



Embassy
of India
Zagreb

सत्यमेव जयते



in



NEWSLETTER (NOVOSTI IZ INDIJE)

ISSUE NO.3; March, 2021

PROMOTION OF INCREDIBLE INDIA & 1ST BRAINSTORMING SESSION WITH CROATIAN ENTREPRENEURS FOR STRENGTHENING INDIA-CROATIA INNOVATION AND BUSINESS PARTNERSHIP



On 22 March 2021, the Embassy organized a tourism event at Westin hotel in which it promoted the Spring edition of Place2Go magazine. In the Spring edition of the magazine, an article on 4 Indian States (Rajasthan, Goa, Kerala and Uttar Pradesh) was published. Top 20 leading Croatian tourist agencies gathered at the event and discussed the possibility of strengthening bilateral cooperation in the tourism sector, especially outgoing tourism to India.



On 24 March 2021, Embassy organized the 1st Brainstorming Session at Westin Hotel with an aim to strengthen India-Croatia innovation and business partnership. At the event 22 Croatian prominent entrepreneurs gathered from various sectors including energy, IT infrastructure, pharmaceuticals, R&D and Innovation. Mr. Deepak Bagla, CEO, Invest India addressed the audience through a video message from India, briefed the Croatian entrepreneurs about the investment opportunities in New India and the Startup revolution which is taking place in India. Invest India, through their dedicated teams in Croatia and with Embassy of India in Zagreb, offered full support to Croatian Businessmen & Innovators in their journey towards India.

Infobip in India: **How the international IT and telecommunications giant succeeded** **in India by Infopib Chief Executive Officer**



1. Since when are we present in India?

Infobip extended its services to the India region in December 2013.

2. What are our experiences with doing business in India?

Following Infobip's arrival in India, we were able to tap into the growing demand for omnichannel communication and customer engagement solutions in the country's increasingly digital-first market. This was possible on account of our experiences in other countries and the fact that India's business ecosystem shares some commonalities with the global business ecosystem. These include, without being limited to, increasing digitization levels, a big pool of local talent and resources, increasing entry of millennial and postmillennial generations into the workforce, and a political will aimed at stimulating the country's startup ecosphere, among others. Further, business communication across all sectors has evolved at an accelerated speed and scale. Customers are now increasingly exerting their digital presence and engaging with brands across a range of online channels and media including brand website, customer support IVRs, emails, etc. This behavior has become ingrained in the way of life of Indians, especially the younger generations, way past the point of inflection.

Shortly after launching in the Indian market, we realized that as with any other new market entry, if we were to grow our local presence and resolve the pain points plaguing the people and businesses in the country, we would need to focus on resolving the need-gaps unique to the domestic landscape by offering solutions optimized for the home turf. This is what we did.

Take, for example, the case of the healthcare sector in the country. Unlike in the developed countries, it is far from prepared to accommodate the exponential rise in the volume of patients during the viral outbreak of 2020.

Against this backdrop, government authorities and medical organizations alike went into hyperdrive to disseminate the necessary and authentic healthcare advice and precautionary measures to the Indian public.

Understanding that India is home to the largest [user base](#) of WhatsApp – even by those that do not consider themselves 'tech savvy' made it the obvious choice of channel to reach the population at this critical time. Partnering with various Government departments and public authorities across India, a WhatsApp API-linked chatbot was developed

to provide [quick and trustworthy on-demand information](#) related to COVID-19. Besides being easily accessible and simple to use, this automated chatbot-based solution operated 24/7 to provide critical information.

Well over 500 million Indians use smartphones with over three quarters accessing the internet over them (source: Tech ARC Market Research). Being tech savvy is no longer a prerequisite for using smartphones to consume and communicate. In fact, other unique gap needs in the country include the thirst for access by young people to edtech. School students of today prefer a more engaging and interactive approach. And the edtech startups are delivering. According to research by Google and KPMG, the online edtech market in India is projected to reach billion by 2021. Similarly, with the food delivery vertical, these apps despite going through a roller-coaster ride over the last couple of years, are definitely taking a large slice of the pie when it comes to the restaurant business. And with the arrival of Google and Uber in this space, it will only become more competitive. With consumers becoming more comfortable using their phones for everything from health and fitness to shopping and banking – businesses and service providers need to follow suit.

These are just a few examples of where enterprises are beginning to realize that need and power of omnichannel engagement to grow and compete in an increasingly digital first world. Infobip's connected communications platform as a service has a solution to power all capabilities from customer experience and engagement to security and authentication

3. What are our plans for the future when it comes to doing business in India?

The global Communications Platform-as-a-Service (CPaaS) market is expected to register a CAGR of [34.3%](#) between 2020 and 2025. The pandemic has further catalyzed digital transformation across sectors, thereby improving and crystallizing the scope of greater adoption of CPaaS and SaaS solutions by individuals and businesses alike. India is no exception to this rule. We can assess the opportunity landscape in the Indian context by looking at the growth of fintech services in the country following the viral outbreak. In April 2020, digital payments comprised [98%](#) of the total transaction value of payments in India while, by November 2020, UPI transactions across the country accounted for ₹3.91 lakh crore.

Even taking the ongoing inoculation drive into account does not change the fact that India's future, like the rest of the world, is digital-first. This is because digital transformation in organizations across the globe has already crossed the point of no return, a point reinforced by a recent [survey](#) by McKinsey. Astride of this development, we are anticipating an exponential growth in the country's CPaaS market along with a continued shift towards the adoption of the omnichannel mode of communication. And we, with our innovative suite of communication solutions under our belt, are poised to capitalize on this burgeoning market opportunity.

At Infobip, we regularly come up with new innovations to address and resolve both existing and emerging need-gaps in the country's business communications landscape. We have enriched our already strong CPaaS platform with relevant SaaS solutions such as our customer engagement solution 'Moments', our chatbot building platform 'Answers', and our cloud contact center offering 'Conversations'. Through this portfolio expansion, we are empowering our clients to deliver an omnichannel, connected experience to their customers.

We aim to help brands develop a deeper understanding of their customers' continuously evolving needs and sensibilities while enabling them to meet these requirements most optimally. Our latest solution Answers, for instance, is designed to help modern brands to deploy chatbots over a single conversational user interface that provides 24/7 support to customers on the platform of their choice.

Finally, we have also identified the rise of Mobile Identity as a universal authentication and silent verification standard. It uses billing information securely held by telecoms providers to confirm your identity quickly, safely and seamlessly for a better overall online experience and there are signs that this technology is slowly making an entry into India. RCS too will emerge as a key revenue driver for mobile operators allowing them to take a slice of global and national mobile advertising budgets as well as give brands an alternative for enriched two-way communications with customers. Against this backdrop, we are committed to providing the best B2B, B2C capabilities, range of channels and scalability for the CCaaS and CPaaS industry in India over the coming years.

MARITIME INDIA VISION 2030



Maritime India Vision (MIV) 2030 – Taking India to Global Maritime Leadership India comprises a significant size maritime sector with 12 Major and 200+ Non-Major Ports situated along its 7500 km long coastline and a vast network of navigable waterways. The country's maritime sector plays a crucial role in its overall trade and growth, with 95% of the country's trade volume and 65% of the trade value being undertaken through maritime transport. With the objective of propelling India to the forefront of the Global Maritime Sector, Ministry of Ports, Shipping and Waterways has formulated Maritime India Vision 2030 (MIV 2030), a blueprint to ensure coordinated and accelerated growth of India's maritime sector in the next decade.

MIV 2030 has been formulated in consultation with over 350+ public and private sector stakeholders, comprising ports, shipyards, inland waterways, trade bodies and associations, national and international industry and legal experts. 250+ brainstorming sessions, study of 100+ global benchmarks & best-in-class examples, and analysis of 50+ Acts and Laws (including state & environmental) have led to development of MIV 2030. MIV 2030 identifies over 150 initiatives across 10 themes covering all the facets of the Indian maritime sector and is a comprehensive effort to define and meet national maritime objectives.

India Maritime Sector:

Key Highlights Ports: Two Indian Ports, JNPT (#33) and Mundra (#37) have the distinction of featuring in the list of top 40 global container ports. India augmented its capacity by over 65% across all Major Ports in the last 5 years. Of the total cargo handled at Indian Ports, over 54% is handled at the country's 12 Major Ports.

Inland Water Transport: India has increased the modal share of cargo from 0.5% to 2% and has witnessed 19% year-on-year growth in cargo volumes over the last 5 years. India has over 5,000 km of navigable inland waterways under development.

Shipping: Globally, India ranks 2nd in ship recycling and 21st in ship building. India is ranked amongst the top 5 countries supplying trained manpower, with 17% growth in seafarers in the last 3 years.

6 Key Guiding Principles

The following key guiding principles were incorporated to define the MIV 2030:

1. Analyze current and future challenges to define initiatives
2. Drive innovation by utilizing latest technology
3. Create time-bound action plan
4. Benchmark to understand current standing and adopt best-in-class practices
5. Address capability building and human resources
6. Explore ideas to achieve “Waste to Wealth”

Key Performance Indicators to Achieve Vision 2030

MIV 2030 – Key targets

Key Performance Indicator		Current (2020)	Target (2030)
1	 Major Ports with >300 MTPA cargo handling capacity	-	3
2	 % of Indian cargo transshipment handled by Indian ports	25%	>75%
3	 % of cargo handled at Major Ports by PPP/ other operators	51%	>85%
4	 Average vessel turnaround time (containers)	25 hours	<20 hours
5	 Average container dwell time	55 hours	<40 hours
6	 Average ship daily output (gross tonnage)	16,500	>30,000
7	 Global ranking in ship building and ship repair	20+	Top 10
8	 Global ranking in ship recycling	2	1
9	 Annual cruise passengers	4,68,000	>15,00,000
10	 % share of Indian seafarers across globe	12%	>20%
11	 % share of renewable energy at Major Ports	<10%	>60%

Impact of Maritime India Vision – 2030

MIV 2030 envisions an overall investment of INR 3,00,000 – 3,50,000 Cr across ports, shipping, and inland waterways categories. This vision roadmap is estimated to help unlock INR 20,000+ Cr worth of potential annual revenue for Indian Ports. Further, it is expected to create an additional ~20,00,000+ jobs (direct and non-direct) in the Indian maritime sector.

Lead the World in Safe, Sustainable & Green Maritime Sector

Port authorities & operators face a number of challenges with respect to the role and impact of ports in sustainable development of coastal areas. The development and adoption of internationally benchmarked HSE standards by the maritime sector globally has emphasized that an effective management system must not only encompass operational activities, but also establish safety, health, and environmental objectives and procedures into each process. To achieve sustainability of port operations, authorities and stakeholders should be able to:

Manage the port’s growth and development effectively; Ensure safety and promote the health and welfare of workers and Adhere to globally recognized environmental quality standards.

Indian ports and maritime bodies need to focus on key environment, safety and health areas such as:

- Increasing Renewable Energy usage at ports
- Improving Air quality at ports
- Optimizing water usage and increasing green cover
- Improving solid waste management
- Dredging material recycling
- Zero accidents, injuries or health hazards at ports
- Centralized monitoring of KPIs and compliance to global standards

8 key interventions were identified to improve the Safety & sustainability at Indian ports and maritime bodies:

- Renewable Energy: Make Indian Major Ports green & sustainable by increased usage of renewable energy (solar, wind and advanced energy solutions)
- Air Quality improvement: Improving usage of clean fuels and other measures at ports
- Water usage optimization: Developing water treatment infrastructure and employing water conservation techniques across ports
- Improving Solid Waste management: Improve waste segregation, recycling & re-use and promoting waste to wealth in alignment with Swachh Bharat Mission
- Dredging Material Recycling: Employing sustainable dredging disposal mechanism to improve dredging material that is recycled and reused at ports
- Zero Accident Safety Program: Improving safety across key elements - risk audit, safe equipment handling, process re-engineering, and safety culture & training
- Occupational Health management: Drive medical monitoring of workers and strengthen occupational health centers & services across ports
- Centralized Monitoring: Driving compliance to international standards, conduct robust target setting and ensure central monitoring of KPI.

As part of Vision 2030, globally benchmarked targets have been defined to help India improve Safety & sustainability at Ports.

Exhibit 9.8 | KPI targets and impact

S.No2	KPI measure	Current measure	Target
1	% share of Renewable energy consumption at ports (self generated + procurement from grid)	<10% ²	>60%
2	% Port equipment electrified	-	50%
3	% area under green belt	<10% ³	20% ¹
4	% reduction in CO2 emission / ton of cargo	-	30%
5	% reduction in fresh-water consumption / ton of cargo	-	20%
6	% reduction in accidents (Zero accident ports)	-	100% (by 2023)

1. National level target, since port level target can vary basis land availability, soil fertility etc.
 2. Current measure based on 4 Major Ports: Mormugao, Paradip, Cochin and New Mangalore
 3. Current measure based on 3 Major Ports: Mormugao, Paradip, and Cochin
 Source: Annual reports of leading international ports, domestic private ports, Portopia KPI analysis, PRISM report, TA 12 Report, 4 Indian ports

Become Top Seafaring Nation with World Class Education, Research and Training

India currently contributes to 10-12% of world seafarers, leaving significant untapped potential. The market is currently dominated by countries like Philippines, Indonesia, Myanmar due to their higher expertise and lower costs. In order to compete globally it is important to establish institutions and develop up-to date programs for training and upskilling Indian seafarers.

In order to become a leader in maritime sector it is important to focus on skill development and encourage research and innovation in the sector. To this end, four key focus areas have been identified to facilitate India in becoming a top seafaring nation:

1. Promotion of research and innovation through setting up of maritime knowledge cluster and innovation labs
2. Strengthening maritime education and training through improvement in training programs and increasing opportunities for seafarers
3. Building a strong ecosystem for seafarers focussing on welfare, grievance redressal
4. Encourage port led capability development

Development of best in class seafarers would require strengthening of maritime institutes which ensure dissemination of up to date knowledge and employment opportunities, encouraging participation of women, ensuring holistic development of seafarer community and initiating port led capability development.

As part of Vision 2030, targets have been defined to enhance the capability and skill development of seafarers (Exhibit 10.22).

Exhibit 10.22 | Key Performance Indicators for Capability Development

Capability development| KPI targets and impact

 Category	 KPI metric	 Current	 Target (2030)
 Research and innovation	Number of research paper citations in the field of ocean sciences per million inhabitants	42	>2,000
	% of research undertaken with industry collaboration	<20%	60%
 Maritime education and training	Indian universities in top 25 global ranking for Maritime science	-	3-5
	% contribution of Indian Seafarers across the world	12%	>20%
	% of proportion of women seafarers in India	<0.5%	2-3%

Source: Global Ocean Science report, published by United Nations Educations, Scientific and Cultural Org. (2017); Shanghai rankings

WEST BENGAL - THE SWEETEST PART OF INDIA

Geography

Surrounded by Nepal, Bhutan, and Bangladesh internationally, and by the Indian states of Orissa, Jharkhand, Bihar, Sikkim, and Assam, West Bengal has an area of 88,752 km. The state capital is Kolkata, formerly known as Calcutta. West Bengal boasts of artisanal excellence with its extraordinary terracotta work, handloom weaves, heritage sarees and various other unique handicrafts. Geographical sign tags like Nakshi Kantha (Handicraft), Terracotta, Darjeeling tea (Agricultural), Santipore Saree (Handicraft), Shantiniketan Leather Goods (Handicraft), Fazli Mango (Agricultural), Khirsapati or Himsagar Mango (Agricultural), Laxman Bhog Mango (Agricultural), Baluchari Saree (Handicraft), and Dhaniakhali Saree (Handicraft) are some examples of the unique array of attractions that West Bengal offers. It is also a centre of educational excellence and a technologically advanced state in India.



Districts of West Bengal

If you are an adventure enthusiast, the state has no dearth of attractions for you. Visit the dense mangroves of Sunderbans for waterway rides to spot a staggering variety of flora and fauna, including the famed Royal Bengal Tiger; trek the Himalayan Mountains with their breathtaking beauty or the green Puruliya Hillocks; or enjoy a safari in the misty forests of Jaldapara, Chilapata.



Bengal tiger

Even a visit to the colourful tribal villages of the Santhals or other ethnicities is sure to be a thrilling experience of a lifetime. Celebrate myriad of festivals with us like the Durga Puja, Poila Baishakh (the Bengali New Year), Rathayatra, Dolyatra or Basanta-Utsab. From Christmas carnivals to Eid ul-Fitr and Muharram; from Buddha Purnima to the legendary Ganga Sagar Yatra, all celebrated with great zeal. History in West Bengal co-exists with modernity. From the Last Independent Nawab's Havelis to the super-fast AC rides of the Metro Rail - West Bengal has it all. Here the culinary diversity merges from haute cuisine to street foods to mouth-watering local specialities.



The Darjeeling Himalayan Railway was designated a UNESCO World Heritage Site in 1999

Economy

According to SBI Research, the total size of West Bengal's economy in FY2021 and FY2022 is estimated to be ₹13.5 lakh crore and ₹15.1 lakh crore. Bengal's most recent budget, presented in February, forecast a sharp uptick in nominal (inflation-unadjusted) growth of 8%. Nominal growth is a key determinant of tax revenues. If the state achieves its projected positive growth of 8% (+/-2%), this turnaround will substantially help cushion its debt baggage, which at ₹5.25 lakh crore currently is one-third of the total size of its economy.



The Grand Hotel in Kolkata. Tourism, especially from Bangladesh, is an important part of West Bengal's economy.

Rice is the state's principal food crop. Rice, potato, jute, sugarcane and wheat are the state's top five crops. Commercial tea is produced in northern districts; the region is well known for Darjeeling and other high-quality teas. State industries are localized in the Kolkata region, the mineral-rich western highlands, and the Haldia Port region. The Durgapur-Asansol colliery belt is home to several steel plants. Important manufacturing industries include engineering products, electronics, electrical equipment, cables, steel, leather, textiles, jewellery, frigates, automobiles, railway coaches and wagons. Natural resources like tea and jute in nearby areas have made West Bengal a major centre for the jute and tea industries.



Freshly sown saplings of rice in a paddy; in the background are stacks of jute sticks.

Culture and education

West Bengal films are shot mostly in studios in the Kolkata neighbourhood of Tollygunge; the name "Tollywood" (similar to Hollywood and Bollywood) is derived from that name. The Bengali film industry is well known for its art films, and has produced acclaimed directors like Satyajit Ray, who is widely regarded as one of the greatest filmmakers of the 20th century. The University of Calcutta, the oldest and one of the most prestigious public universities in India, has 136 affiliated colleges.



University of Calcutta, the oldest public university of India.

Cricket and association football are popular sports in the state. West Bengal, unlike most other states of India, is noted for its passion and patronage of football. Kolkata is one of the major centres for football in India and houses top national clubs such as Mohun Bagan Athletic Club, East Bengal Club and Mohammedan Sporting Club. West Bengal has several large stadiums. Eden Gardens is one of only two 100,000-seat cricket stadiums in the world.



The Eden Gardens on a matchday

HINDI CHAIR

The Webinar "Hindi in the global scenario" commemorated #WorldHindiDay2021 under the joint aegis of the Department of Indology, Faculty of Humanities & Social Sciences & Embassy of India, Zagreb was held on 29th March 2021.



Embassy of India, Zagreb

Department of Indology, Faculty of Humanities and Social Sciences of the University of Zagreb

Webinar 'Hindi in the global scenario' on the occasion of the World Hindi Day 2021

March 29, 2021 / 10:00 am Zagreb time / 1:30 pm IST / Virtual platform – Zoom



Prof. Girishwar Misra



Prof. Virender Bhardwaj



H. E. Rajkumar Srivastava

Ambassador of India to
Croatia



Prof. Heinz Werner Wessler



Dr. Astha Naval



Prof. Vanya Gancheva



Dr. Ashish Kandhwa



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Mr. Manohar Lal,
Head of Chancery

ज़ाग्रेब में विश्व हिंदी दिवस 2021 के अवसर पर 29 और 30 मार्च को दो दिवसीय कार्यक्रम का आयोजन किया गया, जिसमें नया भारत @ 75 के तहत हिंदी भाषा और अभिनव भारत की वैश्विक धरातल पर संकल्पना के सूत्र तलाशने का प्रयास किया गया। कार्यक्रम में पहले दिन 'विश्व पटल पर हिंदी' शीर्षक से वेब गोष्ठी का आयोजन किया गया जिसमें तीन प्रमुख महाद्वीपों- एशिया, यूरोप और उत्तरी अमेरिका से हिंदी के प्रचार प्रसार में महत्वपूर्ण योगदान दे रहे और गंभीर कार्य कर रहे दिग्गज शिक्षाविदों ने अपने वक्तव्य दिए। क्रोएशिया में भारत के राजदूत माननीय राज कुमार श्रीवास्तव जी के नेतृत्व में आयोजित इस वेब गोष्ठी में उद्घाटन सत्र का संचालन और कार्यक्रम का संयोजन ज़ाग्रेब स्थित आई.सी.सी.आर. की हिंदी पीठ पर नियुक्त विज़िटिंग प्रोफेसर डॉक्टर ज्योति शर्मा ने किया। ज़ाग्रेब विश्वविद्यालय के भारत विद्या विभाग के विभागाध्यक्ष प्रोफेसर डॉक्टर इवान आन्द्रियानिच जी ने विभाग की ओर से माननीय राजदूत महोदय और उपस्थित सभी वक्ताओं और श्रोताओं का हार्दिक अभिनंदन किया। माननीय राजदूत महोदय ने अभिनव भारत @ 75 की संकल्पना सभी के साथ साझा करते हुए हिंदी भाषा के इस दिशा में महत्व और योगदान को रेखांकित किया। साथ ही सभी उपस्थित वक्ताओं और श्रोताओं को इस वेब गोष्ठी के लिए बधाई देते हुए नया भारत के तहत इस दिशा में नई योजनाओं के कार्यान्वयन का सुझाव भी दिया। इस गोष्ठी के पहले सत्र में विभाग की अध्यापिका सुश्री विशनया ग्राबोवत्स ने संचालन किया। महात्मा गांधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय वर्धा के पूर्व कुलपति प्रोफेसर गिरीश्वर मिश्र जी ने 'हिंदी का विश्व और अंतरराष्ट्रीय हिंदी विश्वविद्यालय वर्धा' विषय पर अपने विचार रखते हुए सभी वक्ताओं को इस दिशा में भारत सरकार की ओर से चल रही कई अकादमिक योजनाओं से अवगत कराया। दिल्ली विश्वविद्यालय से प्रोफेसर वीरेंद्र भारद्वाज ने 'वैश्विक पटल पर हिंदी' विषय पर बात करते हुए विश्व में हिंदी के विविध रंगों से परिचित करवाया। भारतीय सांस्कृतिक संबंध परिषद की पत्रिका गगनांचल के संपादक डॉ आशीष कन्धवे ने विश्व पटल पर हिंदी संपादक की दृष्टि से दिखाने का प्रयास किया। दक्षिण कोरिया, सियोल स्थित 'हंकुक विश्वविद्यालय' से प्रोफेसर किम योंङ् जंड् ने हंकुक विश्वविद्यालय में हिंदी भाषा के अध्ययन अध्यापन की प्रक्रिया को पावर पॉइंट प्रस्तुति के माध्यम से सबके साथ साझा किया। तीसरे सत्र का संचालन विभाग के प्राध्यापक श्री क्रशिमिर कर्नित्स ने किया। इस सत्र में उप्साला विश्वविद्यालय नॉर्वे से शामिल हुए प्रोफेसर हाइंस वर्नर वेस्लर ने विश्व पटल पर हिंदी से जुड़ी संभावनाओं और चुनौतियों की ओर सभी का ध्यान आकर्षित किया और उप्साला के विशेष संदर्भों को रेखांकित करते हुए अपनी बात कही। सोफिया विश्वविद्यालय बुल्गारिया से शामिल हुई प्रोफेसर वान्या गान्चेवा ने सोफिया विश्वविद्यालय में भारतविद्या विभाग और हिंदी की स्थिति और स्वरूप पर बात की। लिस्बन विश्वविद्यालय पुर्तगाल से शामिल हुए डॉक्टर शिव कुमार सिंह ने पुर्तगाल में हिंदी और भारतीय अध्ययन विषय पर अपनी बात कहते हुए पुर्तगाल में हिंदी और इस दिशा में हुए अनुवाद कार्यों को सबके साथ साझा किया। मैरीलैंड यू.एस.ए. मॉंटगोमरी कॉलेज से कार्यक्रम में सम्मिलित हुई डॉक्टर आस्था नवल ने अमेरिका में हिंदी की स्थिति पर बात करते हुए अपनी स्वरचित कविताओं का वाचन भी किया। तीसरे सत्र का समाहार और विभाग की ओर से धन्यवाद ज्ञापन श्री क्रशिमिर कर्नित्स ने किया और दूतावास की ओर से सभी वक्ताओं और श्रोताओं को धन्यवाद चांसरी प्रमुख श्री मनोहर लाल जी ने दिया। इस वेब गोष्ठी में लगभग 75 प्रतिभागियों ने हिस्सा लिया। ज़ाग्रेब विश्वविद्यालय से स्नातक और स्नातकोत्तर स्तर के विद्यार्थियों के साथ साथ पीएच.डी. शोधार्थियों ने भी सक्रिय भागीदारी की। इसके अतिरिक्त पुर्तगाल, दक्षिण कोरिया, नॉर्वे, बुल्गारिया समेत भारत के अलग-अलग प्रतिष्ठित विश्वविद्यालयों से शिक्षकों, विद्यार्थियों और शोधार्थियों ने भाग लिया। प्रश्नोत्तरी के दौरान भी वैश्विक पटल पर हिंदी के स्वरूप, इससे जुड़े सवालों, समाधानों और सक्रिय रूप से नए भारत की संकल्पना में हिंदी भाषा के महनीय योगदान की योजनाओं पर बातचीत की गई। निश्चित तौर पर यह वेब गोष्ठी दुनिया भर में हिंदी भाषा, साहित्य और भारत की संस्कृति से प्रेम करने वाले और इस दिशा में महत्वपूर्ण कार्य कर रहे विद्वानों के विचारों को एक मंच पर लाने का एक महत्वपूर्ण प्रयास साबित हुई। साथ ही इस वेब गोष्ठी की एक बड़ी सफलता यह रही कि इस कार्यक्रम में बड़ी संख्या में जुड़े युवा वर्ग के लोगों के लिए इस दिशा में सक्रिय रूप से जुड़ने और काम करने के लिए मार्गदर्शक भी साबित हुईं।

कार्यक्रम के दूसरे दिन ज़ाग्रेब में हुई एक बैठक में इस गोष्ठी से प्राप्त हुए तमाम विचारों को समेटते हुए नए भारत @75 के तहत नई योजनाओं के निर्माण पर विचार किया गया और उन्हें किस प्रकार कार्यान्वित किया जा सकता है इसकी रूपरेखा पर भी बात की गई।

AYUSH CELL CROATIA

Ambassador Srivastava had a meeting with Dr. Željko Plazonić, State Secretary of the Ministry of Health, where both exchanged ideas for strengthening Croatian and Indian Healthcare cooperation that includes medical devices, pharma, skilled Human Resources & traditional medical systems like Yoga & Ayurveda.



Embassy scheduled the 3rd AYUSH Cell meeting in 2021 on the 25th March at the Soul food premises, Zagreb. Focus of the meeting was the sharing of ideas which would be beneficial for the 1st Yoga & Ayurveda International Conference, which is set in June 2021.



At the meeting were discussed different perspectives by several associations beneficial for the conference.



Online Session “[Ayurvedic Strategies for a Strong Immune System](#)” with Ambassador Srivastava, Dr. Wolfgang Schachinger & Mr. Jadranko Miklec emphasized on following the simple principles of Ayurveda, to improve human health and immunity, especially in the face of the current pandemic.



ONLINE WEBINAR ON AYURVEDA

AYURVEDIC STRATEGIES FOR A STRONG IMMUNE SYSTEM

 JADRANKO MIKLEC, YOGACHARYA & CROATIAN YOGA PIONEER	 AMB RAJ SRIVASTAVA, AMBASSADOR OF INDIA TO THE REPUBLIC OF CROATIA	 DR WOLFGANG SCHACHINGER, Director, Maharishi Ayurveda Health Center Ried, Austria & Founder of European Ayurveda Medical Assoc.
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Tuesday, 23rd March, 2021, 8pm (CET)

Embassy of India Zagreb | MINISTRY OF AYUSH

AMBASSADORS OUTREACHES

Ambassador called on the Ministry of Culture and Media H.E. Ms. Nina Obuljen Koržinek. The Ambassador expressed satisfaction with the Cultural Cooperation Program, which facilitates exchanges between the two countries, and briefed the Minister on the efforts of the Embassy of India to enable a greater presence of Indian artists and professionals in the cultural & creative industries in Croatia. He also announced a program of presenting Indian culture & art in Croatia next year to mark 30 years of diplomatic relations between the 2 countries. Link: <https://bit.ly/3de0i1K>



The Mayor of Dubrovnik, Mato Franković, received Ambassador Srivastava. During the conversation, Mayor Franković mentioned the upcoming tourist season, emphasizing how India is a very important tourist market for the City of Dubrovnik, which will continue to enhance business and friendly relations in the future. Ambassador Srivastava emphasized that Dubrovnik and Croatia have a lot of potential in terms of various sectors, especially for the film industry, entrepreneurship and education.



Ambassador met during his visit to Dubrovnik with County Prefect Mr. Dobrosravić & discussed cooperation in healthcare, digital technology, education, tourism & culture for further strengthening.



Conference on Earthquake Engineering on 22-24 March 2021, in remembrance of the damage caused by the Zagreb Earthquake of 22/03/20, saw participation of Ambassador Srivastava and 2 renowned experts namely Sudhir K. Jain, Director, Indian Institute of Technology Gandhinagar and Kamal Kishore Member of India's National Disaster Management Authority (NDMA) and many others. LINK: <https://crocee.grad.hr/event/1/>



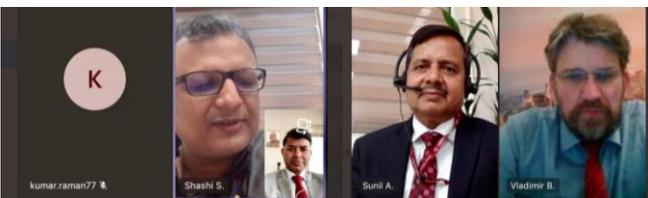
Embassy of India, Croatian Chamber of Economy & Invest India organized the Webinar on "New India" for Croatian companies. Ambassador Srivastava highlighted the defining features of New India - 3D; Democracy, Demand & Demography & 3S; Speed, Scale & Sensitivity.



Ambassador met Croatia Film Director Mr. Arsen Anton Ostojić. His F20 was awarded in 2019-20 on three different occasions in India.



Prasar Bharati & Croatian National Television connected on a digital platform to develop an action plan for cooperation ahead to strengthen India & Croatia's P2P bonds.



Media article with Madam Srivastava appeared in the Moskar Lifestyle edition of Dubrovački vjesnik which talks about the History of Dubrovnik, Croatia, Cuisine & her enjoyment of playing golf.

LINK: <https://bit.ly/3st8UYT>



Excerpt of the Interview Ambassador Srivastava gave to Flash.hr. "For startups, we have a 0% tax. Prime Minister Modi says: "I see startups, technology and innovation as exciting and effective tools for India's transformation." Launched in 2016, Startup India is a flagship initiative of the Government of India, aimed at building a strong ecosystem for fostering innovation & startups in the country that drives sustainable economic growth & employment opportunities. Full interview -> <https://bit.ly/39iy58V>.



RAJ KUMAR SRIVASTAVA - 0% STARTUP TAXES, OUR TECHNOLOGY AND INNOVATION WERE EFFECTIVE INSTRUMENTS FOR THE TRANSFORMATION OF INDIA

Ambassador met with Prof., Mato Njavro, Dean of The Zagreb School of Economics and Management, whose knowledge about Asia at a young age is commendable and surely would have influenced in connecting the youth of India & Croatia.



Ambassador Srivastava & Madam Srivastava received at the India House in Zagreb, State Secretary for Political Affairs H.E. Mr. Frano Matušić. and exchanged ideas for stronger Indian & Croatian partnership.



Ground reality facts & in-depth knowledge was shared about New India at a virtual session with 100 participants from Croatian Diplomacy & Bureaucracy, organized by Embassy of India, Zagreb in cooperation with Croatian Diplomatic Academy as the inaugural event for celebrating India@75 in Croatia.



Ambassador Srivastava visited one of the biggest Croatian food distributors Podravka Croatia & met with its Board President Mrs. Martina Dalić, former Croatian Economy Minister & discussed the potential of expanding Indian & Croatian cooperation in food & pharmaceutical sectors. Podravka is active in India with its Pharma branch Belupo.



Ambassador Srivastava visited and paid respect to the Romani Memorial Center & Uštica Cemetery with MP Mr. Veljko Kajtazi.



News on India

1. Passenger vehicle sales in India up 18% in February 2021: According to the 'Society of Indian Automobile Manufacturers' (SIAM), passenger vehicle sales in India increased by 17.92% YoY, to 281,380 units in February 2021 compared to February 2020. In February 2020, passenger vehicle wholesales stood at 238,622 units. Total vehicle sales increased by 10.21% to 1,735,584 units in February 2021, up from 1,574,764 units in February 2020. Indian key players such as Maruti Suzuki India (MSI), registered sales of 144,761 units in February 2021, increased by 8.27% YoY, Hyundai Motor India reported an increase of 28.97% in dispatches at 51,600 units (February 2021).

2. Indian packaged food market to be double in 5-10 years to US\$ 70 billion: According to the Nestlé India in the next 5-10 years, the Indian packaged food industry is forecasted to double and increase to US\$ 70 billion, pushed by factors like economic growth, demographic dividends and rising e-commerce. The company is also hoping for the government's food processing sector production-linked incentive (PLI) scheme, which would be a positive development for the industry with the combination of capital expenditure and job creation. In October 2020, Nestle announced that it will continue to invest US\$ 356.38 million in India over the next 3-4 years to expand the existing market and new upcoming unit as Sanand, Gujarat. In India, Nestle currently operates eight production units. Net sales for 2020 were registered US\$ 1.82 billion. Its net profit increased 5.79% to US\$ 285.44 million.

3. India helped over 150 countries during COVID-19: India has conducted its way to assist the world in the COVID-19 crisis under the dynamic leadership of Hon'ble Prime Minister Shri Narendra Modi. In the pandemic period, the country with its over 1.3 billion population demonstrated its resilient strength by progressing quickly after combatting the virus. India was not reliant on anyone in the pandemic, but rather extended support to the world in the fight against the virus. Prime Minister Mr. Narendra Modi with the true spirit of 'Vasudhaiva Kutumbakam' (where the universe is one family) initially supported the access to medicines to more than 150 countries in addition to the availability of COVID-19 vaccines to more than 75 countries in India.

4. India saw venture capital investments worth US\$ 10 billion: Venture capital investments in India reached US\$ 10 billion in 2020, and as many as 7,000 new start-ups were founded over the same period. According to the Bain & Company's latest India Venture Capital report, consumer tech, SaaS, and fintech contribute to approximately 75% of VC (Venture Capital) investments by value, with consumer tech bringing the most funding. According to the report, which was prepared in collaboration with the Indian Private Equity & Venture Capital Association (IVCA), COVID-19 had a massive impact on boosting digital trends, as evidenced by VC money flows and the emergence of various and digitally founded business strategies across sectors. Total deal value stood at US\$ 10 billion in 2020. The deal volume increased by 7% YoY, at ~ 810 VC deals in 2020 compared to 755 in 2019. Deal volume growth highlighted strong foundations for India's start-up ecosystem, with innovative products keeping pace with the challenges observed in 2020. As per the report, India held its leading position as one of the top five start-up ecosystems in the world, with 7,000 new start-ups established in 2020. India's start-up ecosystem is strong, with 12 more companies achieving 'unicorn' status in 2020, placing India's unicorn tribe at 37.

5. Telecom advertising in India leads to grow at 11% by 2023: According to a Zenith Media report, India will become the fastest-growing industry for telecom advertising, with an annual growth rate of 11% between 2020 and 2023. This is a much faster growth rate than global telecom advertising, which is expected to grow at a annual rate of 4.5% through 2023. Telecom services and equipment include services and equipment that enable the transmission of voice calls and data over landlines and mobile networks. As per eMarketer, nearly 31% of India's population owns a smartphone, and this figure is rising driven by the introduction of low-cost handsets such as the Jio phone.



INDIA@75 Art competition Artworks from 6 schools of Croatia

The Art Competition India@75 among school children of Junior/Senior High Schools in Croatia was successfully completed with their thoughts & vision about India. 3 top entries representing traditions, freedom & modernity of India from the School of Applied Art and Design in Zagreb were rewarded with certificates handed over by Ambassador Srivastava. Embassy of India, Zagreb received in all 169 entries from six schools in six cities of Croatia in 10 days of competition. Clear sign of increasing interest about India in Croatia, including among youth.



Compiled by

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