

# INDIA MATTERS

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Volume 05 | Issue 08 | 2022

**PHARMA ROUNDTABLE:  
A SPECIAL SESSION ON  
ENVIRONMENT**

**PHONE SCAMMING  
AND WAYS TO AVOID  
GETTING SCAMMED**

**INDIQTIVE**



# INDIA MATTERS

Volume 05 | Issue 08 | 2022

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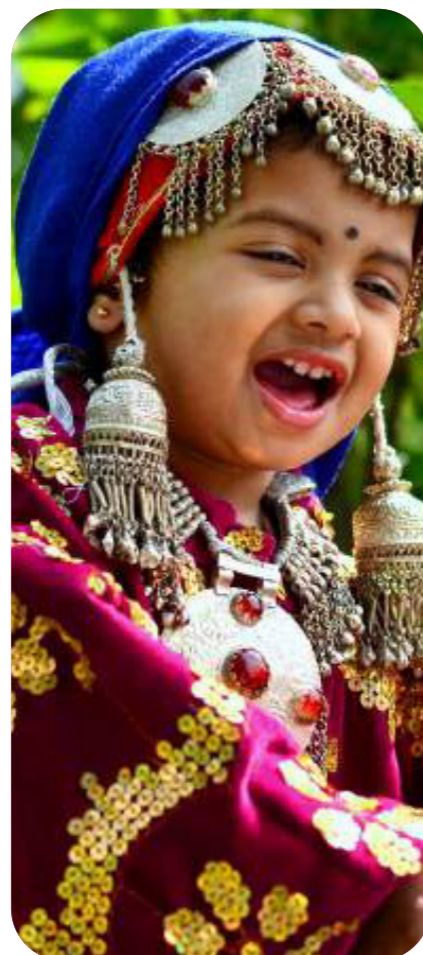
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## FOREWARD

## FOREWARD



*From Consul General's Desk  
Dr. Aman Puri*

Dear Reader,

With coming into effect of Indian Constitution on January 26 1950, a Sovereign Republic India came into being which is today highly regarded as the largest and the most vibrant democracy. A special flag hoisting ceremony was held at the India Pavilion wherein several Indian community members including Indian blue collar workers joined in.

Union Territory of Jammu and Kashmir had emphatic participation at the Expo 2020 Dubai with signing of substantial MoUs with key stakeholders across sectors.

A key outcome was partnership between India Pavilion and Dubai Silicon Oasis to facilitate collaboration and growth of startups in both the countries. We believe these innovations will contribute towards a more sustainable world.

I hope you will enjoy reading this edition!

Happy reading!



Pharma Roundtable, Expo 2020

# PHARMA ROUNDTABLE: A SPECIAL SESSION ON ENVIRONMENT

Industry leaders at the Roundtable on 'India - Pharmacy of the World' deliberated how the pharma sector has been contributing significantly to India's economic growth, while highlighting India's contribution to the global pharmaceutical industry. Mr. Sudarshan Jain, SG, Indian Pharmaceutical Alliance acknowledged that India is the pharmacy of the world and the 3rd largest supplier of medicine in the world. Indian medicines have been available in spite of an unprecedented crisis, show-

casing the resilience of India's supply chain. Dr. Rubina Bose, Deputy Drugs Controller (India), CDSCO, Ministry of Health and Family Welfare, Government of India, expressed that CDSCO aims to improve and streamline the drug regulatory environment in the country, in compliance with National Health Policy 2017. Further steps are also being taken to improve quality, such as, upgradation of GMP standards in line with WHO norms. Prof. Dulal Panda, Director, NIPER Mohali, said that the

strategic linkage between industry & academia can foster innovation and entrepreneurship. The science & technology generated from academia can facilitate industrial needs, in multi-disciplinary areas. Dr Suneela Thatte, VP & Head, R&D India, Merck KGaA acknowledged that India has a lot of untapped potential and the patient pool for drug development & clinical research. The governance and safety protocol of patients participating in clinical research is of utmost importance.



#IndiaAtDubaiExpo



Pharma Roundtable:, Expo 2020

ELEVATED V: A MARATHON PITCHING SESSION OF 50 START-UPS

The power-packed pitching session by the India Innovation Hub returned with a grander approach. Start-ups from all across India pitched their game-changing ideas at the Elevated V. Dr. Arshi Ayub Mohamed Zaveri, CEO, Senior Advisor Royal Family Offices, UAE acknowledged that Start-ups born in India are flourishing in the UAE today, during the session.



Mr. Prashant K. Gulati, Technology Innovator, Angel Investor & Mentor expressed how India ranks 1st in talent and that start-ups are the way to showcase and channelise these talents. Mr. Ghanim Al Falasi, Senior VP, Corporate Services, DSOA shared that the UAE is looking forward to building the technology ecosystem of Dubai, with the emerging entrepreneurs of today.

THEMATIC SESSION: HEAL IN INDIA

Policymakers, medical Industry stalwarts and dignitaries from national and international medical fraternity deliberated on India's medical value travel and wellbeing offerings along with the curative and holistic approach to healthcare, at the session, Heal in India: Rejuvenate the Mind, Body and the Soul at the India Pavilion, Expo 2020 Dubai. The potential for partnerships between Gulf countries, including the UAE, and India in medical tourism was highlighted during the session. Mr. Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, Government of India, expressed that Healthcare tour-

ism is the largest and fastest growing tourism in the world. Over the years, India has grown to become the top-notch destination for medical valued travel because of its high-end healthcare system. Mr. Sandeep Nanduri, Director, Tourism Department, Tamil Nadu, shared that the state has always laid emphasis on the development of infrastructure, in terms of hospital and education. The state has 69 medical colleges, which is the highest number in the entire country. India is soon going to become the capital of global medical tourism as it provides world-class medical facilities, in terms of doctors, training and opportunities of growth.





# INDIA PAVILION CELEBRATES 73RD REPUBLIC DAY AT EXPO2020 DUBAI

In The India Pavilion at Expo2020 Dubai today celebrated the 73rd Republic Day with great zeal and enthusiasm. Dr Aman Puri, Consul General of India in Dubai and Deputy Commissioner General of India at EXPO2020 hoisted the national flag to mark the occasion.

Dr Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade of the United Arab Emirates and Shri Sunjay Sudhir, Ambassador of India to the UAE attended the reception, which was jointly hosted by the Indian Embassy and the Indian Consulate in the evening to celebrate the occasion.

A special video on the 73rd Republic Day celebrations in India was also showcased on the mas-

sive facade of the India pavilion. Wishing everyone on India's 73rd Republic Day, Shri Sunjay Sudhir, Ambassador of India to the UAE said, "There is a civilizational and cultural connect between India and UAE, which makes our relationship very special. As India celebrates 75 glorious years of independence and the UAE, its 'Year of the 50th', our two nations have embarked on the journey towards a future-ready partnership. India-UAE relations have scaled new heights also owing to the great personal bonds between our leadership." "The 3.4 million Indians in the UAE are perhaps the most critical pillar of strength for the country. Their contributions, even during the

most critical of times, have been exemplary and will act as an inspiration to Indians around the world," added Shri Sudhir.

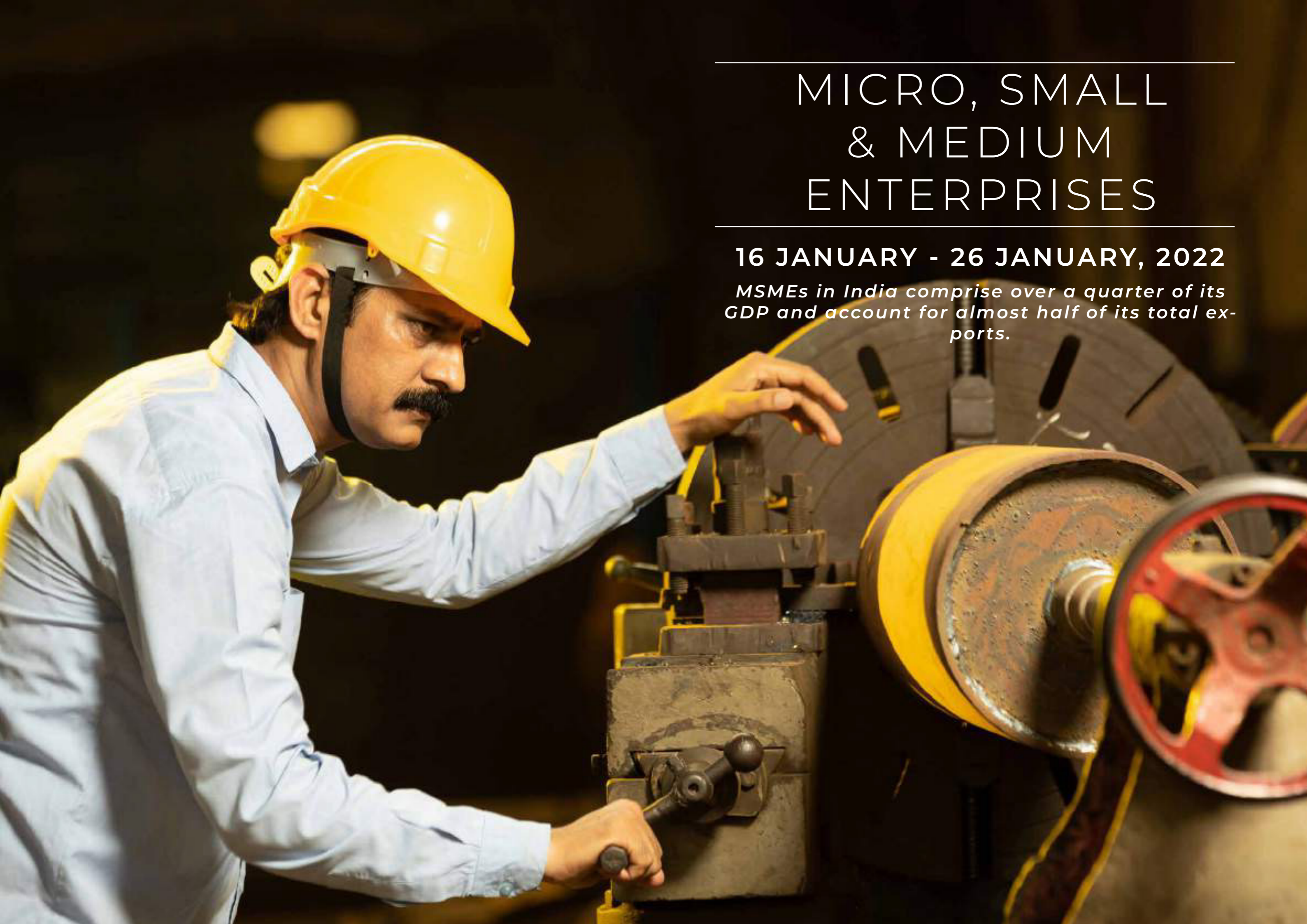
Dr Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade of the UAE said, "I congratulate the government and people of India on this special day. India and UAE share great historic ties as trading routes between both the countries existed for centuries. The UAE's partnership with India is underpinned by strong trade and investment ties, that continues to grow."

"The upcoming CEPA deal between the two countries will increase the investment flows and joint ventures and unlock new economic opportunities across

various sectors for the UAE & India businesses. It will also lead to new employment opportunities and provide platforms for SMEs of both countries to expand internationally by granting them access to new customers, networks and avenues for collaborations," added Dr Thani. The event concluded with dance and music performances by artists from India and Dubai, who recreated the carnival of dance through various traditional Indian dance forms including Bharatnatyam, Ghoomar, Bihu, Manipuri, Bhangra and Garba among others.

The celebrations this year are special as India's Republic Day falls in the 75th year of Independence, being celebrated as 'Azadi ka Amrit Mahotsav' across India.





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# MICRO, SMALL & MEDIUM ENTERPRISES

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**16 JANUARY - 26 JANUARY, 2022**

*MSMEs in India comprise over a quarter of its GDP and account for almost half of its total exports.*

# Dubai Silicon Oasis and India Innovation Hub Partner with EaseMyTrip and HSBC to Support Tech-Startups.

*Dubai Silicon Oasis (DSO) and India Innovation Hub have announced a partnership with EaseMyTrip and HSBC to facilitate 200 Indian startups to showcase their business ideas and innovations to global investors at Expo 2020 Dubai. In line with the Expo 2020 Dubai theme, 'Connecting Minds, Creating the Future', the India Innovation Hub, as part of the India Pavilion, will act as a facilitator for these start-ups, providing them with a global stage to interact with investors and global counterparts for networking and partnerships. Focus areas to select startups will be Fintech, AI, Cybersecurity, Health and Tech-enabled platforms in key priority sectors. The announcement was made, at the Dubai Technology Entrepreneur Campus, DSO's wholly-owned tech hub and coworking space, and the largest of its kind in the MENA region, in the presence of Dr Aman Puri, Consul General of India in Dubai and Deputy Commissioner-General for India at Expo 2020 Dubai, Ghanim Al Falasi, Senior Vice President, Technology and Entrepreneurship, Dtec, Nishant Pitti, Co-Founder, EaseMyTrip.com and Nabeel ALBLOUSHI, Managing Director, Regional Head MENA & Turkey, Markets and Securities Services, Corporate Sales - HSBC. Dr Aman Puri said, "I am delighted to note that India Innovation Hub and Dubai Silicon Oasis are partnering with EaseMyTrip and HSBC to showcase Indian Innovation to the world at Expo 2020 Dubai. India Pavilion's initiative India Innovation Hub has made a significant contribution to the Startup ecosystem by showcasing over 240 Startups at the Expo 2020 Dubai. With this joint initiative, some of India's best Innovators and Startups will get an opportunity to engage with their counterparts and key stakeholders at DSO and Expo 2020 Dubai."*

*Prime Minister Shri Narendra Modi has recently declared January 16 as National Start-up Day and has called start-ups the backbone of new India. For his part, Ghanim Al Falasi said: "Dubai Silicon Oasis offers world-class facilities to start-ups and entrepreneurs, streamlining their business set-up and operations. It is also home to more than 1,000 startups from more than 75 countries, providing a conducive business environment and collaboration platform for like-minded individuals. We look forward to playing a key role in paving the way for these 200 new Indian start-ups and facilitating their expansion into the region." Nishant Pitti said, "EaseMyTrip is a unicorn grown in India and now establishing its presence in the Middle East with EaseMyTrip.ae. Indian startups have a lot to add value to the ecosystem here. EaseMyTrip.com is profitable since its inception and completely bootstrapped till IPO. We are pleased to partner with HSBC, DSO & India Innovation Hub to bring more startups from India. I strongly believe that Indian startups can add a lot of value to the ecosystem in the UAE." India has emerged as an innovation hub with the world's third-largest startup ecosystem with over 40 Indian start-ups joining the Unicorn Club in 2021. Hitendra Dave, General Manager and CEO of HSBC, India said, "Tech & New Age Business segment commonly called 'Startups' is a key target segment for HSBC India. We have custom built products and solutions for startups across their growth cycle spectrum of early-stage, growth stage, to Unicorns and beyond. We already bank some of India's best known, and up-and-coming startups, and we hope to partner more in the coming months and quarters." India Innovation Hub is a project of the India Pavilion at Expo 2020 Dubai wherein over 500 startups from India will be showcased. The project provides a platform to promote start-ups and Innovators of India, by providing them exposure to the global investors' community through B2B events and activities like Elevate, pitching sessions. The Indian start-up ecosystem today has over 60,000 DPIIT-registered start-ups from 628 districts across all 28 States and 8 Union Territories. India ranks in the top 50 countries in the Global Innovation Index (GII) and is the 5th most start-up friendly country in the world (leading in Asia). Embodying the true spirit of a self-reliant India, and despite the extreme challenges posed by the global pandemic, over 40 new unicorns came into existence in India, taking the total number of unicorns to 85.*



# PHONE SCAMMING AND WAYS TO AVOID GETTING SCAMMED

- Ashish Mehta (Founder and Managing Partner of Ashish Mehta & Associates).

Phone scamming is quite a rampant menace these days – the effects whereof (largely negative) are felt far and wide. Here the perpetrator uses the deceitful means of assuming a false name/

identity over telephonic calls to gain unjust benefits from his victims at the other end of the call. In this edition of India Matters, an attempt has been made to throw some light on this crimi-

nal act in terms of the applicable laws of the United Arab Emirates, the recourse one may avail, if victimised and the safeguards one may take to avoid getting scammed over a phone call.

## NATURE OF THE CRIME, THE MODUS OPERANDI :

In phone scamming, the modus operandi or the method of operation (generally) is as follows: The perpetrator calls up an unsuspecting victim, assuming a false identity (e.g., a bank official, or representative of the phone services provider). Under

the garb of the false identity so taken, the perpetrator uses various means to either entice or scare the victim, into sharing valuable information pertaining to the victim's bank accounts, debit/ credit cards. Using the same, the perpetrator is able to dissipate

sums of money from the victim's account. The moneys are usually moved to an overseas account, or otherwise used for online shopping at the expense of the victim. In the cyber law parlance, it is called 'phishing'.

## THE LAW AGAINST PHONE SCAMMING :

Phone scamming or phishing attacks by phone qualify for the offence of DECEIT under the provisions of Federal Decree Law No 31 of 2021 regarding the UAE Penal Code. As in a normal case of deceit, there is a perpetrator and there is a victim, and the means normally used is a phone. That said, it may be noted that in the UAE the robust legal strategies for combating phone scams have developed over the years. In this country, there is a lot of importance accorded to an individual's right of privacy and the protection thereof. As a natural consequence thereof, there are strong laws and legal measures for protecting the privacy of individuals. In terms of legislations, new laws have been introduced and the erstwhile laws have been

amended to suitably identify the offence of phone scamming or phishing. At the core of it, phone scamming is an offence, punishable by the applicable laws of the UAE. Therefore, whenever a person is victimized by such offences, his or her counsel's primary duty is to report the matter to the competent Police/ law enforcement department or Public Prosecution (as the case may be). Notably, in the UAE, reporting methods have also witnessed positive development inasmuch as such matters may now be reported online at dedicated police department portals. In Emirate of Dubai, report of incidences of phone scamming may be filed online at eCrime portal of the Dubai Police, or by calling 901 and reporting the incident ver-

bally and directly over the call. Notably, the number '901' applies to the Emirates of Sharjah and Ajman as well, and residents of the said Emirates may call up the number to report such incidences. Notably such channels may be used to report other forms of crimes perpetrated using electronic means. In the Emirate of Abu Dhabi, one may file a report regarding phone scamming incidence via the Aman Services of the Abu Dhabi Police, or by calling the toll-free number 800-2626, or by sending an SMS at 2828 or sending an email at aman@adpolice.gov.ae. These channels in the emirate of Abu Dhabi, may also be used to report incidences of electronic crimes.

## PATTERNS IN PHONE SCAMMING :

For phone scamming to be effective and successful, it is essential for the perpetrator to gain the trust of his victim. This can be effectively achieved by attacking the victim's psyche so

as to elicit strong emotional responses from the victim, like fear or sympathy which would drive the victim into believing whatever the scammer says and then parting with important personal

information or money or handing out any other benefit to the scammer per his/ her 'instructions'! Scammers usually need to take the support of a concocted story to support the alias they

take, and it is very important for the story to be believable. And for the story to be believable, it is important that the victims are either given a promise of great benefits e.g., in the form of huge lottery winnings or otherwise seeking help in the name of charity. Following are some of the aliases, perpetrators use in cases of phone scamming.

- **Fictitious lottery winnings promising huge winnings.** In these cases, the scammers pose as officials from the telecom service provider or a well-known brand operating in the territory informing their victims that their phone number got selected out of a draw of lots and that the victim has won a substantial amount, pursuant thereto. Once the trust is built, scam-

mers seek out the bank account details of the victim or credit card information (including cvv and the OTPs generated by the corresponding banking service provider).

- **Telemarketing offering products in unreasonably low prices.** Often times, scammers promise majorly desirable and popular products e.g., smartphones/ devices in unreasonably low prices to their victims. Sometimes, scammers also promise tourism related products and services like low cost or free holidays to scam their victims.
- **Threats of bank accounts being suspended for non-completion of fictitious KYC or regulatory requirements.** This is one of

the more common aliases taken by scammers to dupe their victims. Here the perpetrator poses as a bank official and calls up the victim conveying that the victim's kyc information has not been updated and seeks out existing (valuable) information.

- **Charity for fictitious patients/ victims of calamities etc.** In this method, the scammers try to gain trust and sympathy of their victims using concocted stories of young children being in need of urgent surgeries, or of people suffering as victims of natural calamities. More recently, such incidences heightened during the CoVID-19 pandemic.

## WHAT ADDITIONAL PROTECTION MAY BE PROVIDED :

In such crimes, the perpetrators get two major advantages which allow them to pass themselves off as someone else, to their unsuspecting victims. The first of these advantages is anonymity and the second is that such crimes can be given effect using a very commonly available and used tool in the world today i.e., the smartphone. However, some additional steps may definitely

be taken to curb the menace of phone scamming. In most cases, the scammers are successful in deceiving their victims because they have access to valuable information of their victims, which leads the victims to believe the concoctions of the perpetrator. The perpetrator uses key personal information of the victim to gain his/ her trust. This largely happens because of the free flow

of personal data with individual mobile or landline numbers. Curbing or controlling the free flow of such information would largely help combat phone scamming. Phone number lists with owners' data become a potent tool for scamsters to gain victims' confidence and become successful in their acts.

## WHAT ADDITIONAL PROTECTION MAY BE PROVIDED :

To avoid becoming a victim of phone scamming, one may take the following recourses:

- To avoid sharing any information pertaining to his bank accounts (account number, IBAN, net-banking user-id/ password), credit/ debit cards (i.e., card number, cvv and/or issue/ expiry date

etc), e-wallets (e.g., Apple Pay, Samsung Pay or G-Pay) over a telephonic call with anyone. Where OTPs are received, one must not share the same with anyone over a telephonic call.

- To ask counter questions to verify the true identity of the caller.

- To follow the news and to keep an eye for reports about scamming incidents in the locality.
- To be vigilant and alert in calls purporting to have been made from banks/ financial institutions/ charitable institutions/ entities in the lottery business.

## CONCLUSION:

Thus said, it is very important for people to realise and understand that scamming exists and anyone can get targeted for the same. It is thus important to stay aware and be alert at all times, in one's deliberations online and over telephonic conversations.

# AIROWATER AT INDIA INNOVATION HUB

**M**ore than 663 million people in the world do not have access to clean water and over 2.7 billion people face water shortages for at least one month out of the year, according to the latest statistics. "While substantial progress has been made in increasing access to clean drinking water and sanitation, billions of people—mostly in rural areas—still lack these basic services. Worldwide, one in three people do not have access to safe drinking water, two out of five people do not have a basic hand-washing facility with soap and water," said a report by the United Nations.

In much of the developing world, clean water is a commodity that requires substantial funding, transportation and physical labour to distribute water. Women around the world spend a total of 200 million hours a day traveling to collect water, taking time away from their economic activities and families, according to various research reports. The average woman in rural Africa walks 6 kilometers every day to haul 40 pounds of water! Though there is sufficient water on the planet to meet the needs of the world population, water distribution, usage, climate and pollution limit the amount of consumable water available from region to region, causing water stress or

scarcity. Globally, various alternative technologies are being developed by various government, public and private organisations to find a solution to the global water shortage and gain access to clean drinking water availability – such as desalination, fog catcher, rain water harvesting, wind and solar powered water filtration etc. One of the sources being 'Water Vapor in the Air' is such a huge source that is readily available – that can produce water. Although, the knowledge to produce water from air has been there for a while, to produce scalable quantity with minimum costs remains a challenge. AirOWater is a private company and has developed an Atmos-



**INVEST INDIA**  
NATIONAL INVESTMENT PROMOTION  
& FACILITATION AGENCY

pheric Water Generator (AWG) using Air2Water patented technology that produces scalable quantities of water from air vapour economically – that is commercially affordable, cheaper than the bottled water and sustainable as a business – has been installing AWGs across India and various other countries. AirOWater was born out of the idea to provide innovative, sustainable and affordable solution to meet the increasing demand of fresh water in devel-

oping markets such as India, Africa and island geographies. Based in Mumbai and UAE, we are experienced in manufacturing and designing of a patented technology, which is a humble attempt to solve a global problem. It is a humidity and temperature driven machine, which creates water (from 25 ltr a day to 3000 ltr a day) from the air, using a proprietary process. These machines serve two purposes: creating water and filtering outside air simultaneously, making it the unique energy efficient water generator. AWGs can be used in even the most remotest corners of the world, which opens significant market opportunities. We are focusing on 8 SDGs of United Nations, most importantly SDG6 "Clean Water and Sanitation". Along with providing water from air, we also promote micro-entrepreneurship through installation of water kiosks, empowering people to enhance their standard of lives and dignity.

For every 100,000 one-litre plastic bottles a consumer eliminates, he saves 5,844 kilogrammes of plastic waste, 17,532 kilogrammes of Carbon Emissions, 104 barrels of oil and 300,000 litres used in the manufacturing process! Our fight is against single use plastics and we are aligned with the initiative taken by Dubai Government along with various other private organisations to reduce plastic usage. This technology has the potential to drastically reduce the use of plastic bottles and reduce carbon footprint in the coming years.

However, this is not a one decade journey and we at AirOWater are making continuous and significant research and development efforts in technology that not only enhances the ability to produce better quality water and energy efficiency but also transparency to ultimate consumers by adding the Internet of Things (IoT). We are making continuous effort to create a global awareness among consumers and geographies' to make sure that people and Governments are aware of this technology and help them make the right choice.



AirOWater at India Innovation Hub



AirOWater at India Innovation Hub

# JANUARY 2022

**16305** Passports Issued

**353** Visas Issued

**39** OCI Cards

**9637** Attestation Services

**958** Birth Registrations

**256** ECs Issued

**149** Death Registered

**525** Consular cases

**32** Marriages Registered

**216** Labour Cases Registered

**80** Death Compensation Cases

**32** Destitute Housemaid Cases Provided Assistance

**19** Medical Cases

**18** Air Ticket Issued

**6** Mortal remains sent to India at Govt. cost

**178** Helpline enquiries responded

Snapshot of  
Consular services  
provided by CGI, Dubai  
in the month of  
January 2022

# JAMMU & KASHMIR

03 JANUARY - 13 JANUARY, 2022

*Jammu & Kashmir inks 8 investment agreements with global investors at Expo 2020*

A business delegation led by the Lieutenant Governor of J&K, Shri Manoj Sinha, pitched investment opportunities to the global investors during the UT of Jammu & Kashmir's participation. Union Territory (UT) of Jammu & Kashmir (J&K) inked eight agreements with global investors at Expo 2020 Dubai to bring in investments in the UT's real estate, infrastructure, tourism, healthcare sectors among others.

Shri Manoj Sinha, Lieutenant Governor (LG) of Jammu & Kashmir addressed the Investors Summit in Dubai, which was attended by renowned business leaders and investors from the United Arab Emirates (UAE). "Jammu & Kashmir has moved from a sleeping business destination to the land of opportunities and investment. The Union Territory received investments to the tune of USD 2.5 billion in 2021 and showcased the enormous opportunities and business potential in the region," Shri Sinha said. Jammu & Kashmir has signed 5 MoUs with Al Maya Group, MATU Investments LLC, GL Employment Brokerage LLC, Century Financial and Noon E-commerce respectively along with 3 LoIs with Magna Waves Pvt Ltd, Emaar Group and Lulu International. Shri Sinha also met the DP World Chairman, Sultan Ahmed bin Sulayem to discuss potential areas of collaboration between the Government of Jammu & Kashmir and DP World. Talking about the upcoming opportunities with these leading investors, Shri Sinha added, "Jammu & Kashmir is working relentlessly to provide an investment friendly environment to the global investors. From the business point of view, J&K has the capability to provide opportunity to the industries to compete, correct and collaborate with readily available abundant resources. Archaic laws have been removed and more than 890 Central laws, which are the key drivers of socio-economic growth have been made applicable in the last two years." Elaborating on the potential of collaboration between India and the UAE, Dr. Ahmed Abdul Rahman AlBanna, Ambassador of UAE Embassy said, "India is the second largest trading partner for the United Arab Emirates and UAE is the third largest trading partner for India after the United States of America and China.

Our total Foreign Trade figures reached about USD 60 billion in 2019-2020. The Comprehensive Economic Partnership Agreement (CEPA) between the United Arab Emirates and India will be crucial in deepening the ties between India and UAE. We are hoping that CEPA will increase our bilateral trade from USD 60 billion to USD 100 billion in the coming 5 to 8 years." "Ever since the Government of India announced the historic administrative changes in 2019, the Union Territory of Jammu and Kashmir has become the latest success story among Indian states as a model of economic and social development. India and UAE are among each other's largest trading partners. And soon, CEPA will be signed, which certainly has the potential to catapult our economic engagement to a very different trajectory all together," said Shri Sunjay Sudhir, Ambassador of India to the UAE while addressing the Investors Summit yesterday.

The J&K Lieutenant Governor, Shri Sinha, also visited the India Pavilion at EXPO2020 Dubai during the ongoing Jammu & Kashmir Week (03-13 January) and toured the J&K Pavilion earlier in the day. Talking about the importance of EXPO2020 Dubai to J&K, he said, "India's participation at the Expo is a testament to the fact that the country values UAE as an esteemed partner. Various States and Sectors in India have understood the importance of the Expo, and the global exposure provided by the event. Jammu & Kashmir is privileged to participate at this global event and strengthen its footprint in the UAE."

The J&K Pavilion was inaugurated by Shri Ranjan Prakash Thakur, Principal Secretary to the Government Industries & Commerce along with Dr Aman Puri, Consul General of India in Dubai and Deputy Commissioner-General for India at Expo 2020 Dubai on 3rd January.

In addition to the Investor Summit and J&K Week at India Pavilion, Shri Sinha also inaugurated a two-day Buyer-Seller Meet today, hosted by the Consulate General of India, Dubai in collaboration with Invest India. The Buyer Seller meet is being organized between sellers from the Union Territory of Jammu and Kashmir and buyers from the UAE under One District One Product initiative. The key focus sectors for the meeting are Agri Products & Processed Food and Handicraft and Textile.





## INDIA'S CROWN JEWEL - J&K

Cradled in the lap of the majestic Himalayas, Jammu & Kashmir, with its snow-capped peaks, rolling hills, lush green carpet of conifers and pristine lakes has rightly been described as a 'Paradise on Earth'.

Whether it is the rustle of the Pheran or the warmth of the Kangiri, whether it is the steaming Samovar perched atop the low-lying coffee table or the delightful sip of Kahwa that soothes one's soul, the distinct sights and sounds of Kashmir exude a sense of homeliness that engulfs the visitor with a feeling of familiarity and ease. Ruled by a number of diverse groups down the ages, Kashmir's rich history is reflected in its Kashmiriyat - the spirit of a syncretic culture wherein the festivals, language, cuisine and clothing in the Kashmir Valley become a shared heritage of the people inhabiting its lands, irrespective of ethno-religious differences. The principal spoken languages in

the region are Kashmiri, Urdu, Dogri, Pahari, Balti, Ladakhi, Gojri, Shina and Pashto. Kashmir is a land that celebrates life. Whether it is the spiritual swaying of the Dumhal or the merry steps of the Rouf, the spectacular theatricals of Bhand Pather or the frivolity of the Bachha Nagma, a sense of rhythm permeates in the fabric of Kashmiri life. Kashmir, a land of rich history, is also the land that produced historical gems like Rajtarangini. Its writer, Kalhana is arguably one of the first Indian historians to have systematically recorded the history of India's lands. Jammu and Kashmir (J&K) is a Union Territory (UT) of India, located in the country's Himalayan region. A global tourist destination with an average altitude between 500 to 3500 metres above sea level, Jammu & Kashmir is endowed with ample resources.

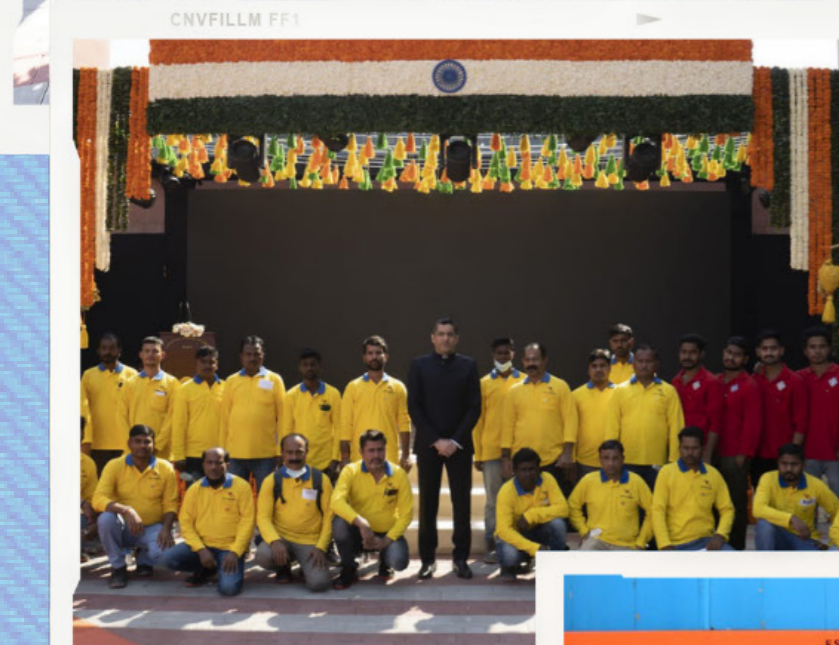
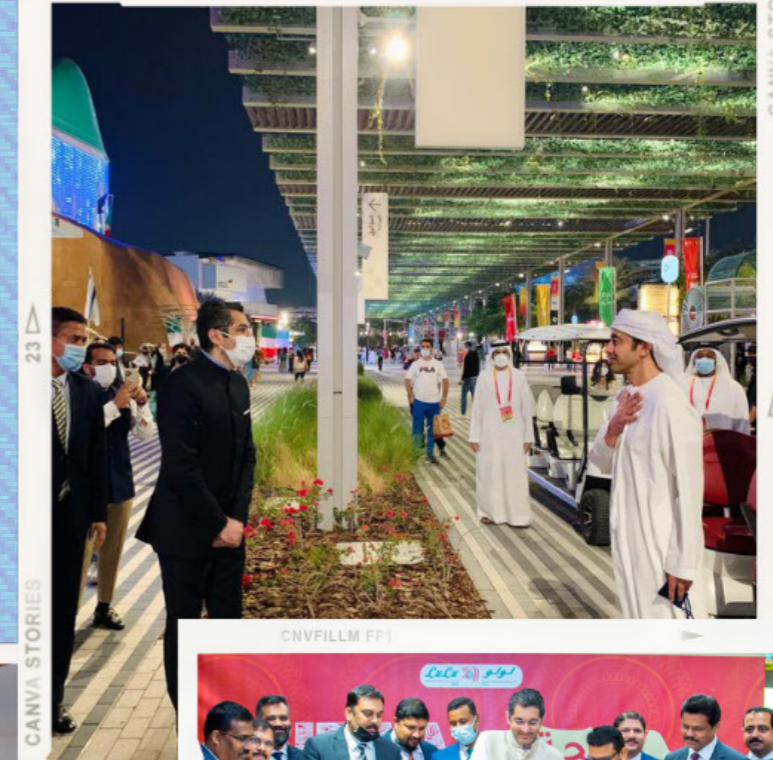
including soil, water diversity, topography, climatic condition and rich natural flora facilitating the cultivation of a wide range of flowers. Jammu & Kashmir shares its international border with Pakistan. The UT lies in the Greater-Himalayan ranges and is enclosed with mountains and valleys. Chenab, Jhelum and Ravi are the major rivers that flow through it. Provisions for the formation of the union territory of Jammu and Kashmir were contained within the Jammu and Kashmir Reorganisation Act, 2019, which was passed by both houses of the Parliament of India in August 2019. The act re-constituted the former state of Jammu and Kashmir into two union territories, Jammu & Kashmir and Ladakh, with effect from 31 October 2019.

Jammu and Kashmir's economy is primarily services-based and agriculture-oriented. Over 70 per cent of J&K's population is in the working-age group of 15-59 years. Horticulture and tourism are some of Jammu & Kashmir's important sectors set to witness immense growth in the future. The Gross State Domestic Product (GSDP) increased at

a CAGR of 8.51 per cent between 2015-16 and 2020-21 to reach US\$ 24.28 billion. According to the Department for Promotion of Industry and Internal Trade (DPIIT), cumulative FDI inflow in J&K was valued at US\$ 0.21 million between October 2019 and March 2021. The J&K government has an industrial policy that offers attractive incentives along with a single-window clearance mechanism. On October 27, 2020, the Indian government approved Jammu and Kashmir of new land laws to allow land to be transferred for the benefit of an individual or institution for the promotion of healthcare or senior secondary or higher or specialised education. In January 2021, the Cabinet Committee of Economic Affairs (CCEA) approved a new scheme for the industrial development for the UT of Jammu and Kashmir with a total outlay of US\$ 3,918 million up to 2037. In April 2021, the government of Jammu & Kashmir signed 456 memoranda of understanding (MOUs) with various firms for a potential investment worth US\$ 3.17 billion.



# PHOTO GALLERY



# indi@tive

KNOWING INDIA

This quiz is compiled by **Murali Krishnan Sankaran**.

India is one of the oldest civilizations in the world with a kaleidoscopic variety and rich cultural heritage. As the largest democracy in the world, it has achieved all-round socio-economic progress since Independence. Yet, there is so much to know about Incredible India – this quiz attempts to help you discover more about our great motherland!

**1** 1000 'made in India' drones lit up the sky at Beating the Retreat ceremony held at the Vijay Chowk on January 29th for a synchronized presentation. This was the first time that the ceremony had a laser show and a drone show with background music. The drones created complex formations like the Make In India symbol and a silhouette of Mahatma Gandhi. Which milestone was this in commemoration for?



**2** A pan-India capacity building programme, 'She is a Changemaker' for women representatives at all levels, gram panchayats to parliament members and political workers including office bearers of National/State political parties was launched in December 2021 to improve leadership skills of grass-roots women political leaders. Name the Organisation behind this campaign.

**3** Seen here is a terraced Mughal garden built on the eastern side of the Dal Lake, close to Srinagar in the union territory of Jammu and Kashmir. What is this garden called?



**4** 'Tsunami' became a household name in India when devastating seismic sea waves took many lives within a few minutes in southern India in 2004. Lessons were learnt quickly and today India is a leader in the Indian Ocean region, providing a 24x7 all year-round tsunami early warning service from a high-tech facility. Where is this facility located?

**5** India's first naval vessel that is capable of tracking nuclear ballistic missiles at a long range was commissioned in September 2021 – Name the Ship.

**6** These majestic creatures are often referred to as 'Grey Ghosts of the Himalayas' and live in the Himalayan territories of India, but a scientific estimate of their population has never been made before as they live in remote, high-altitude regions and are elusive by nature. Identify this endangered Feline.



**7** India is one of the nine nations to have multiple stations within the Antarctic Circle. India achieved this in 1989 when Maitri station was commissioned but its first station Dakshin Gangotri was buried in ice and abandoned in 1990. 22 years later India opened another station near the Larsemann hills in Antarctica. The station has been operational since 2012. What is this futuristic looking station called?

**8**



The picture represents the point called Diamond crossing by Indian Railways – this is a unique marvel of engineering that exists in very few places in the World as the double lines crossing from the North to the South and those from East to West form a square shape. In which city in India is this point located?

**10**



Seen in the picture is Rajendra Singh, who won the Magsaysay Award in 2001 & Stockholm Prize in 2015, and runs an NGO called 'Tarun Bharat Sangh' (TBS). Through the use of time-tested as well as path-breaking techniques, he has accomplished conservation of an important natural resource. What are we talking about?



This is a major Indian classical dance, with origins in Assam - name the dance form.

ANSWERS

- 75 years of Independence, being celebrated as 'Azadi Ka Amrit Mahotsav'.
- National Commission for Women (NCW)
- Nishat Bagh in Srinagar, Kashmir.
- Hyderabad
- Dhruv
- Snow Leopard
- Bharat
- Nagpur, which is the geographical Centre of the Indian subcontinent.
- Sattriya Nritya
- Water Conservation (including revival of rivers)



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