



MAKE IN INDIA PROMOTIONAL CAMPAIGN

18 November 2015 at Hotel Shelbourne, Dublin



Ambassador Mrs. Radhika Lal Lokesh, Speaking during the Make in India promotional campaign on 18 November 2015 at Dublin at the Annual IIBA lunch event

The Ireland India Business Association (IIBA) hosts its Annual Gala Lunch as a mega event attended by prominent businesses in Ireland. The IIBA was founded in May 2008 to enhance and increase commercial links between Irish and Indian businesses. Since its inception, the IIBA now has over 150 members in Ireland and India and also a chapter in Mumbai and Cork.

This year the IIBA hosted its Annual Gala Luncheon in the Shelbourne Hotel, Stephens Green, Dublin. Being one of the major networking events for the promotion of business and commercial links, the event was supported by the Embassy of India in Ireland. The theme and focus of the event was Ireland-India Bilateral Trade – Opportunities for SMEs and MNCs. Since the focus of the event was ideally suited to the Make in India concept, the Embassy decided to run the Make in India Promotional campaign at this networking event.

The event was addressed by the Ambassador, former Secretary, MSME as the Key-note Speaker, CEO of Easyfix – an ideal example of an Irish

company with manufacturing units in India and the Chairperson, IIBA. In her Address, the Ambassador outlined the main features of the Prime Minister's landmark visit to Ireland after a gap of nearly 60 years on 23 September 2015 and that the visit imparted a new impetus to the traditionally warm and friendly relations between India and Ireland. The Ambassador, highlighting the recent trends in the Indian Economy, said that the three Ts-Information Technology, Bio Technology and Clean Technology in addition to Agriculture, Aviation, Pharmaceutical, tourism and education are the major focus areas for enhancement of the bilateral trade and commerce links.

She quoted PM – 'I see Ireland as a gateway of Europe and a bridge across Atlantic. In turn India could be Ireland's Anchor in Asia'. The Ambassador also outlined the events of the year – the Foreign Office consultation in February 2015, MOS(VK)'s visit in June 2015 and his address to the IIBA Cork Chapter, MOS(VK)'s meeting with Irish Foreign Minister in Luxembourg on 5-6 November 2015 on the side lines of ASEM, Visits of Irish Ministers – Minister for Children and Youth Affairs



Mr. Madhav Lal, Former Secretary, Ministry of Micro, Small & Medium Enterprises speaking during the Make in India promotional campaign at the Annual IIBA lunch event



Mr Michael Earls, Founder and Chief Executive, EasyFix sharing his experience during the Make in India promotional campaign at the Annual IIBA lunch event.

and Minister for Jobs, Enterprise and Innovation in March and April 2015 respectively.

The Key-note Speaker, Shri Madhav Lal, former Secretary, MSME gave valuable insight into the Indian SME sector and possibilities for collaboration between India and Ireland. Mr. Madhav Lal highlighted some of the key aspects of the Indian economy – fastest growing service sector in the world with annual growth rate of above 9% since 2001, contributing to 57% of GDP in 2012-13, major exporter of IT services, BPO Services and software services with \$167 billion worth of service exports in 2013-14, 4th largest start up hub in the world with over 3100 technology start-ups in 2014-15, large agriculture sector – India ranks 2nd worldwide in farm output, a retail market worth \$600 billion and one of the world’s largest growing e-Commerce markets.

With these positive indicators, he invited the Irish businesses to look for opportunities in the diverse MSME sector for multi-dimensional and skill based services and manufacturing units using the Make in India platform, which has opened a vast platform for building long term business particularly in infrastructure sectors.

Also speaking on the day was a successful Irish business owner, Mr Michael Earls of EASYFIX who has grown a successful safety products business in which products in rubber and plastics are designed in Ireland, made in India and exported to 30 countries globally. He has been expanding his business with India in the manufacturing sector with Indian Partners for over 15 years with manufacturing units in Kerala, Tamil Nadu, Karnataka and Gujarat with Indian Partners employing 463 persons.

Mr Michael Earls shared his experience of starting his business in India and how he found it encouraging to build it up over a decade and that he commended his Indian business links very highly and he would be delighted to continue working and growing his business through India. In her address, the IIBA Chairperson Ms Nilakanthi Ford said there is need to build up a holistic understanding on relationships between Ireland and India to grow the economic flows between them. Recent steps taken such as lifting foreign direct investment restrictions in a range of sectors and promises of a predictable tax regime are sending positive signals. She said “Now is the time for Irish and Indian businesses to seize the bilateral opportunity with both hands. In order to encourage this, the IIBA plans to run a bilateral



Ms. Nilakanthi Ford, Chairperson, IIBA speaking on the Annual IIBA Lunch event

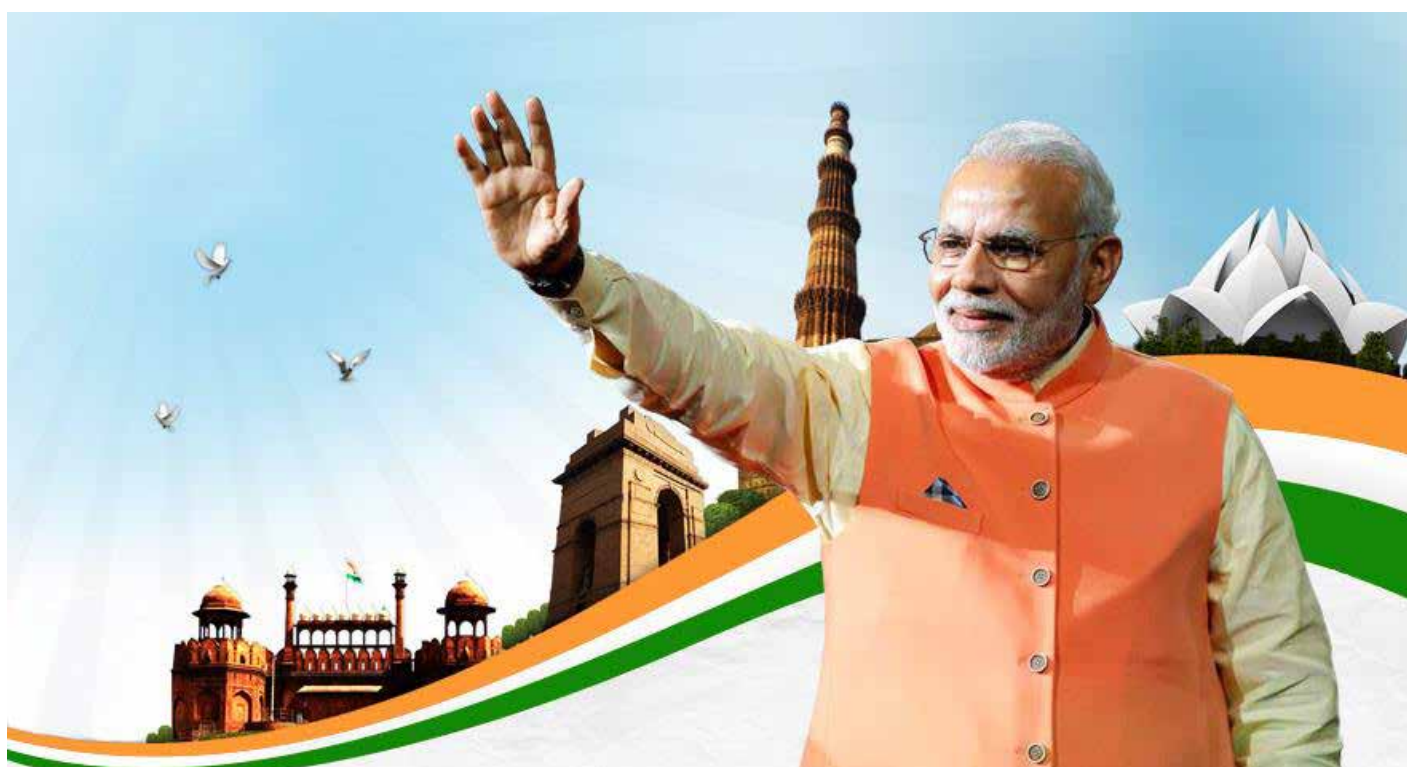


Ambassador, Mrs. Radhika Lal Lokesh with the distinguished guests at the Annual IIBA lunch.

trading conference in October next year which will be concluded with a Gala Dinner when IIBA will identify the Indian and Irish businesses that have been most effective in developing bilateral opportunities in 2016.” The Embassy of India ran the promotional campaign of the ‘Make in India’ through the event projecting the 27 sectoral videos and by distributing the brochure ‘Lion on the Move’ and the booklet ‘Make in India’. The Make in India logo was displayed prominently throughout the event on the two side screens. The campaign was well received with positive feedback and several of the distinguished attendees appreciated the sectoral videos saying they felt encouraged and enthused to examine the opportunities in India.

YOUR CHANCE TO WIN EXCITING PRIZES!!

REGISTER TODAY FOR THE BHARAT KO JANIYE QUIZ AND WIN A TRIP TO INDIA!



Ministry of Overseas Indian Affairs (MOIA) has launched an online Quiz 'Bharat Ko Janiye'. The purpose of the Quiz is to create awareness about diverse facets of India among youth belonging to the Indian diaspora abroad. The Quiz is open to diaspora youth, both Non-Resident Indians (NRIs) and People of Indian Origin (PIOs) in the age group of 18 to 35 years.

The registration for the Quiz has begun on 25 November 2015 and is open till 12 December 2015. The questions will be asked from topics like Indian Democracy, Geography of India, Indian Economy, Indian Art, Renowned Personalities etc.

The qualifying round will be on 13 December 2015 where participants

will have to answer 60 questions in 60 minutes. The Final round, which is a Live Quiz, will be held in New Delhi on 7th January, 2016.

Top 10 participants in each category will be called for an onsite final round of Quiz in Delhi on 7 January 2016.

Details of the Quiz may be seen at www.bharatkojaniye.in

The winners of both the NRIs and PIOs categories will be felicitated in the Pravasi Bharatiya Diwas Conference 2016 at New Delhi. Further, the participants of the final round will be taken on an all paid tour for 25 days to know more about their ancestral country, India.

INTERNATIONAL CHARITY BAZAAR



First Lady of Ireland Mrs. Sabina Higgins talking to Ambassador during her visit to the Indian Embassy stall at the International Charity Bazaar on 15 November 2015.



The International Charity Bazaar, an annual fundraising event for Irish based charities, gives visitors the chance to “experience the world in a day” with stalls organised by different Embassies selling traditional crafts, gifts, art, books and fabulous food from countries around the world.

This year the ICB was held at RDS, Dublin on 15 November 2015 and saw participation from most of the Embassies in Dublin. The Embassy of India also participated in the ICB and the India Stall displayed and distributed information on India including Tourism brochures and Yoga books. A variety of Indian cuisine were also served. The Indian stall was very well appreciated.

There was also children’s corner, musical entertainment and a Raffle Draw with fabulous prizes. The cultural performance presented by Dharmendra Bollywood Dance School was a big attraction of the Bazaar.



Ambassador with the Indian Bhangra Team during the International Charity Bazaar.



ANNAKUT

The Hindu New Year Annakut and Diwali was celebrated by the Gujarati Samaj on 21 November 2015 at Palmerstown, Dublin. H.E. Mrs. Radhika Lal Lokesh, Ambassador greeted the community on this occasion

The Indian festival of light 'Diwali' was celebrated with great enthusiasm on 14 November 2015 at Tymon Park, Tallaght, Dublin and GAA Club, Celbridge. H.E. Mrs. Radhika Lal Lokesh, Ambassador attended both the events and greeted the community on this occasion.



CONSULAR NEWS



New Fee Structure for e-Tourist Visa (e-TV) Scheme

A uniform fee of US\$ 60/- was being charged from nationals of all countries benefitting from the e-TV scheme till recently. However the fee structure for e-TVs have since been rationalized in relation to the fees charged for conventional visas and a 4-slab fee structure has been put into place and made operational. This is to offset the substantial difference that existed between the fees for e-TV and a conventional tourist visa (6-months, multiple entry). The fees for e-TV in respect of Ireland has now been fixed at US\$ 48/- with effect from 03 November 2015.

For more information, please visit:

https://indianvisaonline.gov.in/visa/eTV_revised_fee_final.pdf.

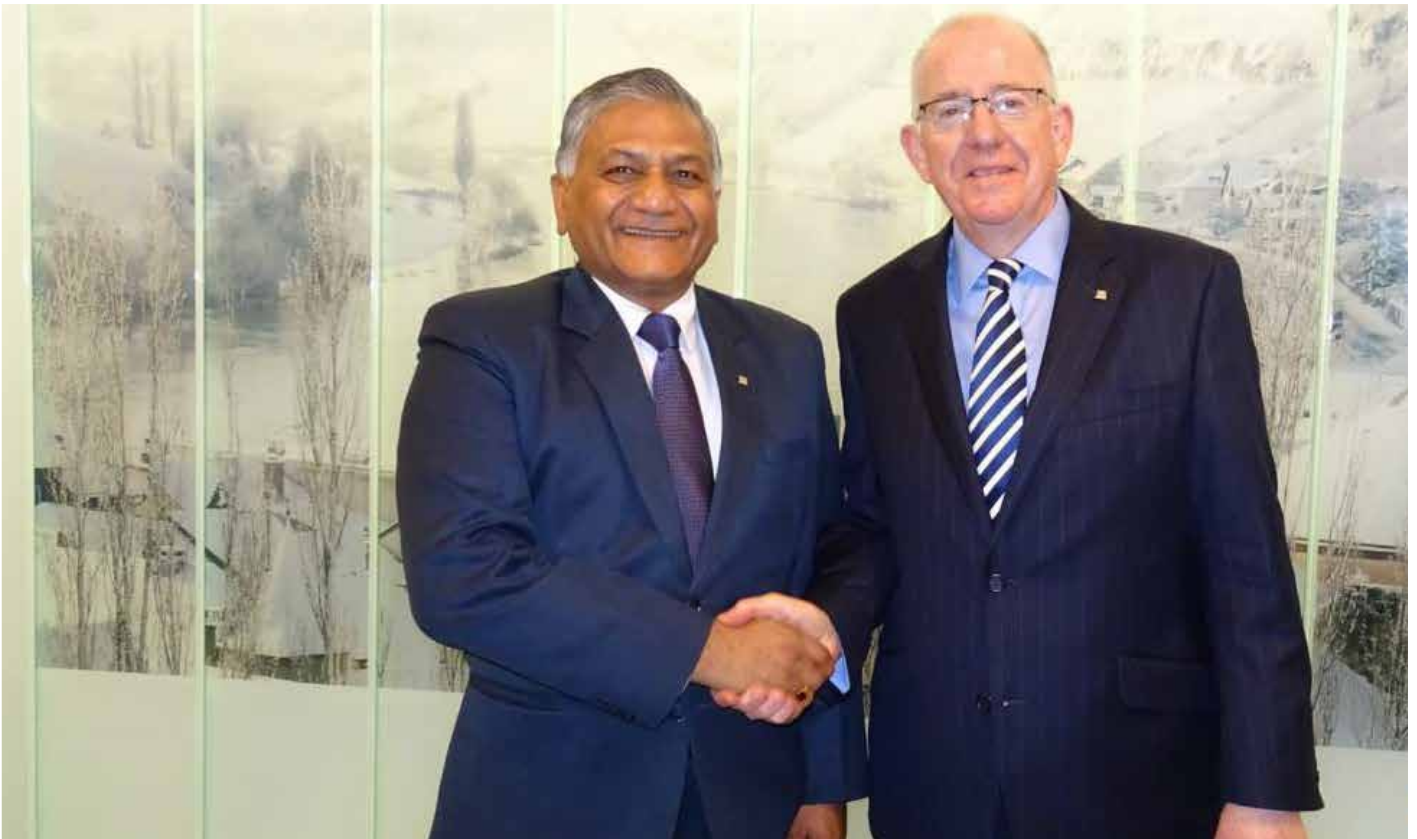
Revised Instructions for Registration as OCI Cardholder or OCI Miscellaneous Service

With effect from 23.11.2015 the online module for submission and processing of application form for registration as OCI cardholder and for OCI Miscellaneous services has been revised. The applicants will now have to upload the requisite documents, photograph and the signature with the application in the online system for processing of applications for registration as OCI cardholder and for OCI Miscellaneous services before submission of their applications either by post or in person along with originals of the supporting documents.

For more details please visit

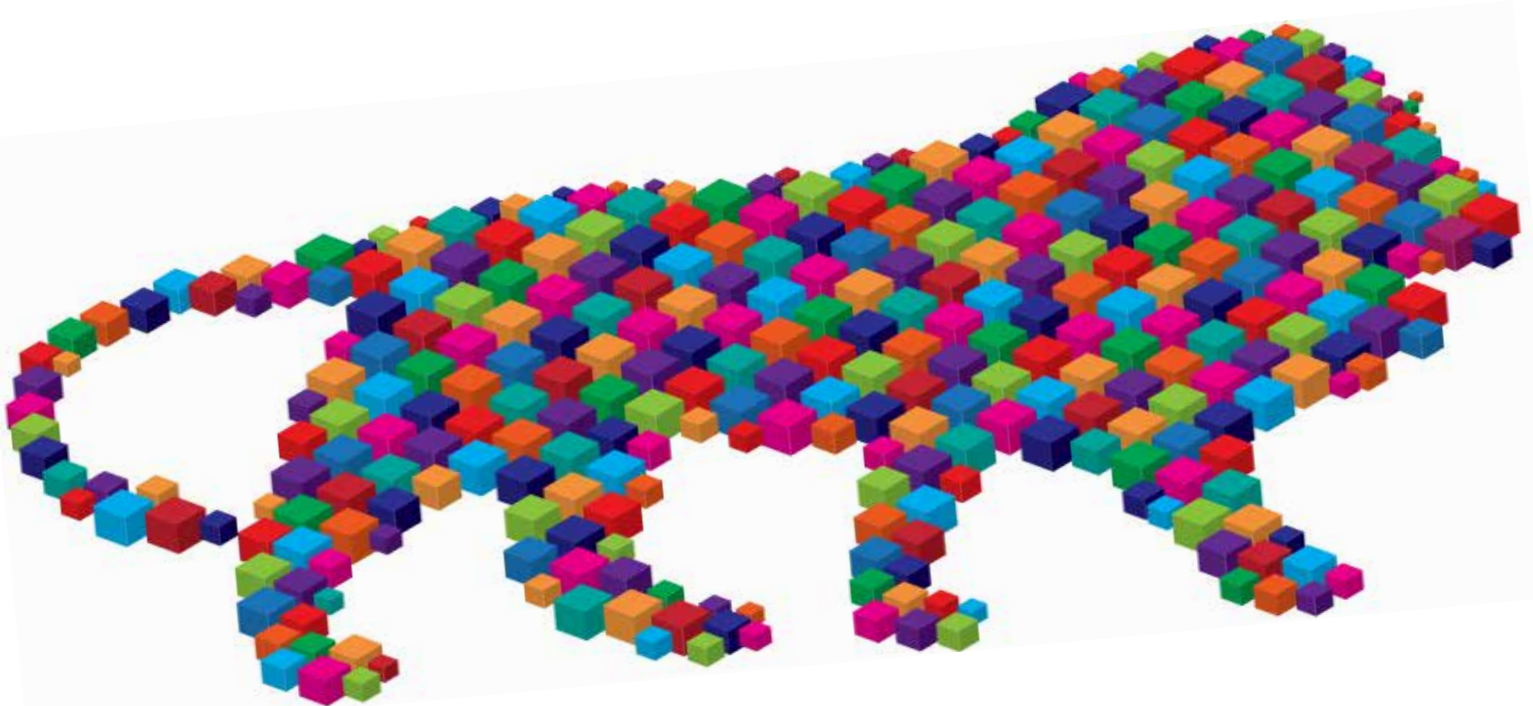
<http://www.indianembassy.ie/eoi.php?id=OCI>

12TH ASEM FOREIGN MINISTERS' MEETING FROM 4-6 NOVEMBER 2015 AT LUXEMBOURG.



H.E. Mr. V. K. Singh, Minister of State for External Affairs meets H.E. Mr. Charlie Flanagan, Minister for Foreign Affairs and Trade, Ireland on the sidelines of the 12th ASEM Foreign Ministers' Meeting from 4-6 November 2015 at Luxembourg.

'MAKE IN INDIA WEEK' FROM 13TH TO 18TH FEBRUARY 2016 AT MUMBAI, INDIA



The Government of India is organising a landmark event 'Make in India Week' from 13th to 18th February 2016 at Mumbai, India.

'The Make in India Week' would showcase the people, policies and partnerships that are driving India's new manufacturing revolution. Set against the vibrant backdrop of India's commercial capital – Mumbai, this week long calendar would offer unprecedented access, insights and opportunities to connect and collaborate with India and global Industry leaders/visionaries, academicians, central and state administrations.

"Make in India Week" would have spotlights on the following:

Make in India Center would be the platform for exhibiting innovative products and manufacturing processes developed in India along with

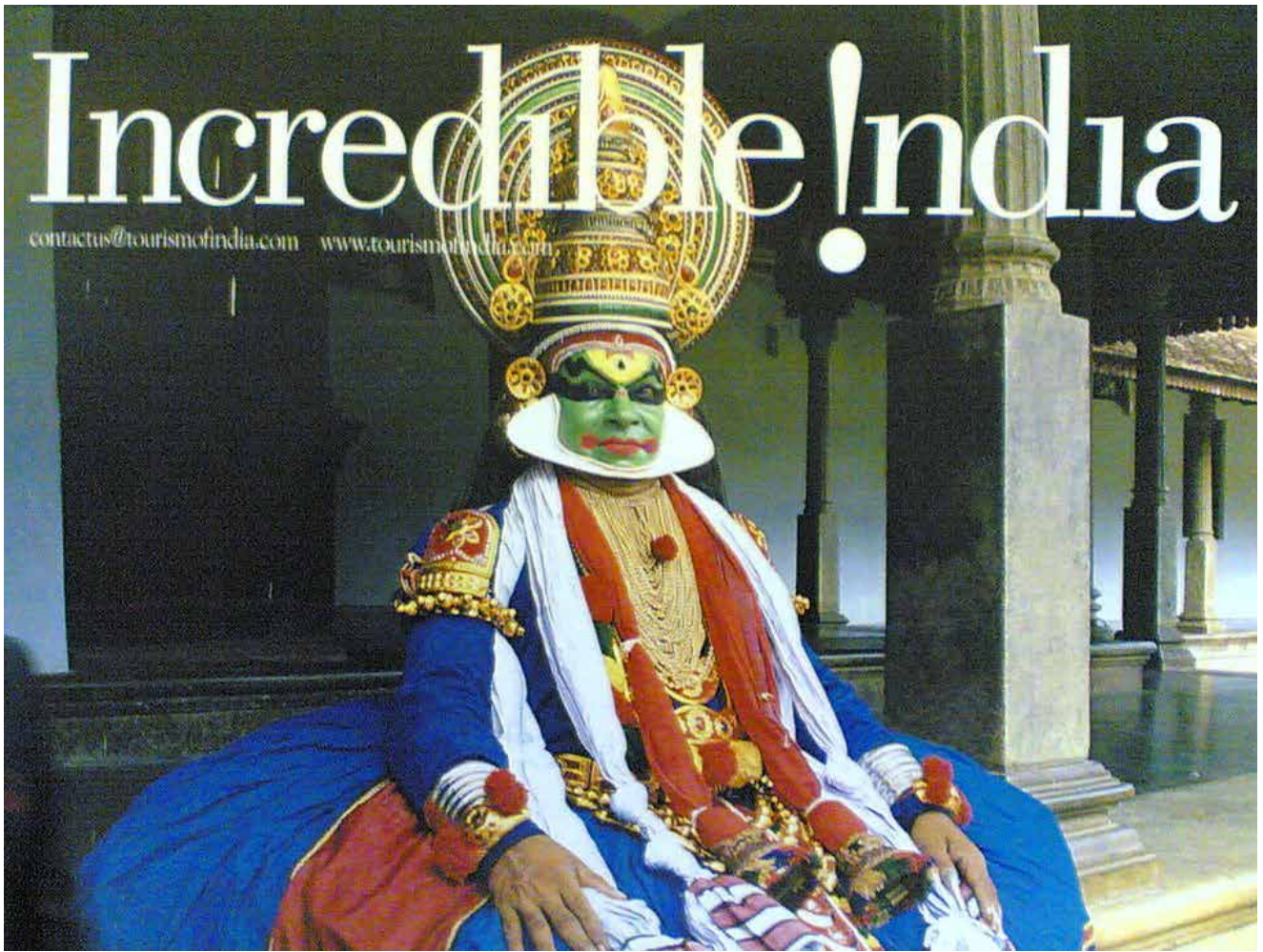
a vision to leverage design, innovation and technology in the backdrop of global manufacturing.

Asia Business Forum would comprise of a series of seminars, CXO meets, roundtables and networking events on economic challenges, investment opportunities, design and innovation. This event would feature Global visionaries and leaders from the fields of finance, industry and design.

Hackathon would be a 24 hour marathon event where coders, engineers and designers collaborate intensively for 24 hours to come up with ideas to solve urban design problems.

Along with the above mentioned many more events such as State Sessions, Design Conferences, Cultural and Fashion Shown and Networking Dinners would be conducted.

A movie on the 'Make in India Initiative' can be seen at <http://www.indianembassy.ie/a1.mp4>.



Singalila National Park, Darjeeling