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Skill Partner



Training Partner



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NEW VISA CATEGORY LIKELY FOR ENTREPRENEURS, RESEARCHERS

Making It Simple
NITI AAYOG'S PLAN TO LIBERALISE VISA FRAMEWORK

Set up centralised system for granting entrepreneur visas

Criteria to be tech novelty, the sector and job-creation potential

Set up international centres for document verification and initial handholding

Feasibility analysis of project to be completed by 2018

Required mechanism may be in place by 2020



Human capital is one of the key pillars contributing to the innovation quotient of a country. Encouraging high-skilled immigration will foster healthy competition and go a long way in improving the quality of domestic skills.

The idea was to establish a centralised system for granting entrepreneur visas based on criteria including novelty in technology, sector, job creation potential and ease of dissemination of products or service, among other things. India could also set up international centres to facilitate document verification and offer some initial hand-holding. "The idea is to complete the feasibility analysis of this project by next year and set up the required mechanisms by 2020.

While India issues research visas most people choose to apply for tourist permits if they are visiting the country to conduct research informally and won't stay here for more than six months. This is because the process to get research visas is complex and takes time. An expert panel on innovation and entrepreneurship had recommended also harnessing the NRI talent pool for mentorship, skill development and expertise.

These include the Start-up India initiative, launched in 2016, specifying 19 guidelines and funding of Rs 10,000 crore to boost the startup ecosystem. This was supplemented with Atal Innovation Mission to set up 500 Atal Tinkering Labs at schools as well as 100 Atal Incubation Centres along with some grand challenges to encourage innovation and attract talents globally.

A Niti Aayog estimate suggests that tech startups in India will more than double to around 10,500 by 2020 from over 4,750 in 2016. Although recent developments have been encouraging, India still has a long way to go towards building a strong ecosystem where innovation can thrive and in turn enable new enterprises and significantly boost economic growth.

Source: <http://economictimes.indiatimes.com/nri/visa-and-immigration/new-visa-category-likely-for-entrepreneurs-researchers/articleshow/60353103.cms>

WHY SKILL INDIA MUST BE CONNECTED WITH INDIA INC AND NEAR-TERM GOALS SPELLED OUT

The last census indicated that India is set to experience a 'demographic dividend' by 2020, where 65% Indians will be under the age of 35, making us the youngest country in the world. Home to a large employable populace, it is an advantage, for it can fulfill the demand for skilled workers across India and globally. However, we need to leverage this demographic dividend with caution, else it can turn into demographic disadvantage, with a high number of unskilled and semi-

skilled youth forming a large base of labour force with low productivity and lower wages. To put things in perspective, let us look at the recent estimates by the National Sample Survey Office. Of the 470 million people of working age, only 10% receive any kind of training or access to skilled employment opportunities. In other words, there's a large-scale mismatch of demand and supply when it comes to skilled workforce and employment opportunities. Though initiatives by the



government, under the Skill India Mission, aim to train and create an employable skilled talent pool of 500 million people by 2020, there is a long way to go. While educational institutions, skill development bodies and the government continue to provide impetus through policy framework, training and incentives, there is a huge opportunity for corporates to aid the integrated development of the nation through CSR, thereby influencing the scale, quality, and sustainability of skill development programmes.

ENABLE RURAL LIVELIHOODS: Over 70% of India's population stays in rural areas that have limited or no access to vocational training. We need to tap that raw talent pool—reach out, educate, and empower them. This will help enable livelihoods and create work opportunities in rural areas, which, in turn, will discourage rural migration to urban areas. That said, it is essential to

note that skill development doesn't necessarily guarantee livelihood unless it is aligned with local needs, problems, and challenges.

COLLABORATE AND MODERNIZE EDUCATION: For any strategic long-term intervention to work, change needs to happen at the ground. Corporates can collaborate with educational institutes and ITIs to upgrade the education delivery mechanism with latest technology. They need to invest in research and analysis to be able to set quality standard for training courses. Corporates can help identify the skills gap in current job roles and demand forecast of required job roles, which will help build relevant training modules and syllabi, creating a requisite talent pipeline. Further, every skill-based programme should focus on training in soft skills, such as body language, work ethics, time management, team management, communication skills, etc.

Over the next decade nearly **3 1/2 Million** manufacturing jobs likely need to be filled
The skills gap is expected to result in **2 Million** of those jobs being unfilled

CEOs and manufacturing executives around the world identify talent-driven innovation as the number one determinant of competitiveness. Yet, manufacturing executives report a significant gap in their ability to find talent with required skills. More troubling...the skills gap is expected to grow substantially over the next decade. What impact could the gap have on company performance and how large is the gap likely to grow? The Manufacturing Institute and Deloitte conducted a study¹ to understand the impact and extent of the skills gap, and the study results are as follows:



Source: <https://www2.deloitte.com/content/dam/Deloitte/us/Images/Misc/Infographics/us-pip-skills-gap-infographic.jpg>

EMPOWER WOMEN WORKFORCE: A recent World Bank report noted that India would pace towards double-digit growth if women participation is encouraged. While the National Programme for Skill Development, provision and extension of maternity benefits, loan subsidies for women entrepreneurs are a few endeavours to push for women empowerment, it is crucial for corporates and allied foundations to provide opportunities to women. Considering that 49% of rural workforce is women, we should focus on their skill enhancement. Formation of

women self-help groups spurs entrepreneurship and innovation among women. These women can then undergo training sessions and pick up any skill to generate income.

Source of Image: <https://www.peoplestrong.com/wp-content/uploads/2016/05/Skilling-India.png>

Source of article: <http://www.financialexpress.com/industry/why-skill-india-must-be-connected-with-india-inc-and-near-term-goals-spelled-out/756304/>

OVERSEAS DESTINATIONS THAT ARE INDIAN TRAVELLERS' FAVORITES IN 2017



With more and more Indians wanting to take short breaks, there has been a surge in bookings for long weekends and short haul overseas destinations are the most in demand. Popular short haul destinations for 2017 are Dubai, Singapore, Hong Kong, Macau and Thailand. Perennial favourites within India are Goa, Rajasthan, Kerala, Ladakh, Coorg and Delhi. Travellers are opting for unconventional and upcoming forms of travel. From eco-tourism and stay-cations to experiential stays and backpacking, a host of new travel genres are now gaining popularity.

Long weekend travel is a fast-growing trend in India which is especially popular amongst time-starved young working professionals and millennials.

Indian cities like Goa and Udaipur as well as short-haul destinations like Bali (Indonesia), Singapore, Bangkok, Phuket, Pattaya (Thailand) and Dubai are extremely popular.

Budget hotels continue to be the most popular category of accommodation for the upcoming weekends. The trend of taking frequent breaks on long weekends has been growing over the past few years as people are looking for a quick, short respite from their monotonous urban lives. The upcoming long weekend has seen a huge surge in hotel bookings at destinations close to the metros.

Latest figures indicate that tourism generated Rs 14.02 lakh crore (US\$ 220 billion) or 9.6 per cent of the nation's GDP in 2016 and supported 40.343 million jobs, which is 9.3 per cent of its total employment. This sector is predicted to grow at an annual rate of 6.8 per cent to Rs 28.49 lakh crore (US\$ 440 billion) by 2027, which is 10 per cent of our GDP.

To quote an instance, India's medical tourism estimated to be worth US\$ 3 billion, is projected to grow further to \$7-8 billion by 2020. It is pertinent to point out that in 2014, nearly 1,84,300 foreign patients traveled to India for medical treatment. About 88.9 lakh foreign tourists arrived in India in 2016 as compared to 80.27 lakh during the previous year, recording a growth of 10.7 per cent.

India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism. Domestic Tourist Visits (DTVs) has grown by 15.5 per cent year-on-year to nearly 1.65 billion during 2016. Foreign visitors have significantly gone up and India's foreign exchange earnings (FEEs) have through tourism increased by 32 per cent and touched US\$ 2.278 billion in April, 2017.

India is expected to move up five spots to be ranked among the top five business travel market globally by 2030, as business travel spending in the country is expected to treble until 2030 from US\$ 30 billion in 2015. Foreign Tourist Arrivals (FTA) in India have witnessed an impressive growth in the last three years. During April, 2017, it stood at 7.4 lakh compared to 5.99 lakh in April 2016 and 5.42 lakh in April 2015.

Source: <http://www.ndtv.com/business/these-overseas-destinations-are-travellers-favourites-1737952>

http://sentinelassam.com/story/editorial/0/swift-surge-forward-in-tourism-sector/2017-08-31/1/318807#.Wa4n4_Og_IV

QATAR WAIVES VISA

Nationals from dozens of countries in Europe and India, Lebanon, New Zealand, South Africa, and the United States only need present a valid passport to enter the gas-rich country which hosts the soccer World Cup in 2022. Nationals of 33 countries including India will be allowed to stay for 180 days and the other 47 for up to 30 days.



Source: <http://www.ndtv.com/india-news/>

HOW E-COMMERCE COMPANIES LIKE AMAZON, FLIPKART HELP STORES LOCATE NEW SPENDING CITIES

Increasing e-commerce penetration into India's semi-rural hinterland has spawned unique expansion opportunities for a completely different industry from an earlier generation – brick-and mortar fashion stores. Strategists at India's organized fashion chains are now combing the end-user address lists of Web commerce companies to analyze whether it might be worth their while to open large-format stores in, say, Siliguri, Amroha, Moga, or Gaya.

"As a brand, we reached 22,000 PIN codes today, purely thanks to e-commerce and they have helped us reach our products to the oddest of places," said Manish Mandhana from Mandhana Retail which markets Salman Khan's Being Human label.

Mandhana says Being Human plans to open about 100 stores in the next two-three years and 60% of them will come in tier 2-3 cities. Similarly, US Polo plans to open 60 outlets this year and half of those would come up in smaller towns. Ethnic wear brand Biba has about 100 outlets in smaller cities and plans to add 40 more. Similar are the plans at Lifestyle, Puma, and Tommy Hilfiger.

Companies such as Arvind Lifestyle Brands have started to assess the sales of their brands on various e-commerce platforms besides looking at the usual parameters of demography and prosperity of a region before opening a store. Many e-commerce companies, including Amazon, Flipkart, or Myntra, say more than 50% of their sales are now generated in smaller towns.

"We also crosscheck our sales from online partners such as Myntra for proposed locations," said Alok Dubey, CEO Lifestyle Brands at Arvind Lifestyle Brands. Retailers say there is latent demand in smaller consumer centres due to the Internet penetration and increased awareness. Furthermore, the supply of better retailing infrastructure is now allowing brands to add outlets in smaller towns.

"People are coming up with malls in Patna, Siliguri, Guwahati, Jamshedpur, and Baroda. They are on an average 300,000-350,000 sq ft and all built by local entrepreneurs," said Vivek Kaul, head of retail at consultancy firm CBRE. The rentals at malls in non-metro towns are available at reasonable rates and the economics work, Dubey added.

"There are 400+ small towns in India with immense potential. All these places have a certain section of people



Source: <https://www.pixelmattic.com/blog/e-commerce-in-india-2017/>

with aspirations to buy brands and they are in enough numbers for a brand to survive," said Sanjay Vakharia, COO Spykar Lifestyle. The brand has presence in 110 cities, of which about 40 are in smaller towns such as Gaya in Bihar, Abohar and Moga in Punjab, Akola in Maharashtra, and Rewa and Katni in Madhya Pradesh.

Mandhana of Being Human said tier 2-3 markets looked more lucrative in the last couple of years. "That has been the strategy for the last two years, and we find the aspiration for our brand is way higher in tier 2-3 cities. These are the new spending cities in India if you ask me," he said. "We see business in those markets getting bigger. The consumer in the 50th or 51st city wants the same offerings as she gets to see in Delhi, Mumbai or overseas," said a top executive of a premium foreign brand. "An affluent consumer in Mysore, say, must get quality service. Else, she would shop abroad."

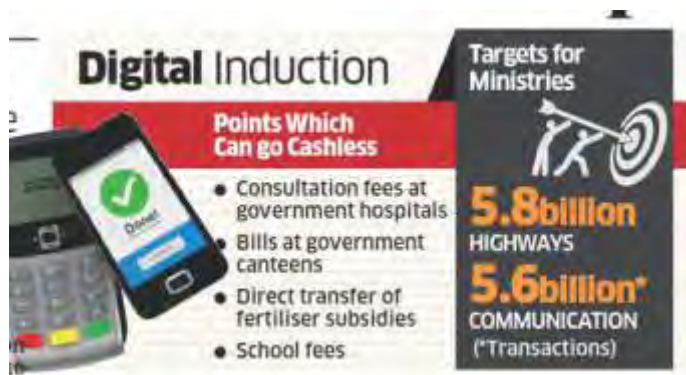
Mandhana of Being Human said global brands such as Zara, H&M, and Forever 21 have made it very competitive for various brands. "Zara and H&M are metro-centric. Hence, they give the opportunity to Indian brands to penetrate into the hinterland," he said.

Source:

http://economictimes.indiatimes.com/articleshow/60329616.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

GOVERNMENT EXPLORES WAYS TO NUDGE PEOPLE TOWARDS CASHLESS TRANSACTIONS

The next time you consult a doctor in a government hospital, you can pay the consultation fees by scanning the QR code with your smartphone. The same holds true if you want to pay for your lunch at government canteens. These are just some of the contact points the central government has identified with help from consulting agency Price water house Coopers (PwC), to increase people's proclivity to digital payments as it musters all it can to achieve the 25-billion transaction target set by the



finance minister for the current financial year, according to two people in the know of the matter.

The government is pushing players in the banking and payments ecosystem to encourage cashless payments at merchant outlets through Unified Payments Interface (UPI) and Bharat Interface for Money (BHIM). It is simultaneously encouraging its own departments to move to digital modes for disbursement as well as acceptance of payments. The government is also considering digitising payments for fertiliser subsidies. "We are trying to enable direct payment through digital modes to seeds and fertiliser distributors and to also enable acceptance of digital payments from farmers at these points," said Belgavi. The government also plans to digitise school fee payments and subsidy payments to schools and educational institutions.

Source: <http://economictimes.indiatimes.com/industry/banking/finance/banking/government-explores-ways-to-nudge-people-towards-cashless-transactions/articleshow/60369440.cms>

INDIA RANKS 23rd AMONG 165 NATIONS IN CYBER SECURITY INDEX

India is ranked a high 23rd out of 165 nations in a global index that measures the commitment of nations across the world to cyber-security.

The second Global Cyber-security Index (GCI), released by the UN telecommunications agency International Telecommunication Union (ITU), said only about half of all countries have a cyber-security strategy or are in the process of developing one and urged more countries to consider national policies to protect against cybercrime.



India is ranked 23rd on the index with a score of 0.683 and has been listed in the "maturing" category, which refers to 77 countries that have developed complex commitments to cyber security and engage in cyber security programmes and initiatives. The index has been topped by Singapore with a 0.925 score.

The report said about 38 per cent of countries have a published cyber security strategy and an additional 12%

of governments are in the process of developing one.

"Cyber security is an ecosystem where laws, organizations, skills, cooperation and technical implementation need to be in harmony to be most effective," stated the report, adding that cybersecurity is "becoming more and more relevant in the minds of countries' decision makers."

The top 10 most committed countries to cyber security are Singapore, United States, Malaysia, Oman, Estonia, Mauritius, Australia, Georgia, France and Canada. Russia is ranked 11th.

The findings shows that there is "space for further improvement in cooperation" at all levels, according to the report, which advocates for encouraging governments to consider national policies that take into account cyber security and encourage private citizens to make smart decisions online.

Source: <http://economictimes.indiatimes.com/tech/internet/india-ranks-23rd-among-165-nations-in-cybersecurity-index/articleshow/59478111.cms>



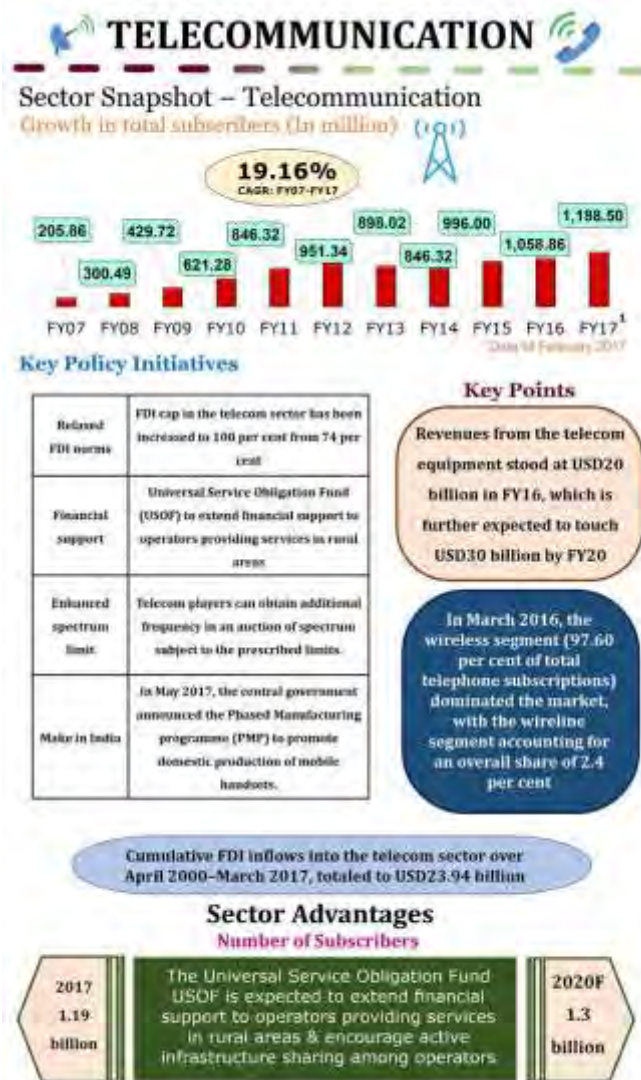
TELECOM INDUSTRY IN INDIA

- ❖ India is currently the second-largest telecommunication market and has the third highest number of internet users in the world
- ❖ India's telephone subscriber base expanded at a CAGR of 19.96 per cent, reaching 1058.86 million during FY07-16
- ❖ In March 2016, total telephone subscription stood at 1,058.86 million, while teledensity was at 83.36 percent

The mobile industry is expected to create a total economic value of Rs 14 trillion (US\$ 217.37 billion) by the year 2020. It would generate around 3 million direct job opportunities and 2 million indirect jobs during this period.

The total number of telephone subscribers in the country rose by 11.13 per cent year-on-year to 1,151.78 million in the September-December quarter of 2016. According to a report by leading research firm Market Research Store, the Indian telecommunication services market will likely grow by 10.3 per cent year-on-year to reach US\$ 103.9 billion by 2020.

According to a study by GSMA, smartphones are expected to account for two out of every three mobile connections globally by 2020 making India the fourth largest smartphone market. India is expected to lead in the growth of smartphone adoption globally with an estimated net addition of 350 million by year 2020. Total number of smartphone shipments in India stood at 25.8 million units in the quarter ending December 2016, and smartphone shipments during 2016 stood at 109.1 million units, up by 5.2 per cent year-on-year. Broadband services user-base in India is expected to grow to 250 million connections by 2017.



NATIONAL DIGITAL LITERACY MISSION

Nasscom has partnered with SAP India to establish 25 National Digital Literacy Mission (NDLM) centres in 12 cities across India, as a part of Government of India's Digital India initiative.



National Digital Literacy Mission ('NDLM') has been initiated with the vision to empower at least one person per household with crucial digital literacy skills by 2020. This is expected to touch the lives of more than 250 million individuals over the next few years. The National Digital Literacy Mission is a dynamic and integrated

platform of digital literacy awareness, education and capacity programmes that will help rural communities fully participate in the global digital economy. Our focus is on making technology central to enabling change.

NDLM Stakeholders.

1. Government of India, working to extend the vision of a digital India by promoting e-governance and transform India into a connected knowledge economy.
2. Corporate partners, who through their sustained efforts with NDLM have been harnessing collective energies to bring down the divisive digital wall.
3. Implementation partners, who are empowering communities with capacity building and training programs through digital means.

Source: <http://www.nasscomfoundation.org/get-engaged/ndlm.html>

INFORMATION SECURITY SPENDING IN INDIA TO INCREASE 12% TO \$1.5 BILLION IN 2017

According to Gartner, information security services, especially IT outsourcing, consulting and implementation services, will continue to be the fastest growing segment. The impact of security breaches on business and the need for a detection and response system, Indian companies are set to invest big on information security in 2017, according to data from research firm Gartner Inc.

"Spending on information security products and services in India will reach \$1.5 billion in 2017 in constant currency terms, an increase of 12% over 2016, with spending expected to grow to \$1.7 billion in 2018," Gartner said.

According to the research firm, security services, especially IT outsourcing, consulting and implementation services, will continue to be the fastest growing segment. Hardware support services will see slower growth due to the adoption of virtual appliances, public cloud and software as a service (SaaS), which reduces some of the need for attached hardware support.



"Organizations can improve their security posture significantly just by addressing basic security and risk related hygiene elements like threat-centric vulnerability management, centralized log management, internal network segmentation, backups and system hardening among others

Source:

<http://www.livemint.com/Technology/y5xZhMg3SJD81aXr6gyQYK/Information-security-spending-in-India-to-increase-12-to-1.html>

STAR INDIA WINS THE FIVE-YEAR MEDIA RIGHTS CONTRACT OF IPL

The Board of Control for Cricket in India (BCCI) has announced Star India as the winner of the Indian Premier League (IPL) global media rights for a five-year period (2018-2022). The global media rights won by Star India include all broadcast and digital rights across the globe including India.

The global media rights were awarded to Star India for Rs 16,347 crore. Star India's bid amount was higher than sum of bids of the rest which was Rs 15,819 crore.

FINAL FIGURES FOR IPL MEDIA RIGHTS:

13 companies could qualify for the financial bids for media and digital rights for the Indian Premier League for the seasons from 2018-2022.

14 companies were in fray for IPL media rights bid including Star India, Followon Interactive Media, Sony Pictures Networks India, Times Internet, OSN (Gulf DTH FZ LLC), SuperSport International, Reliance Jio Digital, beIN IP, Econet Media Group, Facebook, DAZN/ Perform Group, YuppTV, Airtel and BAMTech.

The telecast rights were awarded to Sony Pictures Networks India (then, MSM India) in the inaugural season

for ten years for Rs 8,200 crore, while the digital rights were given to Hotstar, Star India's OTT platform in 2015 for a period of three years for Rs 300 crore.

As many as 24 entities had bought the bid documents, before the process had paused. The entities include Star India, Facebook Inc., Twitter, Airtel, Amazon Seller Services, Followon Interactive Media, Qatar-based beIN, Taj TV India, Sony Pictures Networks, Times Internet, Supersport International, Discovery Sports, Reliance Jio Digital, Gulf DTH FZ LLC, GroupM Media, Econet Media, SKY UK, ESPN Digital Media, BTG Legal Services and Britain's BT PLC.

BCCI had identified seven broad regions which are crucial for monetisation of IPL, which include India, Europe, West Asia, America, Africa and the rest of the world. Till the last time, the rights were awarded for two territories - India and the rest of the world. Global bids are also being encouraged by the board. Any company will get the global rights only if their bid amount is higher than the sum of all the regional ones.

Source: <http://bestmediainfo.com/2017/09/star-india-wins-the-five-year-media-rights-contract-of-ipl/>



UPCOMING EVENT



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Ministry of Commerce and Industry
DEPARTMENT OF COMMERCE



GOVERNMENT OF ASSAM
INDUSTRIES & COMMERCE



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& Cyber Security**

Fri-Sat, 24-25 Nov 2017, Guwahati