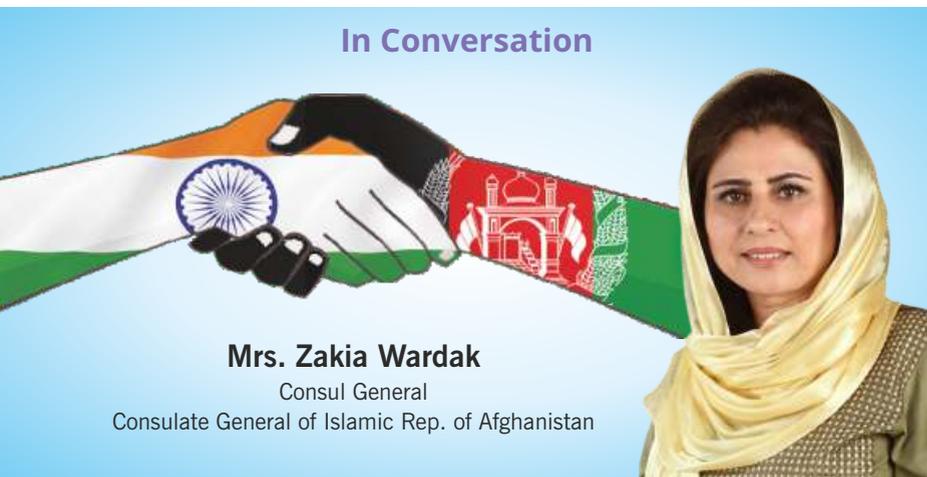


ON TRADE®

THE INTERNATIONAL TRADE RESEARCH JOURNAL OF MVIRDC WTC MUMBAI

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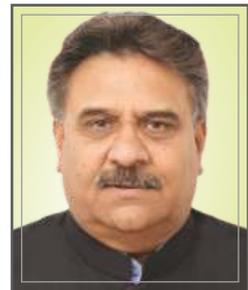
In Conversation



Mrs. Zakia Wardak

Consul General
Consulate General of Islamic Rep. of Afghanistan

Viewpoint



Mr. Anil Trigunayat (IFS Retd.)

Former Indian Ambassador to
Jordan, Libya and Malta and
former Trade Commissioner in New York



Cover Story

Handloom sector can survive with effective collaboration among stakeholders



WTC Mumbai Programme

Leveraging Trade Infrastructure for International Market Access and Trade Opportunities





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.

The Handloom industry has always been the proud legacy of India as it represents the rich cultural diversity of the country. For hundreds of centuries, the ingenious artists of India have kept alive the art of handloom weaving. There is an urgent need to revive this age-old occupation, which is struggling to retain its relevance in this age of globalisation and rapid change in fashion. Apart from being the second-largest employment generator, it is a major source of livelihood mainly to women and has contributed significantly to the socio-economic fabric of the country.



With a view to honour weavers of India and to bring the handloom industry to limelight, Government of India in 2015, announced August 7 to be celebrated every year as National Handloom Day. The government's efforts have been in the direction of cluster development, availability of credit, promotion of exports, supporting environmental compliances, provisions of social welfare schemes for weavers and so on.

MVIRDC World Trade Center Mumbai on its part, held its first virtual exhibition titled 'Handloom Festival – Redefining Tradition and Style', on 'Virtual Trade and Exhibition Platform' – worldtradeexpo.org. The Center designed this unique platform to enable businesses reach out to global markets covering various sectors. The Handloom Festival supports artisans and weavers by promoting their hand-crafted, handloom and khadi products to the global audience while redefining tradition and style.

The Cover Story for this edition of On Trade provides the current status of the Handloom Industry. An attempt has been made to showcase the glories, growth and development of the industry over the years.

An interview with Mrs. Zakia Wardak, Consul General, Consulate General of Islamic Republic of Afghanistan is featured spotlighting Afghanistan's readiness to forge greater bilateral trade with India.

The much-awaited US election is over and a new president will lead the world's largest economy from next year. An article on the Indo-US relations puts spotlight on the priorities of the new US administration to strengthen bilateral partnership across wide range of sectors.

The feature on 'Rann Utsav' showcases Gujarat's three-day cultural and artistic festival which is one of the must-attend festivals of the region, providing ample opportunity for trade and industry to develop.

We hope you enjoy reading this edition, as we continue to bring insightful articles and interviews on topical issues impacting trade and industry in all our future editions of On Trade.

As we end the year 2020, which marks the outbreak of the most devastating healthcare crisis in the recent history of mankind, we pay homage to the lives lost and look forward to early medical breakthrough to overcome the crisis.



Y. R. Warerkar

Director General

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 Empowering Small & Woman Owned Businesses
 Session 3: **Market Analysis & Strategy**
 14th October 2020
 Timing: 4 p.m. to 5 p.m.

▼ WTC GOA

Webinar on "GeM Seller Registration"
 29th October 2020 | 3.00 pm to 5.00 pm

▼ WTC JAIPUR

कृषि आधारित उद्योग लगाने हेतु भारत सरकार एवं राज्य सरकार की योजनाएं
 Schemes and Programs of Govt. of India and Govt. of Rajasthan for setting up Agro Based Industry
 18th December 2020, Friday
 2:00 pm - 4:30 pm



“We are determined to upsurge the trade between India and Afghanistan to USD 2 billion in coming years...” says **Mrs. Zakia Wardak, Consul General, Consulate General of Islamic Rep. of Afghanistan**



India is the largest market for Afghanistan in South Asia. Can you share the sectors where there is untapped potential for bilateral trade?

Afghanistan-India bilateral trade has a history of hundreds of years. For centuries, Afghanistan has been known as a trade loving nation by Indians and in fact, Afghans were the first traders that brought asafetida herbs to Mumbai. Our bilateral trade is growing significantly. Last year, trade between Afghanistan and India reached nearly USD 1.5 billion, with India’s exports to Afghanistan being USD 997 million and imports from Afghanistan worth USD 530 million. With the significant growth in bilateral trade, due to trade agreements signed between both countries, we are determined to upsurge the trade between both nations to USD 2 billion in coming years. Potential sectors that will

enhance trade between India and Afghanistan are Saffron and spices, Pharmaceuticals, Oil seeds, Textile, Electronics, Fresh fruits (apple, grapes, apricot, pomegranate and cherry) and Mining (talc, precious and semi- precious stone, marble and coal).

Both the countries established air cargo route connecting Kabul to Delhi and Mumbai. How are these routes supporting bilateral trade?

Air corridors initiative was taken in

“Last year, trade between Afghanistan and India reached nearly USD 1.5 billion.”

response to intense private sector interest which played a key role in removing transit barriers and boosting bilateral trade between two strategic partners. The first air



corridor was established in 2017. Since that time, over 6700 tons of products including dried fruits, saffron, pine nuts, carpets, medical plants, and vegetables valued millions of USD have been exported to India. Similarly, hundreds of tons of commodities imported from India through this program.

Afghanistan is expanding trade links after the success of Kabul-Delhi and Kabul Mumbai air corridor program which is running successfully by elevating exports up to 48 percent so far. Kabul-Amritsar air cargo has also been started in August last year. Afghanistan-India air corridor program is likely to expand to cover prominent trade centers in Chennai, Gujarat and Hyderabad in the near future.

What are the steps both the countries should take to promote bilateral trade and investment in the months to come?

Air corridor program, inauguration of Chabahar port and preferential tariff agreement are among key initiatives already taken by two friendly nations to enhance their bilateral trade. However, I believe many other steps such as trade exhibitions, investment conferences, B2B events between traders, collaboration between chambers, exchange of market information and ease of business visa process has to be taken by both countries.

From investment prospective, our goal is to attract Indian investment in import dependent sectors with infant industries and less competitive environment in Afghanistan, through investment conferences, seminars and B2G meetings. Moreover, we are planning to invite industrialists based out of

“My message to Indian business community is to not judge the Afghanistan business environment from what has been written or shown in the media.”

Maharashtra to visit Afghanistan and meet relevant authorities to understand more about the massive untapped natural resources of Afghanistan which worth USD 1 trillion.

How has the last three editions of ‘India-Afghanistan Trade and Investment Show’ contributed to bilateral commerce? What are the future plans for conducting this show in the post-COVID world?

Indeed, these events play a critical role in introducing high quality exports of Afghanistan to Indian market and revive its reputation. The ‘Passage to Prosperity’ (P2P2) India-Afghanistan International Trade and Investment Show held in Delhi brought USD 240 million worth of contract for Afghan traders. Similarly, the second annual ‘Passage to Prosperity’ show which was held in Mumbai contributed over USD 350 million worth potential investment and trade deals for Afghanistan. The show featured 162 Afghan vendors and resulted in USD 71 million in contracts signed and USD 292 million in pre-contract

agreements, including 575 MoUs. The Made in Afghanistan exhibition held by CHAMP-USAID in Mumbai last year was a great success and significantly contributed to the exports of quality products from Afghanistan to India.

I thoroughly believe that conducting similar events will hugely contribute in promoting bilateral trade between two countries; but due to COVID-19 we are unable to do so. Our new approach is to connect Indian and Afghan traders through virtual B2B meetings, exhibitions and conferences. In the last six months, we were able to successfully organize two virtual B2B meetings to promote carpets and dry fruits trades. We are looking forward to organize a similar program in collaboration with World Trade Center Mumbai.

What is your message to the Indian business community seeking trade and investment opportunities in Afghanistan?

My message to Indian business community is to not judge the



“When women are empowered economically the whole society become prosperous.”



Afghanistan business environment from what has been written or shown in the media, if you want to explore business opportunities, try to visit Afghanistan and meet the business community there. There are enormous business opportunities in various sectors and we in the Consulate General will help you in sharing market information, connecting with Afghan traders and ensure your safety.

Share with us the roadmap for bilateral cooperation in cultural exchange, science & development, tourism and sports.

Afghanistan and India have remained strong, friendly and have been historical neighbors with a relationship that can be traced back to the Indus Valley Civilization. Both countries share centuries old cultural ties and heritage with deep rooted linkage through Bollywood, Education, Tourism, Sports (cricket), Music, Arts, Architecture, language and Cuisine. After having signed different MoUs, India has built schools, sponsored over 1,000 scholarships and hosted over 16,000 Afghan students. Majority of the population has learnt to speak Hindi due to Indian cinema and tele series. Movies like Kabuli Wala, Zanjeer, Dharmatma, Kabul Express, Khuda Gawah and the role of Khans in Bollywood are much appreciated in Afghanistan

In sports, Afghan Cricketers Rashidkhan, Mohammad Nabi and Mujiburahman Zadran are playing in IPL and that strengthens gov to Gov and nation to nation bonds and relationships.

Also, We are happy to collaborate in areas such as Medical Tourism, Educational exchange program providing Scholarships, opening of Indian Universities branches in Afghanistan, women empowerment, textiles, and youth exchange programs and visits between two countries in the future.

Can you share your roadmap to promote women owned enterprises in both the countries through exchange of women-led delegations, conducting trade fairs and virtual buyer-seller meetings?

Women are the backbone of society, when women are empowered economically the whole society become prosperous. In order to increase the productivity of women owned and led enterprises, we require a crystal clear roadmap that lead us towards our objectives. As Consul General of Afghanistan, I am certainly sure that trade fairs, virtual buyer-seller meetings, and exchange of women entrepreneur delegations have significant impact on promoting women owned enterprises. However, considering

the COVID-19 pandemic situation virtual trade fairs and B2B meetings are the best ways to connect Afghan women enterprises with rest of the world. We look forward to work with WTC Mumbai in organizing such events for Afghan women entrepreneurs in the near future.

ASEAN bloc has set up a Women Entrepreneurs Network to promote entrepreneurship skills among the ASEAN community. Can India and Afghanistan jointly launch similar initiative to promote participation of women enterprises in bilateral trade?

India and Afghanistan can launch a Women Entrepreneurs Network similar to the one created by the ASEAN community. Such networks will immensely increase the participation of women enterprises in bilateral trade. In addition, the establishment of India-Afghanistan Women Entrepreneurs Network will improve the interaction between women entrepreneurs and create further opportunities for women-led business in South Asia region.



The TRIPS Agreement: Promoting technologies in the fight against COVID-19 pandemic

In the wake of the COVID – 19 pandemic, the world is witnessing increasing reliance on technological innovation driven by the IP system by various global stakeholders to mitigate the impact of the pandemic on human lives. In a recent information note “The TRIPS Agreement and COVID -19”, WTO discusses the various measures adopted by governments, health technology developers, medical research experts and stakeholders to tackle the COVID – 19 pandemic. The note sets out the role and key contributions that the global IP system, taking into various policy options and flexibilities permitted in domestic law, can make to address COVID -19.

The WTO’s Trade Related Aspects of Intellectual property Rights Agreement (the TRIPS Agreement), is the most comprehensive multilateral agreement on IP. It provides for certain basic principles , such as non- discrimination among WTO members, situates the IP system in terms of promoting innovation and disseminating technology for the public’s welfare, and sets forth minimum standards of protection in respect of each of the areas of IP covered by the TRIPS Agreement. It also contains provisions that deal with domestic procedures and remedies for IP enforcement, and makes disputes between WTO members in respect of TRIPS obligations subject to WTO’s dispute settlement procedures.

The global IP system provides a framework in which urgently needed innovation in relation to COVID-19 can be encouraged, shared and disseminated. Within a balanced IP system, the exclusive rights conferred by IPRs can serve as an incentive for investment at each stage of the innovation cycle, and as a mechanism for licensing and trading in technology inputs from different sources. Policy choices with respect to the design and implementation of the IP system made at the regional and national levels, along with the management of IP can also directly influence research and development (R&D) outcomes and access.

A full response to the COVID – 19 crises requires wide access to an extensive array of medical products and other technologies, ranging from protective equipment to contact tracing software, medicines and diagnostics, as well as vaccines and treatments that are yet to be

developed. The way in which the intellectual property (IP) system is designed – and how effectively it is put to – can be a significant factor in facilitating access to existing technologies and in supporting the creation, manufacturing and dissemination of new technologies. This is framed by the WTO Agreement on Trade Related Aspects of Intellectual property Rights (the TRIPS Agreement).

Voluntary collaboration

Most new health technologies entail the incorporation of multiple inputs from different sources. They must also be vigorously tested for safety and efficacy before being distributed to the public. In this light, collaboration and cooperation among health technology developers, governments and other stakeholders can be positively supported by the IP system.

Sharing IP and clinical trial data

The sharing of relevant IP and exchange of clinical trial data can facilitate cooperation of research and development of COVID- 19 related health technologies. In particular, it can help expedite the development, manufacturing and marketing of tests, treatments and vaccines. Many examples of action undertaken in support of such voluntary collaborative efforts have been witnessed by stakeholders, including governments, private sector actors and international bodies.

- Medtronic, a medical device company, made freely available the design specifications and software for their Puritan Bennett 560 (PB 560) ventilator. It also launched the Ventilator Training Alliance to transfer know-how required for the use of ventilator technology.
- Moderna, a company developing a messenger RNA vaccine against COVID- 19 and holding a number of patents relevant to the vaccine, announced that it will not enforce those patents during the pandemic to allow other COVID- 19 vaccines in development to use the technology. For, the period after the pandemic, it also stated its willingness to license the company’s intellectual property for COVID- 19 vaccines to competitors upon request.

- Under the Open COVID Pledge, several multinational technology companies including Microsoft, IBM, Intel, Hewlette Packard and Facebook among others have committed to grant time-limited licenses for some or all of their IP for the purposes of ending and mitigating the COVID- 19 pandemic.
- A potential vaccine developed at Oxford University in the United Kingdom was licensed to an originator pharmaceutical company for manufacture. Development and manufacture are supported by US \$750 million in funding from the Coalition for Epidemic Preparedness Innovations (CEPI), which finances independent research projects to develop vaccines against emerging infectious diseases, and GAVI, the Vaccine Alliance. The company has committed to supplying the vaccine globally on a non-profit basis and has signed an agreement with an Indian – based manufacturer, allowing the latter to supply low-and middle- income countries.
- The COVID -19 Clinical Research Alliance - a coalition of scientists, physicians, funders and policymakers promote an open sharing of research knowledge and data and advocate for equitable and affordable access to COVID-19 related health technologies.

Open-source licensing and open access

During the health crisis, some IPR owners have turned to open – source licensing. This is the practice of licensing IPR, possibly free of charge, for use by third parties in commercial applications for a specific purpose, such as using, modifying or sharing the source code, blueprint or design, typically on the condition that any improvements that are developed are made available on the same terms.

-Singapore has made copyrighted software related to a contact-tracing solution for COVID – 19 freely available under an open – source license.

Technology pools

Solutions for pooling technologies have found increased attention during COVID-19 pandemic. A technology pool is an agreement between two or more IPR owners to group and licence their rights relating to a specific technology. These rights can be used by both parties as well as by third parties, subject to certain conditions, such as the payment of royalties.

-The Medicines Patent Pool (MPP) was established in 2010 by Unitaid, a global health initiative, as a public health patent pool. The MPP negotiates IP license agreements with patent- holding pharmaceutical companies, wherein the patent holder allows the MPP to grant sublicenses to manufacturers in low and middle –income countries to make and sell generic versions in a certain territory. The MPP’s mandate was initially focused on HIV, then expanded to include tuberculosis (TB) and hepatitis C, and in 2018, was expanded to include patented essential medicines more broadly.

Compulsory Licensing

Further, various forms of Government administrative and policy options are put to work, which can be a significant factor in facilitating access to existing technologies and in supplying the creation, manufacturing and dissemination of new technologies.

The role of compulsory or government-use licenses to address COVID-19 is also evident in several countries. Article 31 of the TRIPS Agreement allows compulsory licensing and government use of a patent without the authorization of its owner under a number of conditions aimed at protecting the legitimate interests of the patent holder. In some countries, the parliament has requested the government to issue compulsory licenses to ensure access to medicines, vaccines or diagnostics for COVID-19. Germany passed amendments to the German Act on the Prevention and Control of Infectious Disease in Humans. Among other things, it authorizes the Ministry of Health to issue use orders in the context of an epidemic situation of national importance with respect to patented inventions related to medical products. On 18th March 2020, Israel’s Minister of Health issued a permit allowing the government to import generic versions of lopinavir / ritonavir from India for the purpose of exploring the possibility of treating COVID -19 patients.

Further, under the TRIPS Agreement, all WTO members may export medicines under the Special Compulsory Licensing System. Least developed countries are automatically entitled to import under the system, and other countries can import by giving a simple notification. A number of industrialized countries elected not to use the system for imports. Several other members have said that they would use it only for imports in situations of national emergency or other circumstances of extreme urgency.

As set out in the amended TRIPS Agreement, the Special Compulsory Licensing System covers pharmaceutical products, including medicines, vaccines and diagnostics, needed to address public health problems as set out in the Doha Declarations on the TRIPS Agreement and Public Health. Because of the wide range of products covered, the system therefore has the potential as one tool among others in ensuring equitable access to COVID-19 related health technologies.

Collaboration, cooperation among health technology developers can be positively supported by the IP system. Under Article 662 of the TRIPs Agreement, developed country members shall provide incentives to enterprises and institutions in their territories for the purpose of promoting and encouraging technology transfer to least developed country members in order to create a sound and viable technological base.

India – EU research cooperation

India and the EU are at the forefront of human development and innovation. At the 15th India- EU Summit held in July 2020, India and European Union have renewed their Agreement on Scientific and Technological Cooperation for the next five years (2020 - 2025). The

Agreement envisages expanding the cooperation in scientific and technological research, strengthen the conduct of cooperative activities in the areas of common interest and application of the results of such cooperation to their economic and social benefit. Cooperative activities may take the forms of reciprocal participation of Indian research and European research entities in research, technological development and demonstration projects under each other's programme. India and European have strong research and innovation cooperation under the framework of the said Agreement for addressing societal challenges such as healthcare, among others resulting in several technologies, patent development, their gainful utilization, joint research publications, sharing of research facility and exchange of scientists and students.

COVID-19 pandemic has unified governments, health technologists and medical researchers in the quest for technologies that has the promise of a new era of technological innovation to alleviate the suffering of mankind. It is hoped that this momentum is sustained in the future as well bringing nations in close collaboration and cooperation ushering in a world of wellbeing and prosperity.



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WE GROW TRADE®



India Myanmar seek to forge closer cooperation



This Excellency U Win Myint, President of the Republic of the Union of Myanmar and Daw Cho Cho, the First Lady along with a high – level delegation from Myanmar paid a State Visit to India from 26 to 29 February 2020. President U Win Myint and the Myanmar delegation also visited places of historical and cultural importance, including Bodh Gaya and Agra. The visit reinforced the tradition of high level interactions, symbolizing the strong friendly relations existing between the two neighbours. Ten Memoranda of Understanding (MoUs)/Agreements were exchanged between India and Myanmar during the visit.

During the interactions, the leaders of both sides discussed a wide range of bilateral, regional and international issues of common interest. They emphasized that regular high level interactions have added momentum to the bilateral relations. They welcomed the synergies between Myanmar's independent, active and non-aligned foreign policy and India's 'Act East' and 'Neighbourhood First' policies, and reaffirmed their commitments to further strengthen partnership, explore new avenues of cooperation in order to expand bilateral relations for the mutual benefit of the two countries and its people. The two sides emphasized the centrality of connectivity in their relationship and reaffirmed their

commitments to expedite the completion of the various India-funded projects presently underway in Myanmar, with Myanmar's continued support and facilitation towards their execution.

Welcoming the opening of the two land border crossing points at Tamu-Moreh and Rihkhawdar-Zowkhawthar as international border gates, they noted the need to further facilitate the easy movement of passenger and cargo traffic by streamlining procedures and expeditiously developing infrastructure. The Indian side reiterated its commitment towards the construction of the modern Integrated Check Post as Phase-I at Tamu, Myanmar. Both sides agreed to work together for the earliest commencement of the project. The two sides committed to the early conclusion of discussions on the pending bilateral Motor Vehicles Agreement to facilitate cross border movement of vehicles. In this context, both sides welcomed the MoU between their respective private operators to launch a co-ordinated Bus Service between Imphal and Mandalay by 7 April 2020.

Emphasizing the importance of promoting the well-being of the people in the remote areas across the borders of the two countries, both sides agreed to commence the establishment of the border haats, with a priority to carry

out a pilot project, which was previously agreed by both sides in accordance with the MoU signed in 2012. The two sides look forward to setting up of border haats after finalizing the mutually agreed Mode of Operation.

Both sides also expressed satisfaction at the success of the Myanmar-India Border Area Development Programmes in providing infrastructure and socio-economic development in Chin State and Naga Self-Administered Region through the Indian grant-in-aid projects. Under this, 43 schools, 18 health centres and 51 bridges and roads have been constructed in the above areas over the last three years. Both sides acknowledged with satisfaction that 29 additional projects under the 4th year's tranche of assistance of USD 5 million, will be implemented in 2020-21.

The leaders of both sides took note of the positive developments related to the Sittwe Port and the Kaladan Multi Modal Transit Transport Project. Once operational, this port will contribute to the economic development of the region and benefit the local people. Both sides also reaffirmed their commitment to the early completion of the Paletwa-Zorinpui road – the final leg of the Kaladan Project which will connect Sittwe Port to North-East India, across the Mizoram border through Zorinpui southwards towards Paletwa.

The two sides took positive note of the progress of work on Kalewa - Yargyi road section of the Trilateral Highway, the work on which is expected to be completed by 2021. India reiterated its commitment to the early upgradation of the 69 bridges on the trilateral highway, with Myanmar agreeing to facilitate this.

Myanmar appreciated India's assistance in the area of capacity building and training. Both sides agreed to jointly make flagship projects, such as Myanmar Institute of Information and Technology (MIIT) and Advanced Centre for Agricultural Research and Education (ACARE), sustainable on a long-term basis.

The two sides noted the need to make efforts to enhance bilateral trade and economic engagement to their full potential. They noted that steps such as improving connectivity, market access, easing financial transactions, facilitating business-to-business connect and enabling bilateral and regional trading agreements

would contribute to socio-economic development of both sides.

Both sides agreed to work together to enable the launch of India's RuPay Card in Myanmar under the National Payment Corporation of India (NPCI), which would stimulate the economy of Myanmar and facilitate tourism and business from India.

The two sides also agreed to explore the creation of an India-Myanmar digital payment gateway which would help expand options for cross border remittance between the two countries. They also expressed interest in exploring a bilateral mechanism for settlement in local currency with the aim to boost cross border trade.



Both sides recognized the mutual benefit of greater integration in the energy sector between the two countries. India and Myanmar agreed to cooperate in the field of petroleum products, inter alia, for cooperation in refining, stockpiling, blending and retail through a Government-to-Government Memorandum of Understanding. Both sides agreed to encourage and facilitate cooperation among oil and gas companies of India and Myanmar for development of petroleum products, including enhancing trade and investments in this area. Both sides welcomed investments by Indian oil and gas Public Sector Undertakings (PSUs) in Myanmar's upstream sector and agreed that efforts would be made to explore opportunities to export to India a portion of the output from such projects where investments have been made by Indian oil and gas PSUs.

The two leaders welcomed the enhanced maritime

cooperation between the two countries. They also recognized the importance of addressing maritime challenges and strengthening maritime security.

Emphasizing the importance of building a comprehensive legal framework for addressing mutual concerns on matters related to security, the two sides agreed to continue negotiations on various pending treaties such as a Mutual Legal Assistance Treaty on Civil and Commercial Matters and the Extradition Treaty.

The two sides also agreed to cooperate within other regional frameworks such as ASEAN, BIMSTEC, Mekong-Ganga Cooperation.

Trade

India – Myanmar bilateral trade in 2019 – 2020 was modest at USD 1.5 billion. According to provisional data, during April 2020 – August 2021, India's exports to Myanmar totalled USD 327.45 million while it was USD 973.89 million in the financial year 2019- 2020. India's imports from Myanmar during the same period was of the order of USD 224.42 million against USD 547.25 million in 2019-2020.

In 2019 – 2020, pharmaceutical products with a value of USD 222 million constituted the single largest item of India's exports to Myanmar registering a growth of 11.08 per cent over the previous year. Other items of India's exports to Myanmar included meat and meat products, vehicles and parts and accessories thereof, electrical machinery and equipments and parts thereof, nuclear reactors, boilers, machinery and mechanical appliances and parts thereof, cotton, residues and waste from the food industries and prepared animal fodder, iron and steel, among others.

On the import side, India mainly procures edible vegetables and certain roots and tubers from Myanmar. In 2019 – 2020, this item witnessed an import of the order of USD 344.07 million. Other items of imports during this period were wood and articles of wood, cereals, fish and crustaceans, rubber and articles thereof, zinc and articles thereof, lead and articles thereof, coffee, tea, mate and spices, among others. India announced the quota of 1.5 lakh tons of Vigna Mungo for import from Myanmar till 31 March 2021.

Duty Free Trade Preference (DFTP) and ASEAN-India

Trade in Goods Agreement (AITGA), are the two policy frameworks for India-Myanmar normal trade through the land border. Both sides have identified 10 locations for border haats and are in discussions for the finalization of mode of operations.

India announced the debt service relief to Myanmar under the G20 Debt Service Suspension Initiative from 1st May 2020 to 31st December 2020.

Development Partnership

FDI equity inflows from Myanmar into India during April 2020 – June 2020 amounted to USD 8.97 million, which corresponds to Rs 35.78 crores. India has invested over USD 1.2 billion in Myanmar. Most of India's exposure in Myanmar is in grant projects. Recently India approved an investment of over USD 120 million in the Shwe Oil and Gas project. Grant projects include connectivity infrastructure like Kaladan Multi Modal Transit Transport Project, IMT Trilateral Highway (KalewaYargi, 69 bridges etc) Both sides are working together for the operationalization of Sittwe Port by the first quarter of 2021. Line of Credit projects include railway projects, establishment of data link, telecommunication projects etc.

Indian PSU's are active in the upstream and midstream sector in the oil and gas sphere in Myanmar. PSUs in the energy sector including ONGC Videsh Limited (OVL), Indian Oil Corporation Limited (IOCL) and GAIL have opened their offices in Yangon as is NTPC. OVL and GAIL have stakes in the Shwe Gas Field. GAIL is exporting petrochemical products to Myanmar.

Indian private sector players are also active in Myanmar. India and Myanmar are also looking to cooperate in the area of energy efficiency. India's private sector participation includes Zyclus Cadilla- Adilac Pharma manufacturing plant at Thilawa SEZ, Yangon.

EXIM Bank, SBI and the United Bank of India have presence in Myanmar.

■

Handloom sector can survive with effective collaboration among stakeholders



This article is a tribute to the millions of Indian handloom weavers who kept this centuries-old craft alive despite adverse impact from industrial revolution and globalization.

The unparalleled charm of India's handloom weaves has earned this country a unique place in the textile map of the world. Handloom is intricately woven in the traditional and cultural fabric of India since the Indus Valley Civilization more than 5,000 years ago. Every state in India has a distinct handloom tradition that is passed on over generation by many weaver families. In ancient days, India was not only self-sufficient in handloom textile, but it was also a major exporter to Rome, Egypt and China. The comfort and aesthetic appeal of handloom has survived the onslaught of Colonialism, upsurge of powerloom and machine made fabrics in recent centuries. The survival of handloom over centuries even in this age of globalization is testament to the craftsmanship of the native arts of Indian weavers. Today, 95% of the world's handwoven fabric is produced in India. The handloom sector is not only the ambassador of our rich cultural heritage, but it is also a symbol of women's empowerment in rural areas. The traditional cottage industry of handloom provides livelihood to 3.1 million families across the length and breadth of the country and 72% of the weavers are women. The sector plays a key role in rural economic development as it employs the second largest workforce after agriculture. Handloom weaving accounts for at

least 15% of fabric production in the country.

Handloom sector is known for its minimal carbon footprint as the process of weaving is eco-friendly. Indian handloom weavers are least dependent on imports for raw materials and the sector is a shining beacon of the Self-reliance movement, which has gained momentum with the outbreak of the COVID crisis. Indian handloom weavers struggled to compete with the low cost machine made fabric during the British Raj. In this backdrop, the Swadeshi Movement of Mahatama Gandhi provided a renewed impetus to handloom in the name of Khadi which essentially means hand spun and hand woven.

While the term Khadi and handloom are used interchangeably, there is a subtle difference in their production process. In case of Khadi, all the stages of production, right from spinning of yarn to weaving the fabric is manual. On the other hand, handloom textile uses machine made yarn for weaving clothes through hand operated looms. In some rare instances, the yarn is spun using hand operated equipments, while the cloth from this yarn is made of machines. Thus, a handloom cloth is one where either the yarn or the cloth is made manually, while in case of Khadi, both the yarn and cloth are made through hand operated tools. In most cases, handloom weavers buy machine spun yarn to weave clothes manually.

Indian artisans are adept at making fine handloom weaves of cotton, silk, wool and other natural fibers,



Naga Weave



Kancheevaram Saree



Lepcha Weave

materials or a combination of these fibers. Every state in India has a distinct handloom tradition that reflects the cultural, religious and historical tradition of the area. The Chikankari embroidery that is popular in Lucknow City is said to have been introduced by the Mughal queen Noorjahan in the 17th century. Indian artisans are adept at adorning clothes with rich handmade embroidery and motifs that depict cultural, historical and religious elements, besides presenting natural objects such as flowers, trees, animals and birds.

Ikhat, which is a special technique of dyeing, is practiced by weavers in Gujarat, Odisha and Telangana who have their distinct Ikhat forms that stand out in aesthetic elegance. The Pochampally town in Telangana has earned the sobriquet 'Silk City of India' from the world class Ikhat silk sarees produced by artisans in this geography. Weavers from the town of Patan in Gujarat have popularized the most complicated double Ikhat art, known as "Patola". Sambalpuri sarees made in Odisha is another masterpiece of Ikhat dyeing practiced by Indian weavers.

In Uttarakhand, rural women make Panchachuli weaves of wollen shawls, stoles, wraps and other textile products, while tribes in Sikkim make Lepcha fabric, and the Naga tribes make magnificent pieces of shawls made of red and black wool.

Yeola in Nashik district of Maharashtra is the centre of the traditional Paithani silk sarees, which derives its name from Paithan town in Aurangabad, where it was made originally. Artisans in Punjab produce phulkari embroidery or flower work on the reverse side of hand-woven cotton cloth. In the South Indian state of Tamil Nadu, the town of Kancheevaram is famous for producing lustrous silk sarees with elaborate zari work. While there are hundreds of handloom craft practiced across various districts and towns of India, some of the popular ones are listed in the following table:

Select Handloom names	Region / State
Pashmina	Leh, Ladakh and Kashmir Valley
Kullu and Kinnauri	Himachal Pradesh
Phulkari, Panja Durries	Punjab, Haryana and Delhi
Panchachuli	Uttarakhand
Kota Doria	Rajasthan
Benarasi Silk, Chikankari	Uttar Pradesh
Bhagalpuri Silk	Bihar
Patan Patola	Gujarat
Chanderi	Madhya Pradesh
Paithani	Maharashtra
Champa Silk or Kosa Silk	Chattisgarh
Sambalpuri Ikat	Odisha
Tussar Silk	Jharkhand
Jamdani and Tangail	West Bengal
Kalamkari, Mangalgiri and Venkatgiri	Andhra Pradesh
Pochampally Ikhat	Telangana
Udupi Cotton and Mysore Silk	Karnataka
Kunvi weaves	Goa
Kuttampally	Kerala
Arani and Kanjeevaram Silk	Tamil Nadu
Lepcha	Sikkim
Sualkuchi	Assam
Apatani	Arunachal Pradesh
Naga weaves	Nagaland
Moirang Phee	Manipur
Pachhra	Tripura
Mizu Puan	Mizoram
Eri silk	Meghalaya

Production and Exports

Indian weavers produce and export a wide range of handloom products such as sarees, shawls, dhotis, blankets, towels, napkins, durries, mekhla, chadder, surgical bandage, bedsheets, furnishing and blankets. Weavers in India use pit loom, frame loom, loin loom and other looms for producing clothes. Around 67% of weavers use cotton yarn, 10% use woolen yarn and another 10% use various types of silk (Tussar, Muga, Mulberry, Eric), while the remaining weavers use jute, polyster blends, viscose blends, jute and other yarns.

Around 42% of looms used in the weaver household is pit loom, while frame loom, loin loom and other looms account for 31%, 15% and 11.3% respectively. Around 95% of these looms are located in the household of the weavers, which signify that handloom is a household based activity.

Assam, West Bengal and north eastern states produce a bulk of handloom products in the country because of the large number of handloom weavers in these states. Assam itself accounts for 40% of handloom worker households in the country, with West Bengal accounting for another 17%. Tamil Nadu, Manipur, Andhra Pradesh and Uttar Pradesh also have sizeable number of handloom households. Around 22% of weaving households produce sarees and majority of these households are located in West Bengal, Tamil Nadu Andhra Pradesh, Assam and Tripura. These five states produce 79% of handloom sarees in India. In case of towels, cloth napkin and duster production, Assam and West Bengal have a share of 84% in the country. Assam is also the major producer of shawls, mekhla chadder, Loi, stole, scarf, and muffler as it accounts for 77% of the total output in the country. North eastern states, including Assam, contribute 80% of production of angavastram, dhoti, sarong, and lungi in the country.



PIT Loom



Frame Loom



Loin Loom

Products	Major producing states	Share in country's production
Saree	West Bengal	35.3%
	Tamil Nadu	15.6%
	Andhra Pradesh	13%
	Assam	7.8%
	Tripura	7%
Shawls, Mekhla Chadder, Loi, stole, scarf, muffler	Assam	77.4%
	Manipur	4.9%
	Arunachal Pradesh	4.6%
	Nagaland	3.7%
	Meghalaya	2.3%
Angavastram, dhoti, sarong, lungi	Assam	42.6%
	Manipur	19.1%
	Tripura	11.1%
	Arunachal Pradesh	5.7%
	Tamil Nadu	4.1%
Towel, napkin, duster, gamcha	Assam	72.4%
	West Bengal	12%
	Manipur	4.2%
	Meghalaya	2.9%
	Tripura	2.2%
Durries, rugs, mats	Uttar Pradesh	46.8%
	Assam	12.7%
	Haryana	9.4%
	Uttarakhand	4.5%
	Himachal Pradesh	4.5%
Dress material (Salwar, kameez, etc.), suiting, shirting, long cloth	Assam	23.6%
	Manipur	17.3%
	Tripura	13.2%
	Chhattisgarh	9.7%
	Andhra Pradesh	5.6%
Bedsheet, furnishings, blankets	Assam	26.8%
	Tamil Nadu	20.1%
	Manipur	14.5%
	Uttar Pradesh	7.1%
	Karnataka	7%
All others, including surgical bandage	Assam	27.5%
	West Bengal	19.3%
	Manipur	13.1%
	Tamil Nadu	10.2%
	Uttar Pradesh	4.2%

Source: Fourth Handloom Census, 2019-20, Government of India

Export Trends

India exports a wide variety of handloom products, including tablemats, floormats, bed sheets, curtains, carpets, durries and terry towels. Major export oriented handloom clusters are located in Karur & Madurai (Tamil Nadu), Kannur (Kerala), Panipat (Haryana), Varanasi (Uttar Pradesh), Bhagalpur (Bihar), Shantipur (West Bengal), Jaipur (Rajasthan), Ahmedabad (Gujarat) and Warrangal (Telangana), Handloom products account for 15% of fabric production in India. However, it contributes hardly 1% to the total textile exports of the country. While India's overall textile exports is USD 35 billion, exports of

handloom is pegged at hardly USD 318 million. Recent years witnessed considerable decline in export of handloom products. From USD 545 million in 2011-12, India's handloom exports fell to USD 318 million in 2019-20. Particularly, exports of toilet linen, table cloth, napkins, pillow cases, floor cloths and bed linen declined significantly. On the other hand, exports of silk shawls, scarves, mats and matings, bed sheets, carpets, rugs, other home furnishing materials witnessed considerable growth. The following table provides the list of handloom products exported in 2011-12 and 2019-20. The table also provides India's imports and trade balance in these handloom products.

Mats and bed sheets dominate handloom exports

In 2011-12, India's export of handloom products was dominated by toilet linen, kitchen linen, table cloth and table covers (with a cumulative share of 48% in overall exports). By 2019-20, the share of these items declined to 7%, while the share of mats and bed sheets rose from 14% to 36% during this period.

India's Export and Import of Handloom Products (USD million)

Sr.No	HS Code	Product Description	2011-12			2019-20		
			Export	Import	Trade balance	Export	Import	Trade balance
1	57050042	Mats and matings including bath mats, where cotton predominates by weight, of handloom, cotton rugs of handloom	50.38	0.03	50.35	71.08	0.19	70.89
2	63041940	Bed sheets and bed covers, of cotton, Handloom	24.10	0.14	23.96	44.02	0.11	43.91
3	63049291	Other furnishing articles, of handloom	20.49	0.00	20.49	42.51	0.03	42.48
4	57024230	Carpets, rugs and mats of handloom	14.20		14.20	25.53	0.02	25.51
5	62141030	Scarves of Silk, Handloom; Shawls, scarves, mufflers, mantillas, veils and the like ; of silk and silk waste: Of handloom	0.00	0.00	0.00	20.52	0.01	20.51
6	63049281	Table cloth and table covers, of handloom	22.12	0.80	21.32	19.53	0.03	19.50
7	50079010	Woven fabrics of silk or of silk waste: Of Handloom	3.40	2.78	0.62	13.57	0.05	13.52
8	57050024	Cotton durries of handloom (including chindi durries, cotton chenille durries, Rag Rug durries, printed durries, druggets)	14.39	0.00	14.39	13.22	0.00	13.22
9	52091119	Other fabrics, Handloom	7.30	0.09	7.21	12.11	0.16	11.95
10	63049241	Table cloth and table covers, of handloom	32.34	0.00	32.34	11.08	0.02	11.06
11	63026010	Toilet linen and kitchen linen, of terry toweling or similar terry fabrics, of cotton Handloom	231.46	0.07	231.39	10.42	0.09	10.33
12	63029110	Other Bed Linen, Table Linen, Toilet Linen, Kitchen Linen: Of cotton , Handloom ; Other: Of cotton : Handloom	13.76	0.04	13.72	8.91	0.02	8.89
13	63025110	Other table linen Of cotton Handloom	16.14	0.00	16.14	7.17		7.17
14	63049231	Pillow cases and pillow slips, of handloom	16.82	0.64	16.18	6.63	0.06	6.57
15	63049221	Napkins, of Handloom	14.66	0.00	14.66	3.44	0.19	3.25
16	63071030	Floor cloths and the like of cotton, Handloom; Floor-cloths, dish cloths, dusters and similar cleaning cloths: Of cotton, Handloom	13.11	0.01	13.10	2.92	0.04	2.88
17	63049992	Furnishing articles of wool, Handloom	1.25	0.00	1.25	1.32	0.00	1.32
18	62160020	Gloves, mittens, and mitts; Of handloom	0.71	0.00	0.71	1.03	0.03	1.00
19	52095111	Lungi, of Handloom	1.01	0.05	0.96	0.94	0.00	0.94
20	63022110	Other bed linen, printed: of cotton: Handloom	40.80	0.00	40.80	0.76		0.76
21	52091111	Dhoti of handloom	0.52	0.00	0.52	0.45	0.00	0.45
22	52084121	Sarees, of Handloom	0.00	2.16	-2.16	0.41	9.05	-8.64
23	52085920	Sarees of Handlooms; Zari bordered Sarees, handloom	0.01	0.00	0.01	0.15	0.00	0.15
24	51129050	Woven fabrics of combed wool or of combed fine animal hair; Of Handloom	0.00	0.00	0.00	0.11	0.00	0.11
25	63049991	Furnishing articles of silk, Handloom	1.13	0.00	1.13	0.10	0.03	0.07
26	58021950	Terry toweling and similar woven terry fabrics of cotton: Of handloom	0.00	0.00	0.00	0.09		0.09
27	63049211	Counterpanes, of Handloom	0.99	0.00	0.99	0.09	0.01	0.08
28	52091112	Saree of handloom	0.15	0.00	0.15	0.08	0.00	0.08
29	52083121	Sarees, of Handloom	0.32	0.00	0.32	0.00	0.00	0.00
30	52084921	Real Madras Handkerchiefs, of Handloom	3.79	0.00	3.79	0.00	0.00	0.00
31	52091113	Casement of handloom	0.03	0.00	0.03	0.00	0.00	0.00
32	52091114	Sheeting (Takia, leopard cloth and other than furnishing) of handloom	0.00	0.00	0.00	0.00	0.00	0.00
		Total	545.38	6.81	538.57	318.19	10.14	308.05

Ministry of Commerce and Industry, Government of India



Patola Saree



Sambalpuri Saree

India's major export markets for handloom products are USA, UK, Spain, Italy, Germany, UAE and France, which together account for 59% of our handloom exports. India's exports to Spain, UAE, Greece and South Africa grew remarkably since 2013-14, while in the Asian region, exports to Sri Lanka and Thailand grew manifold between 2013-14 and 2017-18.

Challenges of handloom industry

Once a symbol of national pride, India's handloom industry has today become a poor cousin of the rapidly growing modern textile industry. Market for handloom weaves, the largest cottage industry of India, has been declining since the advent of power loom and modern technology that enabled mass production of clothes at low prices. Today, a typical handloom fabric is at least 10 times more expensive than a machine made cloth because of huge time and efforts involved in producing the former. The traditional handloom sector is struggling to retain its relevance in this world of rapid technological advancement, changing fashion and falling cost of production.

Handloom industry in India is fragmented and unorganized, with majority of the weavers producing within their households, engaging their family members as labourers. Around 73% of handloom workers are independent workers, not associated with cooperative society or Khadi and Village Industries Commission or under State Handloom Development Corporation. Many weavers who are members of such cooperative societies

have hardly benefitted from their membership. According to the Fourth Handloom Census, 50% or even less proportion of weavers associated with a cooperative society or self help group have gained any tangible benefit from the membership.

The informal nature of their operation hinders their access to credit from banks and other formal sources. Banks and institutional lenders are wary of extending credit to handloom weavers because of lack of professional book keeping practices and limited market demand for their products. Lack of access to credit prevents these units from replacing their out-dated looms and investing in modern equipments that can increase their productivity. The Fourth Handloom Census released in 2019-20 shows that hardly 3.4% of the weaver households carry any kind of debt or loan. Also, these weaver households use only 41% of their loan for handloom activity, while the remaining 59% is used for other purposes.

Another challenge faced by handloom sector is the rising price of raw materials such as silk, cotton, wool and other natural fibers, dyes and pigments. Many handloom weavers continue to produce traditional designs, which are out of sync with the changing fashion and evolving customer preference. Therefore, handloom weaves is struggling to find acceptability from the young generation. Also, lack of awareness about the unique designs of handloom has led to powerloom clothes being bought as



Pashmina Shawl



Phulkari Embroidery

handloom products by naïve customers. Although 23 e-commerce entities have been roped in by the government to connect handloom weavers to end consumers, many weavers are yet to benefit from online market platforms because of lack of awareness.

These challenges have resulted in lower revenue for handloom weavers. According to the Fourth Handloom Census released in 2019-20, 66.3% of the weaver households earn less than Rs 5,000/- per month, while in rural areas the corresponding figure is 75%. The only good news is that the share of weaving household earning less than Rs. 5,000 has declined from 99% in the third Census published nine years ago. Out of 31 states, only in three states, viz. Goa, Uttarakhand and Maharashtra, 60% or more of the weaver households have earned in excess of Rs. 5000 per month, shows the



Chanderi Saree of Madhya Pradesh

data from the Fourth Census. Data also shows that the average number of weavers per household has fallen from 1.28 to 1.05 between the two Census because of low revenue realisation. Census data suggests that around 60% of the non-household weaving units are lying idle because of lack of market demand, non-availability of weavers and lack of capital or funds.

Reviving Handloom

The government has been taking several initiatives to support handloom sector since 1953 when Khadi and Other Handloom Industries Development Act was passed. In 1965, the Handloom Export Promotion Council was established to promote exports and in 1976, the Office of the Development Commissioner for Handlooms was set up to address constraints in credit, raw material



Champa Silk of Chhattisgarh

and market access for weavers. The Office of the Development Commissioner implements four major schemes, viz. Handloom Weavers' Comprehensive Welfare Scheme (HWCWS), National Handloom Development Programme (NHDP), Comprehensive Handloom Cluster Development Scheme (CHCDS) and Yarn Supply Scheme (YSS). There is a need to create awareness about these schemes, especially among independent weavers, who are not affiliated to any cooperative society or self-help group. More than 65% of the weavers surveyed in the Fourth Census revealed that they are not aware of these schemes. Therefore, awareness needs to be created, especially among self-employed weavers in rural areas through district industry associations and other grass root organizations.

Raw Material Availability

Government of India is promoting access to basic raw



Solapur Chaddar of Maharashtra



Kinnauri Shawl of Himachal Pradesh

material such as cotton, woolen and silk yarn to handloom weavers under the Yarn Supply Scheme. Government is also providing 10% subsidy on yarn price to eligible handloom weavers so that they can compete effectively with powerloom and mill sectors. Despite these efforts, majority of the handloom weavers identified lack of access to raw material as a principal challenge in the Fourth Handloom Census. These weavers sought government support in accessing raw material (cotton, wool and silk yarn in the form of hank). Therefore, the government should expand the reach of these initiatives across the length and breadth of the country and ensure that they benefit targeted beneficiary. The central and state governments should also ensure access to good quality dyes by weavers. High quality raw material is essential for producing export variety products to avoid rejection of consignment by foreign buyers on grounds of poor quality and also increasing the chances of repeat orders.

Improving Design Capability

There is a need to enhance the appeal of handloom products among youngsters by infusing contemporary



Kuch Shawl of Gujarat

designs. Often, handloom weavers employ traditional designs that are not in sync with the current fashion trend. Government of India provides financial assistance for skill upgradation and design development under the Block Level Cluster Scheme, which is a component of the National Handloom Development Programme.

Under another initiative, Comprehensive Handloom Cluster Development Scheme (CHCDS), the central government provides financial assistance for establishing design studios in the upcoming mega clusters. So far, eight mega clusters are being developed under this scheme. Handloom weavers should be trained to develop marketable products based on the design portfolio developed by professional fashion designers engaged by Weavers' Service Centres (WSC).



Muga Silk of Assam

The central and state governments should strengthen interaction among young designers and handloom weavers to facilitate exchange of ideas on innovative designs. There is a need to create awareness and increase utilization of the Computer Aided Textile Design (CATD) System, which the government is promoting in every Weavers' Service Centre (WSC).

Further, a mechanism has to be developed to update weavers and train them on contemporary designs so that they can respond better to the evolving market trends and consumer are preference. The roles of National Centre for Textile Designs (NCTD), Institutions of Handloom Technology, (IHT) and Indian Institute of Fashion Technology (IIFT) are crucial in ensuring that our weavers are trained on latest designs preferred by consumers.

Private fashion houses and brand owners can also engage with weavers to help them design marketable

products that meet the evolving consumer trends. Already, owners of many apparel brands such as Peter England, Allen Solly and Biba have tied up with weavers from Andhra Pradesh, Rajasthan, Gujarat and Telangana, to name a few. Brand owners such as Madura Fashion, Raymond Group, S. Kumars, Siyaram and Monte Carlo can scale up their engagement with handloom weavers and handhold them on latest designs and innovation.

Need for insurance Cover

According to the Fourth Handloom Census, hardly 3.8% of the weaver households are covered by life or health insurance. Government should provide health and life insurance cover to the weavers in handloom households. In the absence of medical insurance, these households may resort to borrowing to pay for emergency medical expenses arising in their family. Census data shows that 59% of the loan taken by weaver households is not used for weaving purpose, which indicates that a substantial portion of the loan is used for family expenses, including medical expenses.

Miscellaneous initiatives

The office of the Development Commissioner (Handlooms) should encourage more and more weavers to register their products under the 'India Handloom' Brand, which is a tag provided to high quality, defect free authentic handloom products. Weavers should be trained to use good quality yarn and dyes to produce products that can be registered under 'India Handloom' Brand. Also, awareness should be created among consumers, both in India and abroad about the authenticity and eco-friendly nature of textile sold under this brand.

There are many well-intentioned policy programmes to support production and export of superior quality handloom weaves from the country. These programmes play an important role in immortalizing this age-old craft of handloom by facilitating our weavers adapt to the changing market conditions. Especially, legislations such as the Geographical Indications of Goods (Registration & Protection) Act 1999 provides legal status to products that are uniquely produced in a geographical area. So far, government has registered 65 handloom products under this act. For instance, Muga Silk of Assam, Champa Silk of Chhattisgarh, Kachchh shawl of Gujarat, Kinnauri shawl



of Himachal Pradesh, Chanderi sarees of Madhya Pradesh and Solapur Chaddar of Maharashtra are geographical indications for these handloom products.

There is also a need to create a direct marketing platform to connect weavers to the end customers, both domestically and globally. To this end, MVRDC World Trade Center Mumbai held its first virtual exhibition on Handlooms, titled 'Handloom Festival - Redefining Tradition and Style' on the 'Virtual Trade and Exhibition Platform' - worldtradeexpo.org. This platform enables weavers and local entrepreneurs to connect to potential buyers globally to sell products such as sarees, fabric material, shawls, stoles, dress material, mats, rugs, carpets along with home furnishing and other accessories. They also participated in matchmaking B2B2C meetings, export-oriented training programmes and workshops. The festival helped local enterprises understand the latest consumer trends abroad, identify fruitful sales leads and gain sizeable export orders.

The government is said to have approved 23 e-commerce entities for sale of handloom products. Independent weavers (who are not associated with any cooperative societies) should be encouraged to sell their goods through these online platforms and also participate in trade fairs.

India has talented weavers who have kept the traditional art of handloom alive till date. Now, we need an effective collaboration among policymakers, weavers, design institutes, private fashion brands and e-commerce platforms to modernize this age-old craft and make it relevant to the contemporary fashion. We cannot afford our handloom industry to die as it is the largest source of rural employment outside agriculture.

Rethinking US-India Relations - The agenda for New Administration

India and USA over time have become Global Comprehensive Strategic Partners. There is a bipartisan support in the US to nurture and take the relationship to a new strategic level with India which is the largest democracy in the world. During the last four years of President Donald Trump, we have seen a much overt and closer cooperation between the two countries especially in the defence, security and high-tech domain which is borne out by the signing of Logistics Exchange Memorandum of Agreement (LEMOA) and Basic Exchange and Cooperation Agreement (BECA). BECA ensures real time exchange of geo-spatial intelligence and interoperability. USA has identified India as a prominent partner in its geopolitical strategy in South Asia and the Indo-Pacific region. Under President Trump, for the first time, an overt and unequivocal support for India was expressed at the highest level in the wake of Chinese aggressive behaviour on the Himalayan border and the Galwan incident.

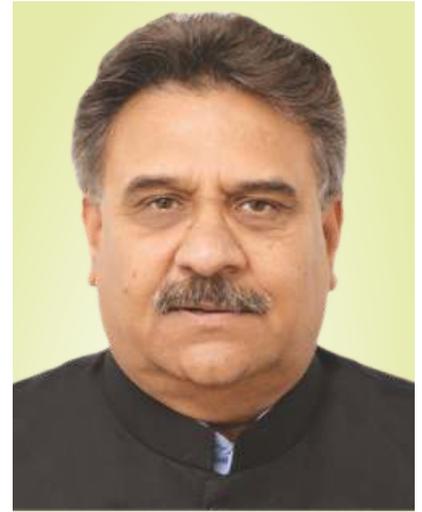
Of course, Trump's 'America First' policy and his occasionally irrational twiplomacy (use of Twitter as a predominant mode of communication in diplomacy), especially on offers of mediation with China or Pakistan and on economic issues like withdrawal of GSP benefits calling India a developed country or "King of Tariffs" caused some concerns in the Indian establishment. But this is a part of the process and proximity has its costs and benefits. There indeed is a realisation in Washington, of India's huge market and immense economic potential, as the third largest economy (PPP) improves its "Doing Business in

India" rankings and expands competitive investment opportunities.

USA is India's largest trading partner in goods and services with the volumes of USD 149 billion in 2019 having increased by over 120% during the past decade registering a robust growth. Likewise, with nearly USD 20 billion in defence exports, it is replacing Russia as the major arms supplier. Aggregate worth of defence-related acquisitions from the U.S. is more than USD 15 billion. The India-U.S. Defence Technology and Trade Initiative (DTTI) is aimed at promoting co-development and co-production efforts. In June 2016, the U.S. recognised India as a "Major Defence Partner", which commits the U.S. to facilitate technology sharing with India to a level commensurate with that of its closest allies and partners. The announce-

“USA is India's largest trading partner in goods and services with the volumes of USD 149 billion in 2019 having increased by over 120% during the past decade registering a robust growth.”

ment of India's elevation to Tier I of the Strategic Trade Authorization (STA) license exception will further contribute towards facilitating interaction in advanced and sensitive technologies. Technology transfer especially in the green-tech area has acquired significant



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salience as India wishes to claim its place in the Artificial Intelligence (AI) driven Industrial Revolution 4.0, where collaboration in hi-tech would be the primary mover. Adequate institutional mechanisms have been created to drive these initiatives.

No doubt, like any other relationship even US-India trade ties have some irritants and competing elements that negatively impact the move forward. US wants more open Indian market with less bureaucracy. Often it is critical of certain subsidies that India provides to its industry and agriculture. Solar energy has been one such area in recent times taken to the WTO by the US. However, US is also one of the most protectionist markets due to technical and non-technical barriers

“ It is important to work together with the next US Administration on a two way market access, as we discuss the new mini or a normal trade deal and simultaneously develop ‘Atmanirbhar Bharat’ for plugging into global and regional value and supply chains.”

to trade including Intellectual Property Rights (IPRs). Over the years, it has begun to raise more firewalls including the denial of H1B visas for the professionals and ICT service providers, which has a direct impact on India's competitiveness and growth in the sector.

Imposition of tariffs, anti-dumping and countervailing duties on Indian aluminium and steel and other products do have a dampening impact. Pure trade competition is fine but when it gets amalgamated with the politics of economics it tends to obfuscate the facts and denies the equity by way of differentiated market access. India also needs to undertake more economic reforms in labour and financial sectors to become more attractive and competitive. But use of labour, social and environment standards and human rights issues by western countries add a heightening unfair obstacle for the developing countries in general as comparative advantage of the nations is denied. Hence, it is important to work together with the next US Administration on a two way market access, as we discuss the new mini or a normal trade deal and simultaneously develop ‘Atmanirbhar Bharat’ for plugging into global and regional value and supply chains.

Biden Administration may have a more engaging approach towards India and multilateralism by returning to Paris Accord, WHO, UN

organisations and beef up WTO while pursuing reforms therein. This would provide a new energy to our engagement on a global horizon to cooperate with US. Although our basic positions on several key issues may not be in alignment, negotiations from the vantage point of appreciation and respecting other's viewpoint would enable incremental progress. Even then, America's First policy of Trump may continue in another form and focus. It would be

“ Although our basic positions on several key issues may not be in alignment, negotiations from the vantage point of appreciation and respecting other's viewpoint would enable incremental progress.”

necessary to assess and estimate the convergence point and resolution mechanisms for divergences. Energy cooperation has become an important area as India has signed long term supply contracts for oil and gas that have been operationalised. Hence, USA is emerging as another alternate source and partner in our energy security. India's International Solar Alliance initiative could bring about a paradigm shift. Likewise, we shall

have to develop our civil nuclear and outer space collaboration in a more intimate manner including in AI, Cyber security and Terrorism to confront the existential and futuristic challenges. We are cooperating a great deal in this Covid pandemic as India is the pharmacy and vaccine hub of the world.

Indian Americans are extraordinarily successful in the US and have contributed greatly to the progress and development there. Nearly 200,000 Indian students spend nearly USD 8 billion annually and large number of Indian companies have invested in the US across sectors. Indian software professionals have made a mark in the Silicon Valley and the knowledge economy there, and hence free movement of professionals is an area worth smoothing. President elect Biden and Vice President elect Kamala Harris (partially of Indian origin herself) have promised to work on it. There is a bright future for the India-US relationship, which is predicated on shared values, democracy, rule of law and hopefully greater commitment to multilateralism. They also share the commitment to promoting global security, stability, and economic prosperity through trade, investment and connectivity. We have to coordinate to confront the challenges in our North and West as well as in West Asia, Africa and Latin America where US has a strong footprint and leverage, so that India could ensure the security of its interests with a strategic partner, of which QUAD and G20 are the two examples among many other fora. We must be able to find the congruence between “Vasudhaiva Kutumbakam” and principles of liberty, equality and justice for the development and equitable dissemination of global commons.



Government to develop 500 champion MSMEs in electronic sector



Experts call for thrust on indigenous design and procurement of Made in India electronic products

“Government of India is taking efforts to develop 500 champion MSMEs in the electronic sector. Global and Indian electronic companies have committed USD 100 billion production, 80% of which is for exports, under the production linked incentive scheme so far. This revenue positive scheme will create 2.5 lakh direct and indirect employment and also generate significant tax revenue for government. In the last two months, we received 44 applications under another scheme, known as SPECS, which provides capital subsidy for investors. We expect at least Rs. 50,000 crore investment in electronic component manufacturing under this scheme in the next few years.” said by Mr. Saurabh Gaur, IAS, Joint Secretary, Ministry of Electronics & Information Technology, Government of India at a webinar to mark the official release of MVIRDC Research Study on ‘Promoting Electronic Manufacturing’.

Mr. Gaur further added, “India will soon join the league of leading mobile phone exporters such as China and Vietnam, that annually export USD 140 billion and USD 60 billion worth of phones respectively. We want to replicate our success in mobile phone manufacturing in computing devices such as laptops, tablets, notebooks and servers. In the case of set top boxes, India domestically develops conditional access systems (CAS), although we are dependent on imports to a large extent. India will also make progress in domestic manufacturing of Internet of Things (IoT) and wearable devices by March 2020.”

Speaking about roadmap for developing semiconductor manufacturing in India, Mr. Gaur said, “Government is engaged at high level to attract global semiconductor players by way of direct investment and joint ventures with Indian companies. To start with, India will soon approve major investment in ATMP (Assembly-Test-Mark-Pack) segment.”

Speaking on this occasion, Dr. Ajai Chowdhry, Founder - HCL, Padma

Bhushan Awardee (2011) said, “India has the potential to capture a significant size of the USD 360 billion global market for IT and datacom products. Government of India should support manufacturers of desktops, tablets, networking products by providing production linked incentives (PLIs). We also have potential for domestic manufacturing of set top box, surveillance cameras, tablets and smart meters. India should aim for indigenous design and production, right from chip to the entire electronic system.”

Dr. Chowdhry further added, “India should start domestic manufacturing of semiconductors, by initially creating capacity for high volume segments such as 28 nanometer plant and then gradually moving up the value chain. We should also strengthen capacity for fables semiconductor industry.”

Dr. Chowdhry concluded by pointing out that domestic electronic manufacturing can address the digital divide by meeting demand of under-served sections of the population. “Students in most schools and colleges of India are deprived of tablets for learning purpose. India should work on designing and manufacturing of low cost tablets. India can also meet demand for similar tablets in Africa and other foreign markets.”

Speaking on this occasion, Dr. (Ms.) Rashmi Banga, Senior Economic Affairs Officer, Unit on Economic Cooperation and Integration Among Developing Countries (ECIDC), UNCTAD said, “India needs to block extension of the WTO Moratorium

WORLD TRADE CENTER MUMBAI

Release of MVIRDC Research Study
"Promoting Electronic Manufacturing in India"
 Wednesday, October 14, 2020 | at 1:00 pm (IST)

Electronics manufacturing plays a key role in accelerating India's progress in the fourth industrial revolution. Recent years have marked India's emergence as a global manufacturing destination for smartphones, mobile phone accessories and LED lighting products. But India still has a long way to go in realizing its vision of being a global hub for Electronic System Design/Manufacturing (ESDM). The MVIRDC Research Study titled "Promoting Electronic Manufacturing in India" explores pathway to achieve this grand vision. The report combines rigorous data analysis with a comprehensive primary survey to identify opportunities, challenges in electronic manufacturing in India. The findings of this study gains significance at a time when India is positioning to benefit from the shifting global value chain following the outbreak of the pandemic.

Keynote Address
Mr. Saurabh Gaur, IAS
 Joint Secretary
 Ministry of Electronics & Information Technology
 Government of India

Guest Speakers

Dr. (Ms) Rashmi Banga
 Senior Economic Affairs Officer
 Unit on Economic Cooperation & Integration Among Developing Countries
 SEDICI, UNCTAD

Dr. Ajai Chowdhry
 Founder - HCL
 Patna Bhawan Award, 2011

Ms. Smita Purushottam
 Ambassador (R&D), Founder & Chairperson, Science, Indigenous Technology and Advanced Research Accelerator (SITARA)

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restrict their policy space to develop their domestic digital sector, including digital rules which are being negotiated under Joint Statement Initiative.”

In her remarks, Ms. Smita Purushottam, Ambassador (R e t d .), F o u n d e r & Chairperson, Science, Indigenous Technology and Advanced Research Accelerator (SITARA) said, "Electronics and digitisation undergird every aspect of national life including the economy, society and defence. As critical infrastructure, they must be secured, which can only be guaranteed through indigenously manufactured products and solutions.

Government should emphasise domestic procurement and R&D to reverse the damage wrought on the domestic sector by premature trade liberalisation.”

Ms. Purushottam emphasized, “The skewed domestic procurement ecosystem must be purged of the influence of import lobbies which has denied massive opportunities to domestic manufacturers. The Preferential Procurement Make in India (PPP-MII) policy must be implemented in telecommunications, electronics, defence, smart cities, railtel orders and State Government projects, where they are still being flouted. A carrot and stick policy of withholding financial transfers, individual promotions and other benefits unless PPP-MII Orders are followed - must be implemented.”

Speaking about promoting R&D, Ms. Purushottam said, “Incentives for domestic R&D must be restored and

direct funding given to small businesses for R&D as per America's SBIR model. Businesses must, in turn, invest more in R&D. R&D intensive companies must be held up as national models and not harassed and penalised. The National Electronics Mission under PM must ensure that India generates disruptive technologies. After all, it is our scientists and engineers who create enormous IP in cutting-edge products for foreign companies and Governments.”

Earlier in his welcome remarks, Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai said, “India's electronic manufacturing kick started since 1984 and the then government provided thrust to advance towards electronic age by encouraging domestic manufacturing and exports. Now, we are advancing towards digital age that requires big thrust from government in terms of incentives; or else, it may be difficult to achieve the grand vision of Self-Reliant India. Local manufacturing lost steam in the last two decades because of cheap imports. Imposition of anti-dumping duty used to take lot of time because of lengthy investigation. India can reclaim its dominance in electronic manufacturing by revitalizing loss making electronic companies. We need government support, in terms of financial assistance to loss making companies, capital and interest cost subsidies to jumpstart local electronic manufacturing.”

Mr. Kalantri further remarked that India can be a global leader in electronic manufacturing and join the league of leading exporters such as China, South Korea and Japan through concerted policy thrust on this sector. The realignment of

on Electronic Transmissions in the upcoming WTO Ministerial Meeting as the Moratorium not only allows duty free imports of many luxury items like video games, movies, music and e-books into the country but can also have severe adverse implications for the manufacturing sector. Unregulated imports of software which is electronically transmitted can be used in digital technologies like 3D printers by foreign firms to 3D print many of the currently manufactured products, within the national boundaries of India but without physical presence.”

Dr. Banga further remarked, “India also needs to stay out of the ITA Expansion Agreement (of WTO) as this agreement includes reducing tariffs to zero on many new age digital products which do not yet have corresponding HS codes. Nobody knows how digital revolution will unfold in future and countries should not take any binding commitments which may

supply chain in the post-pandemic world offers huge opportunity for India to become self-reliant in electronic manufacturing. WTC Mumbai will support government and industry by offering indepth research insights and drafting detailed policy recommendations to promote the sector.”

A key highlight of the event was the release of MVIRDC Research Study on ‘Promoting Electronic Manufacturing in India’. The study

suggests more than 10 policy measures to transform India into a global hub for electronic manufacturing. The study covers major electronic manufacturing segments such as consumer electronics, computer peripherals, smart phones, smart watches, printed circuit boards, SMT lines, telecom equipments, LED lighting and electric vehicles.

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center

Mumbai proposed vote of thanks for the event.

The webinar was attended by representatives from trade and industry, consular corps, research institutions and government departments.

The webinar was held on October 14, 2020



Ghana can be India’s gateway to Africa through the AfCFTA



“The Republic of Ghana is the headquarter of the African Continental Free Trade Area (AfCFTA) and can serve as a gateway to the 1.2 billion-strong African population having a combined GDP of USD 3.4 trillion”, said H.E. Dr. Michael Aaron N. N. Oquaye Esq (Jnr), High Commissioner, The High Commission of the Republic of Ghana in India at the ‘India-Ghana Trade & Investment Opportunities Virtual Summit’ organised by World Trade Center Mumbai and World Trade Center Accra.

H.E. Dr. Oquaye Esq (Jr.) further remarked that at a time when COVID-19 has ravaged global

economic activity, and disrupted trade and supply chains, India and Ghana should not despair, but rather consider it an opportunity in crisis to enhance their bilateral relations. India is one of the largest foreign investors in Ghana in terms of projects registered as well as FDI inflows. Bilateral trade has also jumped 48% over the last two years. India can help Ghana become a manufacturing hub and explore its linkages with the African market.

Dr. Esq further said that according to the UNDP, Ghana has had a stable and democratic government over the last two decades. The World Bank’s Ease of Doing Business report

2019 remarked Ghana as the best place for doing business in West Africa. It also has a favourable geographic location and is home to an educated workforce. Indian companies can explore investment opportunities in sectors such as gold, bauxite and iron ore mining, agro-processing, healthcare and other sectors.

In his video message, H.E. Mr. Sugandh Rajaram, High Commissioner, The High Commission of India in Ghana opined that the whole ecosystem for doing business in India has revolutionised in the recent past. Ghana companies can take advantage of market access, technical knowhow, and skills and expertise of the Indian people. The Indian government has invested in several development projects in Ghana over the last two decades, and has also provided concessional credit.

Mr. Rajaram further said that many Indian businesses have successfully executed projects in Ghana. Several synergies exist between Indian and



Ghana businesses, and Indian MSMEs can take advantage of opportunities in rural development, agriculture technologies, agriculture cultivation, irrigation, agro-processing, sanitation and renewable energy projects in Ghana.

Mr. T.V Ganesan, Second Secretary, High Commission of India in Ghana, remarked that India is among the top three exporters of textile products to Ghana. India is operating a Cotton Technical Assistance programme in Ghana. Further Mr. Ganesan mentioned that Indian companies can supply raw materials and transfer knowledge to Ghana businesses in the pharmaceutical sector. He also informed that the Tree Crop Development Authority has recently been established in Ghana and Indian companies can set up value-addition plants in there.

Earlier in his welcome remarks, Mr. Vijay Kalantri, Vice Chairman, World Trade Center Mumbai said that India and Ghana have tremendous opportunities for South-South cooperation. Although bilateral trade of USD 4.4 billion between the two countries is in Ghana's favour, the AfCFTA can help India increase its presence in Africa by investing in Ghana. We should, therefore, strive to make Ghana a manufacturing hub and serve the African market. He proposed to organise an Africa Conclave to promote joint cooperation for companies in the agriculture, pharmaceutical, engineering and automobile sectors, among others.

Mr. Kalantri highlighted that WTC Mumbai is launching a Virtual Trade and Exhibition Platform, worldtradeexpo.org, and invited companies in Ghana to participate in its month-long Handloom Festival. He revealed that while the platform was currently promoting artisans and weavers, other sectors such as agriculture, engineering, electronics

etc, will be promoted in the near future.

In his Welcome Address, Mr. Edem Yevutsey, Managing Director, WTC Accra remarked that the importance of strengthening relations between India and Ghana cannot be more emphasised, and the COVID-19 pandemic brings sharper focus to enhance these ties. Ghana is the bastion of peace and security and its government's policies such as single-window port clearance and digitisation of registrations aim at promoting trade and industry.

The Inaugural session was followed by simultaneous breakout sessions comprising discussions among representatives from the Textile, Pharmaceutical, Agro Processing, Healthcare & Health IT, Mining & Mineral Exploration, Petroleum and Chemical sectors.

Ms. Rupa Naik, Senior Director, World Trade Center Mumbai proposed the Vote of Thanks.

The event was attended by representatives from trade and industry, consular corps, academicians, MSMEs and students.

The webinar was held on October 22, 2020

Over 50 plots already allotted in AURIC, says Mr. Naik

Maharashtra makes available 40,000 acre land for new industries

"India's first Greenfield Smart Industrial City, AURIC (Aurangabad

Industrial City), is spread over 10,000 acres of land and is being developed by the special purpose vehicle, Aurangabad Industrial Township Limited (AITL). AITL has sold more than 50 plots in this industrial city

and we expect more companies to invest in the months to come. AURIC is an ideal investment destination with pre-approved environment clearance. Companies investing in this city can enjoy sound road, rail

and air connectivity, single window clearance system, online application, e-land management system, reliable 24 hour power supply and effluent treatment plants, among other services,” said Mr. Amgothu Sri Ranga Naik, IAS, Managing Director, Aurangabad Industrial Township Limited at the Virtual Trade Dialogue 'Leveraging Trade Infrastructure for International Market Access and Trade Opportunities', second in series, organized jointly by World Trade Center Mumbai - India, World Trade Center Winnipeg - Canada and World Trade Center Trieste - Italy.

Mr. Naik also highlighted the benefits of investing in Maharashtra, where the state government has made available 40,000 acre land for new industries. He said, “Maharashtra is the only state in India to offer SGST rebate on gross basis and has disbursed more than USD 600 million in lieu of various incentives during the year 2018-19. The state offers Plug and Play Infrastructure by allowing FDI investors to utilize a ready to use infrastructure, Maha Parwana - a single window clearance system for FDI investors that meet statutory norms to start operations within 48 hours, a dedicated industrial employment portal launched in July 2020 aiming to help new and potential investors employ the vast and skill rich local talent in Maharashtra across 17 sectors and 950+ job roles, along with an Investor First Programme, Earmarked Land Parcels and a Dedicated Country Desk.”

Speaking about the progressive industrial policy launched by the state in April 2019, he said the industrial policy provides fiscal incentives such as Industrial Promotion Subsidy (IPS) in the form



of 'Gross SGST' Abatement, Stamp Duty Exemption, Electricity Duty Exemption and Power Tariff Subsidy. It also provides additional incentives for thrust sectors, green energy and Industry 4.0, and for food processing units, agro processing units and Farmer Producer Organizations (FPOs).

Speaking on this occasion, Ms. Diane Gray, President and CEO, CentrePort Canada highlighted that CentrePort Canada is North America’s largest inland port spanning over 20,000 acres with on-site access to tri-modal transportation. It is served by three continental class I railways, has a major trucking centre with 1,000+ for-hire trucking companies, only one hour from the Canada-U.S. border, and has a 24/7 international airport for dedicated freighter aircraft movements. She further said the new residential community will support up to 8,000 employees providing green space and active living opportunities, and the region has more than 100 new companies in various stages of development.

Ms. Gray remarked that CentrePort Canada Rail Park is a 665 acre rail park that will combine industrial space with logistics infrastructure to serve companies who ship by rail. The Inland Port Special Planning Area (CentrePort North) expedites

the planning and land-development approval process, enables companies to move through the subdivision and rezoning applications concurrently and has quick turnaround times - two weeks for building permits and three months for full subdivision and rezoning process.

Representing World Trade Center Trieste, Italy, Ms. Rita Gollino, Corporate Development Manager of Samer & Co. Shipping explained how the Port of Trieste in Italy can be a gateway for Indian companies to the European market. She pointed out that the Port of Trieste can be a strategic geographical location with intermodal connectivity, 18-meter draft and a customs free port. She suggested that by taking the Suez-Trieste route, one can save four days of navigation time, travelling at an average speed of 20 knots.

Ms. Gollino briefed the benefits of the Port of Trieste as a Free Trade Zone with benefits such as unrestricted access and transit of goods, deferred payment of taxes and duties, reduced port taxes, unlimited storage, free overseas export and onsite goods processing. She further remarked that Freeway Trieste is a hightech industrial innovation hub inside a



global realignment post COVID-19 can be explored by engaging with trade and investment hubs such as CentrePort Canada, the Port of Trieste and AURIC in India. AURIC can play a vital role in promoting industries in the agro, engineering, auto and textile sectors, among others.

Mr. Kalantri further remarked that World Trade Center Mumbai is always at the forefront to promote Indian MSMEs on the global trade map, and has been

continuously engaging with various national and international organizations, even during the pandemic, to highlight the plethora of business opportunities arising from increasing engagement across various regions representing varied industrial services and sectors.

Speaking on the occasion, **Mr. Derek Earl**, Vice President, World

Trade Center Winnipeg said that we are navigating through unprecedented times, and we need a network of trusted partners to address this crisis. Mr. Earl shared details about the Trade Accelerator programme, which is one of the impactful initiatives of World Trade Center Winnipeg to guide business enterprises on export planning, market entry strategies, trade and investment opportunities.

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai proposed the Vote of Thanks.

The programme was attended by MSMEs, industry representatives, consular corps and members of the academia from the participating countries.

The webinar was held on November 5, 2020

customs free zone, attracting innovative businesses through applied industrial research, requiring shipping and logistics, on a hub and spoke model.

In his Welcome Address, Mr. Vijay Kalantri, Vice Chairman, MVIRDC World Trade Center Mumbai, said that opportunities arising out of the

MVIRDC Study Proposes Nine Steps to Bolster MSME Sector



A study titled 'Impact of COVID-19 on Indian MSMEs: Bringing Them Back on Track' conducted by MVIRDC World Trade Center Mumbai prescribed nine-point agenda to revive India's MSME sector from the adverse impact of the spread of corona virus. MSMEs faced problems pre and during the pandemic with respect to decrease in demand, supply chain disruptions, raw material shortage and labour shortage. They further faced insufficient resources, in terms of finance, managerial and legal skills which unexpectedly prolonged in

WORLD TRADE CENTER
Mumbai

Release of MVIRDC Research Study
**Impact of COVID-19 on Indian MSMEs:
Bringing them Back on Track**

Monday, November 9, 2020 at 4.00 pm

COVID-19 pandemic has struck the very heart of all economies world-over. Businesses across all sectors have the brunt and suffered losses at various levels. The problems faced pertained to decrease in demand, supply chain disruptions, raw material shortage and labour shortage. The major victim of the coronavirus is micro, small, medium-sized enterprises (MSMEs). MSMEs face insufficient resources, in terms of finance, managerial and legal skills which unexpectedly prolonged. In such a scenario, MVIRDC Research Study titled 'Impact of COVID-19 on Indian MSMEs: Bringing Them Back on Track' investigated the effects of the pandemic on MSMEs based on a few parameters. The report is based on a primary survey which revealed challenges and opportunities faced during and post lockdown periods. The study highlighted the hardships MSMEs encountered in their businesses while navigating through the crisis and provided feedback and suggestions for further policy assessments by RBI and Government of India.

Keynote Address
Mrs. Alka Arora, IAS
Joint Secretary - SME
Ministry of Micro, Small and Medium Enterprises,
Government of India

Guest Speakers
Mr. B. C. Bhartia
National President
Confederation of All India Traders
Mr. Anil Bhardwaj
Secretary General
Federation of Indian Micro and Small &
Medium Enterprises
Dr. Sunil Shukla
Director General
Entrepreneurship Development
Institute of India

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the lockdown period. The challenges and opportunities faced by Indian MSMEs highlighted hardships that MSMEs encountered in their businesses while navigating through this crisis.

The release of the Study was at a time when the Reserve Bank of India and Government of India announced relief and economic measures which were part of the Atma Nirbhar package to combat disruptions in processes of businesses across sectors.

The study provided the necessary feedback and suggestions for further policy announcements needed by businesses not just to survive but also to revive.

The Study was released at an event held at the World Trade Center Mumbai.

On the occasion, Mr. B. C. Bhartia,

National President, Confederation of All India Traders suggested that an audit of bank loan disbursements during the pandemic should be conducted in order to ensure that the liquidity easing measures of the government and RBI are percolated to the lowest rung of MSMEs. He further opined that the purchasing power of rural MSMEs should be increased in order to maintain a balanced economy.

Mr. Bhartia remarked, India should be projected as 'The biggest production market of MSMEs to cater to the world's biggest consumption market i.e. India'. While large corporates have been able to mitigate the adverse impact of the COVID-induced crisis by going digital, MSMEs also should be encouraged to adopt digitalisation. This will ensure that while we are fostering startups, we do not let our existing MSMEs go bust.

Mr. Anil Bhardwaj, Secretary General, Federation of Indian Micro and Small & Medium Enterprises said, MSMEs have been reeling under a slowdown even before the COVID-19 pandemic, due to the effects of demonetisation and haphazard GST implementation. The prolonged slowdown can lead to insolvencies as businesses have had to pay salaries and other statutory dues even in the absence of income. Government-initiated measures such as the credit guarantee programme have created liquidity, whereas direct benefit transfers and compulsory procurement from MSMEs have enabled demand-creation. Further, the festive season will boost demand.

Mr. Bhardwaj, however, expressed that the informal sector has been worst-hit by the crisis. The government needs to, therefore, enact measures such as realistic identification of NPAs, formulation of rules under IBC for proprietorship and partnership firms, and payment of dues of MSMEs by large firms that have gone into insolvency, in order to avoid a snowball effect of failure of large organisations on the MSME sector.

Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India remarked that although the COVID-19 pandemic has accentuated problems faced by MSMEs, Indian MSMEs have shown resilience. We are exporting many pharma and healthcare-related products and services, as well as alternative medicines such as herbal and ayurvedic products. Dr. Shukla opined that medical disposable and sanitisation products, pathology services, healthcare service delivery and healthcare data management will see opportunities rise in the near future, as also organic fruits and vegetables, and small car manufacturing, renting and repair services will witness good demand.

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai in her welcome address remarked that although the COVID crisis has severely impacted MSMEs, new vistas of production and exports have opened in certain labour-intensive sectors such as handlooms and handicrafts, and several agricultural and pharmaceutical products. Ms. Naik suggested the government to provide labs and other facilities for testing product quality and standards, to reduce dependence on facilities owned by foreign companies.

Ms. Naik proposed to hold an Open House meeting with the Ministry of MSMEs to educate MSMEs on the ways to mitigate adverse impact of the COVID-19 crisis. She also briefed about India's largest virtual exhibition for 'Handloom Festival' (held from October 17 onwards), which is

a unique initiative of MVIRDC World Trade Center Mumbai to promote Khadi and Handloom products to the global audience.

The programme was attended by MSMEs, industry bodies, members of the academia, students, govern-

ment officials and other stakeholders.

The Webinar was held on November 9, 2020

■

National Institute of Industrial Technology and Innovation, Argentina (INTI) wants to partner with Indian MSMEs to enhance export capabilities



Small and medium enterprises in India can benefit from innovative technologies and scale up their businesses in areas such as food production, energy, electronics, manufacturing and construction among others, by partnering with industrial research institutes of international repute such as INTI, said Mr. Guillermo Devoto, Consul General and Director, Trade Centre of the Republic of Argentina in Mumbai at the webinar on 'Creating Joint Opportunities with Argentine Technology and Innovation' organized by MVIRDC World Trade Center Mumbai in collaboration with the Ministry of Foreign Affairs, International Trade and Worship,

Government of Argentina.

Speaking on the occasion, Mr. Marcelo Marzocchini, Chief Operative Director, INTI, suggested that Indian SMEs can gain from industrial innovation, technology development and quality assurance to improve people's quality of life. INTI offers over 8,000 industrial services through over 200 accredited laboratories and assists over 15,000 SMEs every year, and can assist Indian SMEs through technology innovations.

Mr. Marzocchini further said, INTI offers industrial capabilities in a multitude of sectors such as automotive, biotechnology,

building, chemical and pharma, dairy products, electronics and energy to name a few. Indian SMEs should take advantage of its network of technology centers comprising of specialized professionals and unique equipment that provide comprehensive assistance to SMEs. He opined, strengthening SMEs can lead to sectoral and regional development, create complementary public-private capacities, import substitution, digital transformation, adoption of Industry 4.0, strengthen national quality system and enhance innovation in newer areas such as electric mobility, circular economy, green technologies etc.

Ms. Maria Fernanda Becce, Manager, Institutional and Communication, Department, INTI said that INTI can help Indian companies enhance export capabilities in areas such as design and launch of meat and milk plants, bioprocess development, industrial services including equipment and prototype design, renewable energy generation and technical assistance for the approval of international standards in the electro medical equipment sector among others.

The principal services exported by INTI include analysis and tests, technical assistance, mandatory certifications, proficiency tests, calibrations and training workshops. INTI can offer Indian company's international linkage in the form of technology transfer, institutional strengthening in knowledge and capabilities, training of human resources, projects R&D and exchange of experts in the project framework, and scientific international workshops and meetings. Ms. Becce further remarked that INTI and Indian SMEs can have potential cooperation in biomass, textile (mainly silk), API synthesis and fine chemistry sectors.

Earlier in his Welcome Address, Capt. Somesh Batra, Vice Chairman,

MVIRDC World Trade Center Mumbai said, technology and its rapid growth play a major role in making MSMEs adaptive to the global economy. Business incubators promote and support creativity of individual innovators and assist them to become technology-based entrepreneurs. The Government of India has recently approved a Production-Linked Incentive scheme for ten key sectors, which aims to make Indian manufacturers globally competitive.

Capt. Batra remarked, MVIRDC World Trade Center Mumbai strives to make Indian MSMEs competitive in the global market and has been conducting virtual programmes throughout the COVID-19 pandemic to educate MSMEs on ways to

mitigate challenges and sail through the crisis and the opportunities arising on the way forward.

Ms. Rupa Naik, Senior Director, MVIRDC World Trade Center Mumbai proposed the Vote of Thanks.

The event was attended by MSMEs, service enterprises, industry representatives, consular corps, students and members of the academia.

The webinar was held on November 26, 2020



Consul General of Egypt visits World Trade Center Mumbai



In Photo (L-R) - Mrs. Rupa Naik, Senior Director, WTC Mumbai, Mr. Vijay Kalantri, Vice Chairman, WTC Mumbai, Mr. Attia Abou Elnaga, Consul General, Consulate of the Arab Republic of Egypt, Ms. Amira Shahin, Vice Consul, Consulate of the Arab Republic of Egypt and Mr. Anil Velde, Deputy General Manager-Trade Promotion and Marketing, WTC Mumbai.

Mr. Attia Abou Elnaga who was recently appointed as the Consul General for the Consulate General of the Arab

Republic of Egypt, visited World Trade Center Mumbai. He was accompanied by his colleague Ms. Amira Shahin, Vice Consul of the

Egyptian Consulate. Mr. Elnaga spoke about the trade and investment opportunities in Egypt and emphasized on the fact that Egypt is the gateway to the Comesa countries. He also discussed about the exports in textile, agro, plastics and pharmaceutical sectors of Egypt. Ms. Rupa Naik, Senior Director, World Trade Center Mumbai proposed that an online B2B meeting be organised with World Trade Center Cairo for the interaction between traders in Egypt and members of WTC Mumbai, to boost bilateral trade between both countries.

The webinar was held on November 26, 2020



Realigned supply chain calls for digital transformation of MSMEs



“MSMEs need to adopt digital technologies to participate in Global supply chain, which is realigning after the outbreak of the pandemic. MSMEs need to be agile by adopting digital technologies to capture procurement opportunities from MNCs that want to diversify their sourcing to more reliable destinations. MSMEs are the backbone of the economy and they need support in terms of low cost finance, technology and marketing assistance. We are happy that Government of India has rolled out key reforms and incentives to realize the grand vision of Aatma Nirbhar Bharat. We hope these proactive measures will help Indian MSMEs cope with the challenges of this pandemic. Recent data on GST collection and other indicators show recovery in automobile, engineering, food processing and other sectors.” said **Mr. Vijay Kalantri, President, All India Association of Industries (AIAI)** at the webinar on “Reboot Trade and Connect with Global Supply Chains”. The webinar was organised by MVIRDC World Trade Center Mumbai (WTC Mumbai) jointly with Hong Kong Trade Development Council (HKTDC) and All India Association of Industries (AIAI).

Mr. Kalantri recalled that in the past, AIAI and WTC Mumbai organised conference and exhibitions jointly with their MoU partner HKTDC to support global market access of local SMEs. He concluded his remarks by proposing to conduct more such events in future to facilitate trade and industry.

In her remarks, Ms. Rupa Naik, Senior Director - MVIRDC World Trade Center Mumbai raised concern that hardly 10% of Indian MSMEs are digitally empowered and hence there is a need to support these enterprises adopt digital platforms.

Ms. Naik explained how WTC Mumbai is supporting MSMEs navigate through this challenging time by organising virtual trade programmes. WTC Mumbai has organised several knowledge sessions and workshops in collaboration with WTC Winnipeg (Canada), WTC Trieste (Italy), WTC Metro Manila (Philippines), WTC Utah (USA) and WTCs in other regions. She elaborated on a unique virtual exhibition organized by WTC Mumbai called ‘Handloom Expo’, to connect local weavers and artisans to global market.

Ms. Naik informed that, in future, WTC Mumbai will conduct similar virtual exhibitions in wellness & healthcare, textile, engineering, auto-components, plastics, chemicals, agro-processing, electronic and electrical sectors.

Ms. Naik also raised awareness about other trade supporting activities of WTC Mumbai, including its reciprocity desk and trade education courses for aspiring exporters.

In his remarks, Mr. Rajesh Bhagat, South Asia Consultant, Hong Kong Trade Development Council (HKTDC) suggested Indian MSMEs to use Hong Kong as a gateway to their participation in global supply chain. He said Hong Kong is the Central Business District of Asia and it is ranked as the 5th most competitive economy in the world (by IMD, Switzerland 2020). Hong Kong has the world’s 8th largest container port, second largest forex market in Asia and it is part of the megalopolis Greater Bay Area connecting nine cities of China. More than 9000 MNCs have presence in Hong Kong and 70 of the world’s top 100 banks have regional office in this special administrative region.

Mr. Bhagat invited Indian SMEs to avail of the integrated marketing solution offered by HKTDC through its product magazines, mobile apps, online marketplace and world class trade fairs. Especially, he explained how HKTDC deploys artificial intelligence for connecting exhibitors and suppliers on its digital platform.

Webinar on
"Reboot Trade and Connect with Global Supply Chains"
 3 December 2020 (Thursday)
 11:30 am (India Time)

Speakers

 Mr. Vijay Kalant President All India Association of Industries (AII)	 Mr. Andy Lam CEO and Founder A&A Ltd. Hong Kong	 Mr. Sthiradhi Das Sr. Manager - Own Label & Exclusive Brands Infiniti Retail Ltd(A Tata Enterprise)
Welcome Remarks	Topic: Chatbot and E-shop for Business Expansion	Topic: Recent Trends in Sourcing and Retail
 Mr. Rajesh Bhagat South Asia Consultant Hong Kong Trade Development Council (HKTDCC)	 Ms. Rupa Naik Senior Director MVRDC World Trade Center (Mumbai) (WTC Mumbai)	
Topic: Enabling Global Sourcing Opportunities via Hong Kong	Topic: Trade Initiative by World Trade Center	

Mr. Sthiradhi Das, Senior Manager – Own Label & Exclusive Brands Infiniti Retail Limited (A Tata Enterprise),

highlighted how Government of India's recent policy measures have transformed the nature of global sourcing by Indian industry. He said, "With government imposing restriction on imports, Indian manufacturers started full-fledged local assembly by importing completely knocked down products or semi-knocked down products. India is making progress towards becoming a mass manufacturing hub as local brands are shifting from import of completely built units to semi-knock down units."

Mr. Das also highlighted how the pandemic has increased consumer demand for laptops, tablets, home appliances and personal grooming products to adapt to the new lifestyle created by the nation-wide lockdown.

Speaking on this occasion, **Mr. Andy**

Lam, CEO and Founder, A&A Ltd., Hong Kong suggested MSMEs to adopt digital technologies such as chatbots, video chats, search engine optimization and digital content management to promote their brands online. He also highlighted the significance of promoting company products and brands through social media such as Facebook, Instagram, YouTube and Twitter.

The webinar was attended by more than 150 delegates representing trade & industry, academia and consular corps.

The webinar was held on December 3, 2020

Worldtradeexpo.org– WTC Mumbai's unique online trade and exhibition platform hosts Handloom Expo

MVRDC World Trade Center Mumbai developed a unique 'Virtual Trade and Exhibition Platform' – worldtradeexpo.org to reach out to global markets covering sectors namely Textiles, Fabrics & Yarns, Engineering, Auto Parts & Accessories, Plastics, Chemicals, Agri & Agri Processing, Handlooms & Handicrafts, Electronics, Electricals and Healthcare. This online platform offers a promising way for local entrepreneurs to connect to potential buyers through live chats and B2B meeting. This platform will catalyse the global reach of local MSMEs and help us realise the much avowed vision of #DigitalMSME,

#AtmaNirbharBharat and #Vocal4Local. This was aimed to support Indian MSME and comes at a time when India is striving to increase its exports by capitalising on the shifting global value chains and reinvigorating its untapped manufacturing potential. In this age of social distancing and remote working, MSMEs, startups, traders, women entrepreneurs etc. need a promising digital platform to reach out to distant markets and establish links with potential buyers. The first virtual exhibition was on Handlooms, titled 'Handloom Festival – Redefining Tradition and Style'. The exhibition on Handlooms showcased Khadi and Handloom

products. It was organized from October 17 – December 31, 2020 coinciding with 150 years of Mahatma Gandhi. The Handloom Festival was designed to support artisans and weavers by promoting their handcrafted, Handloom and khadi products to the global audience while redefining tradition and style.

The highlights of the Expo were webinars, buyer-seller meetings, silent auctions, exchange and collaborative programmes which showcased future trends, colours and designs.



More than 300 exhibitors from 29 states in India and 4 overseas participation from Ireland, Philippines, Thailand and Vietnam, showcased, marketed and sold products like sarees, fabric material, shawls, stoles, dress material, mats, rugs, carpets along with home furnishing and other accessories. They also participated in matchmaking B2B2C meetings, export-oriented training programmes and workshops. The festival helped local enterprises understand the latest consumer trends abroad, identify fruitful sales leads and gain sizeable export orders. The event was attended by more than 100 potential buyers from developing and developed countries.

Following webinars were conducted during the online Expo

1. Grow your Business with Australia and New Zealand with our speaker- Ms. Anika Passi, Owner, M/s A & A Inc.
2. The Legacy of Indian Handloom Fabrics – Across India – Exotic, Natural, Weaverable and Sustainable with speaker- Ms. Neela

Aneja, Founder, M/s Trends International

3. Redefining strategies of Handloom VIS-À-VIS Demand and Supply Panelist –

- Ms. Tasneem Merchant, Fashion Designer
- Ms. Rupa Naik, Senior Director, World Trade Center Mumbai
- Ms. Mannu Sandhu, Actress/Entrepreneur/Influencer,

Canada

- Ms. Cindy Khella, Producer, South Asian Week and Founder, CWC Events, Canada
- Ms. Laxmi Maria Jenkins, LAJ Law Practice
- Ms. Rupa Ganguli, Founder and CEO, Inclusive Trade, UK

4. Grievances Redressal with Buyers & Shipping Line with Speaker, Mr. Lokesh Parashar, Adkindia LLC (USA)

5. Future of India Textile Industry - Focus On "Home Textile Exports with Speaker- Ms. Sandhya Samuel, Founder, M/s Francis Wacziarg

6. Made in India – Our Pride and Future with Speaker- Ms. Linda Augustsson, Founder and Visionary Leader Continuum Buying Agency

7. How Fast Fashion Can Compliment Handloom Products with Speaker - Mr. Natalina Duo, Founder, Pure Cotton Group

8. 5X Your Exports with Speaker - Mr. Sandeep Kaushik and Mr. Gagan Kapoor, Co-Founders, Winning Mantras

This online Expo was organized at a time when the Handloom industry of India plays a crucial role in the economic development as it employs over 4.3 million people both directly and indirectly, making it the second largest employment generator among the rural population, after agriculture. The Handloom sector also promotes women's empowerment, as 77% of workforce in this sector comprises of women. India's export of handloom products was valued at USD 343.69 million in FY19 as compared to USD 226.05 million (till November 2019) in FY20. The US was the major importer of Indian handloom products, with an estimated purchase of USD 93.94 million, followed by the UK, Italy and Germany at USD 17.77 million, USD 16.47 and USD 14.65 million, respectively.

India has a distinct competitive advantage in Handlooms as is evident from the fact that the country is the second largest exporter of these products in the world. However, the pandemic has severely paralysed the ability of the artisans to produce, market, exhibit and sell handloom products. The resultant crash in business has serious consequences on the survival of these artists, weavers and their ancient techniques.

With the success of the Handloom festival, this online trade and exhibition platform – www.worldtradeexpo.org will be extended to Handicrafts, Healthcare & Wellness, Home Textiles and other MSME dominating sectors in 2021.

The Webinars were held between October 17- December 31, 2020



Skill Development Series 1: Session 2 - Successful experiences shared to guide the budding entrepreneurs



The skill development series initiated by World Trade Center Bhubaneswar witnessed the second virtual session on Fashion & Textile Technology. The session focused on sharing the

successful entrepreneurial journey of one of the leading fashion designers of the state, Mrs. Choudhury Jyoshna Das. Mrs. Das in her detailed presentation shared about her journey in creating brand Bivabari. She shared insights on the unique selling points (USP) which she had identified with respect to the handloom products designed and manufactured by her. She further spoke about her thought process which aimed at promoting eco-friendly and sustainable fashion, use of handloom fabrics along with other vegetable dyed fabrics for garments, giving handloom a contemporary touch and attracting the new generation to wear handlooms by creating

garments with modern cuts and style. She also presented a video with a detailed elaboration of the hand painting process involved in making value addition to the handloom weave as well as other small handicraft items.

She interacted with the attendees briefing them on solutions to the various challenges faced in the sector as well as shared unique ideas motivating them to take up ventures with small investments in the fashion and textile industry.

The webinar was held on October 7, 2020

Session 3 - unfolds avenues of skill development in Fashion & Textile technology

The valedictory session of the Skill Development Series 1 on Fashion & Textile technology was successfully conducted by World Trade Center Bhubaneswar with the active support of organizations, namely National Institute of Fashion Technology, Bhubaneswar, Textile Association of India, Start-up Odisha and Entrepreneurship Development Institute of India.

Chief Guest, Dr. Amar Patnaik, Hon'ble Member of Parliament, Rajya Sabha, spoke about the current position in textile sector in

India and its remarkable contribution to the nation's economy. He lauded the government's initiative of redefining the MSMEs, increasing the scope for development of the sector. He strongly opined on benchmarking of key factors such as quality consistency, appropriate market approach, development of weaver community, etc. for the upliftment of the sector. He advocated the need for training to develop differentiated products. He also deliberated on steps to be taken towards creation of POs (Producer Organizations) for weavers as FPOs

(Farmer Producer Organizations) in the agriculture sector.

Capt. Somesh Batra, Chairman, World Trade Center Bhubaneswar and Vice Chairman World Trade Center Mumbai, in his address spoke about the initiative as one of its kind for skill development by any trade promotion organization in Odisha, encompassing technical awareness among micro, small and medium enterprises in the state. Advocating a joint effort by all the stakeholders for achieving the goals set by visions such as Make in India, Digital India



and Skill India, Capt. Batra enthused the entrepreneurs to convert the challenges posed by the COVID-19 pandemic into opportunities. He further deliberated on the strength of women in the field of entrepreneurship. While emphasizing on the enormous and unique potential held by the State of Odisha, Capt. Batra stressed on the importance and crucial role of organizations such as World Trade Center Bhubaneswar in working towards positive development of the State's trade & commerce.

Mr. Ashok Juneja, National President, Textile Association of India (TAI), in his address deliberated in detail about the textile association

of India, its objective, activities, outreach and focus areas. He shared details about the membership procedure and benefits of associating with TAI. He also underlined the increasing importance and scope for the textile sector in India and its contribution to the national GDP as well as employment index of the nation.

Dr. Subrata Biswal, Faculty, Entrepreneurship Development Institute of India, in his address spoke on the potentials of Odisha and its growth prospects in both the domestic and international markets. He advocated the apt policy measures to be taken from time to time

enabling the market players to explore the untouched markets and succeed in sustainable & competitive fashion.

Mr. Prasanta Biswal, Evangelist and Head of Start-up Odisha, in his address spoke about the various measures taken by the State government to support the Start-up culture in the State. He shared insights about the Start-up policy and the various financial and marketing assistance made available to the Start-ups through the policy. He also shared some of the success stories of start-ups by women, who not only had unique ideas but also have been successful in establishing a social enterprise.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar, proposed the vote of thanks and assured an enduring support to the entrepreneurs in this business journey in all feasible manner.

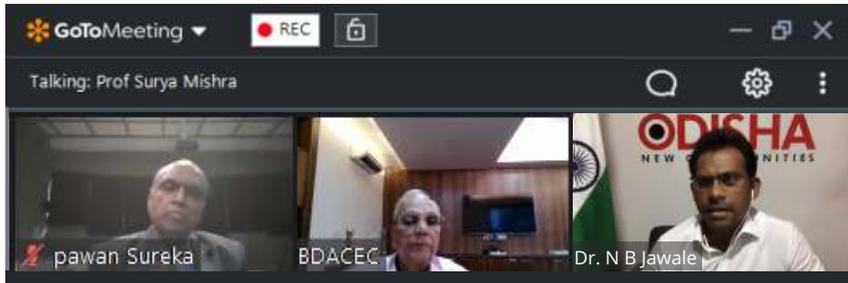
The webinar was held on October 14, 2020

Odisha Develops Export Friendly Business Ecosystem for Engineering Sector

The world wide spread of the pandemic resulted in unfathomable economic fallouts. In the post COVID-19 scenario, factors such as updated technology, automated manufacturing and infrastructure have a critical role to play in keeping the world

connected more than ever before. Indian engineering exports have grown over a span of years. India grew from a nation exporting just USD 10 million worth of engineering goods in 1955 to USD 81 billion in 2018-19. Odisha contains a fifth of India's coal, a quarter of its iron ore, a

third of its bauxite reserves and most of the chromite. Major engineering exports from the state of Odisha include Iron and Steel, and its products, Metal ores, hand tools and cutting tools and electrical machinery among others. Understanding the importance of



this sector and also the need to discuss its development during and post the pandemic, World Trade Center Bhubaneswar organized an interactive session on “Export Friendly Ecosystem in Odisha” in association with Engineering Export Promotion Council, Eastern Region. The session was organized with an objective to gain an understanding of the post COVID-19 issues of the engineering industry in Odisha, identifying key areas for growth of engineering exports from the State and learn more about the different development schemes of the State Government.

Dr. Nitin Jawale, IAS, Managing Director, Industrial Promotion and Investment Corporation of Odisha Ltd., in his key note address, spoke about the proactive measures taken by the State Government and the phenomenal support received by the industry players in combating the COVID 19 situation in the State.

He highlighted that Odisha is the second highest domestic investment destination among all states of India and based on the report of NITI Aayog, Export Preparedness Index 2020, the State is among top five export-friendly states in India, which are a matter of great pride for the state. He also emphasized on the recent infrastructural developments in the state, which will further improve ease of doing exports from the state. He assured all supportive measures and assistance to be made available to the exporters from the State Government and its agencies.

Mr. B.D. Agarwal, Regional Chairman, Engineering Export Promotion Council of India Eastern Region, in his address, spoke about the initiatives of EEPC India and its structural set-up. He deliberated on the need for changing the mindset of entrepreneurs, who are either content at serving the domestic

market or consider exports as too risky an option to venture into. He offered assistance through EEPC to help the industries in Odisha to identify products and markets that could help the State fully realize its export potential, by assessing both the supply and demand side dynamics.

Mr. Pawan Sureka, Convener, EEPC India, Odisha Chapter, made a detailed presentation highlighting the broad classification of the Indian engineering sector, the role of EEPC in promoting exports with respect to pre and post COVID assistance in terms of virtual exhibitions. He also shared insights on the EEPC India technology centers & training programs offered, digital initiatives taken etc. He further discussed some critical issues while seeking support from the State Government of Odisha in development of the sector.

Ms. Nimeshika Natarajan, Assistant Director proposed the vote of thanks.

The webinar was held on October 15, 2020

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WTC Bhubaneswar partners with Start-up Odisha for “Start In Odisha” Campaign

During this COVID-19 pandemic situation, it has been observed that several Odias who were settled in other states or countries for employment/business opportunities are interested to come back to the state.

It is in this effect that from the month of October 2020, Startup Odisha launched a 3-month long “Start In Odisha” campaign for the Pravasi (Migrant) Odias. The campaign aims to facilitate pre-incubation support, incorporation of the company, IPR

filling, mentorship etc. for the interested & potential entrepreneurs. World Trade Center Bhubaneswar is an active partner to this initiative.

Mr. Reghu G., IAS, Director of



Industries & Chief Executive Officer of Institute of Entrepreneurship Development, Government of Odisha graced the session as the Chief Guest and launched the campaign through the virtual platform. Relating entrepreneurship to innovation, Mr. Raghu in his address identified this economically doomed period as the right period for innovations to happen. He further urged the Pravasi Odias to come forward assuring them support.

Mr. Bhagavati, Incubation In-charge, Central Tool Room and Training Centre [CTTC], Bhubaneswar, in his address appreciated Start-up Odisha for initiating this campaign.

He spoke about the success stories of some of the start-ups from across the nation who stood as an example for the non resident Indians to come back and set up their enterprise in their own native place. He welcomed the campaign as a major step in improving the business ecosystem of the State and urged the Pravasi Odias to utilize this opportunity and take maximum advantage of it to begin their entrepreneurship journey

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar, in her address congratulated Start-up Odisha for the campaign. She announced complete support and facilitation by

World Trade Center Bhubaneswar to the pravasi odias who are keen to set up their business in the State. She also spoke about the various initiatives taken by the Center so far to support the development of the MSME sector. She further emphasized on the role of World Trade Centers in shaping the economic development of any region.

Mr. Prasanata Biswal, Evangelist, Start-up Odisha in his address spoke about the objective of the Pravasi Odias campaign. He highlighted that this particular campaign is designed in order to get the potential start-ups registered on a specific portal specially designed for this purpose. He also shared that Start-up Odisha intends to individually approach and try to provide facilitation to each of such potential entrepreneurs as per their specific requirements, depending on their business ideas and also provide them with incubation. He further proposed the vote of thanks.

The webinar was held on October 15, 2020

Session 1 of Skill Development Series – II on Food Processing Sector Explains Food Licencing

Subsequent to the successful completion of the first Skill Development Program on Fashion & Textile Technology, World Trade Center Bhubaneswar organized the second series of Skill Development Programs on the Food Processing Sector for the Micro &

Small enterprises. The first session of this series was organized on 'Food Licencing & Registration System'. The series witnessed association of organizations, namely Start-up Odisha, Entrepreneurship Development Institute of India and Food Safety and Standards Authority

of India (FSSAI), and aimed at creating awareness about the latest regulations in food safety compliance system, food licence and food safety connect.

Mr. Rakesh Kumar Sahoo, Food Safety Officer, FSSAI conducted the

session as the key resource person. In his address, Mr. Sahoo shared a detailed presentation explaining the

functions of FSSAI, the registration system and categorization of firms for licencing purpose. He also shared insights about FOSCOS (Food Safety & Compliance System) and the fee structure for obtaining applicable licence under the Food Safety & Standard Act 2006. Mr. Sahoo explained the key factors to be noted for compliance under the Act while operating a processed food unit. He shared his views on the emerging concept of Cloud Kitchen and the regulations involved in the food delivery system as offered by service providers like Swiggy & Zomato. Mr. Sahoo further briefed about the documentation for registration under FSSAI.

Earlier, Mrs. Chaitali Mishra, Chief Executive Officer, Saathi Group and Honorary Convenor - WTC Bhubaneswar Women Forum, spoke about the objective of the session and deliberated on the importance of having a FSSAI licence while operating a food processing unit. She also highlighted on the cons of not having a licence.

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

The webinar was held on November 11, 2020

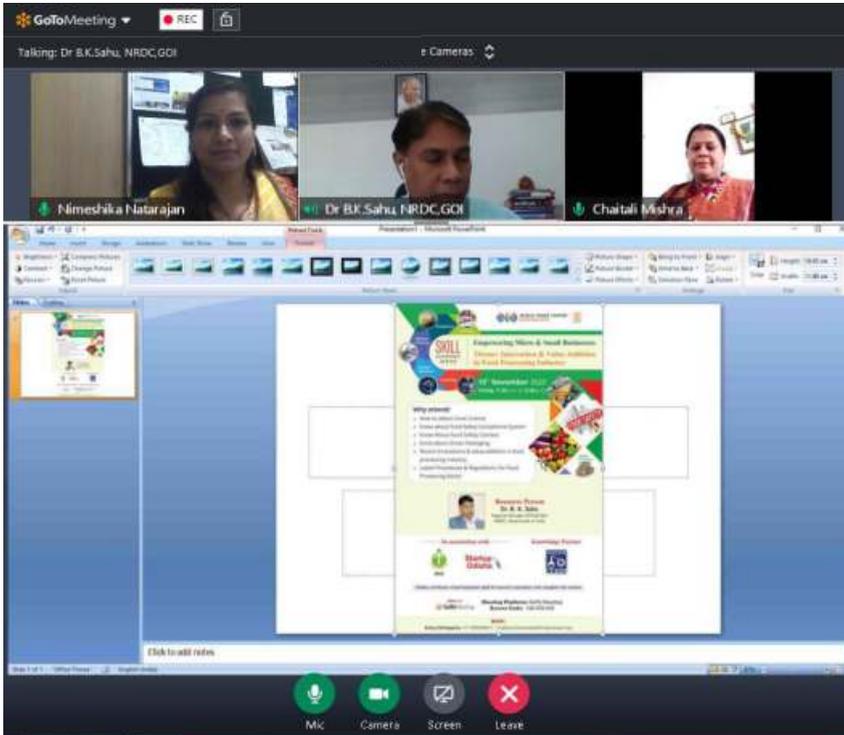
Session 2 - Role of innovation, technology and value addition in the food processing industry

In continuation with its endeavour of capacity - building of small and micro entrepreneurs during this challenging time, World Trade Center Bhubaneswar organized the second session of the Skill Development Series on Food Processing Sector. The session focused on innovation and technology in the sector. With National Research Development Corporation (NRDC), Government of India as the knowledge partner, the session aimed at highlighting the importance of technology transfer and value addition to the processed food industry. Among the many states of India, Odisha is also an agriculturally rich state. Its appropriate soil and

climatic condition acts as an advantage for cultivation of variety of fruits and spices, which in turn enhances the scope for the processed food units to flourish. Given its competitive advantage in production of organic spices, Odisha stands out with immense potential in the food processing industry. In this context the session was a learning experience for many budding small and micro firms from the State.

Dr. Bijay Kumar Sahu, Regional Manager, Intellectual Property Facilitation Centre (IPFC) & Technology & Innovation Support Centers (TISC), NRDC Government of

India facilitated the session. In his deliverables, Dr. Sahu spoke about the role of NRDC in intellectual property, innovation management and project consultancy. He emphasised on the necessity of market- driven, technology-driven and invention-driven innovation and research & development facilities supported by NRDC. While providing an overview on the Food Processing industry in India he shared case studies of innovative food products such as low fat ghee, etc. He also shared insights on patent, trademark and geographical indications. Mr. Sahu also discussed the case study of Amul baby food as a nutrition supplement for infants,



products like herbal ghee, spice powders, snacks, juices, pro-biotic cereals, diabetic solutions etc., he highlighted on the use of mechanisation and technology like in the automatic idli making machine, fish gelatine and wafer making technique etc. Mr. Sahu concluded by sharing information on government incentives in the FPI (Food Processing) sector.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar proposed the vote of thanks.

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

The webinar was held on November 19, 2020

and how Council of Scientific and Industrial Research (CSIR) had a major role to play in this technology

transfer. Speaking on food and agro based innovative technologies for spices based food and vegetable

Session 3 - Green Packaging – An essential feature for food processing sector



The second Skill Development Series organized by World Trade Center Bhubaneswar successfully concluded with the third session on Food Processing sector, focused on Green Packaging. The web session was conducted in association with Institute of Life Sciences as the knowledge partner. Packaging is one of the most essential and crucial factors when it comes to the food processing industry. In today's environment an eco-friendly packaging system is not only essential but also relates to factors such as retention of food quality, aroma, and health value.

Dr. Nivedita Jena, Chief Operating Officer, Department of Biotechnology, Bioincubator, Institute of Life Sciences, Bhubaneswar, conducted the session. In her presentation, Dr. Jena spoke about the traditional packaging materials, their limitations and also stressed upon the challenges they pose in terms of waste creation. She thus advocated that eco-friendly packaging is a necessary step towards green future. Dr. Jena further shared insights on the concept of bio - packaging using natural materials that are 100%

compostable. She also explained about the guidelines for sustainable packaging design and government initiatives available towards green packaging. Dr. Jena concluded her speech by sharing details about certain natural packaging materials prepared using potato starch, grape skins, wood pulp of eucalyptus tree, bamboo, shrimp shells, limestones, chicken feathers, sugarcane residue, coconut husks, corn starch palm leaves, etc.

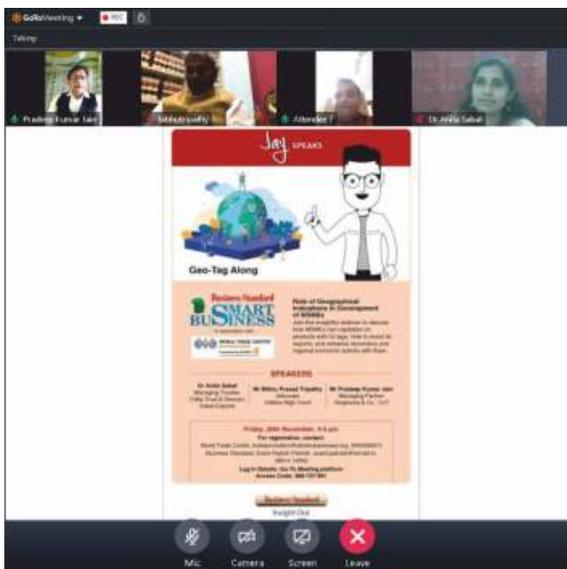
Her insights on the new packaging techniques and an interactive question answer session with the attendees paved the way for new business ideas in the packaging industry as well.

Earlier, Ms. Asha Mohapatra, Assistant Manager, World Trade Center Bhubaneswar set the context of the webinar and took the opportunity to introduce Dr. Jena to the attendees.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar proposed the vote of thanks.

The webinar was held on November 26, 2020

Geographical Indications : An effective marketing tool for MSMEs



Odisha is identified to have many unique products, but also faces the pinch of the duplicities of these products; although the IPR tools such as trademark and patents exist, Geographical Indication (GI) provides an unmatched recognition of a product. GI by its standard definition is “a sign used on products that have a specific geographical origin and possess qualities or a

reputation that is due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place.” The protection of geographical indication leads to the overall economic prosperity of the manufacturers and producers. Furthermore, the marketing and promotion of the products with the geographical indication enhance the secondary economic activities in that specific region, which in turn boosts the regional economic development. It thus also provides legal protection to Indian Geographical Indications which in turn boost exports. In this context, World Trade Center Bhubaneswar in association with Business Standard Smart Business organized a moderated panel discussion on the role of Geographical Indications in

the development of MSMEs. While expressing his views the moderator for the discussion Mr. Indivjal Dhasmana, Economic Affairs Editor, Business Standard, spoke about the existing economic scenario of the country and deliberated on the need for MSMEs of the nation to take advantage of tools such as GI. Mr. Dhasmana also took the opportunity to introduce the panellists.

Dr. Anita Sabat, Managing Trustee - Odita Trust & Director - Sabat Exports, in her address spoke about invaluable treasures of India under the Government of India slogan “Atulya Bharat ki Amulya Nidhi” meaning the invaluable treasures of incredible India. She shared examples of products from all over India which have a GI and spoke about the difference in the valuation of these products. She shared insights on the various GI’s possessed by handloom, handicraft, processed food products etc. which have a vital role in promoting those products across the global markets.

Ms. Sabat further specified certain GI products from Odisha such as, pattachitra paintings and art work. Mr. Bibhu Prasad Tripathy, Advocate, Odisha High Court, in his address deliberated on realization of the importance of GI by the MSME entrepreneurs of the State of Odisha. Pointing out the negligible number of applications being filed from the State, he emphasised on increased creation of awareness about the concept among the entrepreneurial masses. While speaking about the GI application and registration process, he shared insights on The Geographical Indications of Goods (Registration and Protection) Act, 1999. Mr. Tripathy also elaborated on the process that needs to be followed after filing a GI application, and how objections are scrutinized after publication of details in the GI journal.

Mr. Pradeep Kumar Jain, Managing Partner, Sighania & Co LLP, in his address while highlighting the rich heritage of India, spoke about the bottlenecks faced by the MSMEs of the country in terms of getting finance, manpower, marketing and other resources. He thus pointed out on how a GI could efficiently act as a useful resource for the MSMEs in bringing easy recognition and demand for their product. While citing examples such as Kanchivaram sarees, Darjeeling tea, Mysore sandal, Tanjavur painting etc., he helped the MSMEs identify GI as an effective resource. "By having a GI we can ensure that the product is well recognized and is also produced in that particular area only. The GI gives a much enhanced Net Asset Value to the product. Hence one can make more profit by putting in less of efforts" he said.

The panellists further took up an interactive and information sharing spell with the moderator, putting across questions on authenticity of GI, GI website, the process and regulations & outreach programs for GI marked products making the webinar more enlightening for the attendees.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar proposed the vote of thanks. Earlier, she also took the opportunity to set the context for the discussion and spoke on the status of GI marked products in the global markets.

The webinar was held on November 20, 2020



WTC Bhubaneswar partners with WTC Accra for Digital Economy Summit



World Trade Center Bhubaneswar partnered in the "Africa Digital Economy" Summit organized by WTC Accra. The Summit was organized under the subject "The

Digital Economy in Africa – Prospects and Opportunities". It covered the full spectrum of the digital economy in Africa including digital infrastructure, digital education and training, e-governance, e-commerce, digital health, cyber security, innovation and digital entrepreneurship.

The partnership was an effort by WTC Bhubaneswar to work across borders in order to promote bilateral trade between the two countries. The Summit discussed deliberations on the digital economy strategies, sustainable digital economies, digital trust, correlation between trust and economic growth, attributes of digital trust, actors of

digital economy, summary and key points of DE4A assessment of Ghana.

The Summit provided a platform to private industry players to explore trade opportunities both with individual businesses and also under public private partnerships in Africa. It also provided insight into the future trajectory of the digital economy in Africa.

The Summit was held on December 2, 2020



Start-Ups encouraged in Starting a Start-up Initiative



World Trade Center Bhubaneswar in association with Entrepreneurship Development Institute of India (EDII) and Start-up Odisha organized a webinar initiating a series of learning sessions on Starting a Start-up. The three sessions program aims to provide insights to the attendees on idea identification & conceptualization, validation of the idea in the current market scenario, regulatory norms of registering a firm, fund management, drafting a business plan and project report. The program shall comprise of three separate sessions by technical experts. The centre conducted an introductory session of the series which aimed at an overall briefing to the attendees on the basics of initiating a start-up.

Mr. Ashwini Kumar Rath, Chief Executive Officer, Batoi System Pvt Ltd. and also the Convenor to the WTC Bhubaneswar Start-Up Think Tank, in his address spoke about the conceptualization of an idea, identification of the product or services which caters both locally and can also go global with its problem solving ability. He deliberated on the process of developing an idea into a realistic venture through

various processes such as preparing a business plan, managing the investors and executing the idea keeping the personal & societal parameters. He advised the aspiring start-ups to practice the ABC of starting a business implying analytics, business skills, effective and efficient communication techniques and digital presence which are the key parameters for success.

Mr. Debasish Patnaik, President, The Indus Enterprisers (TiE) Bhubaneswar, also an Angel Investor & Hotelier, in his address explained the difference between an enterprise and a start-up. Emphasising on the novelty of idea he referred to a Start-up as something which has an opportunity to scale up. He further deliberated on the need for appropriate market analysis and identification of customer advantage. He also advocated on patenting the idea as a very crucial tool for a start-up to succeed. Speaking on fund raising, he explained about the time proportions involved between initiation and closure of the finance tasks. He further highlighted on the importance of making the product flexible enough to be enhanced according to the market trends. He urged start-ups to explore the resources made available by various sources such as government bodies and angel investors.

Dr. Subrata Biswal, In-charge & Faculty, EDII Bhubaneswar, spoke about the Start-up village eco system

and shared that EDII has recently developed 8000 nano & micro enterprises in Odisha. He spoke of India as an innovation driven economy and highlighted Odisha as a state with huge untapped opportunities. He shared information on the role of EDII in developing new generation enterprise across sectors. He also elaborated on both technical and management skills such as problem identification and solving, creating a responsive enterprise etc. He advocated on development of an eco-system which is pro start-ups where investors are encouraged as well as proper incubation and mentoring support is made available to the start-up units.

Mr. Rashmi Ranjan Sahu, Senior Mission Associate, Start-up Odisha, initiative Government of Odisha, made a detailed presentation on the support extended by Start-up Odisha and how the start-ups could take advantage of this program. Earlier Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar in her address welcomed the dignitaries and set the context for the session. She also shared details about the various initiatives taken by the Center in order to handhold and support the local trade fraternity in the tough pandemic period.

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

The webinar was held on December 18, 2020



A "GeM" of an Idea for MSMEs to Enhance their Business



In the month of August 2016, The Government of India launched 'GeM' (Government e Marketplace), an online portal which aims at enhancing transparency, efficiency and speed in public procurement. It provides tools of e-bidding, reverse e-auction and demand aggregation, to help the government get the best value for their money and hence, use the taxpayers' money more efficiently.

With the aim of sensitizing the MSMEs, particularly in Goa about Government e Marketplace (GeM), The World Trade Center Goa in association with MSME DI, Margao organised a webinar titled "GeM Seller Registration", to enable Goan MSMEs understand the procedure for registering on the GeM Portal.

Chief Guest Mr. A R Gokhe, Director MSME DI Goa, in his address encouraged MSMEs to take advantage and register their products on the GeM platform, to reap the benefits of enhanced business that could accrue from the Central and State Governments respectively, as very soon, more than 338 items will have to be compulsorily procured

from the GeM portal by the Government. He also, briefly spoke on the public procurement scheme and the Samadhan online portal that is introduced to address the grievance of the MSMEs.

While presenting an Industry perspective, Guest of Honor, Mr. Joseph Mathew, President - Margao Industry's Association and Managing Director - Elecon Constructions Pvt. Ltd., said that MSMEs in Goa should make it their goal to make India the top exporter to the world, and suggested them to work with the Government departments toward achieving this goal by registering on GeM which would be a apt platform to enhance business productivity considering its availability as an online platform.

Ms. Deepa G L, Deputy Director, MSME DI Goa, a Special Invitee to the webinar, mentioned that with the objective of enhancing the marketing capacity of the MSMEs and improving transparency in the payment gateways, the GeM platform would set new benchmarks for MSMEs to grow their businesses. Mr. Gowtham H S, Regional Business

Facilitator, Karnataka and Goa, the esteemed speaker for the day, explained the concept of the GeM portal. He gave a step by step explanation from logging on to the GeM Portal and creating an account, to updating the profile and directors Information as well as vendor assessment. Mr. Gowtham also explained the advantages that would accrue to the MSMEs upon registering their business on the portal. While mentioning that the GeM portal is like any other E-commerce website, he said that it however has a different algorithm and functionality. Further in his address, he mentioned that Self Help Groups could also register their products on the GeM portal, which would give them an edge in the national market, as their products will be given Pan India visibility through the portal.

The webinar was followed by a Q & A session during which Mr. Gowtham was prompt in answering the queries raised. He also assured assistance to all attending delegates and agreed to answer their questions offline, as and when they arise. Speaking at the webinar, Mr. Cyril Desouza, Assistant Director - Trade Promotion was of the view that the GeM Portal could be a game changer and would offer MSMEs a modern and versatile platform to enhance their business presence across India and thereby also enhance their respective businesses prospects.

The webinar was held on October 29, 2020.

"Profitability is ENSURED when business is SECURED"



The world economy has found itself in a very challenging time, courtesy the continuing effects of COVID -19 and its subsequent turmoil. However, on the positive side, reports say that India along with some other South East Asian Countries like Vietnam and Indonesia among others, could witness a spurt in Economic Activity stimulated by the massive investments that are projected to take place in these countries especially in the manufacturing sector, based on their inherent advantages of abundant supply of natural resources and low cost of labour.

However, this scenario while attracting numerous firms from across the globe would require a robust Intellectual Property Rights (IPR) regime to be put in place to safeguard companies from unwarranted and clandestine duplication of their Intellectual Property and the

subsequent losses that may occur. With this objective in mind World Trade Center Goa in association with Micro, Small and Medium Enterprises Development Institute (MSME DI) Goa, organised an awareness webinar on Intellectual property to enlighten MSMEs on the various verticals of the IPR that they could use to protect their respective Intellectual Property, which they may have painstakingly developed and established over a period of time.

Speaking at the webinar, Chief Guest, Mr. A. R. Gokhe, Director MSME DI Goa, said that this webinar would act as a catalyst to educate MSMEs on IPR and its components. He also informed about the various new projects that the Government of India has introduced, especially the "Atma Nirbhar Bharat" scheme which translates to "Self-sufficient India", which will help boost local manufacturing and attract more players in the field, and thus IPR would help them immensely in safeguarding their Intellectual property.

Guest of Honor, Mr. Joseph Mathew, President - Margao Industry's Association and Managing Director - Elecon Constructions Pvt.Ltd, was of the opinion that 'Patents' under the IPR umbrella would be very helpful to the MSMEs. He pointed out advantages and disadvantage under this IPR vertical and also spoke on

the support that MSMEs would require from the MSME DI in getting the patent registered for their products.

Speaking on the occasion, Adv. Eeshan Usapkar, shared an in-depth knowledge on the topic of intellectual property rights, he then elaborated on the various types of Intellectual Property, namely, Patents, Designs, Trademark and Geographical Indications and also explained the meaning of each of these verticals under the IPR Regime. Adv. Usapkar guided the MSMEs on choosing the most appropriate IPR vertical for their product as well as the procedure on how to get it duly registered in their favour.

The webinar also featured a very interesting Q & A session. Attendees requested to have separate, specific and detailed webinars on each vertical under the IPR umbrella to enable them to fully understand and take full advantage of the inherent benefits that each vertical has to offer.

In his closing remarks Mr. Cyril Desouza, Assistant Director - Trade Promotion, World Trade Center Goa, expressed that given the current scenario and the positive projections of possible growing investments in India, IPR would play a major role going forward and WTC Goa would extend its support to the MSMEs in having their products duly registered under the IPR umbrella.

The Webinar was held on November 26, 2020

■

Forging Alliances to take Goan Businesses past COVID-19



The COVID -19 Pandemic has brought about a sea change in the way we are currently doing business. The current scenario is in need of various new permutations and combinations to successfully run on-going businesses.

In light of this Mr. Cyril Desouza, Assistant Director- Trade Promotion, World Trade Center Goa was invited to participate and share his views at an event named 'Taking Business Beyond' that was organized by Concept Biz, which is a new group of young entrepreneurs from Goa, working toward bringing new ideas and thought process to promote their businesses in India and world over. Thus like minded entrepreneurs from all across Goa came together for an interactive session to brain storm and come up with ideas to take Goan Businesses forward in the current situation of COVID-19.

Mr. Desouza, gave an in-depth review of the initiatives taken by the WTC Goa to promote the different business sectors in the state through organizing relevant webinars that focused on Unlocking the Economy, Digital Marketing and International Business Development. Mr. Desouza also highlighted about the Global Network of 330 WTCs present

in close to 100 countries, which would be a good source of tapping international business for entrepreneurs in Goa.

Mr. Reuben Quadros, Designated Partner, Boa Casa Builders, spoke on the Real Estate sector and the challenges it is currently facing in Goa. He highlighted the efforts that were taken to accommodate and retain the labour force, but unfortunately once the pandemic took its toll, all labourers moved out of Goa. Mr. Quadros was of the opinion that this coupled with the rising cost of inputs and the latent demand for real estate is pinching this segment and he was looking forward to Government intervention to salvage this situation.

Mr. Gautam Kharangate, the General Manager, Jay Bhuvan Group, spoke on the possibility of making Goa an education hub, by taking forward partnerships with international universities that could offer their services from Goa. He also discussed the possibilities of this sector making a huge impact on the Economic activities of Goa.

Mr. Amol Shirodkar, Director, Amrova Power Company Pvt. Ltd. gave a brief idea on the current

scenario faced by his sector and suggested some measures that entrepreneurs could consider to consolidate their business going forward. He spoke on the need to look for business opportunities beyond the borders of Goa and suggested the need to forge alliances and partnerships with other business organizations throughout India. Mr. Shirodkar also pointed out that the network of the World Trade Centers should be seriously considered to taking Goan Business to the International arena.

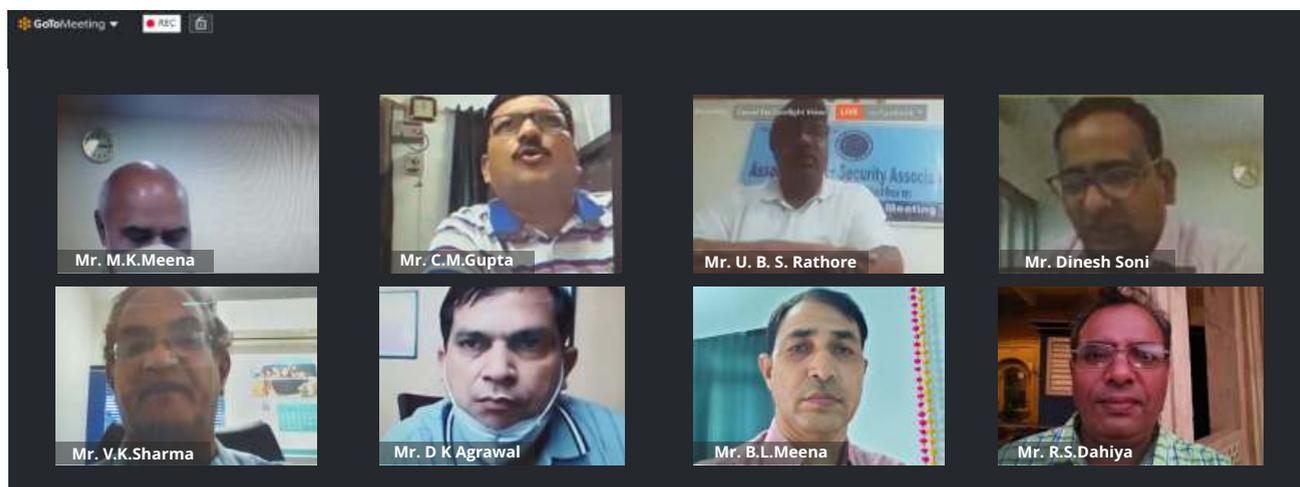
During the interactive session, participants gave their views on the sectors that they represented like pharma, health and wellness, electrical, electronics, personal security, housekeeping services, logistics & warehousing and laundry services. All were of the view that more of these sessions should be organized as there is an immense need to gather support for certain sectors that were currently lagging behind.

Mr. Brendan Fernandes, Proprietor, Chisel Wood Industry, while proposing the Vote of Thanks agreed that concerted efforts by all the sectors to join hands and work together and support each other would be very important to take Goan Business forward and beyond. He hoped that more such interactive sessions would be organized to enable set up a road map for the success of Goan Business.

The Seminar was held on December 5, 2020



MSMEs to benefit from Udyam Registration and New Schemes from Apex Government Institutions



World Trade Center Jaipur in collaboration with MSME-DI Jaipur, KVIC Rajasthan State office, Department of Industries, Government of Rajasthan and NSIC Rajasthan State office organized an interactive webinar on the Process of Udyam Registration and Benefits Under MSME Schemes to enlighten entrepreneurs engaged in manufacturing and services on the new Udyam registration process and share with them the updated support schemes initiated by the Ministry of MSME, Government of India, Khadi Village Industries Commission (KVIC), Government of India Department of Industries, Government of Rajasthan and National Small Industries Corporation (NSIC)

Mr. V.K. Sharma, Director MSME Development Institute Jaipur, Ministry of MSME, Government of India, in his keynote address elaborated on Credit Linked Capital Subsidy Scheme (CLCS) for Technology Upgradation for MSME and Micro & Small Enterprises

Cluster Development Programme (MSE-CDP). He also encouraged manufacturers from Rajasthan to take maximum benefit of the two schemes.

Chief Guest, Mr. B.L. Meena, Deputy Director, State Director, Jaipur, Khadi Village Industries Commission (KVIC), Government of India, in his address, while explaining the role and responsibilities of KVIC, mentioned about the important functions of KVIC, which comprise of building up of a reserve of raw materials for supplying to the producers, creation of common service facilities for processing of raw materials into semi-finished goods and providing facilities for marketing of KVIC products. KVIC also organizes trainings for artisans engaged in these industries. "To promote the sale and marketing of khadi and products of village industries or handicrafts, KVIC actively forges linkages with established marketing agencies wherever feasible and necessary," informed Mr. Meena. He further shared that KVIC is charged with the

responsibility of encouraging and promoting research in the production techniques and equipments that are employed in the Khadi and Village Industries sector. It also provides facilities for the study of using non-conventional energy and electric power with a view to increase productivity, eliminate drudgery and enhance the competitive capacity.

Mr. M.K. Meena, Deputy Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India, in his address, spoke about the Integrated Infrastructural Development Schemes (IID) and shared information about Entrepreneurship Development Institutes.

Special Guest, Mr. U.B.S. Rathore, Director, Trade and Allied Services Pvt. Ltd., Jaipur, encouraged all service providers in the state to come forward and register themselves for Udyam.

Mr. C.M. Gupta, GM, Department of Industries, Government of Rajasthan, Sawai Madhopur,

Rajasthan, explained how the state government of Rajasthan has been proactively supporting businesses in the ongoing Covid-19 situation and has continued to promote new units as well as helped in capacity expansion for the existing ones, under its ease of doing business agenda.

Mr. D.K. Agarwal, DGM, National Small Industries Corporation (NSIC), Jaipur, while explaining the Marketing Support Scheme mentioned "marketing - a strategic tool for business development, is critical for the growth and survival of MSMEs. Due to the lack of information, scarcity of resources and unorganized ways of selling /

marketing, the MSME sector often faces problems in exploring new markets and retaining the existing ones. Keeping in view these facts, the Procurement and Marketing support Scheme has been introduced to enhance the marketability of products and services in the MSME sector."

Mr. Dinesh Soni, Assistant Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India, made a detailed presentation on the Do's and Don'ts of the entire process of getting a business registered under the new Udyam Registration which is launched by Ministry of MSME, Government of India

Mr. R.S. Dahiya, Assistant Director, MSME Development Institute Jaipur, Ministry of MSME, Government of India shared the scheme for market development assistance for MSME exporters.

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

The webinar witnessed participation from all across Rajasthan and was followed by a Q&A session

The webinar was held on October 16, 2020



Exports from Rajasthan: On the Cusp of a Logistics Revolution



In Photo (L-R) - Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur, Mr. P.R. Sharma, Joint Director, Department of Industries, Government of Rajasthan and Mrs. Archana Singh, IAS, Commissioner Industries and Investment & NRI, Government of Rajasthan, Jaipur.

Today, to support incremental exports from India, the logistics industry is facing major challenges like demands of on time delivery, infrastructure bottlenecks, capacity and workforce imbalances, security concerns and changing customer needs. Apart from this, fuel costs, expenditure on

implementing expensive business processes and technology as well as responding to environment issues are dwarfing the success of the logistics industry. In order to address the concerns that exporters from Rajasthan face on a day to day basis, World Trade Center Jaipur in collaboration with Department of

Industries, Government of Rajasthan and Rajasthan Export Promotion Council (REPC) organized a webinar on "Logistics Ease to Exporters" at the office of the Commissioner of Industries, Udyog Bhawan, Jaipur.

Mrs. Archana Singh, IAS,

Commissioner, Industries and Investment & NRI, Jaipur chaired the session and motivated the participants with her welcome address. She ensured that the Government of Rajasthan will help gather support from all government departments to ensure cost and time efficient logistics network to exporters from all sectors and districts, so that sacred capital and manpower resources could be deployed to add value through hi-tech manufacturing and capacity building.

Dr. Samit Sharma, IAS, Managing Director, The Rajasthan Small Industries Corporation Limited (RSIC), Government of Rajasthan, informed that the Corporation is operating Inland Container Depots (ICD's) at Jaipur and Jodhpur. It is also operating an Air Cargo Complex at Sanganer and Jaipur. Major emphasis has been given to ensure that two more ICDs, one at Bhiwadi and another at Bhilwara become fully operational in due course.

Mr. Naresh Bundel, IRS, Joint Commissioner, Customs, Jaipur, assured the exporters that the department is leaving no stone unturned to provide speedy clearances of materials and merchandise.

Mr. C.K. Mishra, ITS, Joint DGFT, Udyog Bhawan, Jaipur, in his speech, shared that the Director General of Foreign Trade plans to revamp IT infrastructure for upgradation of logistics in a bid to provide paperless and transparent solutions to the problems faced by industry and trade in the movement of goods and services across the country.

Mr. Sunil Gupta, IRTS, C.G.M., Container Corporation of India Ltd. (CONCOR), Jaipur, after sharing the

story of CONCOR's humble beginning, mentioned that it is now the undisputed market leader having the largest network of 63 ICDs/CFSS in India (59 terminals and 4 strategic tie-ups). In addition to providing inland transport by rail for containers, it has also expanded to cover management of Ports, air cargo complexes and established cold-chains. "It has and will continue to play the role of promoting containerization in India by virtue of its modern rail wagon fleet, customer friendly commercial practices and extensively used Information Technology" explained Mr. Gupta. He further shared that the company has developed multimodal logistics support for India's International and Domestic containerization and trade. "Although rail is the main source of our transportation plan, road services are also provided to cater to the need of door-to-door services, whether in the International or Domestic business," Mr Gupta stated.

Mr. Tara Chand Meena, IAS, Director, Rajasthan State Agriculture Marketing Board, Government of Rajasthan, shared that the Rajasthan State Agriculture Marketing Board has devoted itself wholeheartedly to the development of Agricultural Marketing since its inception in 1974. The objective of the Marketing Board is now not limited to providing infrastructure development for agriculture marketing, but cover the post-harvest management and agricultural marketing development activities as well.

Mr. J.S. Balhara, Director, Jaipur International Airport, Jaipur, in his speech highlighted that air cargo logistics plays a vital role in the economic development of a nation.

He explained that airlines, air cargo terminal operators, ground handling service providers, integrated express service providers, forwarders, domestic cargo transport service providers and custom house agents are the key players in the entire air cargo supply chain. Thus, the air cargo industry presents a wide variety of service providers coming together to move goods, both domestically and internationally with a single-minded purpose of faster and efficient delivery. "These business entities in air cargo logistics industry in turn interact with a number of cross-border regulatory agencies and the principal among them is the customs establishment" informed Mr. Balhara. He also mentioned that speedier services in the air cargo supply chain facilitate large number of business entities to become more competitive. Mr. Balhara further explained that globally, more than one-third of the value of goods traded is transported by air and therefore, air cargo industry is considered as a barometer of global economic health. "India's international air trade to GDP ratio has more than doubled in the last twenty years" concluded Mr. Balhara.

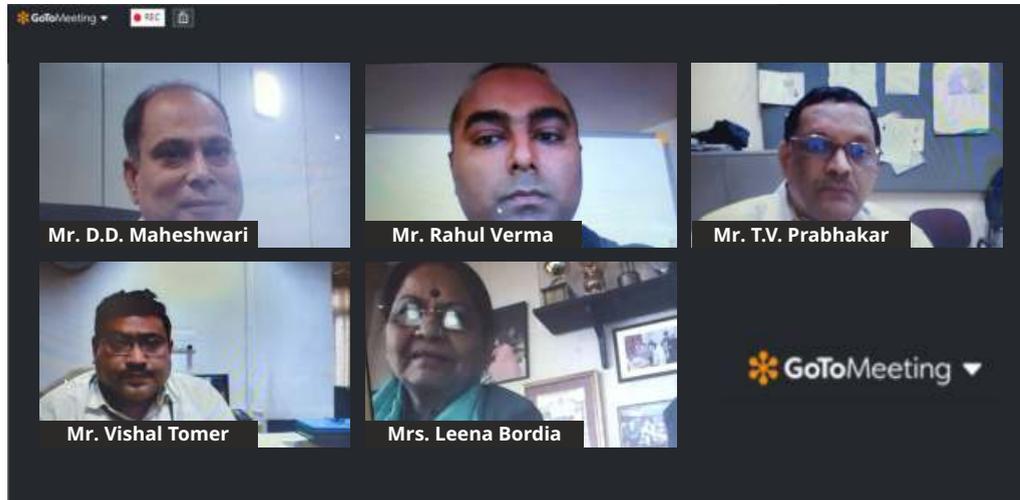
Mr. Harish Sharma, Additional Transport Commissioner, Rajasthan and Mr. Rajendra Singh, Additional Commissioner (IT), State Tax, Rajasthan, responded to a number of questions raised by major exporters from Rajasthan.

Mr. P.R. Sharma, Joint Director, Department of Industries, Government of Rajasthan, Jaipur, proposed the vote of thanks.

The webinar was held on October 20, 2020.

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Skill development and BIS standards to augment toy manufacturing in Rajasthan



Scientist-C BIS, Jaipur Branch Office discussed in detail about the BIS Licence for the Toy Industry, quality/testing parameters, laboratory requirements & procedures for setting it up etc. Mr. Verma further discussed about a web-based system for registration called 'Manak Online Portal' which is operational since 15th May 2017. This portal

provides extensive monitoring, reporting and audit trails facilitated with e-Communication. He also spoke about the various measures that have been taken to address issues and concerns of stakeholders in order to enable BIS to graduate towards online platform. Mr. Verma also introduced the audience to a concept called 'e-jawaab' which is an online platform to address concerns regarding software issues.

Mrs. Leela Bordia, Founder, Neeraja International, Jaipur, in a special address urged manufactures to stay innovative and continuously display the rich culture of Rajasthan in toy manufacturing.

Mr. T.V. Prabhakar, Principal Scientist, IISC, Bangalore, expressed the possibility of jointly organizing training programs for new entrants in the sector. He also spoke about the technical-design support by IISCCOE for toy MSME/Start-ups.

Mr. D.D. Maheshwari, Sr. Branch Manager, NSIC Jaipur (The National

Honorable Prime Minister Mr. Narendra Modi through a recent brainstorming interaction with ministers and senior bureaucrats, urged manufacturers and new age entrepreneurs to give higher impetus to toy manufacturing, not just to make India self-reliant in meeting domestic supply but also to enlarge our share in global toy exports.

It is a segment where Chinese manufacturing predominates, not just in global context but India's imports from China occupy a higher percentage in our existing rupees 5000 crores plus toy market. To deliberate upon the prevailing opportunities, discuss challenges that manufacturers experience, learn about new safety standards, share information on marketing assistance and enhance India's export potential, World Trade Center Jaipur, The National Small Industries Corporation (NSIC), MSME DI Jaipur, Ministry of MSME, Government of India and Bureau of Indian Standards organized a webinar for

Toy Industries of Rajasthan on November 26, 2020.

Welcoming the distinguished speakers and participants, Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur congratulated everyone on the occasion of Constitution Day and paid homage to martyrs' of 26/11 Mumbai attacks. Mr. V.K. Sharma, Director and Mr. Pradeep Ojha, Dy. Director, MSME DI Jaipur, Ministry of MSME, Government of India, shared an overview on the toy sector in Rajasthan. Mr. Ojha said, "Sixty per cent of India's 3,512 toy manufactures operate in the unorganized sector from small units, with sometimes as few as five employees. From Udyam registration it can be easily identified that a few regions such as Jodhpur, Udaipur, Molela, Jaisalmer, Bhiwadi and Jaipur lead in the art but need higher support in terms of technology and marketing." Chief guest Mr. Vishal Tomer, Scientist-E & Head, Bureau of Indian Standards (BIS), Jaipur Branch Office and Guest speaker Mr. Rahul Verma,

Small Industries Corporation) deliberated upon the marketing support that NSIC can provide to the sector. He also suggested adhering to NSIC guidelines and urged manufacturers to step up and showcase their products at various exhibitions in India to gain the much needed visibility.

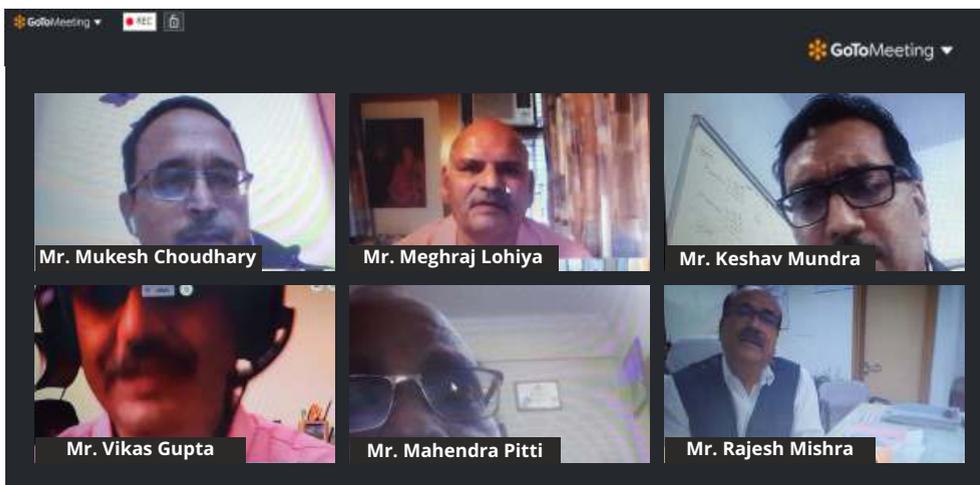
Distinguished speakers responded to multiple queries from the attendees and ensured more such interactions in the future with the toy manufacturers of Rajasthan.

Vote of thanks was proposed by Mr. Balram Meema, Investigation, MSME

DI, Ministry of MSME, Government of India.

The webinar was held on November 26, 2020. ■

Import Substitution strategy can fuel growth for Indian MSMEs



Like all countries, India's trade policy too covers a wide regime of taxes on import and export, tariffs and quotas. The policy thus framed by the government protects domestic manufacturers from foreign competition. The protection from imports as usually done in two forms, first being quotas - specifying the number of goods that can be imported into a country and the second being tariffs - tax that is imposed on imported products to decrease their consumption.

Import substitution is a strategy underneath our trade policy that minimises the import of foreign

products and inspires production in the domestic market. The determination of this policy is to change the financial edifice of the country by replacement of foreign goods with domestic goods. Since independence our government has tried often to support domestic industries by striking heavy tariffs on import duty and most times we have been successful in doing so. The few times that we have not succeeded is because our manufacturers have yet to upgrade their manufacturing capabilities and develop skilled manpower so that continuous delivery of standardized high-class products is possible to answer the

rising challenges of globalization and meet customer expectation.

In the light of above background and to discuss how coal imports can be substituted to empower our SMEs, World Trade Center Jaipur collaborated with Ministry of MSME, Government of India and Ministry of Coal to organize a webinar on Coal Related Issues and Import Substitution for

MSMEs. The webinar also focused on issues in the Lime Industry, P.O.P. industry, Foundries and Rolling Mills. Addressing the participants, Mr. Mukesh Choudhary, Director, Ministry of Coal, Government of India said, "despite India being world's 3rd largest producer of coal, we were a net importer of it by 26 crore tones". He then explained that in the absence of consistency in supply, competitive pricing and quality, which are the most important factors considered by buyers, imports are resorted to. To tackle this issue, steps are to be taken like, independent third party sampling

The poster features the Government of India emblem at the top. Below it, the text reads: "MSME-DI Jaipur, Ministry of MSME, Government of India, Ministry of Coal, Government of India and WTC Jaipur cordially invite you to an interactive session on **Coal related issues and import substitution for MSMEs** (with focus on Lime industry, P.O.P. industry, Foundries, Rolling Mills)".

The event details are: "Wednesday, 2nd December 2020, 3:00 pm to 4:30 pm". A note says: "Please use the conference platform: Cisco Webex, Meeting ID: 158 367 7994, Password: 555777". A green button says "Click here to Participate".

Distinguished Invitees:
Ministry of Coal, Ministry of MSME, Coal India Limited, Dept. of Industries- GOR, SECL, NCL, NSIC, RSIC

Program supported by:
All India Lime Manufacturers Association | Foundry owners Associations Rajasthan
The Institute of Indian Foundrymen (IAF) – Northern Region
Rolling Mills Association Jodhpur | Rajasthan Steel Chambers
Khara Growth Center Udyog Sangh, Bikaner

For any further information and sharing your queries in advance contact

Mr. Navneet Agarwal
 Assistant Director – WTC Jaipur
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address revealed that to avoid shortfalls and reduce dependency on imports, a mechanism has been developed for efficient distribution of high-grade coal in sufficient quantities through state government nominated agencies thus reaching maximum industrial clusters.

Mr. Vikas Gupta, Deputy Director, MSME DI Jaipur, Ministry of MSME, shared the expectations of MSMEs in Rajasthan from Coal India Limited and

Ministry of Coal and urged greater support from the ministry and Maharatna CIL which is the world's largest coal producer.

Mr. Keshav Mundra, General Secretary, Foundry Owners Association Jaipur, in his speech, shared industry concerns from

rising pollution issues, sulphur content, ash content etc., which severely impacts the quality of coal and acceptable standards on shortage while transporting the product.

From the State Government, Mr. Avindar Laddha, Joint Director, disclosed that the quality and consistency in coal has become an area of concern and it needs to be taken care of. He further suggested that local dependency of state industries should be improved by procurements from domestic suppliers.

The webinar drew support from All India Lime Manufacturers Association, Khara Udyog Sangh, Foundry Owners Association Jaipur, S.S. Rolling Mills Associations Jaipur, RSIC and NSIC.

Vote of thanks was proposed by Mrs. Anila Choraria, Assistant Director, MSME DI Jaipur.

The Webinar was held on December 2, 2020

agency to test the quality of coal, stability in pricing by bringing in state nominated agencies, coal India notified pricing and defining of consumer of advance requirement can resolve the issues and bring stability to the system."

Earlier Mr. Rajesh Mishra, Head of Marketing, Coal India Limited, in his

Robust Banking system to help MSMEs sail through rough waters

Gaining access to credit has been a challenge for the MSME sector and there have been consistent efforts by our lending institutions to understand the needs of the MSMEs, which if not taken care of on time, could further distort their sustainability goals and render their existence difficult. NBFCs and

Private Equity mode have recently been the new source of securing the much-needed funding, but it can be sought after only intermittently due to their limited presence geographically, and long-term basis credit from banks can only be called as a measure of last resort. The need for capital is more evident in the case of

first-generation entrepreneurs, unlike the age old establishments that have a legacy of accumulated wealth.

For better understanding of the banking regulations for lending to our MSME sector and develop a platform for entrepreneurs to seek

loan for business, World Trade Center Jaipur and MSME DI Jaipur organized a webinar 'Loan Mela and Financial Literacy for MSMEs'.

Mr. C.P. Agarwal, AGM, State Level Bankers Committee (SLBC), shared with the participants that SLBC is an important forum available at the State level, for co-ordination between the Government and banks, on matters relating to banking development. SLBC not only co-ordinates the activities of all the banks in the state, but also discusses operational problems in lending and initiates measures for

to manufacturing establishments, which as a result ushered year on year growth in bottom line figures.

Mr. Arun Agarwal, Executive President, FORTI Jaipur and Mr. Jagdish Somani, Ex-President, VKI Industrial Area, spoke about the rising financial needs of small and medium scale units and their commitment to duly comply and furnish with all necessary records for the purpose and adhere to repayment schedules.



Earlier Mr. M. K. Meena, Dy Director, MSME-DI Jaipur, Ministry of MSME, Government of India welcomed all the participants and Mr. V.K.Sharma, Director MSME DI shared Ministry of MSME views for need of spreading financial literacy amongst MSMEs.

Mr. Balbir Singh, GM SIDBI, Jaipur and Mr. V.K. Singla, DGM, SBI Jaipur, reaffirmed their respective banks commitment to support the industrial growth in Rajasthan and welcomed all proposals for discussion from participants.

Mr. P.N. Sharma, Joint Director Industries, Udyog Bhawan Jaipur, discussed how can the state of Rajasthan witness industrial growth in various districts through rapid

expansion of bank branch network and expansion in credit disbursements.

Mr. S.K. Gupta, Lead District Manager, Jaipur, in his address mentioned that through quarterly public meetings at various locations in the district, in coordination with the Reserve Bank, it has been made possible for banks to showcase their presence in remote areas. It has also generated stakeholder awareness of the various banking policies and regulations relating to the common man, obtain feedback from the public and provide grievance redressal to the extent possible.

Mr. Dinesh Soni, Assistant Director and Mr. Jitendra Kumar Meena, Assistant Director, MSME DI Jaipur, Ministry of MSME, Government of India, facilitated multiple queries from the participants and requested solutions from banking fraternity present.

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

The Webinar was held on December 16, 2020

quick and smooth flow of credit. Further Mr. Agarwal shared that the percentage of MSME advance to total advance has been steady from March 2017 to June 2020, thus envisaging the commitment of banks to provide adequate liquidity

Establishment of agro-based industries to play an important role in India's economic development



Our central and state governments have increased its focus significantly in framing policies and schemes to ensure that through developing a competitive agro-industry, the employment and income generation opportunities become more consistent. Agro based industries not only have the capability to provide mass job engagement but also have the capacity to generate income through off-farm activities such as packaging, processing, logistics and marketing of agricultural products. Whether or not the polices and schemes drafted have been able to attract more entrepreneurship in agro-industries, has been a subject of continuous discussion. Also, how can the sector be harnessed to serve as an engine for economic development has been repeatedly deliberated.

To discuss opportunities in the agro sector World Trade Center Jaipur, MSME DI Jaipur, NABARD RO Jaipur and Rajasthan State Agricultural Marketing Board Jaipur-Government of Rajasthan jointly organized a webinar 'Schemes and

Rajasthan RO, Jaipur while sharing the objective of the new AMI scheme under ISAM said that applicable with effect from 22.10.2018 to 31.03.2021, the scheme serves the purpose of developing market infrastructure, promote innovative and latest technology, assist processing and marketing by FPOs, create scientific storage capacity, develop and upgrade Gramin Haats, provide infrastructure facilities, promote integrated value chain and undertake publicity & awareness campaigns. Mr. Singh further shared details of the eligible beneficiaries under various schemes.

Guest of Honour, Mr. M. L. Gupta, Director (PHM), Rajasthan State Agricultural Marketing Board, Jaipur, Government of Rajasthan, in his address shared Agri Export Policy, Rajasthan Agro-processing, Agri-business & Agri-export Promotion Policy 2019. He also elaborated on the Agricultural Reforms announced in the Special Economic Package, Atmanirbhar Bharat, Agri Infrastructure Fund and PM FME

Programs of Govt. of India and Govt. of Rajasthan for setting up Agro based Industry'.

Chief Guest, Mr. Kuldeep Singh, General Manager, NABARD

scheme. Mr. Gupta further informed that the Agro Processing Industry which includes food processing, forms an important segment of the Indian economy in terms of contribution to GDP, employment and Investment. He also remarked that in the near future it will be a major driving force in the country's growth. Mr. Yashpal Mahawat, Additional Director, Directorate of Horticulture, Government of Rajasthan said informed the participants that the Government of India launched a Scheme which is operational since

Key Note Address

Chief Guest

Guest of Honour

Distinguished Speakers

Theme of Webinar

- Govt. Schemes for setting up of Agro based Industry
- Agricultural Marketing Infrastructure Scheme
- Agro Processing Policy 2019, SCIR
- PM FME Scheme
- Agriculture Infrastructure Fund (AIF) scheme
- Agriculture Export Policy (AEP)
- Schemes & Programs of Directorate of Horticulture
- CLCS & MULPY scheme for Agro Sector
- Technology for Grain-Oil-Seed-Food Processing

Who can participate

- Agri-entrepreneurs,
- Startups in Agro Sector
- FFD/FPCs
- SHG, NGO, Societies
- Farmers
- MSMEs

Participation is Free | Zoom Meeting ID: 892 7889 0844
 Passcode: 896197

For any further information and sharing your queries in advance contact

Mr. Bakam Meena | Mr. Pradeep Ojha | Mr. Navneet Agrawal

2007 called Rashtriya Krishi Vikas Yojana (RKVY). This scheme was introduced to incentivize states to draw comprehensive agriculture development plans, taking into

account agro-climatic conditions, natural resources and technology for ensuring inclusive and integrated development of agriculture and allied sector.

Mr. R.S. Choyal, Executive Director, Shri Vishvakarma (E.S.) Industries Pvt. Ltd., Ajmer shared a presentation on milling technology and mini floor mill. He also responded to multiple queries on costing of various milling plants based on various capacities. Further, Mr. Choyal recommended that practice of periodically upgrading technology in Agri sector can make our country export competitive.

Earlier, welcoming the participants Mr. Pradeep Ojha, Dy. Director,

MSME DI Jaipur, threw light on PMEGP (Prime Minister Employment Generation Programme and Credit linked Capital Subsidy Scheme. Director MSME DI Jaipur Mr. V.K. Sharma urged youth of the nation to see agriculture as a long-term career option and contribute to nation building.

Mr. R.B. Phanda, Assistant General Manager, NABARD, Rajasthan RO, Jaipur shared features of Special Long Term Refinance Scheme for Transformation of PACSs as MSC which is a special refinance scheme introduced by NABARD to address the issue of rural migration and to give boost to the agriculture and rural sector in the post COVID era.

Mr. Navneet Agarwal, Assistant

Director, World Trade Center Jaipur requested decoding of many popular schemes and programs of the central and state government. He also shared the Information Document containing Major Government Schemes in Agri Sector. Mr. Balram Meena, Investigation, MSME DI Jaipur, Ministry of MSME, Government of Rajasthan proposed the vote of thanks.

The webinar was attended by more than 500 participants belonging to various districts of Rajasthan.

The webinar was held on December 18, 2020



WTC Jaipur is a member of the World Trade Centers Association (WTCA), New York which represents an unparalleled network of 322 WTCs in over 90 countries connecting one million businesses across the world. WTC Jaipur is promoted by M. Visvesvaraya Industrial Research and Development Centre (MVIRDC), 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.

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Experts stress on scientific calculation of incentives under 'RoDTEP' Scheme



suggested exporters to provide details of all the embedded taxes and incidental levies borne by them or their vendors to the relevant export promotion councils so that government may fix appropriate incentive rates for their goods. The government will fix the incentive rate under RoDTEP based on the information shared by exporters. The incentive rate, once fixed, will not be changed for the next five years, he added. Therefore, Mr. Panigrahi suggested exporters to report all the unrebated taxes by collecting them meticulously from all their suppliers or vendors.

He informed that the details of the unrebated embedded taxes should be furnished in a structured manner across three forms, viz. R1, R2 and R3 along with documentary evidence (attested by Chartered Accountant or Cost Accountant) of the tax paid. He explained the importance of capturing and reporting all the embedded taxes borne at various points of supply chains while procuring goods from unregistered dealers or from job workers or from vendors availing composition schemes. Some of the taxes or duties that will be refunded under the RoDTEP scheme are mandi tax, VAT and excise duties on petroleum products, electricity duty, stamp duty on export documents, to name a few. Exporters can also collect information about the unrebated taxes paid by their unregistered suppliers so that the same can also

M VIRDC World Trade Center Mumbai organised a Virtual Master Class on 'Remission of Duties or Taxes on Export Products (RoDTEP)' to create awareness about the proposed export incentive scheme 'RoDTEP', which will be introduced by the central government to replace the existing MEIS scheme.

The Master Class was conducted by three experts, viz. Mr. S.N. Panigrahi, International Business Consultant – Corporate Trainer – Mentor & Author, Mr. Rishabh Kumar Sawansukha, Chartered Accountant and Business Development Consultant for Fortune 100 companies, Mr. Vivek Gupta, Consultant - Indirect Taxation (International Trade).

Mr. S.N. Panigrahi emphasized the importance of the new scheme - Remission of Duties or Taxes on Export Products (RoDTEP), which aims to refund all the unrebated central, state and local taxes that are incurred at any point of the supply chain of an exportable commodity.

Even though exports are zero rated on paper, there are many embedded taxes or duties borne by exporters or their vendors, which are not refunded in the current indirect tax regime. The proposed RoDTEP aims to refund these embedded taxes to exporters and thereby increase the global competitiveness of India's exports. The Duty Drawback Directorate under the Ministry of Finance is engaged in the scientific calculation of all the unrebated taxes at various points of supply chain to arrive at appropriate incentive rate for various exportable products. In order to facilitate this calculation, the government has sought detailed information from all Export Promotion Councils, Commodity Boards and Chambers of Commerce about the unrebated embedded taxes or duties. Many of these embedded taxes do not appear on the invoice or books of accounts of exporters and hence they have to be captured meticulously from all the vendors and sub-vendors so that they are included while arriving at incentive rates under RoDTEP.

In this backdrop, Mr. Panigrahi

be included while computing incentive rate under the RoDTEP scheme.

Mr. Sawansukha explained in detail how to furnish information about the unrebated embedded taxes across the entire value chain by illustrating them with the example of basmati rice exports. "A basmati rice exporter can furnish details of the taxes embedded in seeds, pesticides and other agriculture inputs used for cultivating basmati rice. Exporters can also provide information about the fuel tax incurred while operating irrigation pumps, agriculture machinery and also while transporting the final product to warehouses or ports. Other incidental levies such as mandi tax and taxes incurred during post-

harvest processing and warehousing can also be furnished in the relevant format" elaborated Mr. Sawansukha. He further illustrated a format for furnishing this information by sharing an example from the drugs and pharmaceutical industry.

Mr. Gupta explained how exporters can benefit by correctly claiming refund for the refunded taxes or levies in the entire supply chain. He said fuel cost accounts for 55-60% of the transport bill of an exporter. However, the state and central levies on fuel is not refunded to exporters under the current indirect tax regime. Exporters can also claim refunds for the unrebated taxes at the level of sub-vendors and vendors of sub-vendors who have

paid duty on imported raw materials. "Appropriate calculation of incentives under RoDTEP by capturing all the unrebated taxes will ensure that India does not export these taxes" said Mr. Gupta.

The Master Class generated fruitful interaction between speakers and attendees about the intricacies involved in calculating unrebated taxes in their exportable goods. This masterclass was attended by students and small and medium sized exporters from food processing, chemicals, engineering, automobiles, pharmaceuticals and other industries.

The Masterclass was held on October 5, 2020



MDP on Documentary letter of Credit

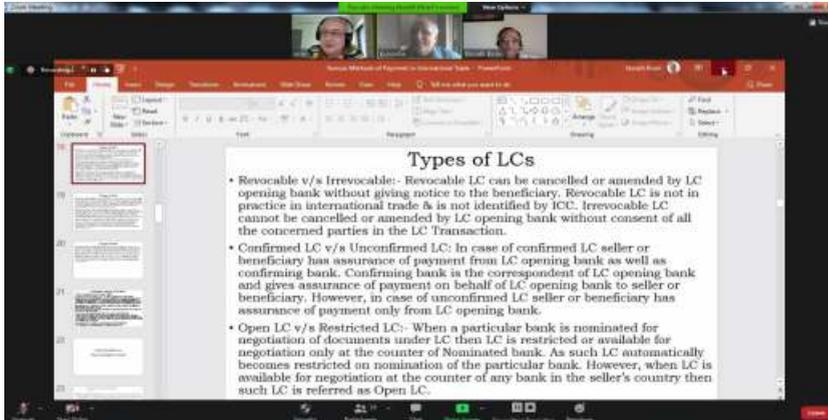


Trade Center Mumbai Institute organized a Management Development Programme (MDP) on 'Documentary Letters of Credit' to educate members associated with International trade about its importance as well as understand the mechanism of documentary letter of credit through the rules or articles of Uniform Customs and Practices for Documentary Credits (UCPDC) publication as well as to understand global rules on scrutiny of documents, which is decided by another publication of ICC known as "International Standardized Banking Practices" (ISBP).

Mr. Eknath Birari, consultant and trainer in exim finance and senior faculty of WTC Mumbai Institute, the

Letter of Credit (LC) is an important instrument in international finance transactions. It is a written document presented by the importer's bank on his behalf. Through its issuance, the exporter is assured

that the issuing bank will make a payment to the exporter for the international trade conducted. LC is the most popular method of payment in international trade, which gives equal amount of protection to buyer and seller. World



resource person for this MDP, elaborated in detail how to make use of both UCPDC and ISBP while dealing with LC. He touched upon the different types of Letter of credits and the mechanism by which

they operate. He also elaborated on the criteria used by banks while scrutinizing these documents. He enumerated all the parties involved and their role in letter of credit documents such as applicant,

beneficiary, opening bank, advising bank, confirming bank, negotiating bank, reimbursing bank etc. Mr. Birari also presented a number of case studies to elaborate on the various aspects of the LC.

This MDP was attended by 000 participants of various sectors and from all across the country. It was an interactive as well as an informative session and the participants expressed their high satisfaction on attending this MDP.

The MDP was held on October 10, 2020

MDP Stresses on Importance of Contracts and Negotiations in International Business



WTI Mumbai organized a Management Development Programme (MDP) on 'Business Negotiations for Contracting in International Business' digitally. The session was conducted by Mr. Virendra Gupte, Faculty, World Trade Institute and Former Head -Trade Services and Chief Ethic Counselor,

Tata International Ltd.

Mr. Gupte through the session explained business requirements when transacting cross-border trade such as types of contracts, contractual rules, signing of contracts with various parties and nuances of business negotiations. He stressed on performing due diligence prior to

negotiations on international agreements, taking into account risks. He also explained the role of legal framework in distributorship and franchising of businesses and use of technology for easy access.

The interactive session was made interesting with practical examples. The other topics discussed include 'International Business Environment and Challenges', 'International Business Ethics and its Relevance', 'Characteristics of fruitful Negotiations', 'Customer and Supplier Selection Process', 'Standards and Certification - Government Regulations', 'Selection and Appointment of Selling Agents and Distributors', 'Global Risk Management Process' and 'Requirements of Customer and Country'.

The Management Development Programme was held on October 31, 2020.

Virtual Certificate Course in Export-Import Business

The tenth batch of Certificate Course in Export-Import Business (CCEIB) was organised virtually for new and existing entrepreneurs exploring international trade and understanding its advantages. The three-month course curriculum is designed to cover topics in fundamentals of export-import namely international trade and marketing; foreign trade policy; exim finance; exchange regulations; logistics and customs procedures.



The course commenced on December 8, 2020.



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Bivabari Fashions Pvt Ltd.



Name of the Company -

Bivabari Fashions Pvt Ltd.

Brand Name -

Bivabari Fashions

Name of the Directors -

Choudhury Jyoshna Das
Choudhury Binaya Kumar Das

Description of the Company -

Bivabari is a private limited company founded by Fashion Designer Choudhury Jyoshna Das, who is one



of the frontline fashion designers of Odisha, having a career of 20 years. Mission of Bivabari is to provide employment to weavers, hand painting artisans and hand embroidery artisans. Women play a major

role in this organization and Bivabari aims at providing financial and social security to them. Bivabari works with weavers and artisans at the grassroot level and not only provides them with the designs but also markets their products.

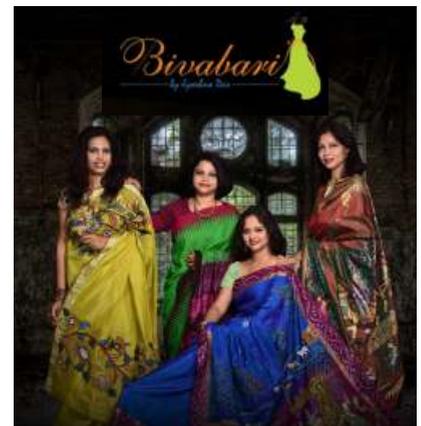
Vision of Bivabari is to promote Eco-friendly and Sustainable Fashion through promoting handlooms and hand-crafted products. In future Bivabari aims at promoting the heritage, art and culture of Odisha by marketing its products globally.

Product / Services offered -

Bivabari promotes eco-friendly and sustainable fashion. They make contemporary handloom garments, handloom sarees, hand painted sarees, hand embroidery sarees, blouses, etc. Further, fabric scraps if any, are used into making accessories like bags, potlis, belts, i-pad covers, fabric jewellery etc. Customize services for designer garments are also provided.

Achievements -

Felicitated by 'Artists Network Promoting Indian Culture' for



promoting handlooms & handicrafts as a designer.

Company looking for -

Sales and Marketing support.

Already exporting to countries -

Not exporting yet

Countries you are looking to export to -

USA, UK, Australia

Email -

jyoshnadas73@gmail.com

Warli Painting



Warli art on the walls of a house

Warli is a beautiful form of folk art from the state of Maharashtra in western India. Although it was first discovered in the seventies, its roots may be traced to as early as the 10th century A.D. Warli art was traditionally created by the tribal women of

situated in the State of Maharashtra, to express themselves in vivid styles through paintings which they executed on the walls of their houses. In ancient times, this was the only means of transmitting folklore to a populace not acquainted with the written word.



Warli art on a Mug

the Warli tribe that lived in the northern outskirts of Mumbai city,

Warli art revolves around Mother Nature, it gives importance to nature and wildlife, and also usually depicts the day to day life of the villagers. Hence scenes portraying hunting, fishing, farming, trees and animals, festivals and dances are a common feature of the paintings symbolizing the balance of the universe as well as representing a sense of togetherness.

One of the central aspects depicted in many Warli paintings is the tarpa dance.

The tarpa, a trumpet-like instrument, is played in turns by different village men. Men and



Warli art on Jewellery



Warli art on a Purse



Traditional Warli art

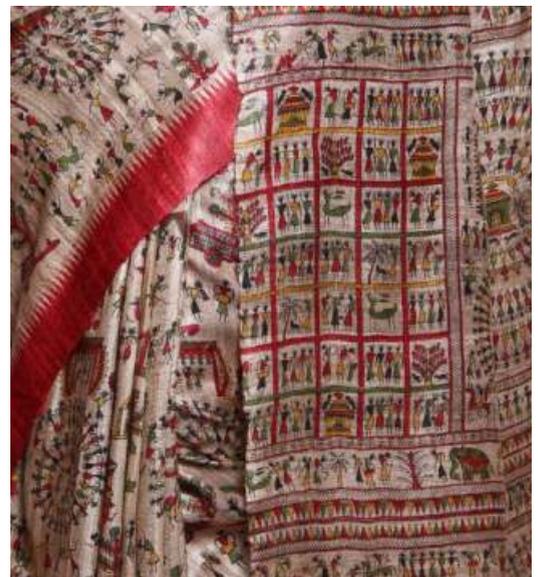
The Warli art had graduated from just being painted on the walls of homes to being painted on textiles like (garments, sarees, dupattas, stoles, scarves, bedsheets etc.), fashion accessories like (bags, purses, wallets, belts, jewellery etc.), stationary like (pens, writing pads, book covers, gift wrapping papers, folders etc.), crockery and various other items. This traditional art form is passed down from generation to generation and has now also been registered with a geographical indication under the intellectual property rights act by the tribal non-governmental organization Adivasi Yuva Seva Sangh.

women entwine their hands and move in a circle around the tarpa player.

Basic Geometric shapes such as circles, triangles, squares and lines are used in Warli art. These shapes are symbolic of different elements of

inverse triangles joined at their tips: the upper triangle depicts the torso and the lower triangle the pelvis.

Warli Paintings are usually created on the inside walls of village huts which are made of a mixture of branches, earth and red brick that make a red ochre background for the paintings. The technique used to create this art is as simple as the art itself. The paint is



Warli art on a Saree



Warli art on a Lamp

nature and human body. For example, a circle represents the sun, moon or the human head, while triangles can be used to draw mountains, pointed trees or the human body and lines can be used as human limbs etc. People and animals are represented by two

made from a mixture of rice flour and water, using gum as a binder. Bamboo sticks chewed at the end to give it the texture of a paintbrush are used to paint. Walls are painted only to mark special occasions such as weddings, festivals or harvests.

Reference:

- <http://dataworldinfo.blogspot.com/2014/12/warli-painting-indias-global-art.html?m=0>
- <https://authindia.com/11-facts-about-warli-painting/>



Rann Utsav

Rann Utsav (Rann Festival) is one of the most popular and eagerly-awaited tourism events of India. Envisioned by Hon'ble Prime Minister Shri Narendra Modi, the then Chief Minister of Gujarat, Rann Utsav is a cultural and artistic festival which is organised by the Gujarat Tourism Department every year from November to February. What began as a three-day festival, progressively evolved into a 100-day celebration at Dhordo, a village near Rann of Kutch, where a whole new tent city has been created; brimming with almost 400 temporary tents, built and rebuilt every year.



Apart from the natural beauty of the white desert, tourists can enjoy the unique experience of staying in tents with all modern amenities, camel safaris and also be entertained by folk music and dance events that are held at several locations with a bonfire under the moon.



The Rann utsav exhibits traditional art forms of Gujarat like cultural and folk dances, craftsmanship, music, cuisine, carnival processions, pageantry, etc. The vast open white sand desert with an incredible evening view of the glistening sun, the soothingly chilly winds, colourful ambiance and the beauty of the moonlight descending upon the pure white sand on a full moon night is a sight to behold and a once in a lifetime experience - simply divine and nothing short of breathtaking.





and various styles of embroidery. Besides, pottery, wood-carvings, metal-crafts, shell-work, colourful accessories, jewellery and other handicrafts are also sold.

Tourists seeking peace and quiet can experience the power of yoga and meditation under the serenity

For those seeking an adrenalin rush - ATV rides, paramotoring, hot-air ballooning, zipline and paintball are some of the activities offered during the festival.



Gastronomes can savour authentic and delicious Kutchi cuisine at the Rann Utsav food canteen.

of open skies and vast expanse of land. For those interested in nature and wildlife, Kutch is a habitat of the endangered wildlife species like the Indian wild ass, and is widely reputed as a paradise for birdwatchers that can spot a number of waterside as well as migrating birds. Kutch is also the breeding ground for critically endangered birds like the Indian bustard and the lesser florican.



Art and Culture enthusiasts can visit traditional heritage villages near Bhuj called Hodko and Nirona that house a close-knit community of craftsmen and artisans. Shopaholics can splurge on traditional weaves and cloths with block-prints, bandhini (tie and dye), Rogan-painting

How to reach - The closest airport or station to get to the Rann Festival is in the Bhuj District of Kutch, which is connected to most major metro cities of India. Distance between the Rann festival site and Bhuj is approximately 80 kms, which can be covered in almost two hours by hiring a taxi or a car from the station or airport. Also, there are a number of bus services, from different cities of Gujarat that lead tourists to the Rann of Kutch.



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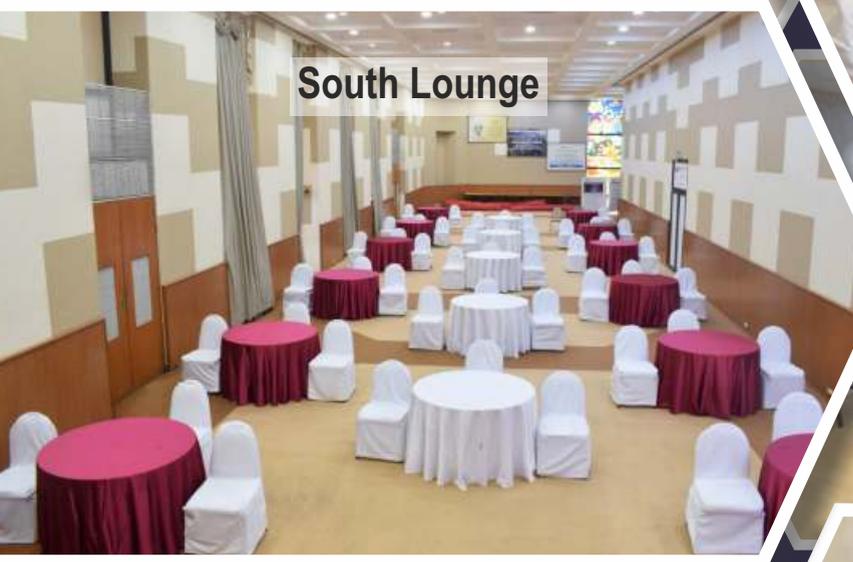
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