

# Newsletter "The Indian Connection"

## India On the Move

### Scientists at NIV, Pune, isolate 11 strains of Covid-19, making India 5th country to do so

Scientists at the National Institute of Virology, Pune have isolated 11 strains of the Covid-19. India has become the fifth country to successfully isolate the virus strain after Japan, Thailand, the United States and China. This step marks the prerequisite for conducting any research towards the development of vaccines and drugs for COVID-19.

### First Made in India COVID19 Test Kit launched

First Made in India COVID19 Test Kit developed by Pune-based molecular diagnostics company Mylab Discovery Solutions Pvt Ltd ([mylabdiscoverysolutions.com](http://mylabdiscoverysolutions.com)) gets Commercial Nod Named "Mylab PathoDetect COVID-19 Qualitative PCR kit". As per Company, Kit cost ~1/4 of available kits & can manufacture upto 1 Lakh kit / week.



For more details visit the link <https://mylabdiscoverysolutions.com/press-release/>

### TRAGNEXT - India's first AI based Tea quality assessment solution

AgNext (<https://agnext.com/>), India's Agri-tech company, in association with Tea Research Association (TRA; <https://www.tocklai.org/about-tra/>) launched TRAGNEXT, first ever AI enabled fine leaf count machine specially designed for tea industry. For small growers, intermediary buyers and in-field quality assesment, there is TRAGNEXT App which is an image recognition engine using AI classifies leaves, buds, banjhi and shoots in a 100g sample to instantly estimate the quality of inbound leaves. For factory owners & collection centres there is TRAGNEXT machine with a dryer, a seperater and an AI enabled system.



The TRAGNEXT application was launched in 2019 and now AgNext & TRA planning to set up an Artificial Intelligence Center of Excellence at Tocklai Tea Reseach Insititute, Assam to accelerate data driven technologies in the tea industry.



For more details visit the link <http://tragnext.in/#/web> and watch the video <https://www.youtube.com/watch?v=JXkvtvnp71E&feature=youtu.be>

**Indian Institutes of Science Education and Research (IISERs)** : IISERs (<http://www.iiseradmission.in/>) are MHRD, GOIs institutions working towards boosting the research capacity in the field of interdisciplinary science education and research. These institutes also aim to attract & nurture high-quality academic faculty while establishing advanced Research Labs & Central facilities.

Message from the Ambassador H. E. Mr. Sanjay Kumar Verma

I am pleased to bring forth this edition of the newsletter of the Indian Embassy 'The Indian Connection'.

This edition brings you stories of growing India as well as initiatives of the Indian Government and resulting success stories besides stories of India-Japan.

*Every person in a well-ordered state is full conscious of both his responsibility and his rights.*

MAHATAMA GANDHI

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### 1st Light Combat Aircraft (LCA) Tejas in FOC standard (SP-21) Maiden Flight

On 17 March 2020, the state-owned defence and aerospace major Hindustan Aeronautics Limited (HAL) successfully conducted the maiden flight of the final operational clearance (FOC) standard (SP-21) variant of the indigenously developed Tejas LCA.

HAL achieved the momentous feat within a record time of 12 months after release of Drawing Applicability List (DAL) and SOP by CEMILAC. This would pave way for production of remaining 15 fighters from the FOC block which are planned to be delivered during the next financial year.

The FOC aircraft are equipped with advanced features such as Air-to-Air refueling, Beyond Visual Range (BVR) missile system, etc. It imbibes a lot of manufacturing improvements which were based on the operational feedback of LCA IOC fleet with IAF.



For details visit [https://hal-india.co.in/Maiden%20Flight%20of%20FOC%20Standard%20LCA%20Tejas/ND\\_\\_300](https://hal-india.co.in/Maiden%20Flight%20of%20FOC%20Standard%20LCA%20Tejas/ND__300)

### Invest India Business Immunity Platform - aims to bring facilitation at your doorstep!

The Invest India Business Immunity Platform is designed as a comprehensive resource to help businesses and investors get real-time updates on India's active response to COVID-19 (Coronavirus). This dynamic and constantly updating platform keeps a regular track on developments in the control of the virus, provides the latest information on various central and state government initiatives, gives access to special provisions, video infographics, Market Research Reports, FAQs and answers and resolves queries through emails and on WhatsApp.



For details visit the link <https://www.investindia.gov.in/bip>

### India has closed 170 old and polluting power stations to meet emission norms

India is moving towards ultra super critical power plants to burn coal responsibly and has closed 170 old and inefficient power units so far, assuring the nation's commitment to 40 per cent non-fossil fuel based energy by 2030.

Union Finance Minister in her budget speech mentioned that the centre will advise utilities to close thermal power plants which are in violation of National Clean Air Programme (NCAP) norms. The budget allocated Rs 4,400 crore for NCAP for 2020-21.

From the times of industrial revolution, which is from the year 1850 to 2010, the cumulative energy emissions from India are just 2.74 per cent in the global share. India needs a medium and a long-term plan when it comes to improving air quality, the medium-term plan is to reduce the particulate matter by 30 per cent in the next five years and the long-term plan is to further reduce them by 50 per cent in the next few years.

日印の二国間関係は20年間で飛躍的に成長しました。2000年4月から2019年3月までの日本の累積投資額は約300億ドルに達しました。インドで登録した日本企業1,441社です！ 詳細 <http://bit.ly/II-Japan>

With investments of ~USD 286 Mn in Q1 2019, India has overtaken China as Asia's top Fintech funding target market. Higher banking penetration & GoI initiatives incl Digital India & E-payments are some of key growth drivers. Explore more: <http://bit.ly/II-Fintech>

INVEST INDIA  
NATIONAL INVESTMENT PROMOTION & REGULATORY AGENCY

**303億ドル**

日本からインドへの累積投資額\*

\*Duration: Apr 2000 - Mar 2019 | Source: DPIIT

INVEST INDIA  
NATIONAL INVESTMENT PROMOTION & REGULATORY AGENCY

**INDIA**

Asia's top fintech funding target market\*

\*for Q1 2019

The India & Japan Stories

The Ministry of Health, Labour and Welfare (MHLW), Japan, will subject all imported cargo from India of Indian Black Tiger Shrimp to 30% monitoring and stop 100% compulsory checking. This is part of their decision to bring down further the testing to 0% in near future based on the feed back arrived at, on checking at 30% of all imported BT shrimp cargo from India henceforth.



IMPORTANT NOTICE

The Ministry of Health, Labour and Welfare (MHLW), Japan, has decided to bring down the compulsory checking of Indian Black Tiger Shrimp to 30% from 100%.

This is part of their decision to bring down further the testing to 0% in near future based on the feed back arrived at, on checking at 30% of all imported BT shrimp cargos from India henceforth.

Kubota invests in Indian Tractor Manufacturer Escorts Limited

On 20th March 2020, Kubota Corporation (HQs Osaka, Japan; <https://www.kubota.com/>) announced investment of approx 16 billion JPY through preferential share allotment in Indian tractor manufacturer Escorts Ltd (<https://www.escortsgroup.com/>) with aim to increase its presence in India, world's largest tractor market, as well as its commitment to the competitive tractor market, which has massive growth potential, thus further expanding its business.



In 2008, Kubota established Kubota Agricultural Machinery India Pvt. Ltd. (<https://www.kubota.co.in/>) as a foothold in the Indian market. On basis of agreement in December 2018, in February 2019, Kubota established a joint-venture tractor manufacturing company with EL and mass production is due to start July 2020.



For more details visit the link <https://www.kubota.com/news/2020/20200320.html> & <https://www.kubota.co.jp/new/2020/20-22j.html>

**Invest in Indian Agriculture: Agriculture is the backbone of Indian Economy.** With 20 agri-climatic regions & 46 soil types, is one of the largest producers of food products. World-class infrastructure & favourable policies- all make India an attractive investment destination. The GoI promotes Organic Farming through dedicated schemes aimed at encouraging chemical-free, low input yet sustainable farming while supporting farmers with market linkages. With 42 approved Mega Food Parks, increased investment in Agri infrastructure & strong consumer base, the sector is an ideal investment destination. Learn more: <https://t.co/NAriBNPQ4D?amp=1>

**INVEST INDIA**  
NATIONAL AGRI-FOOD PROMOTION  
INFRASTRUCTURE

インドのアグリテック  
スタートアップ

~450 スタートアップ数 | 25% 前年比成長率

資料: 2019年のインドの最上層トレンドにあるアグリテック, NASSCOM

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INFRASTRUCTURE

インド  
世界のフードボウル

スパイス、牛乳、豆類の  
最大の生産国

**INVEST INDIA**  
NATIONAL AGRI-FOOD PROMOTION  
INFRASTRUCTURE

355 Mn トン

2030年のインドの  
食料用穀物需要予測

ソース: FICCI

**INVEST INDIA**  
NATIONAL AGRI-FOOD PROMOTION  
INFRASTRUCTURE

インドのアグリテック  
スタートアップエコシステム

7300万ドル | 2.48億ドル  
2018年の資金調達額 | 2019年1月-7月の資金調達額

資料: NASSCOMのインドのアグリテック

**INVEST INDIA**  
NATIONAL AGRI-FOOD PROMOTION  
INFRASTRUCTURE

インド  
世界を養っています

515.1億ルピー  
オーガニック製品  
FY19の輸出合計額

**INVEST INDIA**  
NATIONAL AGRI-FOOD PROMOTION  
INFRASTRUCTURE

イノベーションの  
新しい波

~2.48億ドル  
インドのアグリテックスタート  
アップが受け取った資金 (2019年1月-2019年6月)

資料: インドのアグリテック: 2019年の新興トレンド, NASSCOM

### Hakuhodo acquires shares in Indian digital agency AdGlobal360

On 12<sup>th</sup> March 2020, Hakuhodo Inc (<https://www.hakuhodo-global.com/>), Japan's second largest advertising company announced acquisition of shares in Indian digital agency AdGlobal360 India Pvt. Ltd. ("AGL"; <https://www.adglobal360.com/>) to further strengthen its digital capabilities in India, a market where the digital business domain is growing exponentially.



The Hakuhodo Group has already had a presence and been developing its business in India for over 20 years. The investment in AGL is the first of many to come in India.

For more details visit the link <https://www.hakuhodo-global.com/news/hakuhodo-acquires-shares-in-indian-digital-agency-adglobal360.html> & <https://www.hakuhodo.co.jp/uploads/2020/03/20200312-AGL-1.pdf>

### Yokohama Rubber to invest 11 bil. yen in India industrial tire plants

Major Japanese tire & rubber maker Yokohama Rubber Co. will inject ¥11 billion (\$105 million) into its plants and other facilities in India in 2020 to enhance output & sales of tires for industrial use. Yokohama Rubber will invest in the facilities of Alliance Tire Group K.K., its wholly owned subsidiary producing "off-highway tires" for industrial vehicles, and agricultural and construction machinery, hoping to increase the subsidiary's sales to 110 billion yen by 2025, a 55 percent increase from 2019.



For more details visit the link <https://english.nna.jp/articles/8517> & <https://www.nna.jp/news/show/2019544>

**India Biotech & Pharma Industry:** India's pharma industry is expected to reach USD 130 Bn by 2030. The major industry growth drivers include increased accessibility & affordability of health services, new drug development, and growth in un-penetrated markets. India's Biotech industry is among the top 12 destinations in the world, with approximately 3% share in the global Biotechnology industry. India is also the leader in the global supply of DPT, BCG and measles vaccines. The biotechnology industry in India comprises about 600+ core biotechnology companies, approximately 2600+ biotech startups, 47 BIRAC-supported incubators. Learn more: Pharma at <http://bit.ly/II-Pharma> & Bio-tech at <http://bit.ly/II-Biotech>

**インド**  
3番目に大きな  
世界の医薬品有効成分(API)市場

**ヘルシーなインドを構築中です!**  
130億ドル  
プライマリヘルスケア市場

**インド**  
150カ国へ  
ワクチンを輸出

**インド**  
世界第2位の規模  
製薬およびバイオ  
テクノロジーの労働力

**インド**  
523箇所以上のUSFDA認可  
医薬品製造  
工場

インドは世界のジェネリック  
医薬品の20%を供給  
しています

**162億ドル**  
インドの製薬業界への  
FDIの流入額  
(2000年4月-2019年6月)

**インドの  
医療機器業界**  
4位  
アジアでの  
市場規模 | 500億ドル  
2025年の  
市場規模予測

**100% FDI**  
グリーンフィールドの  
製薬プロジェクトを  
自動ルートで許可

### Column "ASIA TECH": Chinese and Indian Startups Developing Innovative Technology to Cater the Growing Conscious over Health in Asia"

The Nikkei, 9 Jan 2020

A number of startup which engages in health and food industries is being born in emerging Asian countries. In India, a medical startup, Niramai (founder CEO Dr Geetha Manjunath), has created "painless, non-contact and X-ray-free" sensing method to detect malignant issue in the breast to support physicians to detect breast cancer at very early stage. The technology developed by Dr. Manjunath, may analyze thermography images of breasts to detect cancerous tissue in them. Niramai's technology is deemed to be more affordable than the conventional breast cancer examinations, and safer than X-ray examinations that it can be administered more frequently to detect buds of the breast cancer at very early stage. Moreover, the technology may complement the mammography which faces difficulties in detecting cancer developed in patients with dense breast tissue, many of whom can be found in Asian countries, including India. The company hopes to spread its technology abroad, including Japan.

For more details visit the link <https://www.nikkei.com/article/DGKKZO54187660Y0A100C2FFJ000/>

### JBIC to Loan out 320 Billion Yen to Nippon Steel

On 16 March 2020, Japan Bank of International Cooperation (<https://www.jbic.go.jp/en/>) signed a loan agreement amounting approx US\$ 3087 million (320 billion Yen) to finance part of the funds required for Nippon Steel Corporation, in partnership with Arcelor Mittal S.A. to acquire Essar Steel India Limited. Nippon Steel is promoting a joint venture with Arcelor Mittal (<https://www.amns.in/en/home/>), the world largest steel maker, in India.



Japanese commercial banks, including Mitsubishi UFJ, Mizuho, Sumitomo Mitsui and Sumitomo Mitsui Trust Bank, would be contributing to the JBIC loan. Mitsubishi UFJ would be contributing 1 billion US dollars, Mizuho and Sumitomo Mitsui, 470 million US dollar each, and Sumitomo Mitsui Trust Bank, 70 million US dollars, making the total amount to be loaned out to Nippon Steel to 5 billion US dollars.

For more details visit the link <https://www.jbic.go.jp/en/information/press/press-2019/0317-013237.html>

### Column "The Close Look into Business Trend": "Can India be Next China?: Japanese Musical Instruments Makers Exploring Indian Market"

The Mainichi Shimbun (17 March, evening edition )



In recent years, Japan's major musical instrument makers, namely Casio and Yamaha, are exploring Indian market.

Casio started marketing its electric piano or keyboards in 1990s when India opened up its economy in order to lift the country out of the low economic growth. As Indian consumers have been familiar with India's traditional piano-like instrument, Harmonium, Casio's products were accepted without any hesitation. In 1996, Casio established its Indian subsidiary in India, which is the present day Casio India.

Yamaha, the other major maker of musical instrument in Japan, also eyes India as the next hopeful market next to India. In 2007, it introduced keyboard developed exclusively for Indian market. In 2008, the company established Yamaha Music India in Gurgaon. Now the company aims to turn Indian market as its main source of foreign revenue. In its three-year management plan from April 2019 to March 2022, the company aims to boost the sales in India by 50% in next three years.

Japanese makers are not the only ones aiming to expand their business in India, but also foreign rivals. Roland markets effectors and electric percussion in India. They sell very well in India.

India has the great potential to become the world's largest market of musical instrument. Makers around the world are steadily making their way to India to tap the large opportunity there.

## Maruti Suzuki, IIT Guwahati, AOTS Japan join hands for promotion of tech education

On 4th March 2020, Indian Institute of Technology (IIT) Guwahati, AOTS Japan, Suzuki Motor Corporation and Maruti Suzuki India Limited sign Memorandum of Understanding (MoU) for promotion of technical education and training. This first-of-its-kind institutional collaboration facilitates promotion of education and training covering engineering course and internship programmes in both India and Japan. It will also promote research for next generation technologies for benefit of both the countries.



For more details visit the link <https://www.marutisuzuki.com/corporate/media/press-releases/2020/iit-guwahati-aots-japan-suzuki-motor-corporation-and-maruti-suzuki-india-limited-sign-memorandum>

## Japan's CBC to form Capital Alliance with India's Mumbai-based Boston Ivy Healthcare Solutions

Japan's medical and chemical products trade house, CBC (<https://cbc.co.jp>) would be forming capital alliance with India's Boston Ivy Healthcare Solutions (HQ: Mumbai; <https://www.medikabazaar.com/>) which has its B2B online platform "Medikabazaar" for medical supplies and equipments. CBC plans to market surgical apparatus and ultra sound devices made in Japan on the Boston Ivy's on-line shop.



India's medical industry is expanding rapidly with its economic growth. Along with the economic growth, the demand for expensive medical devices or surgical apparatus is also expanding. It is said that the market scale of medical devices in 2019 is estimated to have reached one trillion yen.

For more details visit the link <https://www.nikkei.com/article/DGXMZO56159400Y0A220C2FFR000/>

Under the Startup India initiative, eligible companies can get recognised as Startups by DPIIT, in order to access a host of tax benefits, easier compliance, IPR fast-tracking & more. For details visit the link <https://www.startupindia.gov.in/content/sih/en/startup-scheme.html>

## The Japan-India Startup Hub to support 20 start-ups from across Gujarat - Announcement made at the Japan India Startup Seminar at Ahmadabad 4th March 2020

# Japan-India hub to support 20 startups

TIMES NEWS NETWORK

**Ahmedabad:** Startups in Gujarat will get a major boost with financial assistance, mentorship, and resource support from Japanese companies. The Japan-India Startup Hub (JISH) plans to support 20 startups from across Gujarat in the coming year. The announcement was made at the Japan India Startup Seminar, organized in Ahmedabad on Wednesday.

JISH, which is headquartered in Bengaluru, has already supported 50 startups from across the country, since its inception in 2018. "Gujarat is among the most active Indian states, where a number of Japanese ma-

nufacturers have made investments," said Takashi Suzuki, director general, Japan External Trade Organisation (JETRO), Bengaluru. "JETRO plans to double the number of Japanese companies operational here over the next five years. This can be done only by combining efforts towards Make in India and Startup India. Therefore, we're trying to promote JISH initiatives here."

JISH will be primarily focused on startups in the healthcare sector. Representatives of various incubators — both independent and those attached to academic institutions and universities — were present at the seminar organized on Wednesday.

REACHING NEW HEIGHTS EVERY DAY!

30,000 startups recognized by DPIIT

### Mitsubishi Materials Corp opened New Technical Center in Pune, India (1st in India & 9th in World)

On 19th March 2020, Metalworking Solutions Company, which is part of Mitsubishi Materials Corporation (MMC) announces the grand opening of a new technical center in Pune, India. The Center will work as a technical support base for solving customer's problems at metalworking sites. The Centre by MMC is 1st in India and 9th in the world (Two in Japan and other in the USA, Spain, Germany, China, Thailand, Mexico and India).



MTEC Pune is located in Maharashtra state in the southwestern of India, where the manufacturing bases of auto parts manufacturers are concentrated, so it is accessible to many customers.

For more details visit the link <https://www.mmc.co.jp/corporate/en/news/2020/news20200324.html> & <https://www.mmc.co.jp/corporate/ja/news/press/2020/20-0323.html>

### Japan's JICA signed a loan agreement with Mahindra Finance to support SMEs in India

On March 27, Japan International Cooperation Agency (JICA) signed a 10 billion yen loan agreement with Indian Non-Banking Financial Company, Mahindra & Mahindra Financial Services Limited (Mahindra Finance) to help provide funds to micro-entrepreneurs and small and medium-sized enterprises (SMEs) through Private Sector Investment and Finance. Mahindra Finance shall lend an equivalent amount in low-income and special category states. This loan will be provided through co-financing with the Sumitomo Mitsui Banking Corporation (SMBC) based on the Facility for Accelerating Financial Inclusion in Asia.



For more details visit the link [https://www.jica.go.jp/english/news/press/2019/20200327\\_12\\_en.html](https://www.jica.go.jp/english/news/press/2019/20200327_12_en.html) & [https://www.jica.go.jp/press/2019/20200327\\_12.html](https://www.jica.go.jp/press/2019/20200327_12.html)

### Japan JICA signed ODA Loan Agreements with India urban infrastructure and rural development

On March 27, the Japan International Cooperation Agency (JICA) signed loan agreements with the Government of India in Delhi to provide Japanese ODA loans of up to a total of 374.44 billion yen for the following nine projects.

1. Dedicated Freight Corridor Project (Phase1)(IV)
2. Mumbai Metro Line 3 Project (III)
3. Ahmedabad Metro Project (II)
4. Mumbai Trans-Harbour Link Project (II)
5. North East Road Network Connectivity Improvement Project (Phase 4)
6. Madhya Pradesh Rural Water Supply Project
7. Project for Pollution Abatement of Nag River in Nagpur
8. Project for Ecosystem Restoration in Gujarat
9. Project for Community-Based Forest Management and Livelihoods Improvement in Meghalaya



For more details visit the link [https://www.jica.go.jp/english/news/press/2019/20200330\\_31\\_en.html](https://www.jica.go.jp/english/news/press/2019/20200330_31_en.html) & [https://www.jica.go.jp/press/2019/20200330\\_31.html](https://www.jica.go.jp/press/2019/20200330_31.html)

### Marubeni announced first Investment in Real Estate Project in India

Marubeni Corporation announced its new investment in the Atmosphere Project, a residential real estate development and sale project being executed in a suburb of Mumbai, India by Wadhwa Group Holdings Pvt. Ltd., a developer based out of Maharashtra, Mumbai, and others. This Project is Marubeni's first real estate project in India, and Marubeni will invest in the Project by way of subscribing NCD issued by Atmosphere Realty Pvt. Ltd.

Marubeni's also announced that activities in India will not be limited to the promotion of smart cities and other such real estate development business but will also expand its scope into a number of related development businesses, including social infrastructure maintenance and the new sales channels and services these businesses produce. In this way, Marubeni will grow the Indian market as a pillar of its overseas real estate business.

For more details visit the link <https://www.marubeni.com/en/news/2020/release/20200330E.pdf> & <https://www.marubeni.com/jp/news/2020/release/20200330J.pdf>



### ATR and CII Sign MoU to facilitate & support collaborative projects & promote mutual cooperation

On 13th Jan 2020, Japan's Advanced Telecommunications Research Institute International (ATR) and India's Confederation of Indian Industry (CII) signed a memorandum of understanding (MoU) on January 13th, to facilitate and support collaborative projects for various industrial developments in India and Japan and promote mutual cooperation in the field of technological innovation and industrial research and development.

This MoU avails further collaboration on innovation issues between CII and ATR such as participation of Indian enterprises into above-mentioned activities ATR leads, by so doing aiming to enhance global innovation ecosystems at Keihanna Science City.



For details [https://www.atr.jp/topics/press\\_200130\\_e.html](https://www.atr.jp/topics/press_200130_e.html)

### Rakuten Social Accelerator - 2019 round - had 03 NGO from India

Rakuten Social Accelerator is not your typical startup incubator. Created to connect social entrepreneurs, NPOs and other organizations with Rakuten resources, the second round of the program kicked off in summer 2019 with five new startups, each dedicated to solving an important social issue. Startups were paired with volunteer Rakuten employees and tasked to work together over a period of six months. During this time, volunteers shared their expertise with the social entrepreneurs and worked together to accelerate social innovation. In December 2019, the five groups gathered together to report on their six-month collaboration at an event held in front of Rakuten's headquarters in Tokyo, Rakuten Crimson House. 2019 also saw the program expand beyond the borders of Japan for the first time. The inaugural partners for 2019 included Robin Hood Army (<https://robinhoodarmy.com/>), Wildlife SOS (<https://wildlifesos.org/>) and Samarpana Charitable Trust for the Disabled (<http://samarpancharitable.org/>).

For details visit the link [https://global.rakuten.com/corp/innovation/rakuten\\_today/2020/0226-3547/](https://global.rakuten.com/corp/innovation/rakuten_today/2020/0226-3547/)

### AI-driven healthcare analytics startup Tricog raises \$10.5M in Series B round

Tricog, a Bengaluru-based healthcare analytics startup, has raised \$10.5 million in Series B funding from UTEC - the University of Tokyo Edge Capital, Japan; Aflac Ventures, LLC, Japan; TeamFund, US; and Dream Incubator, Japan. Existing investors Inventus Capital and Blume Ventures also participated in this round.



Founded in 2015, Tricog leverages its deep medical and technology expertise, to provide virtual cardiology services to remote clinics, powered by AI and medical experts. Tricog's InstaECG platform has been deployed in over 2,500 cath labs, hospitals, clinics, and diagnostic centres to help diagnose and manage patients with critical cardiac diseases including heart attacks. The platform has been deployed across both government and private health care networks.

For details <https://yourstory.com/2020/03/funding-startup-ai-healthcare-analytics-tricog>

### 2nd Indo-Japan bilateral symposium on futuristic materials & manufacturing for next-generation electric vehicles & HSR

"2nd Indo Japan bilateral symposium on futuristic materials & manufacturing for next-generation electric vehicles & HSR" was held at IIT Madras, Chennai from 2-3 March 2020. The symposium was jointly organized by IITM & Nagoya University of Technology and was supported by DST, India & JSPS, Japan. Symposium had participation of over 20 speakers (both Indian and Japanese) incl.

The symposium aim to facilitate interaction of lead researchers including industry experts in addition to academia working on specialized themes from both the countries as well to facilitate achieving our country's goal towards green vehicles introduction in public transportation besides identifying New research topics for bilateral research.

For more details <https://web.iitm.ac.in/ijbsfmm/>

## India in Japan

### New Series: Ask the Ambassador : INDIA Business Environment Has Achieved Great Improvement— Let Us Create Win-Win Relationship with Long-Term Perspectives

Interview with Ambassador Sanjay Kumar Verma by Hideyuki Nishio, Mainichi Asia Business Institute

—The Modi Administration has entered its second term after achieving a landslide victory in last year's general election. The administration's signature policy Make-in-India enjoys a good reputation among Japanese companies. Please share your views on Make-in-India.



**Ambassador:** The objective of "Make-in-India" is not only to invite foreign investment, but also to improve India's comprehensive eco-system. Until about a decade ago, India's manufacturing policy was basically "import-substitution," which means to replace foreign imports with domestic production. It supported India's economic growth, but the Make-in-India Policy aimed to achieve further rapid growth with specific goals; to replace imports with manufacturing, to expand exports and the domestic market, and utilize advanced technologies that had not existed in India before.

For five years after the enactment of Make-in-India, FDI has been increasing and trade deficit has been decreasing. Technological innovation has grown and an increasing number of startups have been established.

As a result, the employment situation has improved. Thanks to these comprehensive efforts, India's ranking in the World Bank's "Ease of Doing Business" went up to 63<sup>rd</sup> from 142<sup>nd</sup> in five years.

—As India's business environment is improving, Japanese companies are more interested in entering the Indian market than before. Are there any particular fields where the entries of Japanese companies are welcomed?

**Ambassador:** There are a few areas in which FDI is prohibited, such as gambling and firearms. Except for these five sectors, we welcome Japanese investment in any fields.

Japanese companies have traditionally invested in sectors such as automobile, chemicals, electricity, and design. Nowadays, new fields are emerging, especially the IT sector. Japanese companies can participate in India's start-up ecosystem and add values to their own business. They can earn profits and also deepen their understanding of the Indian market.

I would like to create a platform for both countries to achieve win-win relationship. Japanese companies can earn sufficient profits to continue their business in India, and at the same time, contribute to India's skill development, as well as infrastructure and technological development. Major companies are of course welcome, but I would especially like to welcome SME's.

—Some Japanese SME's are still hesitant about going to India, as they expect difficulty. Do you have any advice for them?

**Ambassador:** As for exports, the quality of the products must be high. At the same time, it is necessary to identify what types of products are suitable for exporting to India, and what is the appropriate price range. I would like to invite Japanese SMEs to consult with the Embassy of India, the Consulate General in Osaka and Kobe, JETRO, or the Japanese Embassy in Delhi, before making their business plan.

In order to enter India, you must understand that India is a multi-layered market. India is an enormous market with a population of 1.3 billion. However, if the break-even point is 100,000 units, you don't have to target 1.3 billion, but have only to look at 100,000. You can also establish a joint venture if you want to reduce risks. Indian companies have a good understanding of the Indian market. It is also possible to establish a wholly-owned subsidiary.

Outsourcing may be a new field for Japan, but India has thirty years' experience when it comes to outsourcing. If Japanese companies wish to add new values to their own business, they can consider outsourcing to India.

In order to promote the entry of foreign SMEs, the Indian government has established "Invest India," which is a one-stop investment promotion body. Within Invest India, there is an office dedicated to Japan, where Japanese-speaking staff assist JP businesses. We can provide hand-holding to Japanese SMEs, from conceptualization to actual business operations.

—How is the situation of collaboration between Indian startups and Japanese businesses?

In Japan, there is growing interest in Indian startups. One VC has invested in twenty-seven Indian startups. Some Japanese startups also have established bases in India.

As a part of the Startup India Policy, a portal called "Startup Hub" has been established. You can see what kind of startups are in India by looking at this website, wherever you live in the world.

In September, last year, twenty-six selected Indian startups came to Japan to participate in a business-matching event co-hosted by the Embassy of India and JETRO. More than 120 venture capitalists, Angels and institutes from Japan also participated in the event. Within four months, sixteen out of the twenty-six Indian startups signed partnership with Japanese businesses. Immediately after the event, we started to receive many inquiries from Japanese companies about when the next round would be held. The second round will be held on March 17-18.

Continue.....

—**What types of Indian startups are Japanese companies most interested in?**

The twenty-six Indian startups who have come last time belong to various sectors. For instance, one company developed unique technology in the field of geriatric medicine. In India, ageing is not drawing so much attention at the moment, but in Japan, it is a serious issue.

—**The Japanese IT sector is suffering from the shortage of engineers. What should they do to invite talented Indian IT human resources?**

India and Japan have established a framework for sending and receiving human resources. There is no systematic obstacle. I would like that Japanese companies who will receive Indian human resources to look at them not merely as labour force, but as somebody who can add values to their operations. Those skilled Indian engineers who can come to Japan are sought after by global companies of the world. The employment conditions must be at par with international standards. They are global experts, their career paths and promotions must meet international standards.

I would like companies who would like to hire Indians to have international perspectives. Language (English) should not become a barrier. Another important thing is social infrastructure for their families, such as schools for their children.

—**How would you describe “people-centric interactive technology”?**

The Indian government has established infrastructure called “India STACK.” Its objective is to digitally provide services to people on a cashless and paperless basis. If I want to receive benefits from the government, I don’t have to go to the government’s office, but I can have my benefits transferred to my bank account. This can be done digitally. Service costs will be less, and efficiency will be higher. “People-centric interactive technology” can be described as a system for providing financial, social, healthcare, welfare, and other services online.

—**It has been pointed out that the Indian economy has decelerated in year 2019. How would you describe the future prospect?**

The Indian economy is a part of global economy. The economic slowdown is a temporary phenomenon under the influence of the world economy. India’s economic structure itself is healthy. We are already beginning to see signs of improvement. We are maintaining the goal of achieving 5 trillion dollar GDP by fiscal 2024. India’s growth will continue for several decades. I would like Japanese companies to come to India not with short-term perspectives but with long-term perspectives.

For more details visit the link [https://mainichi.asia/asktheambassador\\_india/](https://mainichi.asia/asktheambassador_india/) & [https://mainichi.asia/india\\_interview\\_01/](https://mainichi.asia/india_interview_01/)

## “The Era of India” Is Getting Close: Japan May Find Opportunities in Fintech

Interview with Ambassador Sanjay Kumar Verma By John Kojiro Moriwaka, Forbes Japan [9 March 2020]

----**Inside the innovation ecosystem**

Currently, there are more than 10,000 tech-startups operating in India. Because the country produces more than 2.6 million university graduates with degrees in science, technology, engineering and math, it is a treasure box of human resources for prominent high-tech companies of the world, such as Google, Facebook, Amazon, Intel and Microsoft, just to name a few. Many of them actually have their global R&D centers for this same reason.

For Japanese companies, which focus on the promotion of open-innovation, India also has become an attractive destination for human resources and R&D. Traditionally, Japanese companies have developed everything from technology, products and services on their own. With waves of digitalization and IT prevailing in the world, however, they have shifted their resources to promote business collaboration with startups and strategic investment in order to maintain their global competitiveness.

What kind of possibilities exist between collaboration between India, the global IT giant and Japan?

----**Synergy and Complementarity Exist between India and Japan**

Presently, Japan is aiming to realize a super-smart society where cyber space and physical space may fuse into one in an advanced manner through an initiative called “Society 5.0” which focuses on new technologies, such as IoT, robotics, AI, and Big Data. India, too, is promoting social innovation and improving the way of living, by implementing various government programs such as “Digital India”, “Smart City”, and “Start-up India”. In October, 2018, when Indian PM Modi visited India, a comprehensive digital partnership, called “India-Japan Digital Partnership” was launched. Many efforts have already been made in sectors which may benefit both countries, such as startups, B2B partnership and the electronics ecosystem, but it is worth stressing that there are many synergetic effects and complementarities lying between India and Japan. **Ambassador Verma said** “Digitalization and IT are very important sectors for the India-Japan relationship. India is a global leader in IT sector and Japan has strength in basic science, electronics and manufacturing. It can be said, India is good at creation of software whereas Japan, the country of monozukuri, is good at the hardware creation. I believe multiplying two different advantages that India and Japan each has will bear an important achievement in the field of digital”.

Continue....

#### -----"The Era of India" Is Coming

In the start-up sector, India is third largest country, in terms of the number of unicorn companies. India had four unicorns in 2014. In 2019, the number became six-folds to 24 and the total market value of those 24 unicorns ballooned to 100 billion US dollars.

It is expected that India may continue to be the birth place of unicorns, but it is also expected that the number of deep-tech startup may rise in India, in addition to existing IT startups. India has a large number of talents with scientific and engineering knowledge. Many of them have strong entrepreneurship. There's no reason to deny that the era of India is approaching. And the new era would deliver grand business opportunities to Japanese companies who are trying to collaborate with Indian counterparts.

In addition to startups, Japanese companies are directing their expert knowledge and funds to various industrial sectors in India, such as healthcare, logistics, mobility, AI, cyber security, consumer-tech, food-tech, fintech, insurtech, smart-city and IoT.

In recent years, India has been experiencing "fintech revolution" underpinned by the explosive spread of the internet and the development of "India Stack". This revolution provides perfect opportunities for Japanese companies to provide strategic capital to Indian counterpart in related sectors, such as P2P lending, electronic wallet, credit rating platform, and innovative insurance products.

Japanese companies have successfully entered Indian market by investing into India's venture capitals as limited partners. It is considered by Japanese companies as a good method to minimize risks associated with such investment.

It is worth considering deep about collaboration with India which has high affinity with Japan and strength in software production as a way to realize the global and open innovation of the next generation.

For more details visit the link <https://forbesjapan.com/articles/detail/32752>

### No Support for China's "One-Band, One-Road" Initiative [EXCERPTS]

Interview with Ambassador Sanjay Kumar Verma By Keiko YOSHIOKA, Asahi Shimbun [15 Feb 2020]

#### **The reason why India does not support OBOR**

—It is my understanding that India does not support "One-Band, One-Road" initiative advocated by Xi Administration. Why not?

- India does not support it as we do not agree to its handling of India's territory and other points in it. India has not attended any meetings in relation with OBOR.

—You mean to say that because OBOR promotes the development of the economic corridor centering around Pakistan, India's neighbor, as a part of its effort?

- That is also a part of the reason.

—In order to counter "OBOR", countries around the world are coming up with regional strategies of their own with "India" as a keyword. For instance, US, Japan and Australia are promoting the concept of "Free and Open Indo-Pacific"(FOIP). ASEAN is considering a regional strategy called "Indo-Pacific Outlook"

- India, too, is promoting Indo-Pacific Ocean's Initiative (IPOI). The concept of IPOI does not rival with concepts of other regional strategies. There are many aspects that we share, such as the promotion of people-to-people exchange, the connectivity, and the maritime security. We consider IPOI as a strategy, or a concept to promote reciprocal connection, rather than cutting up regions into some groups. As matter of a fact, the Indian Ocean has been a venue for such activities from the time immemorial. So, what we do now is not new to us.

#### **India's Demographic Dividend Helps Japan Facing Declining Birth Rate and Aging Population**

—Don't you think that the very existence our neighbor, China who is emerging as a global superpower, may have become an important factor to enhance the ties between Japan and India?

- I am not limiting it to China, but it is important for members in a region to speak up when behavior of other regional member may bring negative influence to the region. However, a bilateral relationship which existence relies on a presence of a third country, is fragile. It cannot be developed into a sustainable relationship.

—At the summit meeting which was planned last year, two governments were coordinating with each other on ACSA, which may enable JSDF and Indian Army to cooperate with each other by reciprocally offering items and services. What are other aspects Japan and India can cooperate?

- In terms of converting a weakness to a strength by covering the weakness, I think "population" plays big role...

Interview on Ambassador by Ronza (on-line opinion site which uploads news, opinions written by journalists/experts/academics, and interviews on prominent figures on current issues. Managed by Asahi Shimbun). For more details visit the link <https://webronza.asahi.com/politics/articles/2020021200005.html?page=1>

## Science &amp; Technology / Sports / Education

## Admission Notice!! NALANDA UNIVERSITY 2020-22

Invitation of applications from International students for Nalanda University Admission 2020-22 in Two-Year Master's Program. For application forms & more details please visit University website <https://nalandauniv.edu.in/> & <https://nalandauniv.edu.in/admissions/admission-notice/>

## DST sets up task force for mapping of technologies by Start Ups on COVID-19

The Department of Science and Technology (DST) is coordinating an effort to upscale appropriate technologies and manufacturing available in India for addressing a plethora of issues related to COVID-19, as well as scout for new and developing solutions more relevant to the country to help prepare the country for exigencies arising out of COVID-19 pandemic.

DST has set up a COVID 19 Task force for mapping of technologies from R&D labs, academic institutions, startups, and MSMEs to fund nearly market-ready solutions in the area of diagnostics, testing, health care delivery solutions, equipment supplies. Some of these solutions include masks and other protective gear, sanitizers, affordable kits for screening, ventilators and oxygenators, data analytics for tracking, monitoring, and controlling the spread of outbreak through AI and IOT based solutions, to name a few.

DST through the synergetic approach involving scientific and research institutions, researchers, scientists, incubators, startups and tech companies is geared to address the challenges arising out of Covid19 pandemic.

For more details visit the link <https://dst.gov.in/dst-sets-task-force-mapping-technologies-start-ups-covid-19>

## The 5th STS forum INDIA-JAPAN Workshop in Delhi, India

STS forum (<https://www.stsforum.org/>), the Ministry of Science and Technology of India, the Japan External Trade Organization (JETRO), and the Confederation of Indian Industry (CII) jointly organized the 5th STS forum INDIAJAPAN Workshop on February 26, 2020 at the Sheraton New Delhi, with the support of the Embassy of Japan in India. 123 leaders in the area of policy making, academia, and industry from India and Japan gathered to discuss current topics of Japan and India in two sessions. There were session focusing on Startups in S&T and Innovation, Use of big data and AI to improve life quality, et. Workshop saw huge participation from both India and Japan.

For more details visit the link <https://www.stsforum.org/file/2020/03/The-5th-India-Japan-Workshop-Summary-2020.pdf>

JET Alumni Association of India demonstrated a flower arrangement in the University of Delhi and the Japanese Embassy promoted Tokyo 2020 . The students said "we are very impressed to know Tokyo 2020 medals are made from recycled metals.



C-CAMP - BNV  
INNOVATION  
HUB (CBIH)

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INNOVATIONS  
TO THE SKY



Theme for 2020  
Agri/Marine/Food-tech  
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**AYUSH****Ministry of AYUSH Ayurveda's immunity boosting measures for self care during COVID 19 crisis**

In the wake of the Covid 19 outbreak, entire mankind across the globe is suffering. Enhancing the body's natural defence system (immunity) plays an important role in maintaining optimum health. We all know that prevention is better than cure. While there is no medicine for COVID-19 as of now, it will be good to take preventive measures which boost our immunity in these times. Ayurveda, being the science of life, propagates the gifts of nature in maintaining healthy and happy living. Ayurveda's extensive knowledge base on preventive care, derives from the concepts of "Dinacharya" - daily regimes and "Ritucharya" - seasonal regimes to maintain healthy life. It is a plant-based science. The simplicity of awareness about oneself and the harmony each individual can achieve by uplifting and maintaining his or her immunity is emphasized across Ayurveda's classical scriptures.

These measures are supported by Ayurvedic literature and scientific publications, and are recommended by sixteen eminent Vaidyas from different parts the Country. These are designed with special reference to respiratory health.

Disclaimer: The above advisory does not claim to be treatment for COVID 19.

For details visit the link <http://ayush.gov.in/event/ayurveda-immunity-boosting-measures-self-care-during-covid-19-crisis> & [https://www.indembassy-tokyo.gov.in/pdf/pdf\\_1\\_4\\_2020.pdf](https://www.indembassy-tokyo.gov.in/pdf/pdf_1_4_2020.pdf) (bilingual - Eng & Japanese)



### General Measures

-  Drink warm water throughout the day.
-  Daily practice of Yogasana, Pranayama and meditation for at least 30 minutes as advised by Ministry of AYUSH
-  Spices like Haldi (Turmeric), Jeera (Cumin), Dhaniya (Coriander) and Lahsun (Garlic) are recommended in cooking.

### Ayurvedic Immunity Promoting Measures

-  Take Chyavanprash 10gm (1tsf) in the morning. Diabetics should take sugar free Chyavanprash.
-  Drink herbal tea / decoction (Kadha) made from Tulsi (Basil), Dalchini (Cinnamon), Kalimirch (Black pepper), Shunthi (Dry Ginger) and Munakka (Raisin) - once or twice a day. Add jaggery (natural sugar) and / or fresh lemon juice to your taste, if needed.
-  Golden Milk- Half tea spoon Haldi (turmeric) powder in 150 ml hot milk - once or twice a day.



### Simple Ayurvedic Procedures

1. Nasal application - Apply sesame oil / coconut oil or Ghee in both the nostrils (Pratimarsh Nasya) in morning and evening.
2. Oil pulling therapy - Take 1 table spoon sesame or coconut oil in mouth. Do not drink, Swish in the mouth for 2 to 3 minutes and spit it off followed by warm water rinse. This can be done once or twice a day.

### During dry cough / sore throat

1. Steam inhalation with fresh Pudina (Mint) leaves or Ajwain (Caraway seeds) can be practiced once in a day.
2. Lavang (Clove) powder mixed with natural sugar / honey can be taken 2-3 times a day in case of cough or throat irritation.
3. These measures generally treat normal dry cough and sore throat. However, it is best to consult doctors if these symptoms persist.



**Yoga At Home?**

Here Embassy of India features a Yoga lesson by Dr Reeta Sharma, TIC, VCC for beginners which can be practiced at home. Visit the link [https://www.youtube.com/watch?v=qkDrQbH0tOQ&list=PLAS0mH-TzjZMSinbZKEIDIsk7Cx\\_FU2bh](https://www.youtube.com/watch?v=qkDrQbH0tOQ&list=PLAS0mH-TzjZMSinbZKEIDIsk7Cx_FU2bh)

**Yoga is a gift for global peace, harmony and wellness !**

Yoga with Hon'ble PM Narendra Modi is available at <https://www.youtube.com/watch?v=SMKkfnZDfAo&feature=youtu.be> in English and other languages.

Explanation in Japanese Language may be seen at <https://www.youtube.com/watch?v=3LIMtWO-oTs&feature=youtu.be>

**NAMASTE - PORTAL**

[NATIONAL AYUSH MORBIDITY AND STANDARDIZED TERMINOLOGIES ELECTRONIC PORTAL ]- Launched 17<sup>th</sup> of October 2017 with aim to develop a comprehensive web-portal on AYUSH Morbidity Codes, Inter-Linkages with WHO-ICD 10/11 and Standardized Ayurveda, Siddha and Unani Terminologies. For more details visit the official website at <http://namstp.ayush.gov.in/#/index>

## Cultural

### Series on Indian Movies "Indian Movie Style" - Part II - Much Less Songs and Dance

**The Yomiuri Shimbun (evening edition, December 17, 2020)** By Tamaki Matsuoka, an Asian movie researcher

India started to walk the path of development after shifting to a new economic policy in 1991, when its market was opened to foreign companies. Indian movies also changed, but not to the direction of Hollywood movies.

Since 1991, an increasing number of foreign films have been released in India, but India-made movies are far more popular than foreign films. Close to ninety percent of movies released in India are domestically produced. Indian people seem to prefer their own country's movies over foreign films. This is the biggest difference between Indian moviegoers and moviegoers of other countries.

As a matter of fact, the economic reform brought forth fundamental changes to Indian movies. Indian movies until 1991 could be generally described as "three-hour-long movies containing lots of songs and dance, as well as all kinds of entertaining elements." The fundamental changes that are seen in contemporary Indian movies are as follows: 1. There are much less songs and dance. Songs are used as background music; 2. There are more genre movies, such as suspense; 3. Screening time has been shortened to less than two hours and a half.

The major cause of these changes is the emergence of cinema complexes. The western-style cinema complex first appeared in New Delhi, in 1997. Since then, it has spread to all parts of India. As movie ticket prices are relatively high, the main clientele of these cinema complexes are middle-class or upper-class people. If the story is good, the movie can become a hit, even without gorgeous dance scenes. Also, the lengths of movies do not affect the popularity.

Nowadays, we are seeing more Indian movies without songs and dance. Due to this changing trend, film crew in India seem to be losing the knack for shooting song and dance scenes. The traditional style of Indian movies is in a precarious state, like a candlelight flickering in the wind.

### Series on Indian Movies "Indian Movie Style" - Part IV- Learn Culture while Having Fun

**The Yomiuri Shimbun (evening edition, January 7, 2020)** By Tamaki Matsuoka

I started to watch Indian movies to brush up my Hindi. What I have learned from Indian movies is unmeasurable: I came to understand India's history, culture, lifestyles, and people's sentiments through the movies. India is a vast country. You cannot easily say "In India.....," when you explain about things in India. What I have learned through various Indian movies is my treasure.

Although the majority of Indian movies that have been released in Japan are Hindi movies, there are movies in other languages as well. The two "Baahubali" movies were shot in Telugu. Sci-fi movie "Robot 2.0" was shot in Tamil, a South Indian language. "Court" was shot in Marathi, the language of the region where Mumbai is located. "Up, Down and Sideways" is a documentary film shot in the northeastern Indian state of Nagaland, and its language is Choktri. "Court" depicted severe oppression imposed on discriminated castes. "Up, Down and Sideways" introduced the history of the wars of Independence and Partition in northeastern India. These movies left unforgettable impressions on me.

In 2020, Indian movies will be continuously released every month; "Manikarnika: The Queen of Jhansi" in January, "Prem Ratan Dhan Payo" in February, and "Saaho" in March. "Saaho" is a suspense-action movie featuring Prabhas, who played the leading role in "[Baahubali]." We will get to enjoy Indian movies every month. I would like to invite Yomiuri readers to experience the world of Indian movies. You will learn a lot about India while having fun.

যদি কেউ কথা না কয় **タゴール・ソングス**

**TAGORE SONGS**

ও তুই মুখ ফুটে তোর মনের কথা বলে রে ॥  
監督：佐々木美佳

All Songs by ラビンドラナート・タゴール

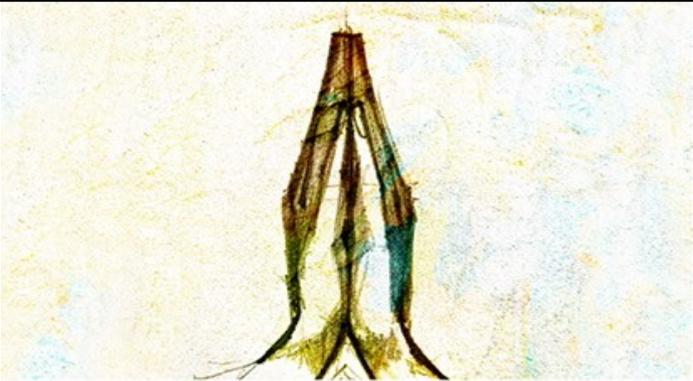
撮影：林賢二／録音・編集：辻井潔／整音：渡辺丈彦／構成・プロデューサー：大澤一生

出演：オミデーシュ・ショルカール、ブリタ・チャタルジー、オノンナ・ボッタチャルジー、ナイーム・イスラム・ノヨン、ハルン・アル・ラシッド、レズワナ・チョウドリ・ボンナ、クナル・ピッシャシュ、シュボスリシュ・ロエ、ニザーム・ラビ、ラカン・ダース・パウル、スシル・クマール・チャタルジー、リアズ・フセイン、鈴木タリタ

現地コーディネーター：モヒウッディン・ルーベル・デルタ、タシュヌヴァ・アナン、ニロエ・オディカリ

**ICCR's Global Art Competition "UNITED AGAINST CORONA-EXPRESS THROUGH ART"**

India's Indian Council of Cultural Relations (ICCR) is pleased to announce **Global Art Competition "UNITED AGAINST CORONA-EXPRESS THROUGH ART"** inviting artworks from India & world promoting Art in the time of Corona. Express yourselves and win prizes. Please visit <http://iccr.gov.in> for guidelines & details.



**UNITED AGAINST CORONA-  
EXPRESS THROUGH ART  
ART IN THE TIME OF CORONA**

The Indian Council for Cultural Relations (ICCR) invites Indian and world citizens to submit their work of art, expressing their emotions, feelings, ideas and innovative thoughts on the COVID-19 pandemic, social distancing, quarantine and the fight against the virus.

Best works will receive major prizes and will be showcased online and in physical exhibitions in National level Galleries in India and abroad.

Expressions may be sent to ICCR by 1st May 2020 in following categories:

CONTEMPORARY ART | FOLK & TRIBAL ART | CARTOONS & ILLUSTRATIONS | DIGITAL & NEW AGE ART

The competition is open to Professional artists, Amateurs (all people undergoing self-isolation), Students and Children.

For details on participation and competition brochure, please visit [www.iccr.gov.in](http://www.iccr.gov.in).



ICCR Global Art Competition  
**UNITED AGAINST CORONA - EXPRESS THROUGH ART**  
Art in the Time of Corona

Announcement of Prizes



**Category A : FOREIGN PARTICIPANTS**  
(Prize amount in USD)

	Contemporary	Folk/tribal	Illustrations/cartoons	Digital
Professional	2500	1500	1500	1500
Amateur	1500	1000	1000	1000
Children/Students	750	500	500	500

**Category B : INDIAN PARTICIPANTS**  
(Prize amount in INR)

	Contemporary	Folk/tribal	Illustrations/cartoons	Digital
Professional	1,50,000	1,00,000	1,00,000	1,00,000
Amateur	1,00,000	70,000	70,000	70,000
Children/Students	70,000	30,000	30,000	30,000

ICCR will sponsor visit of all winners at an Award function in Delhi, India

\*\*\*\*\*



On the occasion of its 70<sup>th</sup> Foundation Day, the Indian Council for Cultural Relations announces Essay Competitions in the following categories

**Category 1: ICCR students in India and ICCR alumni overseas**  
**Topic of essay: My Personality Growth, My Experience**  
**Word limit: 4000 words**

Essays may be submitted with your details (Name, Nationality, Country, Course, Institute, University, phone number) to SPD ICCR Mrs. Sulakshana Bhatia, at [spdawards.iccr@gov.in](mailto:spdawards.iccr@gov.in)



**Category 2: Indian Diaspora (both NRIs and PIOs)**  
**Topic of Essay: India's Cultural Imprint: Retrospect and Prospects**  
**Word limit: 4000 words**

Essays may be submitted with your details (Name, Nationality, Country of residence, address, phone number) to PD ICCR Mrs. Archana Sharma at [cssection.iccr@nic.in](mailto:cssection.iccr@nic.in)

**Prizes to win in each category**

- First Prize : USD 2000
- Second Prize : USD 1500
- Third Prize : USD 750

**Last date of submission of entries: 30 April 2020**

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