India Serves

A Monthly Newsletter by

SEPC

SERVICES EXPORT PROMOTION COUNCIL
Setup by Ministry of Commerce & Industry, Govt. of India

VOL II, ISSUE X- February, 2022



UNION BUDGET 2022

AND THE SERVICES SECTOR:
BRIEF SUMMARY AND ANALYSIS



Union Budget 2022 and The Services Sector:

Brief Summary and Analysis

Background

The service sector has been tray driver of boar the Global and Indian economy over the last three decades. The economic reforms since early nine-ties unleashed the potential of services sector by utilizing available skilled manpower due to state supported higher education. As a result, India's supported higher education. As a result, India's growth story has been driven by services having ground 55% share in the economy. In fact, Services exports have outperformed goods exports in terms of net earnings in recent years, due to which India's share in world's commercial services exports in the service services exports in the services exports in the service services exports in the service services exports in the service services exports in the services exports

India is fast becoming a major hub of vice provider globally. The service seciance in the economy continues to gshare amounting to two thirds of total into India and about 40% of total exever, as the post-pandemic world is to the sector is struggling hard to keep its waters. Most of the services sectors su transportation, hotel tourism, business cial services etc. are worst affected a catche active in a most provided in the control of th

CONTENTS

Message from the Chairman

About SEPC

03

02

Cover Story

05

News

16

Events & Activities

17

Notification & Service Data

19

CENTRAL GOVERNING COUNCIL MEMBER PROFILES

Mr. Sunil H. Talati (Chairman)

(Accounting, Auditing, Book Keeping and Financial Services)

Mr. Karan Rathore (Vice-Chairman)

(Hotel & Hospitality Services)

Mr. Joy Basu

(Advertising Services)

Mr.Bhasker Neogi

(Architectural Services)

Mr. Amit Sharma

(Design and Engineering Consulting Services)

Ms.Swati Kadı

(Distribution Services)

Dr. Vidya Yeravdekar

(Educational Services)

Mr. Hirachand Dand

(Entertainment services)

Mr. Manish Kumar Dabkara

(Environmental Services)

Ms. Upasana Arora (Healthcare services)

Mr. Rakesh Kumar Sharma

(Legal services)

(Maritime Transport Services)

Mr. Shakti Kumar

(Marketing Services)

Mr. Maneck E Davar

(Printing & Publishing Services)

Mr. Pronab Sarkar

(Travel & Tourism Related Services)

India Serves

India Serves is a monthly magazine published by SEPC from DPT - 417, 4th Floor, DLF Prime Towers, Plot No. 79 & 80, Pocket - F, Okhla Phase-I, Okhla Industrial Area, New Delhi - 110020. India Serves is for private circulation only. Material in this publication may not reproduced without the written permission from SEPC.



Editor

Dr. Abhay Sinha, DG dg@servicesepc.org abhay.sinha@servicesepc.org

Conten

Dr. Salahuddin Ayyub, Dy Director, Policy & Research salahuddin.ayyub@servicesepc.org

Phone: +91 11-41046327-28-29

+91 11-41734632

Email: info@servicesepc.org Website: www.servicesepc.org

SEPC Officer	Designation	Email	
Dr. Tarvinder Kaur	Director	tarvinder.kaur@servicesepc.org	
Dr. Geetanjali Nataraj	Director, (Policy and Research) geethanjali.nataraj@servicesepc.or		
Mr. Vikrant Wadhera	Dy Director, (Membership)	vikrant.wadhera@servicesepc.org	
Mr. Mayank Sharma Dy Director, (Events)		mayank.sharma@servicesepc.org	
Mr. Chandranshu Awasthi	Dy Director, (International Relations & Market Development)	chandranshu.awasthi@servicesepc.org	
Ms. Shoumi Dasgupta	Dy Director (Branding, Media and Communication)	shoumi.dasgupta@servicesepc.org	

MESSAGE From the CHAIRMAN



on 2020. Dubai with a delegation from

am delighted to share that SEPC recently participated in World Expo 2020, Dubai with a delegation from Indian Healthcare industry including entrepreneurs, medical professionals and medical value travel (MVT) facilitators and organised several programmes at India Pavilion during the 'Healthcare and Wellness Week' from 27th – 29th January 2022. The programmes were organised in partnership with FICCI, FHWP and with support from the Ministry of Commerce & Industry, Govt of India.

The programme included specific knowledge session, panel discussion, B2B meetings, industry visits, MOUs with foreign organisation, felicitation ceremony, networking, launch of revamped Indiahealthcare.org portal, Launch of India Heals 2022 -International Conference and Exhibition, visit to Arab Health 2022 exhibition, etc. We are also planning to organise many more such programmes in World Expo, Dubai to facilitate Indian exporters from other services sectors.

We thank the Ministry of Commerce & Industry, Government of India for extending timely support to the services industry in reaching out to international market. Also, let me take this opportunity to thank government of India for growth-oriented, forward-looking, infrastructure-focussed budget for FY 2022-23. Initiatives

We recently organised a virtual session on Market Access Initiative (MAI) scheme and soon are organising capacity building programmes in physical mode by renowned experts in Mumbai, Ahmedabad and Delhi tentatively in March

like, seven engines for Gati Shakti, extension of the ECGL, One Class One TV Channel, Credit Guarantee Trust for Micro and Small Enterprises (CGTMSE), Multimodal Logistic Parks, International Arbitration Centre, AVGC promotion task force, National Tele Mental Health Programme and many others are highly appreciated and have a strong potential to impact services sector growth.

A detailed analysis of the budget for the FY2022-23 with reference to services industry is provided in this issue of India Serves. The issue also contains brief report of SEPC's programmes in Dubai Expo 2020.

SEPC is regularly organising awareness and capacity building programmes. We recently organised a virtual session on Market Access Initiative (MAI) scheme and soon we are organising capacity building programmes in physical mode by renowned experts in Mumbai, Ahmedabad and Delhi tentatively on 23rd, 25th, and 29th March 2022 respectively addressing some very important subjects like digital marketing, modern technology, financial issues related to services exports, etc. We request SEPC members and other services exporters from India to actively participate in the programmes and upgrade their business knowledge.

Regarding the SEIS scheme, we are constantly raising the issue to the concerned authorities at DGFT and Department of Commerce and we are thankful to the officials for their positive response towards our representations. We are also advocating industry's recommendation of DRESS scheme as an alterna-

tive to SEIS. The ministry is seeking more industry inputs for an alternative scheme and we request members to kindly send your valuable inputs for an alternative scheme so that an alternative to SEIS is worked out in case SEIS is not continued in the upcoming Foreign Trade Policy.

SERVICES EXPORT PROMOTION COUNCIL

Yours Sincerely



C.A. Sunil H. Talati

INDIA SERVES

OVERVIEW OF SERVICES OFFERED BY SEPC









Services
Export Promotion
Council set up in
2006 by Ministry
of Commerce
& Industry,
Government of
India is an apex
trade body to
promote exports
of services
from India.

Key role in Foreign Trade Policy, Export Strategy formulation by Department of Commerce and related Govt Departments.

Interface between Services Sector and Government

Provides inputs on Trade Negotiations

Represents Services Sector in various Joint Trade Committees, Joint Business Councils and Joint Working Groups of Government of India to facilitate export.

Creates Business opportunities in global market place for services exporters

Providing commercially useful information and assistance to members in increasing exports.

Organising visits of delegation of its members abroad to explore overseas market opportunities.

Organising participation of Services exporters in specialised International Trade Fairs.

Dissemination of government notification, orders, information on trade and other relevant information to members.

Facilitates execution of Government Schemes like SEIS.

3 200

Services Covered under SEPC

In order to enhance the competitiveness of services exports and enable services industry to generate employment, the Union Cabinet chaired by Honourable Prime Minister Shri Narendra Modi in 2018 identified 12 Champion Services Sector.

The following table provides the mapping of identified Champion Services vis-a vis the services covered under SEPC and BPM6 classification. Sixth edition of the Balance of Payments and International Investment Position Manual (BPM6) is developed by IMF in collaboration with compilers and other interested parties worldwide and used by most of the countries to record and report services trade data.

S.N.	Services covered under SEPC	Champion Services	BPM6 Classification	
1	Accounting/Auditing and Bookkeeping Services	Accounting and Finance Services		
2	Consultancy Services	-	Other business services	
3	Legal Services	Legal services		
4	Architectural Services and related services	Construction and related Engineering services		
5	Environmental services	Environmental services	Other business services	
6	Marketing Research and Public Opinion Polling Services/ Management services	-		
7	Advertising Services	-		
8	Printing and Publishing services	-		
9	Other services (IT & ITES, Communication Services)	IT & ITES, Communication services	Telecommunications, computer, and information services	
10	Hotel and Tourism Related Services	Tourism and Hospitality Services	- Travel	
11	Education Services	Education services		
12	Healthcare services including services by nurses, physiotherapist and paramedical personnel	Medical Value Travel Services		
13	Maritime Transport Services	Transport and Logistics	Transport	
14	Distribution Services	services		
		Financial Services	Financial services	
15	Other services (Financial Services)		Insurance and pension services	
16	Entertainment services including Audio-visual services	Audio-visual services	Personal, cultural, and recreational services	
17		-	Charges for the use of intellectual property n.i.e.	
		-	Government goods and services n.i.e.	
	Other Services	-	Manufacturing services on physical inputs owned by others	
		-	Maintenance and repair services n.i.e.	
		Construction and related Engineering services	Construction	
			Services not allocated	



Union Budget 2022 and The Services Sector:

Brief Summary and Analysis

Background

The service sector has been the key driver of both the Global and Indian economy over the last three decades. The economic reforms since early nineties unleashed the potential of services sector by utilizing available skilled manpower due to state supported higher education. As a result, India's growth story has been driven by services having around 55% share in the economy. In fact, Services exports have outperformed goods exports in terms of net earnings in recent years, due to which India's share in world's commercial services exports has risen steadily over the past decade to reach to 4.1 per cent in 2020, leading to improvement of India's rank in leading exporters of commercial services from 8th to 7th in 2020. In 2021-22 services exports from India are expected to touch 250 billion US dollar.

India is fast becoming a major hub of quality service provider globally. The service sector's significance in the economy continues to grow with its share amounting to two thirds of total FDI inflows into India and about 40% of total exports. However, as the post-pandemic world is taking shape, the sector is struggling hard to keep its head above waters. Most of the services sectors such as travel, transportation, hotel tourism, business & commercial services etc. are worst affected and unfortunately, nothing in specific was announced as relief measures for the sector during 2020 and 2021 and therefore, the expectations from the Union Budget 2022 were high.



MEASURES ANNOUNCED IN THE BUDGET FOR VARIOUS SERVICES SECTORS



- 'One Class-One TV channel' programme for PM eVidya to be expanded to 200 TV channels.
- Virtual Labs and skilling e-labs to be set up to promote critical thinking skills and stimulated learning environment.
- High quality e-content will be developed for delivery through digital teachers.
- Digital University for World-Class quality universal education with personalised learning experience to be established.





- · An open platform for National Digital Health Ecosystem to be rolled out.
- "National Tele Mental Health Programme' for quality mental health counselling and care services to be launched.
- A network of 23 tele-mental health centres of excellence will be set up, with NIMHANS being the nodal centre and International Institute of Information Technology-Bangalore (IITB) providing technology support.



An animation, visual effects, gaming and comic (AVGC) promotion task force to be set up to realise the potential of this sector.

Telecom Sector

Scheme for design-led manufacturing to be launched to build a strong ecosystem for 5G as part of the Production Linked Incentive Scheme.

Export Promotion

Special Economic Zones Act to be replaced with a new legislation to enable States to become partners in "Development of Enterprise and Service Hubs".



- World Class foreign universities and institutions to be allowed in the GIFT city.
- An International Arbitration Centre to be set up for timely settle of disputes under international jurisprudence.

Start-ups

- Start ups will be promoted to facilitate Drone Shakti and for Drone-as-aservice (DrAAS)
- Period of incorporation extended by one year, up to 31-03-2023 for eligible start ups to avail tax benefit.
- Previously the period of incorporation valid up to 31-03-2022



Contracts to be awarded through PPP mode in 2022-23 for implementation of Multimodal Logistic Parks at four locations.



- 130 lakh MSME's provided additional credit under Emergency Credit Linked Guarantee Scheme (ECLGS)
- ECLGS to be extended up to March 2023.
- Guarantee cover under ECLGS to be expanded by Rs. 50,000 crore to total cover of Rs. 5 lakh crore.
- Rs. 2 lakh crore additional credit for Micro and Small Enterprises to be facilitated under the Credit Guarantee Trust for Micro and Small Enterprises (CGTMSE)
- Raising and Accelerating MSME programme (RAMP) programme with outlay of Rs. 6000 crore to be rolled out.



The seven engines that drive PM Gatishakti are Roads, Railways, Airports, Ports, Mass Transport, Waterways and Logistics Infrastructure. The scope of PM Gatishakti National Master Plan will encompass the seven engines for economic transformation, seamless multimodal connectivity and logistics efficiency. The projects pertaining to these 7 engines in the National Infrastructure Pipeline will be aligned with PM Gatishakti framework.

The service sector will experience positive spill overs from the various incentives announced in the Budget with respect to different services sectors. The impact will be both direct and indirect and the services sector will be positively affected by the Union budget.

- For instance, the launch of the National Tele Mental Health Programme' for quality mental health counselling and care services expected to give a huge boost to telemedicine in the country and make ways for India to become a significant exporter of telemedicine services. However, the industry has not received the kind of attention it received in the last union budget 2020-21.
- The Budget will have positive impact on boosting Travel and Tourism in the economy which was in doldrums during the pandemic. The union budget laid out proposals for enhancing rail, road, mass transport, waterways and logistics infrastructure and efficiency and multimodal connectivity through the PM's Gati Shakti programme. These infrastructure measures may boost tourism in the long run but only once they are implemented. The Rs 7.5 lakh crore of capex target for 2022-23 will kickstart investments and therefore travel, especially business travel. However, the industry was looking at support for immediate and short-term measures for critical revival especially some of cash benefit and industry status to travel, tourism and hospitality sector apart from removal of high GST to make the sector more competitive.

Impact of the Union Budget 2021 on Services Sector

- The budget has given a major boost to India's digital education. A special focus on use of technology through distance learning and digitally strengthening our schools, colleges, teachers, would make India a preferred destination for acquiring knowledge with such mediums of affordable teaching under Mode 1&2. Further, the setting up of a Digital University and enhancing e-quality content will boost education services exports from the country.
- As per budget, product-linked incentive (PLI) scheme in 14 sectors will help in creating over 60 lakh new jobs as well as additional new production of Rs 30 lakh crore. In today's age and times, services are an intrinsic part of manufacturing. In fact servicification of manufacturing is the new norm. In this context, the boost to manufacturing sector through the PLI scheme will have positive spill over effects on most of the services sectors.
- Post pandemic conditions of the Hospitality services in the small & medium seg-

ments are yet to bounce back, therefore, an extension of the ECGL service in March 2023 with an increased cover of Rs 50,000 shall act as a booster for them.

- The focus on AVGC sector by proposing a Task force will go a long way in cashing on the emerging global opportunities in this sector.
- Reforms in SEZ will also provide necessary impetus to various sectors like IT/ITes. Opening up of defence R&D for industry, start-ups and academia with 25% of defence R&D budget is a very welcome move towards inclusive development.

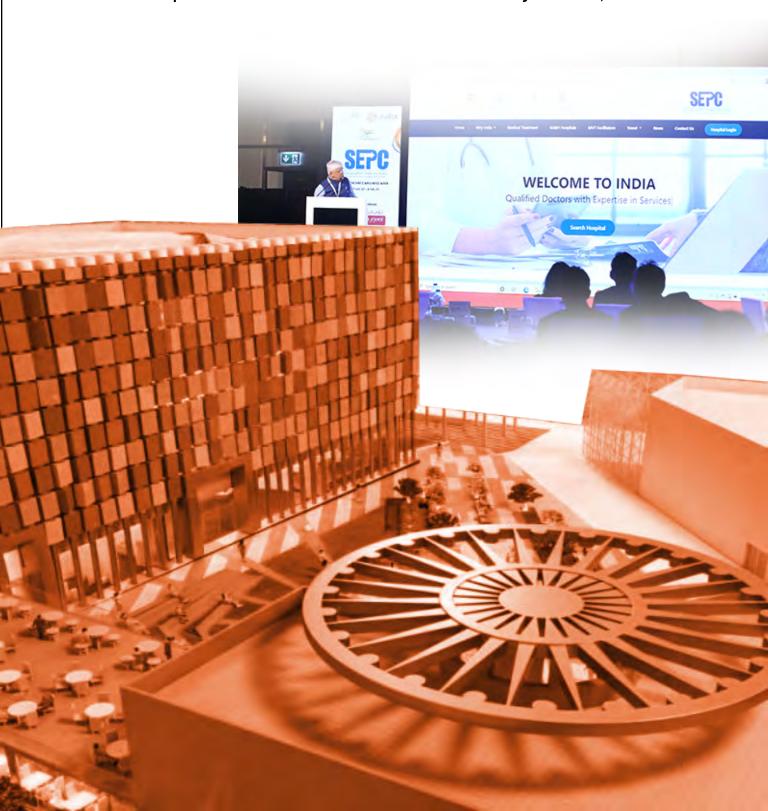
Thus, the budget though hasn't announced any measures to directly support the many ravaged services sectors due to the pandemic such as tourism and hotels, various other incentives announced in the budget especially for infrastructure development be in roads, railways, ports, multimodal transport and also education, healthcare and financial systems with focus on fintech will have a long term and positive impact on Services Sector in the economy and help sustain its growth momentum. The digital push in almost all sectors of the economy would facilitate better service delivery and thereby the transition to a state-of-the-art infrastructure will act as a catalyst to boost services exports from the country. The target of USD 325 billion of services exports for 2022-23 looks achievable.





Post Show Report on World Expo 2020, Dubai

Exploring Market Opportunities and Business Development in Healthcare Sector (January 27–29, 2022)







ndia is actively participating in the World Expo 2020, Dubai, the world's largest business summit which is happening from 1st October 2021 to 31st March 2022 with the objective of reviving and rejuvenating the global economy and taking businesses to new heights.

As described by the organisers, the Dubai Expo endeavours to celebrate humanity's resilience, creativity, culture and innovation to create a new world in the post-pandemic era. The expo has 192 participating countries with their leading businesses, along with multilateral organizations and Healthcare establishments.

India is one of the leading nations that is being positioned as a key player in the global economy with immense technological prowess and

possibilities. It has been strategically placed at the Expo, in the Opportunity district, to make its presence felt and present unlimited windows for investment. The India Pavilion at Expo 2020 Dubai is one of the biggest Pavilions showcasing India's immense opportunities in various sectors (including Healthcare) and projects the country as the next hub for growth and innovation.

In line with the Expo's thematic week of "Health-care Week" at World Expo 2020, Dubai from 27th Jan to 2nd Feb,2022, SEPC in partnership with FICCI, FHWP and support of the Ministry of Commerce & Industry, Govt of India took a delegation of Indian Hospitals and healthcare services providers. CA Sunil H Talati, Chairman of SEPC was the leader of Healthcare Delegation.

Programme

The 3-day programme encompassed a wide range of session formats including:

- Specific knowledge Session
- Panel Discussion
- B2B Meetings
- Industry Visits
- MOUs with Foreign organisation
- Felicitation Ceremony
- Networking
- Launch of revamped Indiahealthcare.org portal



Programme Highlights

DAY -1: January 27, 2022:

SEPC healthcare delegation visited Arab Health 2022 which is considered to be the largest gathering of healthcare and trade professionals in the MENA region. The 2022 edition of the event received over 3,590 exhibiting companies from 60 countries. Arab Health is major business opportunity for healthcare service providers and manufacturers of medical devices, Pharma companies, dealers & procurement professionals and Healthcare practitioners.

After the visiting Arab Health, SEPC Delegation from India visited Aster Hospital, Dubai as a part of the scheduled industry visit programme.

Dr. Sherbaz Bichu, COO Aster Hospital and David Boucher Group CSE, Aster DM Healthcare demonstrated their approach towards Medical Value Travel to India from Dubai and also gave a brief presentation of the Aster Group Hospitals. Dr. Bichu also mentioned that after initial diagnosis at their Dubai based facility 80% of their patients are being referred to Aster Medicity Hospital in Kochi, India for treatment.







DAY - 2: January 28, 2022

At India Pavilion at EXPO2020 Dubai, two sessions on Medical Value Travel (MVT) were organised wherein sectoral experts elaborated their views on the opportunities that the MVT sector holds and the rising role of telemedicine & Indian traditional medicine.

Session - I

The first session "Medical Value Travel Post Pandemic: Challenges & Opportunities" witnessed discussion on the opportunities and growth of the MVT industry in a post-pandemic environment. The speakers shared their thoughts on how the MVT industry in partnership with other emerging technology providers and the government can accelerate Tele-Health in India and at the global level.

Sharing his views, Mr. Sunil H Talati, Chairman, Services Export Promotion Council (SEPC) said, "Every year billions of people take advantage of medical tourism and medical travel for better treatment and appropriate medical attention. While pandemic has hit the sector badly, we expect India to gain business of around 13 billion USD by offering medical services to international patients this year. Both SEPC and the Government of India are extremely positive about India's growth in MVT in the coming years."

Addressing the audience, Mr David Boucher, Group CSE, Aster DM Healthcare said, "The last two years have been really difficult for international medical travel because of the travel restrictions and ongoing pandemic. I believe that there is a huge pent-up demand, and we are very bullish on the market and the sector."

Every year billions of people take advantage of medical tourism and medical travel for better treatment and appropriate medical attention. While pandemic has hit the sector badly, we expect India to gain business of around 13 billion USD by offering medical services to international patients this year. Both SEPC and the Government of India are extremely positive about India's growth in MVT in the coming years.

Mr. Sunil H Talati, Chairman SEPC







Session - II

The second session on "Rising Role of Telemedicine & Indian Traditional Medicine in Medical Value Travel" emphasised on developing a strategy to integrate Telemedicine and Indian traditional medicine into India's MVT services, defining its role, importance, and scope in accelerating MVT. The discussion underlined the importance of Telehealth in increasing patient access, improving outcomes, and delivering efficient healthcare to partner MVT countries.

Vaidya Sumeet Goel, OSD to Secretary, Ministry of AYUSH, Gol said, "The Ministry of AYUSH is working on various aspects to cater to the Medical Value Travel. The Ministry had started providing Ayurveda medical treatment in India under the medical visa category. AYUSH Export Promotion Council has also been set up. The Ministry has started incentivising the entrepreneurs and foreign investors, who wanted to establish AYUSH wellness centre or tertiary care centre under the Champion Services Sector Scheme."

Ms Upasana Arora, who is Healthcare Panel Head at SEPC & Director at Yashoda Hospitals joined the session virtually and highlighted the strength of the Indian Healthcare system, she mentioned that "India has proven itself during COVID-19 and has done a tremendous job in vaccination front despite having huge population. From manufacturing vaccines to providing medical consultation through telemedicine, we have proved that India is the best place for healthcare facilities. I urge everyone to consider India as the best medical destination for all kinds of treatments not only in modern medicine but for the traditional medicine as well."

There was an active participation in the discussion by all the participants which opened doors to plethora of well-connected and highly relevant issues. Some of the eminent experts from the industry who contributed in the discussion were Major Tom Louis, CEO (Projects), VPS Health & Response Plus Medicals, Mr Sandeep Vohra, Chief Executive, Roseview Investment & Advisors, UAE & Representative for HTI, UAE, Ms Lydia Oile – CEO, Le memorial, Uganda, Ms Leila Kresic Juric – HTI – Belgium, Mr Vinay Aggarwal – Founder & MD, Shinon Global, Ms. Inna Dashchenkomy, Co-Founder, Medtour Club – Ukraine, Mr Lutz Lungwitz -President, German Medical & Wellness Association, Mr Shaaz Mahmood, Founder, Medijourn, – Dubai & Mr Danish Khan, Founder, CureStay

The Knowledge sessions were followed by B2B Meetings at the India Pavilion between Indian MVT Companies and Foreign Delegates from across the world.







INDIA SER

B2B Networking and Felicitation at TAJ Jumeirah Lakes Tower, Dubai

The 2nd round of B2B Meeting between Indian MVT Companies and Foreign Delegates was organised at Hotel Taj JLT from 4:30 pm to 6:30 pm. During these meetings, some 14 MOUs were signed between Indian and Foreign Medical Value Travel Facilitators Associations for the joint promotion and publicity of Indian Healthcare services.

A felicitation ceremony was organised for Foreign MVT companies for their outstanding contribution to Medical Value and Wellness travel of India.

CA Sunil H Talati, Chairman, SEPC said that objective to organise this delegation visit during Dubai Expo is to provide Indian service providers an opportunity to interact and connect with healthcare stakeholders from various countries of the world and this gathering would definitely provide some very useful insights for the growth and development of Indian healthcare services to the world.

Dr. Aman Puri, Consul General of India in Dubai welcomed the Indian & Foreign MVTF in Dubai and praised SEPC for creating a platform to promote Indian services in the United Arab Emirates. Ambassador of Indian in Uzbekistan, Shri Manish Prabhakar addressed virtually and invited Indian Healthcare service providers to look at the market opportunities in Uzbekistan.

Ms. Upasana Arora, Chairman Healthcare Panel, SEPC wished all the healthcare companies for promoting Indian Healthcare system worldwide.

A revamped Indiahealthcare.org portal was also showcased in the programme at Dubai Expo. This portal was initially launched by honourable Prime Minister of India, Shri Narender Modi in the year 2015.







DAY – 3: January 29, 2022

Follow up B2B Meeting were arranged at Hotel Ghaya Grand from 9:00 AM to 11:30 AM followed by a visit to Burjeel Medicity, Abu Dhabi as a part of scheduled Industry visit programme during the health-care and wellness week at Dubai Expo 2022.

#SGA188923148661

MENEWS

№123456789

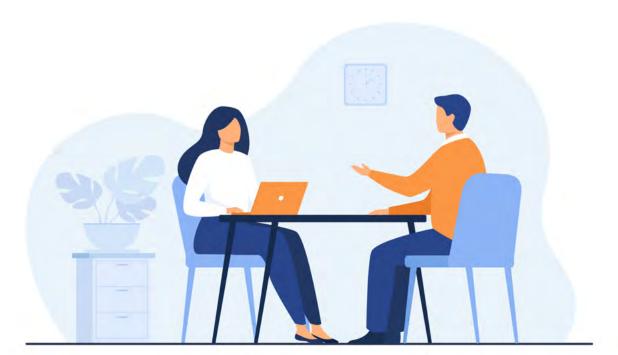
- India may resume regular international flights from the middle of March as the aviation ministry has sought the health ministry's approval to resume regular international flights. The health ministry's approval is mandatory in this case due to the prevailing COVID situation across the globe. (Economic Times)
- The number of daily air passengers is expected to cross pre-COVID levels in the
 next two months, Civil Aviation Minister Jyotiraditya Scindia said on Monday and
 also urged states to reduce tax on jet fuel to boost the country's aviation sector.
 During the pre-COVID times, domestic airlines carried around 4 lakh passengers
 per day and the number began climbing up after second wave but again declined
 after the emergence of Omicron infections late last year. (Economic Times)
- India and the United Arab Emirates on Friday signed a Comprehensive Economic Partnership Agreement (CEPA) covering goods, services and digital trade, among others, that will allow 90% of the country's exports a duty-free access to the Emirates. The CEPA is likely to benefit about \$26 billion worth of Indian products that are currently subjected to 5% import duty by the UAE, India's third-biggest trading partner behind the US and China. (Economic Times)
 - Foreign markets that used to fetch big business for Indian movies are yet to
 pick up after the coronavirus outbreak, as personal devices light up with more
 entertainment options and many film-lovers hesitate to step out. Markets in
 the US, UK, Australia, and Malaysia, among others, have been critical for the
 success of Hindi, Tamil, and Telugu films in the days before covid. (Live Mint)

Tata Consultancy Services (TCS) on Monday announced the launch of its Sydney Digital Garage to help customers in Australia and New Zealand leverage co-innovation and accelerate digital transformation. The advanced research hub is designed to holistically look at innovation, helping businesses establish their competitive differentiation, increase speed to market, and navigate their growth and transformation journeys. (Business Standard)

Notifications

Last date of submitting applications for scrips stands revised to 28th February 2022 for SEIS for services exports rendered during the FY 2018-19 and FY 2019-20 (DGFT Notification No. 53/2015-2020 dated 1st February 2022)

Despite India being an attractive destination for people undertaking medical tourism from many countries, including Bangladesh, Sri Lanka, West Asia, , Maldives and Africa among others, this segment was severely impacted after Covid pandemic. This hospital sector is now trying to recuperate from the losses it incurred. According to the Ministry of Tourism website, foreign tourist arrivals for medical treatment in India in the calendar year ending December 2020 fell by 73 per cent to 1.82 lakh as compared with 6.97 lakh in 2019. (The Hindustan Business Line)



MEETINGS:

- Virtual Interactive Meeting on "India Vision 2047" with Dr Brij Mohan Mishra, Deputy Secretary, Department of Commerce and representatives of other Ministries on 7th January 2022. The meeting was to get inputs on 12 champion services sectors from export perspective and prepare a vision document which will lay down the strategies to make the identified sector globally.
- SEPC participated in a virtual interactive meeting on17th January 2022 on General review of the
 export target for the current year and outlook for the next year with Shri Piyush Goel, Hon'ble Minister of Commerce and Industry and thanked CIM on behalf of the services sector for bringing about
 a perceptual change in the way services sector exports is being talked about in the same breath as
 merchandise exports.

Chairman, SEPC mentioned that several activities towards business connectivity (RBSMs, BSMs, Exhibitions, Brand building exercises etc) are being planned and proposed by SEPC under MAI scheme, to set a target of 300BN USD for 2022-23 for services exports.

During the meeting SEPC suggested the following:

- » Due to COVID, consider continuing with SEIS for 2020-21 and 2021-22 with the capping as introduced in the SEIS notification for 2018-19.
- » To kindly consider retaining the same amount of allocation of Rs 2000 crore for 2020-21 and 2021-22
- » To open window for selling of duty scrips
- » To consider establishing an International Arbitration Centre in India which will promote services Exports of legal sector from India

Hon'ble Commerce and Industry Minister directed SEPC to submit proposal for specific market for specific services for incentivizing incremental exports for that market

DG, SEPC participated in a virtual interaction held on "Discontinuation of the EPCG Scheme in the Foreign Trade Policy" under the chairmanship of Director General of Foreign Trade with the Industry associations/select Export Promotion Councils on 20th January, 2022.

EVENTS:

 SEPC in partnership with FICCI and support of the Ministry of Commerce & Industry, Govt of India, took a high-powered delegation of Indian Healthcare leaders to Dubai from 27th -29th Jan 2022 during "Healthcare Week" at World Expo 2020, Dubai. The delegation was led by Mr Sunil H Talati, Chairman, SEPC.

A range of networking and business opportunities with specific knowledge sessions & panel discussions from 27th – 29th January 2022 on key themes, trends, market opportunities across various segments and verticals were done by SEPC.





WEBINARS:

 SEPC in association with Quality Council of India, National Board for Quality Promotion and D. L. Shah Trust for Applied Science and Technology organised Master Class Series webinar on Applying Tools / Techniques and Technology for improving business performance in service sector on 5th January 2022. The objective of this webinar was members to understand the fundamentals of quality improvement in business performance for services sector.

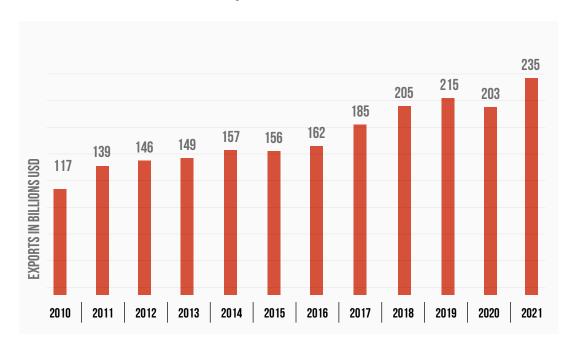
The following broad agenda were covered during the webinar:

- How is quality important in improving business performance
- Current approaches for building quality in business
- What are the tools and techniques for quality improvement?
- Sharing best practices of application of tools and techniques
- QCI initiatives on promoting quality best practices
- 2. SEPC organised a two-day webinar on 18th and 19th January 2022 on Digital Marketing to enhance business focusing on providing digital training to services MSME on How to market yourself in international organically and how to build a brand via paid mediums & run marketing campaign in international market.

The following were the take aways of the webinar:

- How to start your digital marketing journey from scratch
- How to find leads and prospects through LinkedIn
- Build a professional online brand for your company
- How to rank on Google searches without spending a single rupee via SEO
- · Using growth tools to find leads and prospects in international market
- Understanding different paid medium of digital marketing channels
- How to find customers via running paid campaigns on Google via search engine marketing
- Using Facebook and Instagram to generate leads
- Overview on LinkedIn marketing and how to target right designations and business owners to export services from India.
- 3. SEPC organized a virtual Brainstorming interaction on 21st January 2022 with select members to discuss and create a roadmap for Hotel & Tourism related services towards the New Foreign Trade Policy for 2022 2027. Some of the major points discussed as follows:
 - GST should be refunded to ensure that the tourism industry remains competitive
 - Opening up a Window for selling of tourism scrips
 - EPCG scheme should be continued as most of the equipment imported under the EPCG scheme is not
 manufactured in India, hence EPCG will not affect the domestic equipment manufacturers. Also, most of
 the items imported by the hotel and hospitality sector are unique, state of the art and not produced in India.

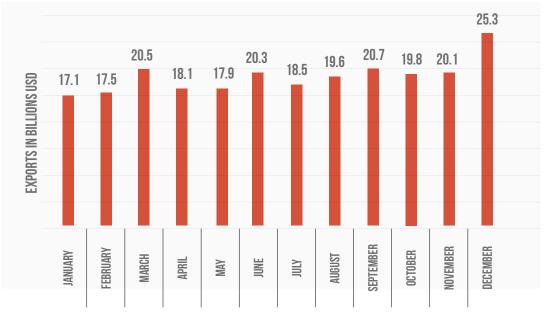
Trend of Services Exports from India (2010 - 2021)



Source: Trade Map & Reserve Bank of India

Trend of Services Exports from India

Trend of Services Exports from India – Month wise (2021)



111111111111111111111111111111

Source: Reserve Bank of India





SERVICES EXPORT PROMOTION COUNCIL

Setup by Ministry of Commerce & Industry, Govt. of India

SERVICES EXPORT PROMOTION COUNCIL

DPT - 417, 4th Floor, DLF Prime Towers, Plot No. 79 & 80, Pocket - F, Okhla Phase-I, Okhla Industrial Area, New Delhi - 110020

Phone: +91 11-41046327-28-29, +91 11-41734632

Email: info@servicesepc.org Website: www.servicesepc.org







