

1st November, 2024

Dear Honourable Members,

Subject: Recognition of our initiatives towards export promotion

This is further to my earlier e-mail dated 22nd July 2024 with regards to export promotion initiatives being undertaken by SEPC.

As an organisation set up by Ministry of Commerce and Industry to promote export of services our efforts are getting duly recognised. I have received an appreciation letter from our Honourable Commerce Minister lauding the efforts in export facilitation and promotion. I am honoured and privileged to share the same with you and at the same time express my gratitude to your kind continued support in making the same possible.

In recent times, SEPC has been very proactive in forging a strong relationship with line Ministries, State Governments, Indian Missions abroad, Overseas Embassies and Missions in India and trade promotion bodies. SEPC is now being widely recognised as a key institution in services exports.

Taking this opportunity I would like to reflect on the followings:

Incentivisation of Services export: SEPC has been relentlessly pursuing with Ministry of Commerce and Industry for incentives to services sector besides the existing incentive under MAI scheme. Ministry of Commerce and Industry is evaluating the possibility of formulating export incentive scheme on the lines of RoDTEP. We will soon have an interaction with service exporters on the same.

India Pavilion: In line with creating business opportunities under Brand India, SEPC organised India Pavilion at:

- GITECH Global 2024, (14-18th October), Dubai. This is one of the largest event for tech services. SEPC along with ESC and NASSCOM under the direction of Ministry of Commerce organised the participation of over 400 Indian Companies including Start Ups. Most of the companies got business leads across the sectors. The event was inaugurated by H. E. Mr. Sunjay Sudhir, Ambassador of India to UAE & H.E. Mr. Satish Kumar Sivan, Consul General of India, Dubai.
- MIPCOM, 2024, Cannes: (21-24 October): With immense support, guidance and direction from Ministry of Information and Broadcasting & Ministry of Commerce and Industry, SEPC has been able to position India as Content Hub of the World in media and Entertainment sector. SEPC organised the participation of companies in M&E sector in India Pavilion at MIPCOM. SEPC has carved out a name for itself globally in media and entertainment sector. In this edition Telangana and Karnataka States participated in the India Pavilion. We are expecting more states to join the initiatives in next edition. SEPC is now integral to every initiative and action of Ministry of Information and Broadcasting. SEPC will be playing a key role in forthcoming WAVES-World Audio Visual and Entertainment Summit being organised by MIB.

Conclaves: SEPC organised two mega conclaves/conferences focusing on Education, Engineering services in the last two months. The brief details are as follows:

- **National Conference on Transforming Higher Education and Skilling Towards Viksit Bharat@2047 28th September IHC, New Delhi:** The conference marked a pivotal moment in reshaping India's educational Landscape. We were able to connect with over 600 universities and Colleges engaged in Higher education. The conference featured over 45 distinguished speakers from various institutions and industry. Over 350 delegates participated in the deliberations. By aligning higher education with industry needs and building global alliances, the conference underscored India's potential to emerge as a significant player in education sector.
- **Global Services Conclave on Export of Design, Engineering, Construction, R&D and Environmental Services: Infrastructure, Space, Energy (incl. Nuclear) and Defence, 29th October 2024, Le Meridian, New Delhi:** This was the third edition of the annual conclave initiated in 2022. For the first time SEPC addressed the emerging opportunities in Space and Nuclear Energy. The region wise sessions had presence of Indian ambassadors virtually. Over 30 distinguished experts reflected on emerging opportunities, challenges and way forward. The conference was streaming live on YouTube.

Initiative on Skill Development: SEPC is in discussion with NSDC on a number of skill development initiatives which would be rolled out very soon. This would be a giant step forward for meeting the specific needs in all the sectors in services exports.

Besides the above key developments, we are also focussing on developing value-added services to hand hold upcoming exporters. We are striving to develop institutional network to facilitate the same.

Please keep providing sectoral inputs, participate in our domestic and global events. Your association is very much valuable in our quest to serve the sectors and play a significant catalytic role as envisaged by Ministry of Commerce and Industry while establishing the Council. Thanking you for your immense support in adoption of new revised Memorandum and Articles of Association issued for adoption and making it operational by Ministry of Commerce and Industry. Your feedback and continued regular engagement are very crucial for us in our endeavour to serve you. Please write to us at dgdesk@servicesepc.org

With best regards



Karan Rathore
Chairman

Attachment: Letter from HCIM



Dear Shri Rathore ji,

As we mark the 10th anniversary of the Make in India initiative launched by our visionary Prime Minister Shri Narendra Modi Ji on 25th September 2014, with the vision of positioning India as a global manufacturing hub, I want to express my deepest appreciation for the extraordinary contributions you and your organizations have made over the past decade. Your unwavering support has been pivotal in driving investments, enhancing the global competitiveness of the Indian industry and ensuring the development of policies that create a conducive environment for growth. Together, we have embarked on a transformative journey to foster a culture of innovation, entrepreneurship and self-reliance in India.

The progress we have made over these ten years is truly commendable. Over the past decade, India has attracted USD 667 Bn in FDI, with manufacturing FDI increasing by 69%. The Production Linked Incentive (PLI) Scheme has already driven ₹1.32 lakh crore in investments, created 8.5 lakh jobs, and boosted exports. India's global competitiveness has risen through improvements in ease of doing business, logistics and infrastructure development. Major reforms like the National Single Window System and the PM Gati Shakti National Master Plan continue to support innovation, sustainability and economic growth.

Your role in facilitating collaboration, ensuring policy interventions and driving strategic initiatives has laid a solid foundation for India's industrial growth. The impact of your work has been felt across sectors like automotive, electronics, pharmaceuticals, and textiles, creating employment opportunities, building an ecosystem for innovation and accelerating our path toward becoming an economic powerhouse.

While we celebrate the past decade's achievements, we must look ahead towards Viksit Bharat 2047 with renewed vigor and collaboration during the Amrit Kaal. I seek your continued partnership to strengthen manufacturing, promote sustainable growth, and harness our demographic dividend. Together, we can create jobs, uplift communities and usher in a new era of prosperity.

I thank you once again for your invaluable contributions and look forward to our continued collaboration in the years to come. Together, let us forge a future where India's industries lead the world, make in India for the world, where our people thrive and our nation prospers.

Jai Hind!

Piyush Goyal

Shri Karan Rathore

Chairman

Services Export Promotion Council (SEPC)