September 2016

Courtesy Call on Union MOS for Skill Development & Entrepreneurship of India
Visit to Delhi Mumbai Industrial Corridor (DMIC) nodes
Courtesy Call on Chief Minister of Gujarat
Meeting with former PM H.E. Yoshiro Mori
Meeting with Governor of Fukuoka
Courtesy Call on Defence Minister of Japan
Meeting with Vice Minister of Ministry of Internal Affairs & Communications, Japan
Meeting with Governor of Wakayama
Visit to Kanazawa
Luncheon meeting with Japanese Gaming Industry and members of JIIPA
Address at Ahmedabad Management Association (AMA)
Inauguration of the new premises of State Bank of India
Visit by the Soyabean Processor Association of India (SOPA)
Meeting with Chairman and Managing Director, Biocon Limited
Meeting with Indo-Japan Chamber of Commerce and Industry
Seminar/Session on the Social Security Agreement (SSA)
Exchange of Diplomatic Notes for Double Taxation Avoidance and Prevention of Fiscal Evasion
Make in India Seminar 2016
India Trend Fair
Visit of Students of IIM Vizag
Visit of Officers of Army War College
A.R. Rahman receives Fukuoka Grand Prize
Hindi Diwas
Prize Distribution of Photo Competition with Japan Yoga Therapy Society
Inauguration of Incredible India Pavilion at JATA
Namaste India
Namaste Yoga Session in Yoyogi Park
An Evening of Manipuri Dance
India in Space, a Low Cost High Value Destination
Media and Entertainment Industry in India
Manipur – a popular tourist destination in India
State Profile: Uttarakhand
Trade Fairs & Business Exhibitions in India from October – December 2016
Trade Queries from India
Photo Gallery

"God, our Creator, has stored within our minds and personalities, great potential strength and ability. Prayer helps us tap and develop these powers” – Dr. A.P.J. Abdul Kalam
On 1 September, H.E. Ambassador Sujan R. Chinoy called on H.E. Rajiv Pratap Rudy, Union Minister of State (Independent Charge) for Skill Development & Entrepreneurship in New Delhi, to discuss the potential between India and Japan for cooperation in skills development, internships and training. Mr. Rohit Nandan, Secretary in the Ministry of Skill Development & Entrepreneurship and other senior officials participated in the meeting.

Visit to Delhi Mumbai Industrial Corridor (DMIC) nodes

On 2-3 September, H.E. Ambassador Sujan R. Chinoy visited the Shendra-Bidkin Industrial Park near Aurangabad (Maharashtra) and the Ahmedabad-Dholera Special Investment Region near Ahmedabad (Gujarat). The projects are an important part of the Delhi Mumbai Industrial Corridor (DMIC) which involves Japanese collaboration.

Courtesys Call on Chief Minister of Gujarat

On 3 September, H.E. Ambassador Sujan R. Chinoy called on Mr. Vijay Rupani, Hon’ble Chief Minister of the Indian state of Gujarat in Gandhinagar to discuss opportunities for business cooperation, investment opportunities and linkages between Gujarat and Japan.

Meeting with former PM H.E. Yoshiro Mori

On 9 September, H.E. Ambassador Sujan R. Chinoy called on H.E. Yoshiro Mori, former Prime Minister of Japan, to exchange views on bilateral relations between India and Japan. H.E. Yoshiro Mori, an early architect of the Global Partnership between the two countries, is currently the Head of the Organizing Committee for the 2020 Tokyo Summer Olympics.

Meeting with Governor of Fukuoka

On 15 September, Ambassador H.E. Sujan R. Chinoy met the Governor of Fukuoka, Mr. Hiroshi Ogawa to discuss the potential areas of collaboration. Fukuoka & NCT New Delhi have a twinning agreement since 2007.

Courtesys Call on Defence Minister of Japan

On 21 September, Ambassador H.E. Mr. Sujan R. Chinoy called on the Defence Minister of Japan H.E. Tomomi Inada and discussed the progressing bilateral cooperation between India and Japan.

Meeting with Vice Minister for Policy Coordination (International Cooperation) of Ministry of Internal Affairs & Communications, Japan

On 21 September, Ambassador H.E. Sujan R. Chinoy had a meeting with Mr. Shigeki Suzuki, Vice Minister for Policy Coordination (International Cooperation) of Ministry of Internal Affairs & Communications, Japan.

Meeting with Governor of Wakayama

Ambassador HE Sujan R. Chinoy met the Governor of Wakayama Prefecture Mr. Yoshinobu Nisaka on 28 Sept and discussed strengthening existing sister state cooperation between Wakayama and Maharashtra.

Visit to Kanazawa

Ambassador H.E. Sujan R. Chinoy, accompanied by Mrs. Vidya Chinoy, visited Kanazawa on 30 September, at the invitation of the Ishikawa India Association. They visited JAIST where Ambassador addressed a large group of Indian scholars and scientists and interacted with the top management of the institute to promote bilateral cooperation. Ambassador and Mrs. Chinoy attended a welcome reception in their honour. The evening also witnessed scintillating performances of kathak dance from India and traditional Japanese dance.

Luncheon meeting with Japanese Gaming Industry and members of JIIPA

On 1 September, Representatives of Japanese Gaming Industry led by Mr. Hideki Okamura, Chairman, Computer Entertainment Suppliers Association (CESA) & President Sega Corporation and members of JIIPA had a luncheon meeting at the Embassy of India with the Deputy Chief of Mission, Mr. Amit Kumar and Mr. Kripal S. Bisht, First Secretary (Eco) with regard to Japanese gaming Industry’s participation in the India Gaming Show 2017 being organized by the Confederation of Indian Industry (CII) at Pragati Maidan, New Delhi on 2-5 February 2017.
Address at Ahmedabad Management Association (AMA)

On 7 September, H.E. Ambassador Sujan R. Chinoy addressed a gathering at the Ahmedabad Management Association (AMA) and interacted with members of the Jaykrishna Harivallabhdas-AMA Centre For Indo-Japanese Relations at the invitation of Mr Mukesh Patel, Founder & President of the India-Japan Friendship Association. The Centre, which was formally inaugurated in 2013, has been successfully conducting Japanese Language Classes, has hosted Japanese Dance and Music Concerts and has also organised Seminars on Doing Business with Japan. The occasion provided an opportunity for Ambassador Chinoy to meet some alumni (like himself) of the 45-year old Students Exchange Programme between Gujarat University and Otemon Gakuin University in Osaka, the longest unbroken programme of its kind between India and Japan.

Inauguration of the new premises of State Bank of India

On 12 September, H.E. Ambassador Sujan R. Chinoy inaugurated the new branch premises of the State Bank of India in Tokyo located at Tokyo Tatemono Nihonbashi Building (4th Floor), Chuo-Ku Tokyo 103-0027

Visit by the Soyabean Processor Association of India (SOPA)

On 21 September, a 5-member delegation of Soyabean Processor Association of India (SOPA) visited Tokyo to explore Japanese market for soya processing and export of meal and value-added soya food products. The Embassy facilitated meetings of the delegation with JICA and major Japanese trading houses dealing with soya products. The delegation met with Mr. Amit Kumar, Deputy Chief of Mission at the Embassy on September 21.

Meeting with Chairman and Managing Director, Biocon Limited

On 21 September, Ambassador HE Sujan R. Chinoy met Ms. Kiran Mazumdar Shaw, Chairman and Managing Director, Biocon Limited.

Meeting with Indo-Japan Chamber of Commerce and Industry

A 23 member delegation of Indo-Japan Chamber of Commerce and Industry (IJCCI) led by Mr. N. Kumar, President IJCCI called on Ambassador HE Sujan R. Chinoy in the Embassy on 27 September.

Seminar/Session on the Social Security Agreement (SSA)

The Social Security Agreement between India and Japan was signed in Tokyo on November 16, 2012. Both the sides completed the formalities for the Agreement which shall enter into force with effect from 1st October 2016. In view of the importance of SSA and its benefits for our Indian Professionals who are working in Japan, the Embassy of India, Tokyo organised an interactive session in collaboration with the Japan's Ministry of Health, Labour and Welfare on 27th September 2016 from 1600 hrs-1730 hrs. The opening remarks were made by H.E. Mr. Sujan R. Chinoy, Ambassador of India to Japan who spoke about the importance of this Agreement in further facilitating the movement of human capital and increasing the socio-economic ties between India and Japan. This was followed by a presentation by the Japanese Ministry Officials and a Q & A session in which the details of the SSA were explained. The key points of this historic agreement discussed on this day were (1) dual coverage can be avoided, i.e. workers will be able to pay pension in either Japan or India, rather than paying in both countries simultaneously; (2) coverage periods can be totalised, i.e. the periods over which an individual has paid social security fees in Japan and India can be added together to meet the minimum coverage period; and (3) pension institutions will be authorised to receive application forms for their counterpart. The seminar was well attended by Indian professionals working in Japan.

Exchange of Diplomatic Notes for Double Taxation Avoidance and Prevention of Fiscal Evasion

The diplomatic notes for the entry into force of the "Protocol Amending the Convention between India and Japan for the Avoidance of Double Taxation and the Prevention of Fiscal Evasion with respect to Taxes on Income" (signed on December 11, 2015) were exchanged in Tokyo on 29 Sept. The Protocol will enter into force on 29 Oct, 2016.

Make in India Seminar 2016

A seminar on “Make in India” and other investment and business opportunities in India was jointly organized by Embassy of India, Tokyo, M/s Deloitte Tohmatsu Tax Co. and M/s Deloitte India on September 15 at the VCC Auditorium of the Embassy of India, Tokyo. The seminar provided practical knowledge pertaining to doing business
in India and introduced major new initiatives of the “Make in India” programme of the Indian Government designed to facilitate investment, foster innovation, protect intellectual property and build best-in-class manufacturing structures. The seminar also covered the Indian Taxes and Regulations. Mr. Amit Kumar, Deputy Chief of Mission delivered the welcome address at the seminar. A presentation on “Make in India” was made by Mr. Sanjog Kapoor, First Secretary (Trade) while Mr. Vishwas Udgirkar and Mr. Kumar Kandaswami of Deloitte Touche Tohmatsu India, LLP, India spoke about business opportunities for Japanese companies who are planning to invest in India. The seminar was attended by around 100 participants.

**India Trend Fair**

Ambassador inaugurated and delivered a welcome address at the opening ceremony of India Trend Fair held at Tokyo on 27 September. India Trend Fair is an exclusive business networking event that gives an opportunity to Indian exporters to showcase their products. Apparel Export Promotion Council (AEPC) had a delegation of 50 exporters of apparel, handicraft and accessories; and Indian Silk Export Promotion Council (ISEPC) 20 exporters of Silk Garments at the Exhibition.

**Visit of Students of IIM Vizag**

Ambassador N. Ravi, former Secretary (East), MEA brought 30 students from the second year of Indian Institute of Management Vishakapatnam on a study tour to Japan. The kick off session was held at the Vivekananda Cultural Centre on 26 September with the address of Ambassador H.E. Sujan R. Chinoy on bilateral relations, focusing on economic and commercial aspects. This was followed by an interactive.

**Visit of Officers of Army War College**

Ambassador HE Sujan R. Chinoy on 26 September received Army War College officers from the 45th Higher Command course led by Major General AK Singh. They were in Japan on a Foreign Study Tour from 26-30 September. The visit provided the officers a deeper understanding of military and cultural issues with respect to Japan and also an insight into strategic outlook and postures of Japan, best practices and possible takeaways for India.

**A.R. Rahman receives Fukuoka Grand Prize**

Ambassador HE Sujan R Chinou visited Fukuoka and met the Governor of Fukuoka, Mr. Hiroshi Ogawa on 15 September to discuss the potential areas of collaboration. Fukuoka & NCT New Delhi have a twinning agreement since 2007. On 16 September, India's well-known composer-cum-musician A.R. Rahman received the Fukuoka Grand Prize at an impressive ceremony in Fukuoka City in Japan. The Fukuoka Prize is an award established by the city of Fukuoka and the Yokotopia Foundation to honour the outstanding work of individuals or organizations in preserving or creating Asian culture. The awards are given under three categories of Grand and Academic, Arts & Culture. Last year Indian historian Rama Chandra Guha was honoured with the Fukuoka Award under the Academics category. Rahman has received the Grand Prize in recognition of his outstanding contribution to Asian culture through fusion music. Architect Yasmeen Lari of Pakistan and historian Ambeth Ocampo of the Philippines received the Fukuoka awards under the Arts & Culture and Academics categories, respectively, this year. H.E. Ambassador Sujan R. Chinoy attended the Awards Ceremony, and delivered an address on behalf of the guests at the Banquet Reception.

**Hindi Diwas**

Ambassador H.E. Sujan R. Chinoy gave the welcoming address on the occasion of Hindi Diwas (Hindi Day) which was celebrated with great enthusiasm at the Vivekananda Cultural Centre on 13 September. The programme showcased the talents of students of Global Indian International School, India International School in Japan, Takushoku University and VCC Hindi students. Japanese Hindi scholars and Embassy officers participated by sharing theirs thoughts, songs and poetry.

**Prize Distribution of Photo Competition with Japan Yoga Therapy Society**

A photo competition of yoga poses at iconic Japanese locations was organised with the Japan Yoga Therapy Society (JYTS) on the occasion of the 2nd International Day of Yoga. At the prize distribution ceremony held on 15 September at the Indian Embassy, Ambassador H.E. Mr. Sujan R. Chinoy gave welcoming remarks, which was followed by a speech by Mr. Keishin Kazuo Kimura, President of JYTS. Mrs. Vidya Chinoy, who had selected the 5 best photos out of 20 shortlisted entries, gave certificates of appreciation to the winners of the photo competition. This was followed by Indian vegetarian lunch
Inauguration of Incredible India Pavilion at JATA

Ambassador H.E. Shri Sujan R. Chinoy, inaugurated the ‘Incredible India Pavilion’ at the JATA (Japan Association of Travel Agent) Tourism Expo 2016 on 23rd September, 2016 at the Tokyo Big Sight. In addition to India Tourism, Tokyo, the States of Uttar Pradesh, Tamil Nadu, Odisha, Rajasthan, Manipur, Kerala, and many leading players in the travel & tourism sector in India also participated at the Expo and put up their stalls. JATA Expo is the most important and comprehensive tourism event in Japan, providing opportunity for networking with the world’s travel professionals and to directly interact with general public to attract tourists.

Namaste India

Namaste India 2016, the largest festival of its kind celebrating the culture of India took place on 24 and 25 September at Yoyogi Park. Ambassador H.E. Sujan R. Chinoy inaugurated the festival on 24 September with an auspicious lamp lighting ceremony together with the President of the Japan-India Association Mr Hiroshi Hirabayashi and Chairman of the Namaste India Organisers’ Committee Mr Tokio Hasegawa. Ambassador addressed the audience with remarks about the cultural and socio-economic ties between India and Japan which was followed by remarks by Mr. Hirabayashi, Mr Hasegawa and the Chairman of the International Foundation for Arts and Culture Mr Haruhisa Handa. The opening ceremony concluded with a performance by the Manipuri Dance troupe who were touring Japan courtesy of the Indian Council for Cultural Relations (ICCR). The turnout during the two days was impressive, with an enthusiastic audience seen dancing or cheering along to non-stop performances of Bollywood numbers, Bharatanatyam, Kathak, Odissi, Kuchipudi, Indian classical music and Ainu folk dances on the main stage. The finale in both the evenings was performed by the ICCR Manipuri Dance troupe who wowed the audience with a combination of mesmerizing folk dances and Thang Tha martial arts demonstrations. Thousands of people could be seen shopping at the multitude of shops for Indian clothing, handicrafts and so on; or enjoying food from the food stalls offering dishes from across India. The booths for Air India, India Tourism and Indian cinema also saw large numbers of visitors.

Namaste Yoga Session in Yoyogi Park

A special edition of Dr Hemant Sharma, VCC Yoga teacher’s Morning Yoga workshops called “Namaste Yoga Session” was held in Yoyogi Park on the same days as the Namaste India festival. A total of approximately 70 participants practiced yoga in the lush greenery of Tokyo’s most popular park. As was the case in the previous workshop held in Kitanomaru Park at the end of August, the Namaste Yoga Session also saw spontaneous participation from members of the public passing by. Many of the participants on both days stayed for the festival after the workshop to enjoy the numerous programmes on offer, including a demonstration by Dr Hemant Sharma on the main stage on the 24th and an in-depth lecture at the Air India Seminar House on the 25th.

An Evening of Manipuri Dance

The 12 member Manipuri Dance troupe led by Shri Raju Singh Laishram and sponsored by the Indian Council for Cultural Relations gave a performance at the VCC Auditorium to great acclaim. The programme was dramatically varied and included festival dances of the Meitei people such as Malbi and Lai Haraoba dances; the ritualistic dance of Sashavatar which tells the story of the incarnations of Lord Vishnu; and the acrobatic drum performances called Pung Cholom and Dhol Cholom. There was also a solo performance on a Manipuri string instrument called Pena by Shri Borchan Meitei, one of only an estimated 145 remaining active players of this rare instrument. The evening concluded with a spectacular demonstration of Thang Ta, the traditional martial art of Manipur. The audience was first speechless in amazement then cheered wildly as the performers clashed swords and spears with great dexterity, literally sending sparks across the stage from their weapons. This event was another testament to the quality of artists in the roster of the Indian Council for Cultural Relations as well as the Embassy of India’s capacity for hosting cultural events which are enlightening and entertaining in the same measure. The dance troupe performed at Sendai City, the Namaste India Festival in Onagawa, the Namaste India Festival in Yoyogi Park, in Tokamachi City, Takayama City on the 29th and concluded their tour with a final performance at Namaste India Festival in Kariya City on the 2nd of October.

If you don’t build your dreams, someone else will hire you to help them build theirs – Dhirubhai Ambani

5
India's success story in space technology seems to defy gravity, big time, since the Indian space agency the Indian Space Research Organisation (ISRO) has met with a string of spectacular achievements. From completing India's very own satellite based navigation system to launching the country's pioneering mini space shuttle to making history by putting twenty satellites in orbit in a single launch. Coming soon a revisit to the moon is among the romantic outings India has on its anvil.

On a hot and humid partly cloudy Wednesday morning on June 22, 2016, exactly at 9:26 a.m., an Indian rocket lifted off from the island of Sriharikota on the coast of the Bay of Bengal in Andhra Pradesh and in 26 minutes created history for the Indian space agency. The Polar Satellite Launch Vehicle (PSLV) in 26 minutes put in orbit 20 satellites. This is no mean achievement. It is like dropping school children from a school bus that is travelling at a phenomenal velocity in space. ISRO chairman Dr. A.S. Kiran Kumar, simply described the successful mission "A job done".

The PSLV in its 36th launch weighed 320 tonnes, and was as tall as 44.4 metres, which is the average height of a 15 storey building. With this launch, ISRO achieved 35 consecutively successful launches of India’s smaller rocket.

In 2008, ISRO had launched 10 satellites in a single mission, using the PSLV, creating a world record. Today the world record for successfully launching maximum number of satellites in a single mission is held by Russia, which in 2014, put in space 37 satellites.

In this record breaking mission, ISRO lofted 17 satellites from foreign vendors which included, Germany, Indonesia, Canada and of these 17 birds, 13 satellites belonged to the United States of America. According to Dr. Jitendra Singh, Minister of State in the Prime Minister’s Office and in-charge of space affairs ‘through launch of these 17 foreign satellites, Antrix Corporation Ltd. has earned revenue of 10.24 Million Euros and 4.54 Million USD.’

This was the single largest number of satellites to be launched by an Indian rocket for America. Interestingly, for the first time India orbited a Google owned satellite. Terra Bella, a Californian company part of the global behemoth Google launched a 110 kilogram high-tech Earth viewing satellite SkySat Gen-2. This Google owned satellite, the company says will be used for mapping inventories. It should be noted that the launch contract for the Google owned satellite was negotiated with ISRO's commercial arm the Antrix Corporation by a Bengaluru based start-up company Earth2Orbit for an undisclosed amount.

Increasingly foreign vendors are opting to launch their smaller satellites using Indian launchers, this is not surprising since it is estimated that it costs up to 50% less to launch satellites through ISRO. The PSLV has become a reliable, bankable and precision launcher which makes India an attractive destination for countries looking for a cheap and reliable option to launch satellite. Till date ISRO has launched a total of 113 satellites in space of which 74 have come from 20 different countries. In the bargain ISRO has earned over $120 million in revenue for the country.

ISRO’s finally grows wings!

The calm of a hot and sultry morning at Sriharikota was shattered exactly at 7 am on May 23, 2016 when India’s brand new rocket that carried India’s mini space shuttle into space blasted off from India’s rocket port.

For the very time in its history, ISRO actually grew wings as it embarked on a never before space flight that made history. The Indian space agency undertook the maiden launch of its very own indigenously made version of a ‘Space Shuttle’, a fully made in India effort.

Congratulating the scientist Prime Minister Narendra Modi said `the dynamism & dedication with which our scientists at ISRO have worked over the years is exceptional and very inspiring’.

Yes, the big powers abandoned the idea of a winged reusable launch vehicle but India’s frugal engineers believe the solution to reducing cost of launching satellites into orbit is to recycle the rocket or make it re-usable. Scientists at
ISRO believe that they could reduce the cost of launching stuff into space by as much as ten times if re-usable technology succeeds, bringing it down to $2000 per kilogram.

Re-usable Launch Vehicle – Technology Demonstrator (RLV-TD), was the first time ISRO launched a space craft, which actually had delta wings and after launch it was glided back onto a virtual runway in the Bay of Bengal after its nearly 13 minute flight.

The only countries that have attempted operational flights of a space shuttle are America, which flew its Space Shuttle 135 times and then retired it in 2011 and since then it lost its capacity to send astronauts in space on American made rockets. The Russians made only a single space shuttle and called it Buran it flew into space just once in 1989. After that The French and Japanese have made some experimental flights, from available literature it seems the Chinese have never attempted a space shuttle.

May be sooner than later the RLV should now be named the ‘Kalamyaan’ after India’s legendary former President APJ Abdul Kalam, an aeronautics engineer of par excellence who made top class rockets and dreamt big of India being propelled to become a developed country. For ISRO no dream is too big as it carefully forged ahead to have a fully ‘swadeshi space shuttle’.

**Signalling success!**

Recently ISRO made a very special dash to complete India’s NAVIC – “Navigation with Indian Constellation” when the last of the seven satellites was successfully placed in the orbit by the Polar Satellite Launch Vehicle on April 28, 2016. The Indian satellite constellation is already providing day and night coverage of the navigation signal throughout the Indian region. This is a unique achievement by ISRO.

Modi took forward a germ of an idea from former Prime Minister Atal Bihari Vajpayee’s tenure when during the Kargil conflict with Pakistan, New Delhi was denied access to the best quality satellite based navigation system signals it desperately sought to annihilate with pinpoint accuracy the reinforced bunkers on the high hills made by the Pakistanis. The first round of the National Democratic Alliance government laid the foundation for the swadeshi GPS which Modi has fulfilled.

Other than India, globally, satellite-based navigational signals over South Asia are provided only by the American constellation of the Global Positioning System (GPS) and the Russian constellation that uses a system called GLONASS. It is ISRO’s claim that the Indian navigation system is superior to both these systems for the South-Asian region. Moreover, the American and Russian systems use 4 times as many satellites for their systems, making NAVIC (like a lot of ISRO’s technology) very frugal, operating with just 7 satellites. It must of course, be clarified that the Indian NAVIC provides a regional signal while the American and Russian systems have global footprints. When required India’s footprint can also be made global by augmenting the number of satellites.

NAVIC’s assured signal coverage extends over the country and about 1500 kilometres beyond Indian borders, and experts explain the rationale for this as being based on the current threat perception that exists for the country.

Later this year, ISRO is all set to test India’s monster rocket the Geo-synchronous Satellite Launch Vehicle - Mark III capable of putting up to 8 tons in low earth orbit. Next year, if all goes as per plan, the country’s second mission to the moon Chandrayaan-2 will lift off which will among other things soft land India’s tricolour on the lunar surface, India reaching for the stars!

Courtesy: XP Division, MEA.

"However many holy words you read, however many you speak, what good will they do you if you do not act upon them?" - Gautama Buddha
Introduction
The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues.

The industry has been largely driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people.

Market Dynamics
The Indian media & entertainment sector is expected to grow at a Compound Annual Growth Rate (CAGR) of 13.9 per cent year-on-year to reach Rs 196,400 crore (US$ 29.11 billion) by 2019#.

India's Digital Advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while the spend as a percentage of total advertising increased to 13 per cent or nearly US$ 1 billion in 2015##.

In 2015, the overall Media and Entertainment industry grew 11.7 per cent over 2014@. The largest segment, India's television industry, is expected to maintain its strong growth momentum led by subscription revenues, representing a year-on-year growth of about 13.2 per cent to reach Rs 60,000 crore (US$ 8.89 billion) in 2015.

Significantly, with the increased penetration of smartphones and expansion of 3G/4G network in India, the country is likely to see around nine billion mobile application (apps) downloads during 2015, which is five times more than 1.56 billion in 2012. This uptick in app-downloads is also expected to increase the revenue from paid apps to an estimated over US$ 241.16 million as against US$ 144.7 million in 2014.

Industry estimates reveal that video games industry grew at a record 22.4 per cent in 2014 over 2013, wherein its net worth rose to US$ 392 million. The Indian animation industry was valued at US$ 748 million in 2014 and is forecasted to grow at 15-20 per cent per annum.

Recent development/Investments
- Vice Media LLC, a US-based digital media and broadcasting company, has entered into a Joint Venture (JV) agreement with the Times Group to open a new bureau and production hub in Mumbai, and launch digital, television, mobile and branded content in India.
- Cinepolis, a Mexico-based multiplex chain, plans to add 160 more screens by investing around Rs 400 crore (US$ 59.29 million) in India in the next two years, thereby taking its total count to 400 screens in the country.
- Dalian Wanda Group Co Ltd, world's largest cinema chain operator, has initiated talks with leading multiplex owners in India such as PVR Ltd and Carnival Cinemas Ltd, to acquire assets and enter the Indian market.
- US based investment firm Tiger Global Management LLC has acquired a 25 per cent stake in 'The Viral Fever' (TVF), an online video content creator, for US$ 10 million.
- Balaji Telefilms Limited (Balaji Telefilms) has raised Rs 150.08 crore (US$ 22.25 million) through allotment of equity shares on preferential basis to catapult the launch and growth of ALT Digital Media, a Business-to-Consumer(B2C) digital content business segment of Balaji Group.
• Global video-streaming service Netflix has entered India as high-speed Internet connectivity is becoming rapidly available to Indians and nearly one-fifth of India’s 1.3 billion population is now online.

• Reliance Entertainment (owned by Mr Anil Ambani) and DreamWorks (led by Mr Steven Spielberg), along with Participant Media (led by Mr Jeff Skoll) and Entertainment One (eOne) have formed a new film, television and digital content creation company called ‘Amblin Partners’, and have raised US$ 500 million in debt to develop and produce films.

• ScoopWhoop, an Indian digital media and content start-up, has raised US$ 4 million from Kalaari Capital and plans to use the funds for expansion of its video production unit called ScoopWhoop Talkies.

• Mobvista International Technology Ltd, a global mobile advertising and game publishing company, plans to increase its investment in India by US$ 100 million over 2015-18, with a view to capture a bigger share of the booming e-commerce and ad-tech space.

• The digital arm of New Delhi Television Limited (NDTV) namely NDTV Convergence, that owns and operates the NDTV group’s digital properties, has signed a deal worth US$ 13-15 million with content discovery platform Taboola.

• Cinepolis India Private Limited, the Indian movie exhibition arm of Mexican chain Cinepolis, has plans to add 60 screens to take its total count to over 250 screens by the end of 2015.

• Turner International India has announced the expansion of its television bouquet for children with the launch of Toonami, a channel dedicated to animated action. This is the American company’s third children’s channel in India after Cartoon Network and POGO. Toonami joins an assortment of over 15 channels in the kids’ genre, which attracts close to Rs 500 crore (US$ 73.36 million) in advertising.

• San Francisco-based Twitter Inc. plans to set up a Research and Design (R&D) centre in Bengaluru to grow faster in emerging markets. This will be Twitter’s first such facility outside the US.

• STAR India, a unit of 21st Century Fox, acquired the entire broadcast business of MAA Television Network Limited for an undisclosed amount.

• Carnival Films Private Limited acquired Stargaze Entertainment Private Limited, a multiplex company, from a unit of Mukesh Ambani-controlled Network18 Media and Investments Limited.

Government Initiatives
The Government of India has supported Media and Entertainment industry’s growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74 per cent to 100 per cent in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

The Union Cabinet has approved the model Shops and Establishment Act, aimed at generating employment prospects by allowing cinema halls, restaurants, shops, banks and other such workplaces to remain open round the clock.

The Ministry of Information and Broadcasting (I&B) is working towards promoting ease of doing business, which will ensure less regulation and facilitate India to become the hub of media and entertainment industry.

The Government is planning to set up a National Centre of Excellence for media, which will provide training to the industry professionals, and has also decided to fund movies, including Bollywood and regional films, for participating in foreign film festivals.

The Union Budget 2016-17 has proposed basic custom duty exemption on newsprint. The customs duty on wood in chips or particles for manufacture of paper, paperboard and newsprint has been reduced to 0 percent from 5 percent.
Recently, the Indian and Canadian governments have signed an audio-visual co-production deal that would help producers from both countries to explore their technical, creative, artistic, financial and marketing resources for co-productions and, subsequently, lead to exchange of culture and art amongst them.

Furthermore, the Centre has given the go-ahead for licenses to 45 new news and entertainment channels in India. Among those who have secured the licenses include established names such as Star, Sony, Viacom and Zee. Presently, there are 350 broadcasters which cater to 780 channels. “We want more competition and we wanted to open it up for the public. So far, we have approved the licenses of 45 new channels. It’s a mix of both news and non-news channels,” said Mr Bimal Julka, Secretary, Ministry of I&B, Government of India.

The radio industry is expected to witness growth opportunities after the Phase III auction of 839 radio channels in 294 cities, expected to complete later this year. The Phase III auction, which started in July 2015, is expected to bring in an estimated US$ 390 million in revenue to the government. With over 800 frequencies up for auction in third- and fourth-tier towns, radio is likely to match the reach of print.

The Union Cabinet chaired by the Prime Minister, Mr Narendra Modi, has given its approval for entering into an Audio-Visual Co-Production Agreement between India and the Republic of Korea (RoK) and to complete internal ratification procedure, to enable the agreement to come into force. Cooperation between the film industries of the two countries will not only promote export of Indian films but would also act as a catalyst towards creating awareness about India and its culture.

Road Ahead
The Indian Media and Entertainment industry is on an impressive growth path. The revenue from advertising is expected to grow at a CAGR of 13 per cent and will exceed Rs 81,600 crore (US$ 12.09 billion) in 2019 from Rs 41,400 crore (US$ 6.14 billion) in 2014. Internet access has surpassed the print segment as the second-largest segment contributing to the overall pie of M&E industry revenues.

Television and print are expected to remain the largest contributors to the advertising pie in 2018 as well. Internet advertising will emerge as the third-largest segment, with a share of about 16 per cent in the total M&E advertising pie. The film segment which contributed Rs 12,640 crore (US$ 1.87 billion) in 2014 is projected to grow steadily at a CAGR of 10 per cent on the back of higher domestic and overseas box-office collections as well as cable and satellite rights.

Digital advertising is expected to lead the CAGR with 30.2 per cent, followed by radio with 18.1 per cent. Animation and VFX, and television are expected to register a CAGR of 16.3 per cent and 15.5 per cent respectively, followed by growth rates of gaming (14.3 per cent), music (14.0 per cent), films (10 per cent) and OOH with 9.8 per cent expected CAGR. Within TV, subscription revenues are expected to be three times more than advertising revenues, by 2018. Growth in the regional reach of print and radio shall provide opportunities to further improve the advertisement revenue.

Exchange Rate Used: INR 1 = US$ 0.0148 as on July 11, 2016

References: Media Reports, Press Releases, Press Information Bureau, Department of Industrial Policy and promotion (DIPP), Union Budget 2016-17

Note
# - FICCI-KPMG India Media and Entertainment Industry Report 2015
@ - as per the ‘Shaping the Industry at a Time of Disruption’ report by Boston Consulting Group (BCG) and Confederation of Indian Industry (CII)
##- as per a report by Morgan Stanley

Courtesy://www.ibef.org

"Happiness is when what you think, what you say, and what you do are in harmony." – Mahatama Gandhi
Manipur – a popular tourist destination in India

**Fast Facts**

**Area:**
22,327 sq km

**Population:**
2,293,896

**Capital:**
Imphal

**Principal Languages:**
Manipuri, Hindi, English

**Best time to visit:**
October to May

**Useful information:**
Foreign Tourists earlier needed Restricted Area Permit to visit Manipur has been lifted recently for 1 year from January, 2011 onwards.

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Loktak Lake, Manipur

Manipur Dancers

Pung Cholam Dance, Manipur

MAP OF MANIPUR

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www.mapsofindia.com

This map is updated as on September 26, 2012
Manipur is blessed with an amazing variety of flora and fauna, with over 67 percent of its geographical area being hill tracts covered by forests. There are 500 varieties of orchids which grow in Manipur of which 472 have been identified, in addition to 'Siroi Lily' which is the only terrestrial lily grown on the hill tops of Siroi hill, Ukhrul.

However, the most unique is the Sangai, the dancing deer. The floating mass of vegetation on the Loktak Lake sustains small herds of this endemic deer which unfortunately has the dubious distinction of being the most threatened Cervid (known as Phumdi) in the world. The state of Manipur shares 352 km common International boundary with Myanmar and lies south of Nagaland, north of Mizoram and east of Assam.

Manipur is a land of festivities, merriments and mirths all the year round. A year in Manipur Presents a cycle of festivals. Hardly a month passes without a festival or two. To the manipuris, festivals are the symbols of their cultural, social and religious aspirations which, besides removing the monotony of life by providing physical diversions, mental recreation and emotional outlet, help them lead a better and fuller life.

Love of art and beauty is inherent in the people of Manipur and it is difficult to find a Manipuri girl who cannot sing or dance. Much has been written on the Manipuri dance, on its lyrical beauty and rhythm.

Manipur presents a mosaic of traditions and cultural patterns. Particularly, it is world famous for the Manipuri style of classical dance, very much distinct from other Indian dance forms. The Manipuri school of dancing whether folk, classical or modern, is devotional in nature. The folk dances of tribal people captivate the beholders with their exotic costumes and simple but graceful rhythm. Their folklore is quite rich in quality. The dances of the tribal people are both ritualistic and recreational, religious and temporal. The ritual dances are performed at a particular rite or ceremony or sacrifice and these dances naturally have a spiritual and religious basis.

The rich culture and tradition of the Manipuris are also depicted in their handloom clothes and handicrafts. The Manipuri handloom and handicraft are world famous for its craftsmanship as well as ingenuity, colourfulness and usefulness.

**Sights to See**

Imphal, the capital of Manipur, with its landscape of green-blue hills, lush fields and low clouds is like an exquisite painting. Located in a tiny valley, Imphal is an ancient town as had a lot to offer the discerning tourist. Remnants of an old, historical palace, well-planned temples and ceremonial houses in all their splendour amidst the tall pine and jackfruit trees, speak of Imphal's ancient past. More recently, in 1944 during World War II, the Battle of Imphal was the turning point in the Burma Campaign.

In **Imphal**

**Gobindajee Temple** is a historic centre for Vaishnavities and close by lies the **Second World War Cemetry**.

**Khwairamband Bazar** is a unique all-women's market, with 'Imas' or mothers running the stalls.

**Shaheed Minar** is in memory of the Meitei martyrs who sacrificed their lives while fighting the British in 1891.

**Manipur Zoological Park** is a place to see the graceful brown antlered deer (Sangai), one of the rarest species in the world.

**Khonghampat Orchidarium** is home to more than 110 rare varieties of orchids.

**Manipur State Museum** has a fairly good display of Manipur's tribal heritage and a collection of portraits of Manipur's former rulers. Particularly interesting items are costumes, arms and weapons, relics and historical documents.

**Excursions**

**Red Hill** is the spot where a fierce battle took place between the British and Japanese forces in World War 2.

**Bishnupur** Town prides itself in the 15th century Vishnu Temple built of small bricks, supposedly of Chinese
Moirang town is one of the main centres of early Meitei folk culture and a place where the flag of the Indian National Army was first unfurled on April 14, 1944.

Loktak Lake is the largest fresh water lake in the North-eastern region.

Keibul Lamjao National Park is the last natural habitat of ‘Sangai’, the dancing deer of Manipur. Kaina is a sacred place of the Hindus.

Khongjom is a historical place where Major General Paona Brajabashi, one of the great warriors of Manipur proved his valour against the invading British Army in 1891.

Tengoupal is the highest point on the Indo-Myanmar road.

Moreh is a commercial town 5 km away from Tamu, in Myanmar.

Ukhrul is the highest hill station of the state and it is famous for a peculiar type of land lily known as the Siroi lily.

Tamenglong is known for its deep gorges, mysterious caves and its exotic orchids.

Koubru Leikha is a mountain where a 300 years old temple of Lord Koubru Mahadeva is situated.

Reaching Imphal

By Air

Kingfisher, Air India and Jet Airways flights connect Imphal with Guwahati, Silchar, Aizawl, Kolkata and Delhi.

By Rail

Dimapur 216 km from Imphal is the nearest railhead for Manipur.

By Road

Imphal is connected by a network of roads with all important cities and town in the North-eastern region.


"Try not to become a man of success, but rather try to become a man of value.” – Albert Einstein.
State Profile: Uttarakhand

Uttarakhand is located at the foothills of the Himalayan mountain ranges. The state shares borders with China (Tibet) in the north and Nepal in the east and inter-state boundaries with Himachal Pradesh in the west and northwest and Uttar Pradesh in the south.

It has almost all agro-geo climatic zones, which provide commercial opportunities for floriculture and horticulture. The state is home to more than 175 species of rare medicinal, aromatic & herbal plants.

The state has close proximity to the national capital Delhi, a leading market of the country and excellent connectivity with neighbouring states. Uttarakhand has abundant natural resources due to hills and forests. Its agro-climatic conditions support horticulture-based industries. The vast water resources available in the state are also favourable for hydropower.

The presence of several hill stations, wildlife parks, pilgrimage places and trekking routes make Uttarakhand an attractive tourist destination. Flow of tourist arrivals in the state increased from 20.03 million in 2013-14 to 22.09 million in 2014-15.

Uttarakhand is one of the fastest growing states in India, thanks to the massive growth in capital investments arising from conducive industrial policy and generous tax benefits. The gross state domestic product (GSDP) has increased at a compound annual growth rate (CAGR) of 15.32 per cent during 2004-05 to 2014-15. At current prices, the GSDP of Uttarakhand was about US$ 23.01 billion in 2014-15.

The state offers a wide range of benefits in terms of interest incentives, financial assistance, subsidies and concessions. Uttarakhand has a robust social and industrial infrastructure, virtual connectivity, over 38,680 km of road network, two domestic airports, 345 km of rail routes and an installed power generation capacity of 3,177.28 megawatt (MW).

Source: India Brand Equity Foundation

Source://www.ibef.org
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<th>SN</th>
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<th>Product Profile</th>
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<td>Indian Handicrafts Gift Fair (IHGF) Delhi Autumn Fair 2016  October 14-18, 2016</td>
<td>The Export Promotion Council for Handicrafts <a href="http://www.epch.in">http://www.epch.in</a></td>
<td>International Fair on Gifts and Handicrafts</td>
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<td>43rd India International Knit Fair  October 19-21, 2016</td>
<td>Apparel Export Promotion Council <a href="http://indiaknitfair.com">http://indiaknitfair.com</a></td>
<td>International Trade Fair on Knit Garments</td>
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<td>Broadcast India Show 2016  October 20-22, 2016</td>
<td>M/s Saicom Trade Fairs &amp; Exhibitions Pvt. Ltd. <a href="http://www.broadcastindiaishow.com">http://www.broadcastindiaishow.com</a></td>
<td>International Trade Fair showcasing technology for Television, Film, Radio, Audio, IPTV, Mobile TV and related fields</td>
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<td>9th Urban Mobility India Conference cum Exhibition  November 08-11, 2016</td>
<td>Institute of Urban Transport (India) <a href="http://www.urbanmobilityindia.in/Index.aspx">http://www.urbanmobilityindia.in/Index.aspx</a></td>
<td>International Conference and Exhibition for Urban Transport Technology and Systems</td>
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<td>IFSEC India 2016</td>
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“There is nothing more dreadful than the habit of doubt. Doubt separates people. It is a poison that disintegrates friendships and breaks up pleasant relations. It is a thorn that irritates and hurts; it is a sword that kills.” — Gautama Buddha

Trade Queries from India

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<tr>
<th>No.</th>
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<td>1.</td>
<td>Mr. Nehal Modi (Managing Director)</td>
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<td>Deep Worldwide LLP, 203 Nirman Housel</td>
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<td>Usmanpura Ahmedabad- 380013, Gujarat India</td>
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<td>4,Bharam Society</td>
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<td>TeleFax:+91-2752-243438</td>
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<td>Email: <a href="mailto:goodrichoverseas@gmail.com">goodrichoverseas@gmail.com</a></td>
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<td>3.</td>
<td>Mr. B.SIVARAJ</td>
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<tr>
<td>4.</td>
<td>M/s Leisure Corp Pvt. Ltd.</td>
<td>Mr. Barry Ranhotra</td>
<td><a href="mailto:sivatup2004@gmail.com">sivatup2004@gmail.com</a></td>
<td>Event management company</td>
</tr>
<tr>
<td>5.</td>
<td>M/s Supra Building Solutions</td>
<td>Mr. Dharmesh S. Shah</td>
<td><a href="mailto:suprabdgsol@yahoo.com">suprabdgsol@yahoo.com</a></td>
<td>Roof manufacturer</td>
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<td>6.</td>
<td>Mr. Amit</td>
<td>M/s BIG BOYS</td>
<td><a href="mailto:amit@bbdnb.com">amit@bbdnb.com</a></td>
<td>Companies of housing and construction related activities</td>
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<td></td>
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<td>7.</td>
<td>Mr. Barry Ranhotra</td>
<td>M/s Leisure Corp Pvt.Ltd.</td>
<td><a href="mailto:barry@leisurecorp.in">barry@leisurecorp.in</a></td>
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<td>Add: A26/12A, DLF city Phase 1, Gurgaon, Haryana, India</td>
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<tr>
<td>8.</td>
<td>Mr. Keshav Gandhi</td>
<td>M/s KRS Infra Ventures Private Limited.</td>
<td><a href="mailto:krsgroup@vsnl.com">krsgroup@vsnl.com</a></td>
<td>Company in the field of infrastructure.</td>
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<td>Add: 312A, 314, Jyoti Shikhar, District Centre, Janak Puri, New Delhi-110058, India.</td>
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<td>Telefax:25542801, 25592801</td>
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<td>9.</td>
<td>Mr. Yogesh P. Shah</td>
<td>The All India Plastic Manufacturers’ Association</td>
<td><a href="mailto:office@aipma.net">office@aipma.net</a></td>
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<td>Add: AIPMA House, A-52, Street No.1, M.I.D.C. Marol, Andheri(East), Mumbai-400 093, Maharashtra, India.</td>
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<td>Mr. K.S. Muthukumarasamy</td>
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"Creativity is the key to success in the future, and primary education is where teachers can bring creativity in children at that level” – Dr. A.P.J. Abdul Kalam
1. Ambassador H.E. Mr Sujan R. Chinoy inaugurates new SBI premises

2. Ambassador H.E. Sujan R. Chinoy & Mrs. Vidya Chinoy with Japan Yoga Therapy Society

3. Ambassador H.E. Sujan R. Chinoy met Governor of Fukuoka, Mr. Hiroshi Ogawa

4. Ambassador H.E. Sujan R. Chinoy met Governor of Wakayama, Mr. Yoshinobu Nisaka
S. Ambassador H.E. Sujan R. Chinoy & Mrs. Vidya Chinoy visit Japan Advanced Institute of Science & Technology (JAIST), Ishikawa

6 Ambassador H.E. Sujan R. Chinoy & A.R. Rahman, Recipient of the Fukuoka Grand Prize