

# India Serves

A Monthly Newsletter by

# SEPC

SERVICES EXPORT PROMOTION COUNCIL

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

VOL III, ISSUE X - January, 2023



## AVGC SECTOR WHAT LIES AHEAD

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



Ministry of Information & Broadcasting, Government of India has published the draft national policy for Growth of Animation, Visual Effects, Gaming, Comics & Extended Reality. The policy draft is followed by a report submitted by the AVGC Promotion Task force aiming to realize the dream envisioned by the Hon'ble Prime Minister Shri Narendra Modi to make India the "Content Hub of the World", the PM had said that "the AVGC -XR sector can provide immense employment opportunities to the youth who can serve the Global market & the Indian talent can lead the way in this sector".

Broadly the policy aims at enhancing the global positioning of the Indian AVGC industry. Another objective of these new 2021 AVGC regulations is to address the lacuna that have emerged due to disruptive advancements in technology & to harness the immense potential to fuel the growth & development objectives of the Government. Beyond the economic impact, the sector has the potential to make Indian culture accessible to the world, connect the Indian diaspora to India, generate direct and indirect employment and benefit the tourism and other allied industries.

We at SEPC for our stakeholders have done an analysis of the draft policy, the report by AVGC task force, the extant policy & other support ecosystem as well as the proposed & available interventions that shall help build a dedicated mechanism of cooperation among all the stakeholders; the Government, industry & academia. When enacted the policy shall complement the elements of the existing framework & provide a massive impetus to the "Create in India" and "Brand India" as well as livelihood generation & growth of exports as seen through various lenses under four broad categories as discussed ahead.



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CENTRAL GOVERNING COUNCIL MEMBER PROFILES

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## India Serves

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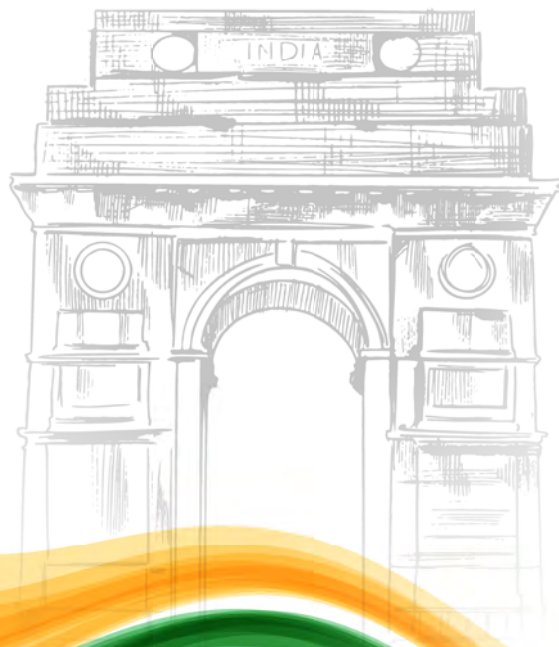
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**M E S S A G E**  
**I** From the  
**C H A I R M A N**



**CA. SUNIL H. TALATI**

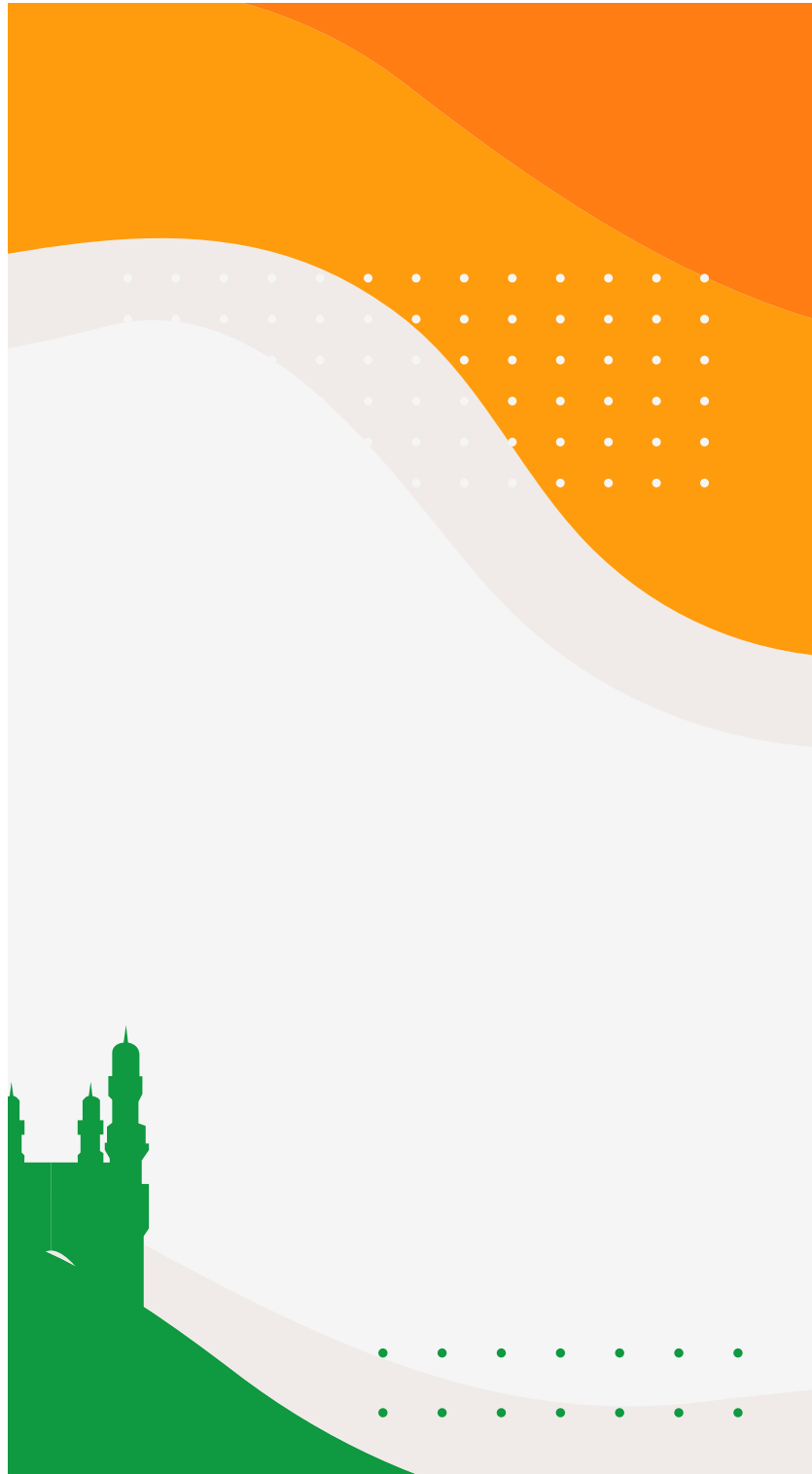


*Wish you all a Happy Republic Day! let us Let us vow to give our best to make our country the most prosperous, strongest and the happiest nation on the earth*

*This day radiates the fervour and spirit of independence and how freedom fighters and patriots had given their all for India. This day is also a representation of India's diversity and secularism everyone alike gears up to celebrate this day with much enthusiasm. We should be proud to be an Indian and this unity embodies the spirit of Republic Day.*



Mr. Karan Rathore  
(Vice-Chairman)







From the  
**DG's**  
Desk



*Freedom in mind, Faith in our heart, Memories in our souls. Let's salute the Nation on Republic Day. Freedom in the mind, strength in the words, pride in our souls, zeal in our hearts.*

*Happy Republic Day!*

Dr. Abhay Sinha

Director General

## OVERVIEW OF SERVICES OFFERED BY SEPC

### TRADE INTELLIGENCE

### EXPORT DEVELOPMENT

### EXPORT PROMOTION

### ENABLING BUSINESS ENVIRONMENT

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.

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	Other business services
2	Consultancy Services	-	
3	Legal Services	Legal services	
4	Architectural Services and related services	Construction and related Engineering services	
5	Environmental services	Environmental 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 services	Transport
14	Distribution Services		
15	Other services (Financial Services)	Financial Services	Financial services
			Insurance and pension services
16	Entertainment services including Audio-visual services	Audio-visual services	Personal, cultural, and recreational services
17	Other Services	-	Charges for the use of intellectual property n.i.e.
		-	Government goods and services n.i.e.
		-	Manufacturing services on physical inputs owned by others
		-	Maintenance and repair services n.i.e.
		Construction and related Engineering services	Construction
			Services not allocated



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# I. Developing Intangible Infra: Intellectual Property

## OPPORTUNITIES

Lack of Commercially viable globally popular IP's in the AVGC sector such as Walt Disney in India is a major area of concern arising out of lack of financial support, low level of R&D & inadequate awareness.

## REQUIRED INTERVENTIONS

Financial support through institutional means to MSME developers and designers in relation to filing IPR claims & promote Capacity Building. Available & Envisaged Provisions in Policy

### A. FINANCIAL & INSTITUTIONAL SUPPORT IN FILING IP'S.

- i. The DST's PATENT Facilitation Centre can be leveraged. DST through Patent Facilitation Centre helps in filing and prosecuting patent and other IPR applications in India These patent and IP applications are drafted and filed through patent attorneys on the panel. The cost of filing these patents is borne by Department and patent/IP applications are filed in the name of inventing institute/s.
- ii. Scheme for Facilitating Start-ups Intellectual Property Protection (SIPP) was launched in 2016 to encourage and facilitate IPR protection by Start-ups and the same has been extended up to March 2023. The Scheme is implemented by the office of CGPDTM.
- iii. International Patent Protection in Electronics and Information Technology (SIP-EIT) by MeitY provides financial support in ICT sector encapsulating reimbursements up to maximum of Rs 15 lakhs or 50% of the expenses incurred in patent filing or per invention.
- iv. Incubation fund to be provisioned for intellectual property (IP) and content development for projects. It may be funded in aggregation or partnership with a university or a group of investors, to promote the creation of new IPs.

### B. CAPACITY BUILDING, PUBLIC AWARENESS & STRENGTHEN INTELLECTUAL PROPERTY (IP) CHAIRS IN EDUCATIONAL INSTITUTES OF HIGHER LEARNING.

- i. Scheme for Pedagogy and Research in IPRs for Holistic Education and Academia (SPRIHA) SPRIHA seeks to create public awareness about the economic, social and cultural benefits of IPRs amongst all sections of the society and to strengthen Intellectual Property (IP) Chairs in educational institutes of higher learning to provide quality teaching and research, develop teaching capacity and curricula and to evaluate their work on performance based criteria.
- ii. The Grant-in-Aid will be provided to the organization(s) as specified below for organizing IPR workshops/seminars & sensitizing and disseminating awareness about Intellectual Property Rights among various stakeholders especially in E&IT sector. The funding will be restricted as per following criteria:
  - a. Educational Institutes – INR 2L
  - b. Industry bodies – INR 3L
  - c. Meity Society(s) or Meity Autonomous Body(s) – INR 5L

### C. R&D

- i. Institutional Support at state level is required hence it is laid down in the draft to Boost the number of AVGC and design specific R&D labs at various Institutes of Eminence in the country like IITs, NITs, IISc, and Institutes of Eminence. Industry may also be incentivized to invest in R&D centers at these COEs through recognition of such funds within the Corporate Social Responsibility.
- ii. FDIs, tax incentives, and other institutional support for establishing incubators and accelerators for early stage-startups in different cities.
- iii. To Leverage schemes & programs-Atal innovation Mission & -ATT Atal Tinkering labs.



## II. Infrastructure & Technology

## OPPORTUNITIES

1. Strengthening the MSME support ecosystem.
2. Cluster development & Capacity building

## REQUIRED INTERVENTIONS

Regular Technological upgradation requires investment in software & hardware, it needs free flow of finance which is already scarce to avail for MSME's due to factors such as unavailability of collateral, absence of track record, Cumbersome documentation & lack of awareness. Following are the areas of opportunity to bolster Infrastructure & Tech in the AVGC sector.

1. Dedicated investments & Financial assistance through Grants & Aids.
2. Incentivization on technical upgradation.

## AVAILABLE & ENVISAGED PROVISIONS IN POLICY

1. **Grants & Aids** : CFC (Common Facility Center) Scheme of MSME provisions up-to Rs. 15 Crores in financial assistance/Aid. The CFC scheme can be leveraged In order to develop the known AVGC hubs or clusters & to transform them into the content hubs of the world & further to support the sustainability and growth of MSEs by addressing common issues such as improvement of technology, skills and quality, market access, access to capital, etc. It provisions financial aid as following: -
  - (i) For Hard Interventions in the form of tangible assets like Common Facility Centre having machinery and equipment for critical processes, research and development, testing, etc. with GoI grant upto 70% of the cost of project of maximum Rs 15.00 crore. For NE & Hill States, Clusters with more than 50% (a) micro/ village (b) women owned (c)

SC/ST units, the Gol grant will be 90%.

(ii) For Soft Interventions with Gol grant of 75% of the sanctioned amount of the maximum project cost of Rs 25.00 lakh per cluster. For NE & Hill States, Clusters with more than 50% (a) micro/ village (b) women owned (c) SC/ST units, the Gol grant will be 90%.

ii. Grants & Aids : Credit Guarantee Trust Fund for Micro & Small Enterprises (CGTSMSE). Under this Government scheme, a collateral-free loan of up to Rs 1 crore is provided to eligible startups and MSMEs. Interest rate as per RBI guidelines.

iii. Incentivization in the form of EPCG (Exports Promotion Capital Goods Scheme) is available to exporters of electronic products. It allows import of capital goods for pre-production, production and post-production (including CKD/SKD thereof as well as computer software systems) at zero customs duty, subject to an export obligation equivalent to 6 times of duty saved on capital goods imported under EPCG scheme, to be fulfilled in 6 years reckoned from Authorization issue-date.

iv. Duty exemption schemes enable duty free import of inputs required for export production. Duty exemption schemes consist of:

- a) Advance Authorisation scheme  
b) Duty Free Import Authorisation (DFIA) scheme

A Duty Remission Scheme enables post export replenishment /remission of duty on inputs used in export product. Duty Remission Schemes consist of:

- a) Duty Entitlement Passbook (DEPB) Scheme.  
b) Duty Drawback (DBK) Scheme.

### III. Market Access & Promotion.

## OPPORTUNITIES

1. Establish a Dedicated Fund
2. Incentivization
3. Branding & Promotion

Production Fund should be established for domestic content creation across India to promote Indian culture and heritage globally.

- ii. The Government may conduct an Annual International AVGC Expo converging with the regional events.

## REQUIRED INTERVENTIONS & ENVISAGED PROVISIONS IN POLICY

- i. At present there is no dedicated fund available for the AVGC sector which acts as an obstacle for the growth of the sector in India. It is envisaged in the draft that a Dedicated

## AVAILABLE PROVISIONS IN POLICY

- i. Market Access Initiative (MAI) Scheme is an Export Promotion Scheme envisaged to act as a catalyst to promote India's exports on a sustained basis. The scheme is formulated

on focus product-focus country approach to evolve specific market and specific product through market studies/survey. Assistance is provided to Export Promotion Organizations/ Trade Promotion Organizations/ National Level Institutions/ Research Institutions/ Universities/ Laboratories, Exporters etc., for en-

hancement of exports through accessing new markets.

- ii. It is envisaged in the draft that a dedicated Production Fund should be established for domestic content creation across India to promote Indian culture and heritage globally.

#### IV. Skill Development.

## OPPORTUNITIES

1. There is no apex institute in India for AVGC sector.
2. To bring about a balanced regional skills development around AVGC.

## REQUIRED INTERVENTIONS

- i. Develop holistic Industry oriented academic curriculum with involvement of all stakeholders MoCI, MoE, MeitY, MoI, Ministry of Science and Technology & MSDE including Industry, academia & international experts in the field.
- ii. Industry & Government jointly need to take up the activity of defining various job roles and their associated skill set in the sector for bringing about a standardization of skilling initiatives across the AVGC sector is also required.

## AVAILABLE & ENVISAGED PROVISIONS IN POLICY

- i. Leverage PMKK and PMKVY to open centres in urban & rural areas. Also the scope of skilling and mentorship initiatives needs to be widened to also ensure lifelong learning of working professionals in the ACGC sector.
- ii. Industry also needs a apex institute in India

for the AVGC sector like other sectors such as engineering, design, management, packaging, etc. which can act like an industry think tank, to guide drafting the policies for the growth of this sector, actively collaborate with industry and international AVGC institutes, and enhance the global positioning of the Indian AVGC sector.

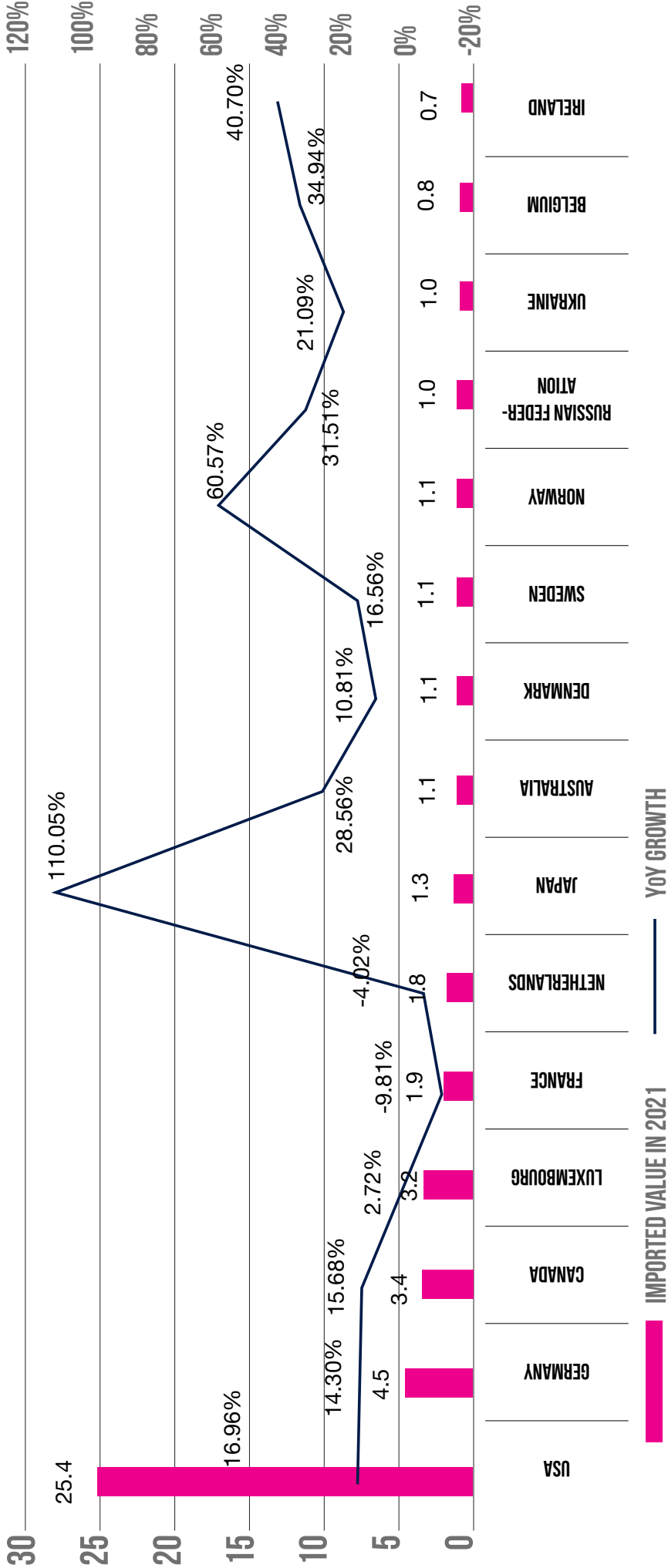
- iii. AVGC may be brought into the fold of the National Skills Qualification Framework(NSQF) to augment learner capability and develop qualification packs comprising, National Occupational Standards (NOS) aligned to job roles in consultation with the industry for bringing about a standardization of skilling initiatives across the AVGC sector.
- iv. To bring about a balanced regional skills development around AVGC. Establishment of Regional COE's (Regional Centres of Excellence) is envisaged in the draft.
- v. To promote AVGC sector in the states, respective State Governments to plan dedicated workshops with the AVGC players present in their state, to increase awareness on Government schemes for all stakeholders including MSME and Start Ups.
- vi. To promote MECAT (Media & Entertainment Creative Aptitude Test) To facilitate admissions into animation, visual effects, gaming, film making or any other career program in AVGC sector

## FACTS & PROJECTIONS

- The global animation market size was estimated at USD 372.44 billion in 2021 and is predicted to reach over USD 587.1 billion by 2030, growing at a CAGR of 5.2% during the forecast period 2022 to 2030.
- Global Visual Effects (VFX) market size was valued at USD 7.51 billion in 2021 and is projected to reach USD 11.26 billion by 2030, growing at a CAGR of 5.19% from 2022 to 2030.
- The global gaming market was valued at USD 173.7 billion in 2020 and it is expected to reach USD 314.4 billion by 2026, growing at a CAGR of 9.64% between 2021 and 2026.
- Estimates show that the global gaming market would reach a value of USD 339.95 billion by 2027, registering a CAGR of 8.94% over 2022-2027.
- The global Comic Book market size is projected to reach US\$ 19.5 billion by 2028, from US\$ 11.8 billion in 2021, at a CAGR of 7.1% during 2022-2028.
- The Indian Media and Entertainment sector is expected to grow at 8.8% CAGR to reach USD 53.75 billion in 2026.
- Currently, there are 1.85 lakh professionals employed in the AVGC sector, with another 30,000 who are indirectly employed.
- The sector needs to employ approximately another 20-lakh individuals by 2030 to sustain its growth. The policy will help India achieve its potential of 20 lakh jobs in the sector.



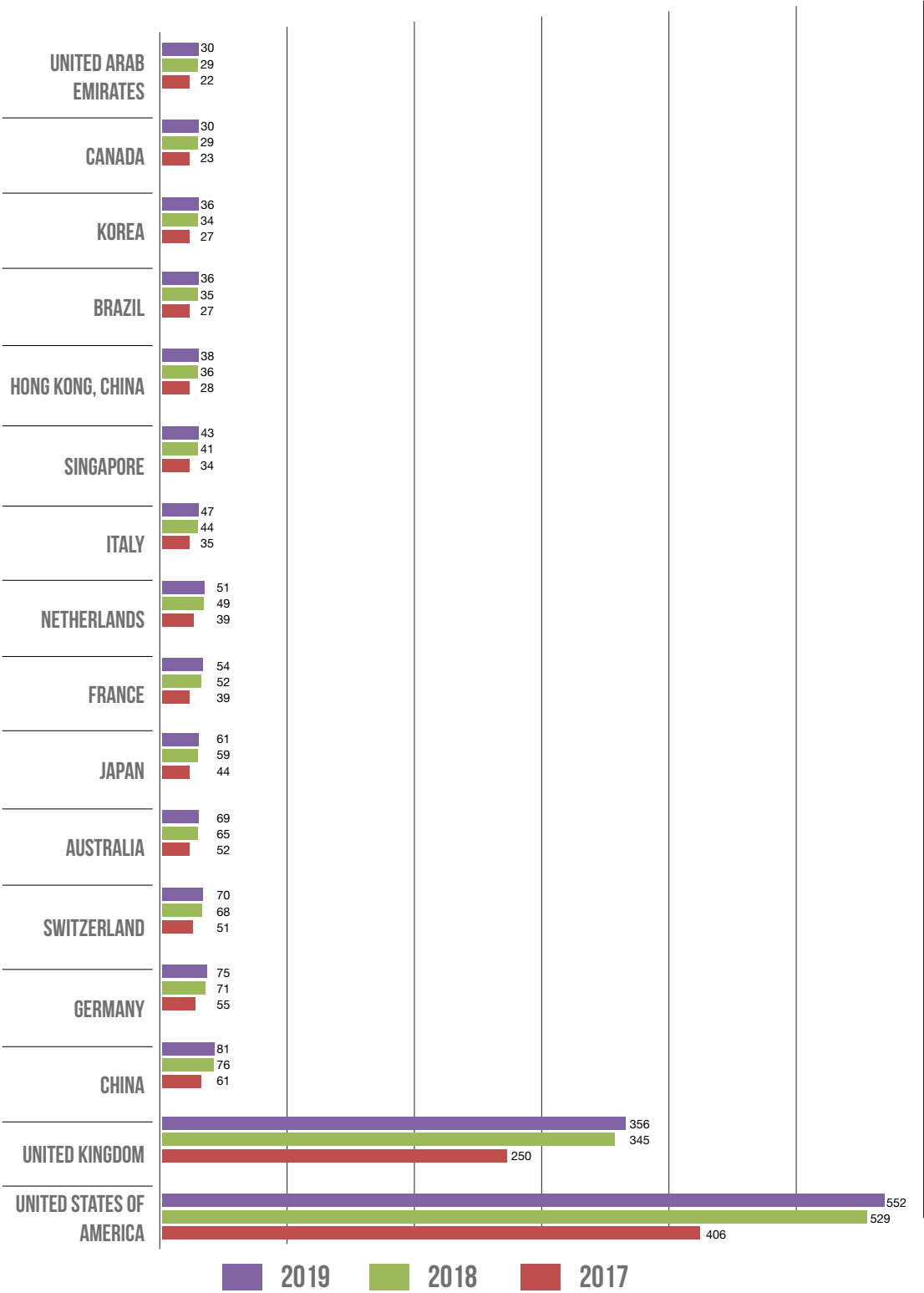
Market Intelligence: Tapping into Growing AVGC Markets



Source: WTO STATS & SEPC Analysis



SEPC Analytics: India's Export Trends-Personal, cultural, and recreational services including AVGC Services.



Source: WTO STATS & SEPC Analysis

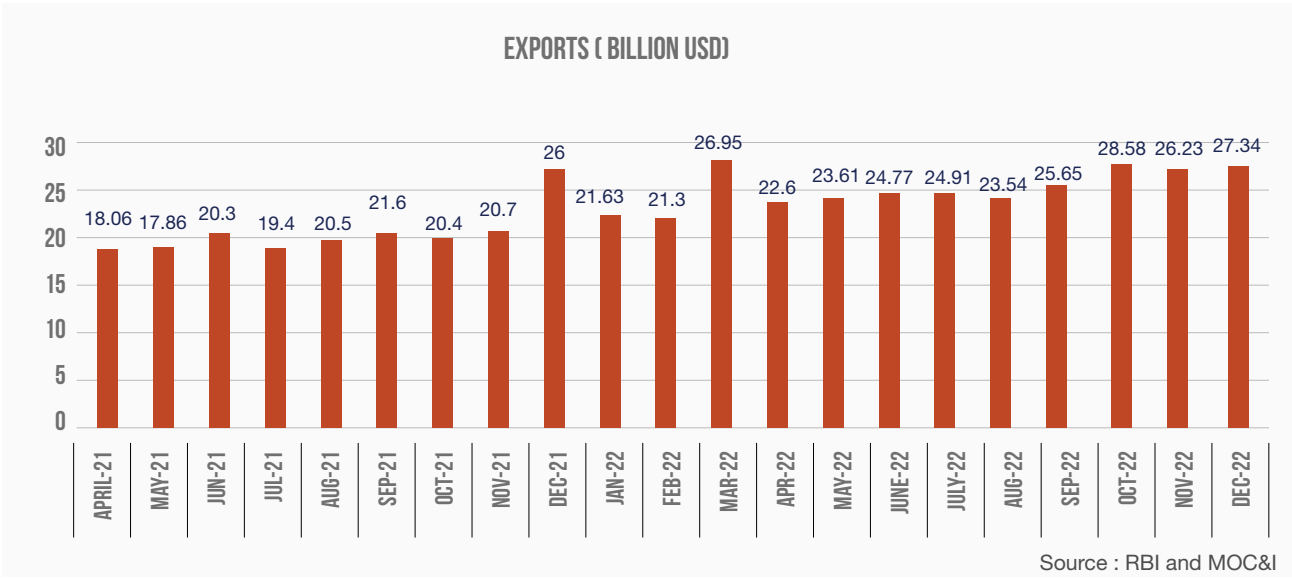
WAY FORWARD

The first challenge is how the latest technologies & platforms are governed under the existing legislation. There is no extant regulatory body at a federal level to regulate and provide a framework as well as mechanism for the industry to operate in a cohesive manner.

Skilling is another area where the government needs to tread carefully, since the government establishes the entire educational curriculum, it is their duty to see to it that it is updated to take into account new technologies, such as AR and VR.

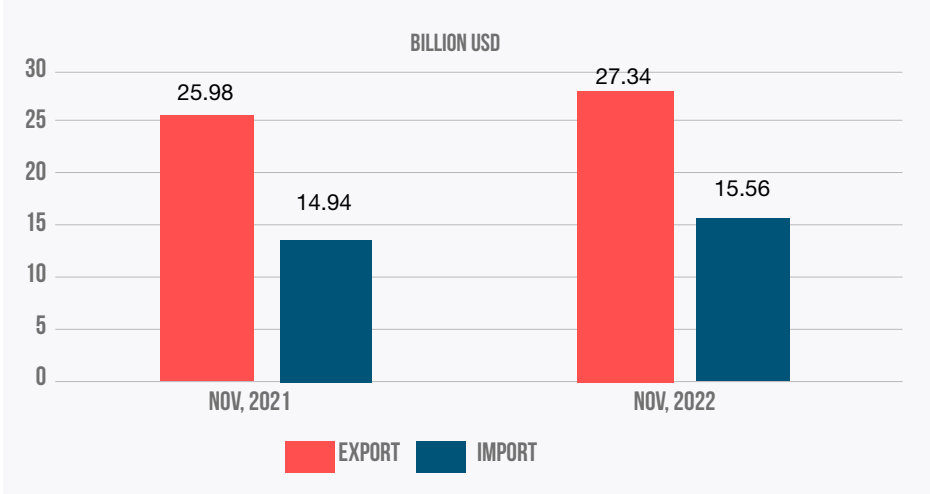
India is well positioned to be a leader in immersive technology development due to its expertise in IT, skilled workforce, and a large domestic market. However, the realisation of this potential will depend on timely implementation of relevant policy interventions.

Monthly Services Exports from India in the FY 2021-22



If the Global economic growth slackens, so export growth too will be affected, however, the Indian economy has shown considerable resilience to the global economic crisis by maintaining one of the highest growth rates in the world. The services exports have registered a YoY growth of 2.67 percent for the month of December 22 Vs December 2021 and have continued to be on a expansion mode. During the Period Apri-December 2021 Vs Apri-December 2022 the YoY the growth rate is ~28 percent. The main driver of growth in India’s exports is phenomenon growth in the services sectors.

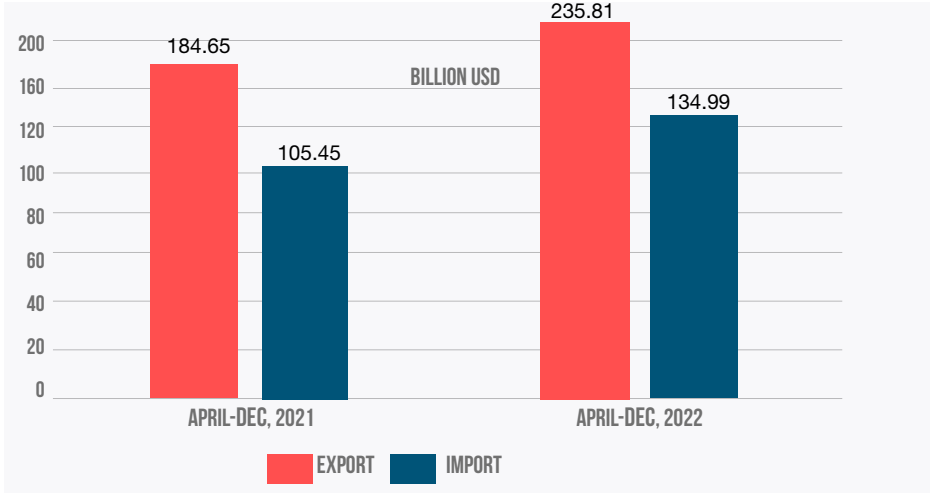
Fig: Services Trade in December 2022



The estimated value of services export for December 2022\* is USD 27.34 Billion, as compared to USD 25.98 Billion in December 2021.

The estimated value of services import for December 2022\* is USD 15.56 Billion as compared to USD 14.94 Billion in December 2021.

Fig: Services Trade during April - December 2022



The estimated value of services export for April-December 2022\* is USD 235.81 Billion as compared to USD 184.65 Billion in April-December 2021. It is a 27.71 % YoYgrowth.

The estimated value of services imports for April-December 2022\* is USD 134.99 Billion as compared to USD 105.45 Billion in April-December 2021. The services trade surplus for April-December 2022\*is estimated at USD 100.82 Billion as against USD 79.20 Billion in April-December 2021.

11TH JAN 2023, BANGALORE: THE SERVICES EXPORT PROMOTION COUNCIL WITH THE SUPPORT OF DEPARTMENT OF COMMERCE AND DGFT BENGALURU ORGANISED A STAKEHOLDERS' INTERACTIVE SESSION ON 11TH JANUARY 2023 AT THE CHANCERY HOTEL, BENGALURU.

The programme included an interactive session between exporters and dignitaries to clarify any questions they might have. This particular outreach event was targeted solely at local business owners and exporters from the State of Karnataka, especially those in the MSME sector. Given the significance of the forum and the potential for enormous advantages for those in the industry & international trade, the event witnessed a healthy participation of the businesses from the State of Karnataka, representing a broad spectrum of in-

dustries and sectors. Panel discussions with dignitaries & representatives from the industry such as AVGC, Engineering Services were also held as part of the event. The speakers talked on strategies to take use of Karnataka's position as a top export hub and maximise the benefits of trade agreements for exports of both, products and services. The session was followed by a Q & A round as well where the queries from the stakeholders were addressed to.



Ms. Manisha Meena, Director, Department of Commerce and Industry addressed the interactive session underlining the importance of the Services sector in terms of its contribution to employment, GDP, FDI & services foreign trade undercutting the deficits in merchandise trade. Ms. Manisha Meena also focussed on the strengths of the nation and in particular the State of Karnataka which can be leveraged to reap maximum benefits from the agreements. Ms. Manisha added that almost 67% of the States GSDP(Gross State Domestic Product ) comes from the services sector with almost 80% of the fortune 500 companies having outsourcing operations in the state mostly comprising of IT,ITeS & Financial Services. The audience was further apprised that the discussions are still on to expand the scope of India Australia ECTA pertaining to investments, digital trade & government procurement as well.

Talking about the opportunities she said that, Australia has shortage of tech staff & needs specialised talent for boosting the start up eco system where India can play a major role by providing services in those areas. Other areas of interest are Management consultancy, Technical Testing & Analyses, Health Services including traditional medicine & AVGC wherein Co production treaty between India-Australia is almost finalized



Australia has also taken liberal commitments in in different categories of movement of nationals like Business visitors' contractual services suppliers intra-corporate transferees independent executives or free lancers, installers of various services, as such these areas too have a huge potential for services exports. Australia shall extend post study work visa as well as work & holiday visa for 1000 Indians to pursue research or other opportunities. Another commitment is for yoga instructors

Another major win pertains to the IT sector, there was a long pending request from Indian IT industry regarding the resolution of Dual Taxation issue wherein Australia had agreed to favourably amend their DTA law during the negotiations, which is already done and shall come into effect from 1st April 2023.

Besides talking about the strengths she also told that there is a urgent need of diversification of cross border trade in services vis a vis direction (Markets) of trade & composition of trade which is mostly concentrated in IT & ITeS although there is a need to maintain the status quo in the IT sector but the export basket too needs to be diversified.

Mr Lokesh, Joint DGFT, Government of India shared, "As per the overview of the India-Australia ECTA, in context of business Opportunities in the services sector, we have been dominating in the Services Sector with a Surplus trade balance already, now the goods sector can look forward to tremendous growth. The Joint DGFT also highlighted the products & Sectors which have a huge potential for future trade vis a vis India Australia ECTA due to the winning negotiations on various tariff lines secured by India meanwhile strategically protecting our pharma & sensitive Agri & dairy sectors, all in all some 30% products have been excluded to be opened from the agreement.

Mr Lokesh further added that India will benefit from the preferential market access provided by Australia on 100 per cent of its tariff lines — 98.3 per cent tariff lines from Day One. The rest tariff reduction will be in a phased manner for five years. On the other hand, Australia will get preferential access to over 70 per cent of India's tariff lines. Around 40 per cent of the tariff lines will get zero-duty access immediately.





Dr. Abhay Sinha, Director General, SEPC shared, Services are the mainstay of the Indian Economy & now we are a Net Services Exports Economy with the Services also helping to offset the trade deficit occurring in the Merchandise trade. The DG also made a logical presentation depicting the impact of the concluded & ongoing negotiations with Australia, Canada, UK & UAE. With the help of extant data Dr Sinha depicted that these FTA's shall potentially impact 26% of the trade in services & 12% of the Merchandise trade in a positive manner and shall catalyse the cross border trade with these partners. Dr. Sinha also went ahead on dispelling any apprehensions on gains from FTA's with these developed countries as against the general consensus that majority of the gains are reaped by a developed nation in such agreements as these FTA's clearly aim to bring Indian Businesses on an equal footing with United States and European Union competitors in those markets.



Dr. Sinha also said that the inputs from the industry members are vital for delivering an effective policy which is beneficial for all stakeholders & stressed upon the significance of the collaborative policy making & how SEPC has been continuously working towards building an ecosystem conducive to enhancing & facilitating the industry participation and coming up with various platforms, events & digital forums through its website & other ICT means to enable the same.

### SEPC ACTIVELY PARTICIPATED IN THE 37TH IATO CONVENTION HELD AT LUCKNOW FROM 16TH DEC TILL 19TH DEC.

The 37th Annual Convention was thought-provoking and challenged the creative minds of the stakeholders. It proposed tourism strategy that is the need of the hour. The Event saw the attendance a vast majority of stakeholders from all fields. A special session on Uttar Pradesh and presentations by participating state governments were held to develop the network and the framework to push tourism forward.

The Convention's main draw was Yogi Adityanath, the Hon'ble Chief Minister of Uttar Pradesh, who was present as the chief guest during the Valedictory Session. Yogi Adityanath spoke to over 1,000 delegates in attendance about the UP Government's plans for tourism development and the incentives that have been announced for the development by the UP Government.



Arvind Singh, Secretary, Ministry of Tourism says it is indeed a source of pride for us that the Indian Association of Tour Operators (IATO), which promotes travel and tourism in India, has sent so many of its members to Convention. He discusses Government of India's policies as well as the opportunities presented by holding the G20 presidency in 2023. He also thanked the UP government for its assistance in planning IATO convention. We are aware that tourism creates unique opportunities, particularly for women and young people, and contributes to socio-economic development, helps to bridge gaps between countries, and benefits both visitors and local communities," said Singh.

Singh continued, "We have noticed that this is a sector with incredible resilience and that it has recovered from different setbacks and catastrophes in the past. Tourism has a crucial linking effect on many economic sectors of our country thanks to its significant contribution to the GDP and employment. Trade, tourism, and technology have been cited by India's Hon'ble Prime Minister as the three pillars for exponential growth.

In India, approximately 2.2 billion vaccination doses have been administered. The government had promoted India as a secure tourism destination that was resistant to the COVID threat. According to Singh, “Recently, we saw that our Prime Minister Narendra Modi launched Mission Life, and it is expected to be an India-led global mass movement that nudges individual and collective action to protect and preserve the environment.

Singh also discussed that the Mission Life should be embraced since it holds a lot of importance for travel and tourism. “Therefore, by embracing ethical tourist practises, we all, all the stakeholders present today, can contribute to Mission Life. We started the domestic campaign known as Dekho Apna Desh after realising that domestic travel would be the proper focus of the revival. More than 150 webinars have been held, and this helped stakeholders show interest,” noted Singh.

At the 37th IATO Convention’s inauguration, Mukesh Kumar Meshram, Principal Secretary & Director General, Tourism & Culture, Uttar Pradesh notes that state of Uttar Pradesh is quickly becoming well-known and well-liked tourist destination both inbound and outbound. That that Uttar Pradesh has become the hub of spiritual tourism. He added that the state is home to three UNESCO World Heritage Sites. Along with other internationally significant religious heritage sites, like Varanasi and Ayodhya because they draw the most tourists worldwide.

A new tourism policy was developed by the tourism department and will take effect in 2022. It is an extremely appealing and profitable policy. Additionally, it can accommodate a wide range of amenities and risk stakeholders. Therefore, the main points of our system policies are to present ideas for film subsidies in addition to what the state government is providing; we will provide any film with a 2 per cent additional subsidy if they are shooting at tourist locations. The seven S, are the guiding principles of our roadmap for the next five years. Suvidha stands for amenities, Suchna

for awareness, Suraksha for safety, Swachta for cleanliness, Sarathna for infrastructure, and Sahyog for assistance. Swagata means welcome. Therefore, using these seven as a guideline, we will undoubtedly turn it into a popular tourist destination globally,” stated Meshram.

Asim Arun, Minister of Social Welfare, Uttar Pradesh states tourism as a very sensitive sector. It was first one to get hit by recession during COVID and there was no bigger recession than what COVID resulted. Travel sector and entire tourism sector were hit very badly but at the same time, when the time came back to bounce back, the bounce back happened, said Arun. Shri Arun also spoke about various initiatives the state government is implementing.



Dr. Abhay Sinha, Director General, Service Export Promotion Council, addressed the business session “Inbound Tourism – What Lies Ahead” on 17th December 2022. Dr. Sinha said, “I believe there are some issues that we are attempting to synchronise with

better synergies, and we are the platform where we would like India to be seen as one country bringing the perceptual changes in the minds of the tourists.” There are several activities and events. Together with the Ministry of Tourism, we have planned with their assistance. We have also received monetary help from the Ministry of Tourism, albeit only in part. Whatever we accomplish, we represent it in India as a single story with numerous supporting narratives. “We all were talking about one goal, one object. I think better synergy can be evolved and at the end of the day, since the sector had gone through, you know, one of the toughest times in terms of the core challenges.



