangate, Founder and Managing Director, Mangal Analytics & Research Consulting Pvt. Ltd. said that the Government of India in its Unlocking Policy went one step at a time, by first unlocking the necessary sectors, followed by the unlocking of the comfort and luxury sectors. He also envisaged a large flow of Foreign Direct Investment (FDI) to flow into India, due to the current negative sentiments of investors toward China.

Mr. Kharangate pointed out that the time is ripe for the Government of India to revisit the liberal budgetary allowances and also make a strong case for curbing wasteful expenditure. Further, he called for more Public - Private partnerships for faster economic growth and ended his presentation by dwelling on the aspect of Meetings, Incentives, Conferences and Exhibitions (M.I.C.E.) sector that could play a major role in spurring the economic growth.

Mr. Irru Kunkollikar, Founder and Promoter, Tape Technology, explained that the best way to increase the demand for products and services during the pandemic is to first collect customer feedback and evaluate how to enhance services or introduce new products based on customer requirement. Speaking about loans, Mr. Kunkollikar explained that sufficient funds are required for the growth of a business, and cash flow deficiency could be made up by taking additional loans which should be used judiciously.

Mr. Kunkollikar went on to add that strategic marketing activities help companies recognize demand for new products and services and also help them create new markets.

"Building stories around your product and offering meaningful discounts to customers for trying new products would go a long way in boosting demand and add to the profitability," opined Mr. Kunkollikar.

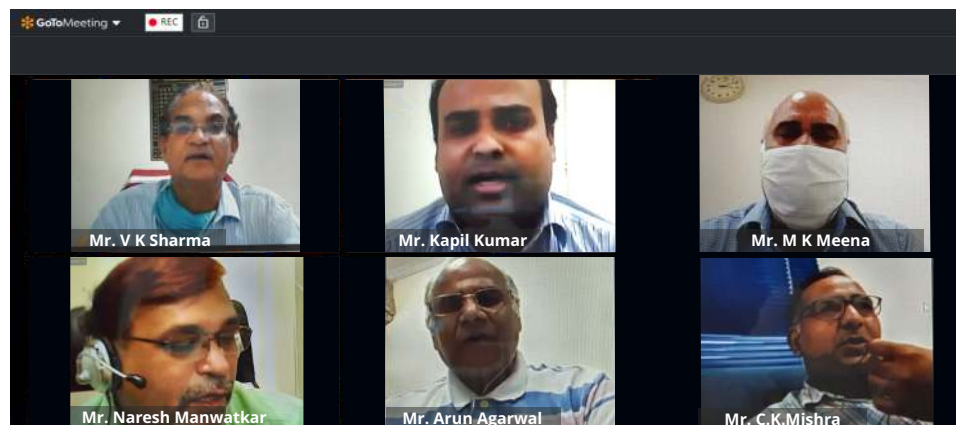
The session concluded with deliberations on questions like sector that needs to be focused on, what is considered to be the right amount of stimulus, role of the private sector in helping drive the economic recovery at a faster pace etc.

Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa while summarizing the proceedings of the webinar said that unlocking of the economy has its own challenges and the webinar was not only successful in envisaging the new measures that could be implemented in the near future, but also put forth concrete and practical suggestions that would go a long way in steering the economic growth of the country which is hit by the COVID-19 pandemic.

The webinar was held on September 30, 2020

■

GeM - Government e Marketplace, Procurement Reimagined



followed to ensure that the procurement process is fair, efficient and transparent."

In his keynote address Mr. V.K.Sharma, Director, MSME-DI, Jaipur, Ministry of MSME, Government of India, mentioned that "registering on the GeM portal will help sellers promote their business to the government which can be useful for the growth of private companies

and vendors. All government offices have to fulfill their procurement requirement only by purchasing through registered vendors under GeM portal. One of the best features of the platform is that traders can sell their products to government buyers directly without bidding and at reasonable prices. The government has relaxed the terms and conditions for buying goods from start-ups and minimum paper work is required to get registered on the GeM portal."

Earlier, in his welcome address, Mr. M. K. Meena, Dy. Director, MSME-DI, Jaipur, Ministry of MSME, Government of India, spoke about the transparency, effectiveness and speedy improvement of the online GeM portal, during the acquisition of essential goods and services. He further added that government officials have the freedom to search and purchase almost all goods and services on this portal.

Mr. Naresh Manwatkar, Assistant Director, MSME-DI Jaipur, Ministry of MSME, Government of India, elaborated on the process of vendor registration on the GeM portal. He also mentioned that GeM is dynamic, self-sustaining, user-

Hon'ble Prime Minister Mr. Narendra Modi based on the recommendations of a group of secretaries, decided to set up a dedicated Government e Marketplace (GeM) for different goods and services procured by government organizations / departments / PSUs. This e Marketplace was created in a record time of five months. The GeM platform was developed to provide tools of e-bidding, reverse e-auction and demand aggregation to facilitate government users to achieve the best value for their money. In order to discuss the public procurement policy as well as benefits and registration process of GeM, World Trade Center Jaipur in association with MSME Development Institute Jaipur, Ministry of MSME, Government of India, Nuclear Power Corporation of India Limited (NPCIL), Federation of Rajasthan Trade & Industry (FORTI) Jaipur and Laghu Udyog Bharti, Unit Behror organized a webinar on GeM portal to discuss new business opportunities for MSME's.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur, in his opening remarks urged all participants to try and convert their

challenges into opportunities and take maximum advantage of the GeM platform which is created to generate trade opportunities during the Covid-19 situation.

Chief Guest Mr. Arun Agarwal, Executive President, Federation of Rajasthan Trade & Industry (FORTI) Jaipur, Rajasthan, highlighting the very aim of Government E-Marketplace (GeM) said that "GeM is an e-commerce portal initiated and operated by the government to enable easy online purchase of consumer goods and services required by various government departments, organizations and public sector undertakings. The main objective of the GeM portal is to ensure transparency, efficiency and preparedness in procurement of supplies for the government." Mr. Agarwal further added that "Government offices look forward to purchasing goods and services to meet their operations and office needs like any other private companies. Public procurement can be explained as the process by which central, state governments and public enterprises purchase goods and services from private traders and manufacturers. Strict procedures and rules must be

friendly and a one-stop Government e-Market portal hosted by DGS&D, where common user goods and services can be procured by government officers. Mr. Manwatkar highlighted that public procurement forms a very important part of government activity and reform in public procurement is one of the top priorities of the present government. He also applauded the bold step taken by the government in creating GeM, with the aim to transform the way goods and services are procured by the government ministries and departments, public sector undertakings and other apex autonomous bodies of the central government.

Sessions expert speaker Mr. Kapil Kumar, Manager-Contracts Management, Nuclear Power Corporation of India Ltd., Rawatbhata, Rajasthan, made a presentation on how NPCIL helps in the growth of new startups by continuously expanding the basket of products and services it procures from the GeM portal. He informed that to improve fair participation in Bid / RA, GeM now ensures that at least 3 sellers have participated and offer products from at least two different OEMs. In case buyer wants to proceed with less than three resellers or two OEMs/Brand, they have to upload approval from a competent authority.

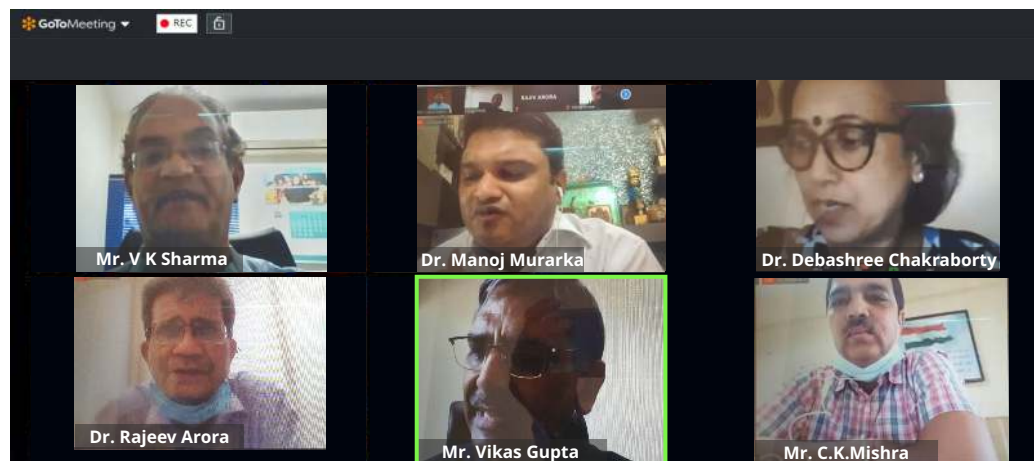
Mr. Kapil and Mr. Manwatkar also responded to queries on direct / L1 purchase, payment processing dashboards and filter, among others.

Vote of thanks was proposed by Mr. Dinesh Soni, Assistant Director, MSME-DI Jaipur, Ministry of MSME, Government of India.

The webinar was held on September 3, 2020

■

Need for strengthening the production capacity in the edible oil industry



come in vogue where local entrepreneurs are encouraged to make India self-sufficient by establishing new manufacturing and processing units.

With the objective to encourage greater domestic activity in Edible Oil sector and to further augment the agenda of "Make in India", World Trade

Import substitution is a strategy under trade policy that ultimately serves the objective of encouraging the production of goods in the domestic market. The purpose of any policy aimed at advocating production of goods domestically to substitute imports is to change the economic edifice of the country.

Post-Independence India adopted the policy of import replacement by imposing higher tariffs on import duty. The strategy which was ultimately termed as import substitution, with the aim to boost domestic production and shield domestic products from international competition has now

Center Jaipur in association with MSME Development Institute Jaipur, Ministry of MSME, Government of India and National Oils and Trade Association organized a webinar on 'Import Substitution for Edible Oil Industry'. The webinar generated interest from manufacturers, traders and associations, to

brainstorm with an eminent group of panelists comprising of office bearers of DGFT, DGTR, FSSAI, Sector Trade Associations, Manufacturers, Importers, Exporters, Traders, Retail Chain Operators, R&D Institutions, Testing Labs and Packaging Manufacturers.

In his key note address, Mr. V.K.Sharma, Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India revealed that continuous imports in the sector is weakening domestic production capacities. Despite having good units, manufacturers are struggling and looking for support to survive in a scenario which is now dominated by competition from overseas manufacturers.

Dr. Manoj Murarka, Director, Manishankar Oils Pvt. Ltd. in his speech informed about the present alarming scenario where 70% of our total requirements in this field are met by imports. He suggested that in such a situation we must rethink, reassess and redefine our domestic manufacturing competencies. Mr. Murarka also urged government agencies to keep a check on parameters set for manufacturing blended oils.

Mr. Vikas Gupta, Deputy Director, MSME DI Jaipur, while sharing the

objective of hosting the webinar said the time has come to revisit and analyze our position in terms of tariff barrier set, policy framework, research and development capabilities and need for technology upgradation.

Dr. Rajiv Arora, Additional DG (FT), DGTR, Ministry of Commerce and Industry, New Delhi, in his speech highlighted that the role of DGTR was essentially that of an interventionist. One of its primary purpose is to keep a check on increased imports. He also mentioned that at times under justifiable grounds DGTR also recommends anti-dumping duty or countervailing duty, thus curtailing unfair trade practices.

Mr. C. K. Mishra, Joint DGFT, Jaipur, suggested that oil palm cultivation should be increased and a core government group should be formed to curtail imports.

Dr. Debashree Chakraborty, R & D, Mahindra and Mahindra, Mumbai, recommended that we should promote the consumption of our original oils that have historically been in use in India. She further advocated the need to stop rampant adulteration in products and mentioned that a strong technical team should be set up to keep a check on the system.

Mr. Anil Kapoor, Joint Director, FSSAI (Food Safety and Standards Authority of India), New Delhi, mentioned that FSSAI has constantly been upgrading the in-progress standards for oils and fats and that sample collection and quality checks are an ongoing process. He also shared that FSSAI is making constant efforts to support the home-grown industries by developing robust standards and sharing new parameters such as labelling for edible oil industry.

During the webinar Mr. Anil Kumar Gupta from Shri Shakun Oils Ltd., Mr. Girish Acharya from Hasti Petrochemicals & Shipping Ltd., Mr. Nitin Suhasaria, Suhasaria Agency, Mr. Himanshu Saraf, MPS Packers Pvt. Ltd., Mr. Varinder Singh and Mr. Vivek Jagwayan from S R Proteins Pvt. Ltd shared their industrial experience and deliberated upon various ways to curtail imports and encourage exports of edible oil from India.

The webinar concluded with Mr. Vikas Gupta, Deputy Director, MSME-DI Jaipur proposing a formal vote of thanks.

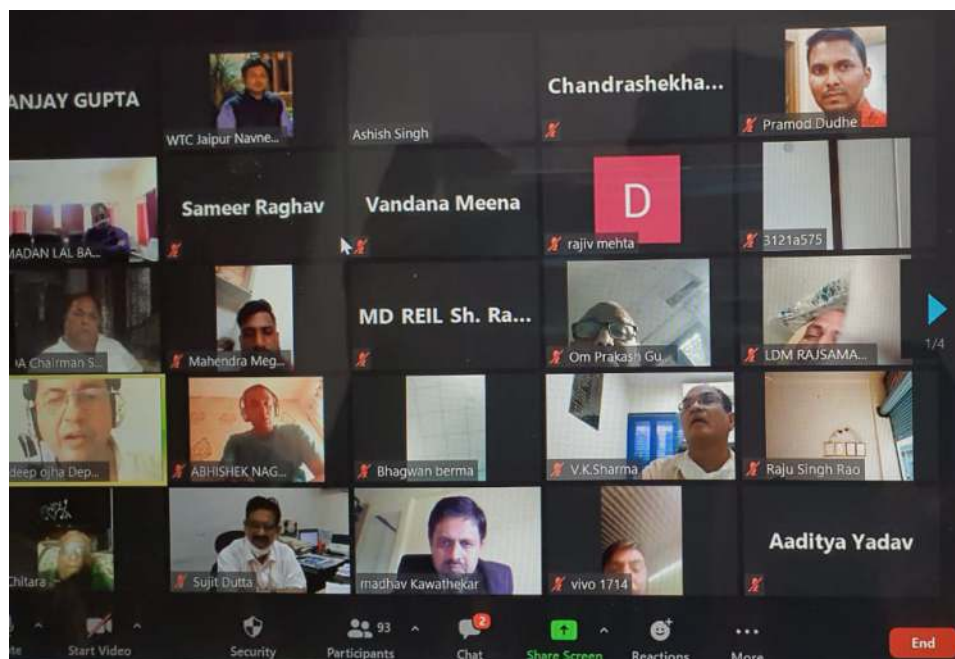
The webinar was held on September 15, 2020 ■

Technological advancement imperative to boost growth in the Dairy Sector

Given the demand supply gap that persists in the milk consumption pattern in India, the government resorted to tax free imports of milk powder & butter oil. Despite best efforts, the

current growth rate in milk production is only 3.8% compared to 4.0 % plus in 1990s. In order to assess the possible solutions for the above problem and analyze the business opportunities that have

developed due to the technological advancements, WTC Jaipur collaborated with MSME DI Jaipur, Ministry of MSME, Government of India, Rajasthan Electronics and Instruments Limited (REIL) Jaipur



and Indian Dairy Association (IDA), Rajasthan State Chapter to organize a webinar on 'Business Opportunities and Technological Advancement in Dairy Value Chain' to explore viable potential for entrepreneurs in Dairy Value Chain.

Mr. Rakesh Chopra, Managing Director, Rajasthan Electronics and Instruments Limited (REIL), said that "Rajasthan Electronics & Instruments Ltd. (REIL) has a prominent place in the electronics industry of Rajasthan. The Company is a joint venture between the Government of India & the Government of Rajasthan, through their respective institutions. The Company was conferred the status of a 'MINI RATNA' by the Department of Public Enterprises, Ministry of Industry, Government of India in 1997 on account of its good all-round performance and excellent products." Mr. Chopra further added "to provide an impetus to the dairy processing industry and provide smart and affordable technologies to new entrepreneurs, REIL has

developed various testers as well as analyzers like the Electronic Milk Tester, Automatic Electronic Milk Tester, Electronic Milk Analyzer-SL-30 (EMA SL-30), Electronic Milk Analyzer-SL-20 (EMA SL-20), Electronic Weighing Scale, Electronic Milk Adulteration Tester (EMAT), Electronic Milk Adulteration Tester with Analyzer (EMAT+), Somatic Cell Counter, etc"

Mr. Rahul Saxena, Chairman, Indian Dairy Association (IDA), Rajasthan State Chapter opined that if India has to emerge as a leading exporting nation, it is most important to develop proper production, processing and selling infrastructure, which is proficient in meeting international quality requirements. He was also of the idea that a complete strategy for producing quality and safe dairy products should be framed with a suitable long-term plan in place.

Dr. Ashish Kumar Singh, Principal Scientist, National Dairy Research Institute (NDRI), Karnal, Haryana, in

his speech highlighted that, one of the most important objectives of NDRI is to provide R&D support for dairy development programmes as they work in close liaison with various national and international developmental agencies. He also mentioned that the Institute catalyses close interactions among scientists, students, farmers and dairy industry for orchestrating dairy development process in a harmonious manner. Further, Dr. Singh shared that the Institute has three major areas of R&D activities viz. 1) Dairy Production 2) Dairy Processing 3) Dairy

Extension and Management. All these R&D activities are managed through 13 Research Divisions/Sections. "The Institute also has an Agricultural Technology Information Centre (ATIC), Business Planning and Development (BPD) unit, Krishi Vigyan Kendra, Dairy Training Centre and Artificial Breeding Research Centre", informed Dr. Singh.

Guest speaker Mr. Madhav Mohan Kawathekar, General Manager-Business Development, Nichrome India Ltd., Pune, explained how technology has boosted the development of the dairy sector. Representing Nichrome India Ltd., he mentioned that its fast packaging machines for milk, dairy products and other liquids offer reliable, hygienic, efficient and accurate liquid packaging solutions. He further mentioned that, equipped with advanced servo technology and continuous mechanical filler, Nichrome's Filpack Servo 10 offers versatile milk packaging solutions

and also offers a flexible and wide-range of liquid filling machines products.

Earlier, Mr. V.K. Sharma, Director, MSME DI Jaipur, Ministry of MSME, Government of India in his key note address and Mr. Pradeep Ojha, Dy. Director, MSME DI Jaipur, Ministry of MSME, Government of India, while sharing the theme of the program urged new entrepreneurs to venture into dairy sector and benefit from multiple schemes offered by Ministry of MSME, Government of India.

Dr. Sujit K. Dutta, Joint Commissioner, The Department of Animal Husbandry and Dairying (AH&D), Ministry of Fisheries, Animal Husbandry & Dairying, Government

of India, while explaining the role and developmental function of the department, mentioned that it is responsible for matters relating to livestock production, preservation, protection from diseases and improvement of stocks and dairy development. It is also responsible for matters relating to the Delhi Milk Scheme and the National Dairy Development Board. "The Department advises State Governments/Union Territories in the formulation of policies and programs in the field of Animal Husbandry and Dairy Development. The main thrust areas are, development of requisite infrastructure in States/UTs for improving productivity, preservation and protection of livestock through provision of healthcare and strengthening of

central livestock farms (cattle, sheep and poultry) for development of superior germ plasm for distribution to States." mentioned Dr. Dutta.

Distinguished Guests and speakers also responded to several queries during the webinar and ensured support to participants going forward.

Vote of thanks was proposed by Mr. Navneet Agarwal, Assistant Director-Trade Promotion, World Trade Center Jaipur.

The webinar was held on September 25, 2020

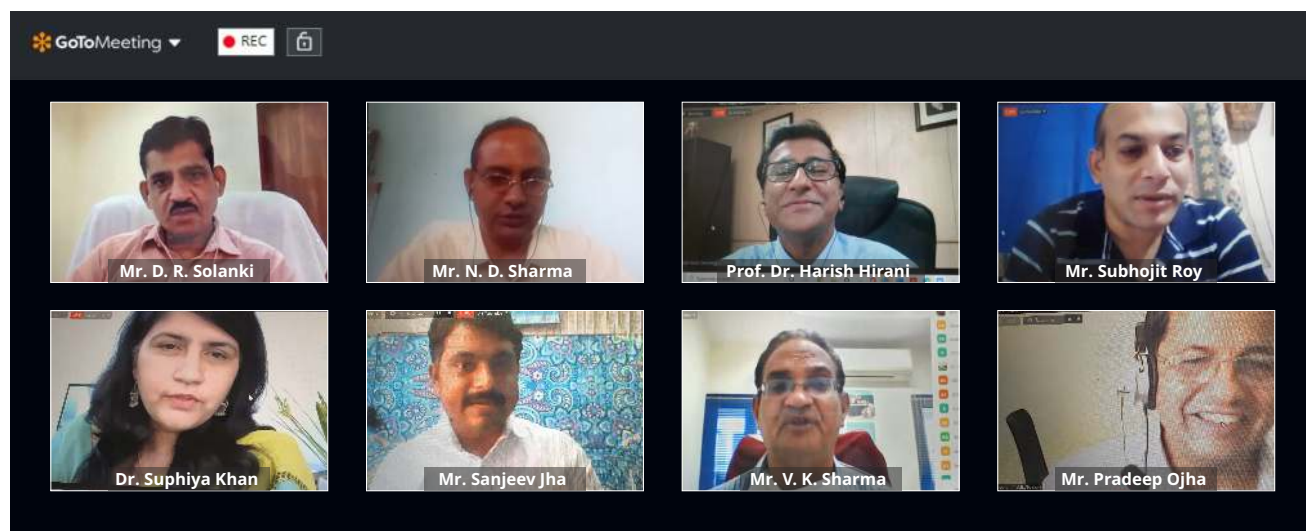
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Rajasthan set to witness technology led growth in Water-RO purification business

The progress and application of water treatment technologies have been mostly motivated by some significant factors like the discovery of new rare pollutants, proclamation of new water quality

standards and cost-effective technologies for commercial and household purpose. For a significant length of time, chemical clarification, granular media purification and chlorination were almost the only

processes used in civic water treatment. Nevertheless, the past two to three decades have seen a significant change in the approach to water treatment, like alternative treatment technologies in compari-



son to the traditional filtration/chlorination treatment method.

To address such advancements in water RO purification and emerging manufacturing opportunities in Rajasthan, World Trade Center Jaipur collaborated with MSME DI Jaipur, Ministry of MSME, Government of India, CSIR-CMERI, Durgapur, Public Health Engineering Department (P.H.E.D.), Government of Rajasthan and Water Trade Association of Rajasthan to organize a webinar on 'Technological Advancements in Water-RO Purification and Opportunities of Manufacturing in Rajasthan'. This webinar acted as a platform to all stakeholders to brainstorm and evaluate the technological advancement that could be provided at affordable costs to the user.

Mr. D.R. Solanki, Addl. Chief Engineer Region- II, Public Health Engineering Department (P.H.E.D.) Jaipur, Government of Rajasthan, expressed that the Public Health Engineering Department (PHED) is committed to provide potable water to every citizen in the state of Rajasthan. He mentioned that despite being the largest state of the country (in terms of area), Rajasthan has meagre water resources, as erratic rainfall, depleting water table and huge livestock make the task of providing potable water very challenging. Apart from that, the quantity as well as the quality (fluoride, salinity etc.) of available water makes PHED's task even more difficult. "Despite these hurdles, PHED is leaving no stone unturned to fulfil its commitment. With a state-wide office network and use of state-of-the-art Reverse Osmosis, Defluoridation, SCADA, IT and Solar Energy technology, PHED is able to

provide safe drinking water in the remotest places of Rajasthan." explained Mr. Solanki. He also informed that PHED is shifting from ground water-based schemes to surface water source-based schemes in a phased manner. This will help in combating water quality problem and make potable water supply sustainable. Concluding his speech, Mr. Solanki urged the participants that water being a precious resource, its judicious use by the public will certainly help PHED to serve the state better.

Chief Speaker, Prof (Dr.) Harish Hirani, Director, CSIR-Central Mechanical Engineering Research Institute (CMERI), Durgapur, Ministry of Science & Technology, Government of India said "Water innovations of CSIR-CMERI are inspired from real-life implications and incidences. The primary focus is to maximize the outreach of cost-effective technology innovations to the micro and small enterprises. High-end and cutting-edge water purification solutions often do not penetrate in the most marginalised geographical regions, thus CSIR-CMERI developed technologies focused exclusively upon these priorities."

Mr. Navneet Agarwal, Assistant Director – WTC Jaipur, requested participants to take maximum benefit of the webinar and engage with MSME DI Jaipur, CSIR-CMERI, P.H.E.D. Rajasthan, Banasthali Vidhyapith Rajasthan and IIM Udaipur Incubation Center to explore manufacturing opportunities with their support.

Mr. V.K. Sharma, Director, MSME-DI, Jaipur, Ministry of MSME, Govt. Of India, urged all MSMEs to anticipate the future and get ready to tackle the

scenario and focus on skill upgradation.

Mr. Pradeep Ojha, Dy. Director, MSME-DI, Jaipur, Ministry of MSME, Govt. Of India, while delivering the theme address requested all technology providers to keep the platform cost effective, not just for the industrial segment but household section as well.

Dr. Suphiya Khan, Founder and Director, Drumlins Water Technology Pvt. Ltd., Atal Incubation Centre (AIC), Banasthali Vidyapith (Rajasthan), explained the possibility of developing affordable Defluoridation Technology using Nanobiotechnology approach.

Mr. N. D. Sharma, President, Water Trade Association of Rajasthan shared a detailed overview of the RO Manufacturing scenario in Rajasthan.

Mr. Subhojit Roy Founder & CEO, Koro Solutions Pvt Ltd, IIM Udaipur Incubation Center, spoke on how eco-friendly health-pro reliable water purifiers can redefine the RO water purifier concept.

Guest speakers also responded to a number of queries by participants and ensured support going forward. Vote of thanks was proposed by Mr. Sanjeev Jha, General Secretary, Water Trade Association of Rajasthan.

The webinar was held on September 29, 2020

■

63rd Batch of the 'Post Graduate Diploma in Foreign Trade' commenced at WTC


World Trade Center Mumbai Institute commenced its 63rd batch of the Post Graduate Diploma in Foreign Trade on 16th September 2020. Due to Covid protocol, the course is designed in a virtual format to cover 60 sessions using the Zoom meeting facility. The course is conducted in an interactive mode including practical and project assignments.

This six month course provides a comprehensive coverage of all aspects of International business


with numerous practical examples to provide the much needed confidence and knowledge to start an export import business. Topics covered in this course are International Marketing, Exim Financial Management, National Foreign Trade Policy, Logistics Management and Customs Management. Eminent faculties with decades of practical experience on the subject dedicatedly engage in class with a view to prepare and skill entrepreneurs for international trade.

Prof Arvind Khedkar, an expert in international business and exim policy, commenced the first session with an overview on international business. He will be engaging around ten sessions on export import policy and discussing in detail about how an exporter can benefit out of the various schemes offered by the exim policy of the Government of India.

Forthcoming Programme of WTI




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VIRTUAL MDP on Documentary Letter of Credits

Date: 10th October 2020
Time: 10.30 am to 4.30 pm



ZOOM SESSIONS

Resource Person: Mr. Eknath Birari

Documentary Letter of Credit is the most popular method of payment in International trade which gives equal amount of protection to buyer and seller. However, LC operates on the basis of documents. As such it is very necessary to understand the mechanism of Documentary letter of credit through the rules or Articles of "Uniform Customs and Practices for Documentary Credits (UCPDC) publication No.600 dtd 1/7/2007 of International Chamber of Commerce, Paris. ICC is the micro level regulator of International trade.

However, only by understanding the mechanism of Documentary letter of Credit will not serve the purpose of the associated parties but it is necessary to understand Global Rules on scrutiny of

Consultant and trainer in Exim Finance for various Indian as well as foreign banks. Mr. Birari is also a senior faculty of WTC Mumbai Institute and a visiting faculty in many management institutes in Mumbai

Documents. How do documents become discrepant? Whether documents are discrepant or perfect is decided by another publication of ICC known as "International Standardised Banking Practices (ISBP)" which exclusively deals with scrutiny of documents. Every importer, exporter, bankers are supposed to have thorough knowledge of these publications. The main focus of the MDP will be on these two publications with a lot of practical case studies.

Who will be benefited from this MDP?

Present and prospective importers or exporters, International Trade Financing Bankers, Authorised Dealer Banks, MBA students, Professionals, Consultants.

Registration Fee: Rs.1500/- inclusive of GST | Payment via online through www.wtcmumbai.org

Contact for registration: 98205 80244 / 98195 19530 | wti@wtcmumbai.org / wtc@wtcmumbai.org

Management Development Programme (MDP) on Documentary of Credit

One day Virtual MDP is planned on

'Documentary Letter of Credit' on Saturday, October 10, 2020 from 10.30 am to 4.30 pm. The topic is very important as exporters often face payment related issues in

International Payment by 'Letter of Credit'. Mr. Eknath Birari, an expert in EXIM finance will be engaging the sessions with live case studies.

Shakambari Food Products



Name of the Company - Shakambari Food Products

Name of the Director - Mr. Anand Kainya

Description of the Company - Based in Rajasthan, Shakambari foods are manufacturers of traditional Indian snacks and sweets. Operating with the brand philosophy of making both healthy and tasty snacks from natural ingredients, using state of the art and modern ISO 22000-2005 TUV certified hygienic food processing technology and environment friendly packing, Shakambari foods supplies products to top modern retail chains in India such as Big Bazar, Aditya Birla Retail, Auchan etc.

Product / Services offered -

Traditional Fried Namkeens, Roasted Millets, Grains, Seeds and Roasted Snacks, Mangori, Papad and also Indian Sweets.

Achievements - Recipient of a National Award for MSME from the



President of India in 2010 for quality food products.

Company looking for - National and International market

Already exporting to countries - Israel

Countries you are looking to export to - Middle East, Canada and U.K.

Contact Information:

Email: sales@shakambarifoods.com

Website: www.shakambarifoods.com

Tele: 91-141-2240022 and 07792050212

Himroo



The art of weaving Himroo originated in Persia and was called 'Kim Khwab', which translates into 'tiny dreams'. This can be interpreted to mean that it was 'the fabric of dreams'. True to its meaning, Kim Khwab, in its glorious era, was woven with silk, wool, cotton or gold /silver threads. This was the textile for the royals and was once popular in the Mughal courts. Himroo which translates to 'similar' in Persian is the tone down version of the Kim Khwab, both price and material wise.

Himroo weaving is said to have been brought to (Daulatabad), now known as Aurangabad, in 1326 during the reign of King Mohammad Bin Tughlaq, who decided to shift the capital of his kingdom from Delhi to Daulatabad. He insisted that all industries also be shifted to the new capital. As a result a number of craftsmen relocated to Daulatabad and established the first Himroo weaving industry in the city. A few years later King Tughlaq shifted his capital back to Delhi, by then the Himroo weavers had established themselves very well in the city of Daulatabad and decided to stay back.

The original Himroo was a luxurious handwoven twill fabric made of silk and cotton, such that the two sides of the fabric had a different colour. The nature of the weaving technique was such that if the weft is of cotton and the warp of silk, then the lower surface of the fabric would have cotton and the upper surface would highlight the silk yarns

giving the fabric a rich and elegant texture. This technique was specially used to make Himroo items for the Islamic rulers who were against wearing fabric with animal fibre (silk or wool) touching their skin, yet wanted their garments made from silk as it gave a regal look.

With monarchy slowly fading away, the demand for himroo drastically declined. The number of looms and families involved in himroo weaving decreased significantly. The new consumers, financially belonged to the middle class and could not afford the expensive and gorgeous cloth, hence the tastes of consumers also underwent a change. Keeping this in mind Himroo is now woven in cotton warp and silk/artificial silk or rayon weft to make it affordable for the masses

Unlike olden days when the Himroo fabric was woven by hand, today, it is mass produced by power looms, where designs are inserted on punch cards. It takes minimum of seven to ten days to weave a shawl, usually measuring about two meters in length. The designs are woven by mixing double colors of threads to give an elegant look to the products. Some frequently used colors are red,

yellow, black, green, white and blue. Popular motifs on Himroo consist of 'SiaJangla' that has hanging creepers with flowers and foliage mixed up with miniature cones, Ajanta pattern inspired from Ajanta Caves and Ambi pattern where paisley motif dominates the fabric. Other designs include local fruits, animals, flowers and birds. Apart from shawls, other products made from Himroo are bed sheets, bed spreads, sarees, pillow covers, curtains and furnishings, coats, cloaks etc.

There was a time when more than



800 looms flourished in Aurangabad; today hardly few remain, and that number too is continuously dwindling with time. But thanks to a few families who held on to their roots and kept this tradition alive. Efforts of the government are also appreciated as it has sponsored looms for weaving as well as run training programmes for these weavers

Reference:

<http://www.dsource.in/resource/himroo-weaving-aurangabad-maharashtra/making-process>

<https://countercurrents.org/2018/02/himroo-dying-art/>

Ganesh Utsav



Ganesh Visarjan

Ganesh Utsav is a ten-day Hindu festival celebrated in honour of the arrival of the elephant-headed God Ganesha on earth with his mother Goddess Parvati (also known as Gauri). This festival is celebrated throughout India, especially in states such as Maharashtra, Goa, Karnataka, Rajasthan, Madhya Pradesh, Andhra Pradesh, Telangana, Odisha, West Bengal, Gujarat and Chhattisgarh.



Gauri and Ganesh Puja

The first day of the festival called Ganesh Chaturthi, begins on Shukla Chaturthi, which is the fourth day of the waxing moon period, and ends ten days after, known as Anant Chaturdashi. There are four main rituals during the festival - **Pranapratishtha** which is the process of infusing the deity or the divine into the idol,

Shhodashopachara, where 16 forms of tributes are paid to Lord Ganesha, **Uttarpuja**, a puja (worship) after which the idol is placed at a special spot in the house which is pre-cleaned and decorated. Relatives and friends are invited home to get the glimpse and blessings of the lord. Special delicacies and tarts are prepared during this festival, especially Modak, which is believed to be Lord

Ganesha's favorite sweet and is offered to the Lord, 21 pieces at a time. Lastly, the grandest ritual of all called **Visarjan**, where devotees immerse the idol of Lord Ganesha in water after a gala street procession. There is an interesting story behind the ritual of Ganesh Visarjan. It is said that Lord Ganesha returns to Mount Kailash to join his parents Lord Shiva and Goddess Parvati on the last day of the festival.

Since Lord Ganesha is known as the Lord of New Beginnings, and is also worshipped as the Remover of Obstacles as per the Hindu mythology, it is believed that when the idol of Ganesha is brought home, and well cared for, it brings good luck, and when the idol is taken out for immersion, it takes away with it, the various obstacles of the house. These obstacles are believed to be destroyed along with the Visarjan.

There is one more deity in the Hindu mythology called Gauri, who is worshipped during this festival.



Gauri is Lord Ganesha's mother. It is said that Gauri is very fond of Ganesha, and visits earth during Ganesh Chaturthi in search of him. It is believed that worshipping Mother Gauri along with Lord Ganesha during this time brings wealth and prosperity into the household. Gauri Puja happens over the first three days of Ganesh festival. On the first day of Gauri puja, the idol of Mother Gauri is brought home with a cordial welcome. The puja is done on the second day and the third-day Visarjan ritual is carried out, bidding farewell and thanksgiving to Mother Gauri.

Apart from private celebrations at home, Ganesh Utsav is also celebrated publicly for 10 days. This common idol worshiping of Lord Ganesha was started in 1857 by Bal Gangadhar Tilak (also known as Lokmanya Tilak), one of the prominent leaders in the fight for India's independence. He believed that such a public celebration would help masses bond and create a sense of brotherhood between them, thus fulfilling the goal of uniting all Indians. Colourful pandals (temporary shrines) are set up, and true to Lokmanya Tilak's intentions these pandals are open to devotees of all age, class, religion and race. Lakhs of devotees from all over the country visit these pandals each year with all the love, faith and devotion for the lord, seeking his blessings and good luck.



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