

India Serves

A Monthly Newsletter by

SEPC

SERVICES EXPORT PROMOTION COUNCIL

Setup by Ministry of Commerce & Industry, Govt. of India

VOL I ISSUE I - MAY 2020

VISION

To make India an international services exports powerhouse by effectively promoting and representing every sector of Indian services and contributing to the overall growth of the economy.

MISSION

To be an effective voice of the Indian services sector globally, raising its profile through interventions and exchanges leading to increase in business.

To serve as a bridge between government and other stakeholders and the services sector.

To disseminate knowledge and recognize the achievements of organizations in their quest to increase services exports.

SERVICE EXPORTS FROM
INDIA SCHEME (SEIS)

LIFELINE FOR SERVICES SECTOR

A HEALING HAND:
PERSONALISED AND PRECISE

SERVICES EXPORT PROMOTION COUNCIL

Setup by Ministry of Commerce & Industry, Govt. of India

Contents

Tap on Article picture to navigate.



10

Cover story

The Healing Hands

Digital health-technology start-ups have successfully been experimenting on different verticals of healthcare ecosystem...

India Serves

Issue I Vol I
May 2020

A SEPC NEWSLETTER

Editor

Dr. Abhay Sinha, DDG
abhay.sinha@servicesepc.org

Content

Dr. Salahuddin Ayyub, Manager
salahuddin.ayyub@servicesepc.org

Mr. Dhruv Singh, Executive
dhruv.singh@servicesepc.org

For membership:

Mr. Vikrant Wadhera, Manager
vikrant.wadhera@servicesepc.org

For Events/Sponsorships/Advertisements

Mr. Mayank Sharma, Manager
mayank.sharma@servicesepc.org

Designed by Silver Bullet Media
www.silverbulletmedia.in

07 Service Exports from India Scheme (SEIS)



SEPC strongly advocates its continuity...

08 Government
Notifications &
Industry Updates



Ministry of Corporate Affairs, has introduced the “Companies Fresh Start Scheme, 2020...



SERVICES EXPORT PROMOTION COUNCIL
Setup by Ministry of Commerce & Industry, Govt. of India

3rd Floor, 6A/6, NCHF Building,
Siri Fort Institutional Area,
August Kranti Marg,
New Delhi-110049

Phone: +91 11-41046327-28-29
+91 11-41734632

Email: info@servicesepc.org
Website: www.servicesepc.org

MESSAGE FROM THE CHAIRMAN



Maneck E. Davar
Chairman, SEPC

I am pleased to present to you the first issue of India Serves, the newsletter of the Services Export Promotion Council (SEPC). I have been involved with the organization for almost a decade as a member of the Central Governing Council (CGC) and I've always felt that this was a body whose potential needed to be realized.

SEPC has around 4000 active members who export services of the value of USD 45 billion per annum. When I assumed the office of the Chairman, I set myself identifiable targets. The first was to ensure that SEPC grew in strength, in representative numbers as well as in the quantum of exports of its members. The second was to build an organization that would enable us not only to reach the target of membership but also to ensure that we were able to represent the interest of the members as well as create opportunities for them to increase their business through interactions with the international community. Towards that aim we embarked on an endeavor to create

physical infrastructure as well as supplement our human resources, especially in the areas of marketing, business development and research.

Among the host of issues, the main issue that we have taken up with the Ministry is to do with the Service Exports from India Scheme (SEIS). There was a serious indication that this scheme was to be discontinued.

I am pleased to inform members that in a short period we were able to identify and buy office space, something we were meaning to do for more than a couple of years. In this I must thank my colleagues on the CGC, as well as the staff. It is unfortunate that our well laid plans could not bear fruition as they were rudely interrupted by Covid-19. We now have a different battle on our hands and for the past few months we have been representing issues faced by all sectors of services to the Commerce minister, the Commerce ministry and the DGFT.

In our various interactions with the concerned authorities we have put forth a number of suggestions, keeping in mind the issues and hardships faced by the Services industry as a whole. These are related to SEIS, speedy refunds of TDS and GST, recognition of services sector as significant contributor in India's overall export, a special package for highly distressed services sectors and likewise. Among the host of issues, the main issue that we have taken up with



the Ministry is to do with the Service Exports from India Scheme (SEIS). There was a serious indication that this scheme was to be discontinued. In these difficult times such a move by the government would have seriously impacted all services. I am glad to report that we have managed to convince the authorities that this scheme needs to be continued as the service sectors are facing huge challenges, with circumstances beyond their control. We have also represented but there should be some enhancement in the incentives given in the scheme.

SEPC has made a donation of Rs. one crore to the Prime Minister's CARES Fund.

Further, we have conveyed to the DGFT the grievances of our members who have not been able to realize the benefits in earlier years and they are being looked into. We would also request all members who have had issues in earlier years to communicate this to us so that we can take it up with the DGFT.

It also gives me great pleasure to inform you that SEPC has made a donation of Rs. one crore to the Prime Minister's CARES Fund, and has also committed to spend a sum of Rs. 5 crores to support the promotion of services in the coming year.

SEPC has also committed to spend a sum of Rs. 5 crores to support the promotion of services in the coming year.

SEPC with the help of webinars, emails and telephonic calls regularly interacts with members, non-member firms and industry associations to keep a close watch at the new developments in

the services industry and makes regular industry representations to the government on different issues faced by the industry. With our initiative of India Serves we are targeting to disseminate domestic and international industry information, which would be equally useful both for the Indian service providers and overseas buyers and it will help us in promoting Indian services abroad as each edition would have a special article on specific sector featuring the prowess of India's capability and its offering to the world. In this first edition we are having a cover story on Health Care sector. This newsletter it's not just an attempt to convey developments in the services sector and in SEPC, but also to get your feedback so that we can serve you better.

In conclusion, I would like to thank all my colleagues on the CGC, as well as the staff of SEPC. We are all committed to make this a strong organization and we seek your support in doing so.

You can also write to me regarding **India Serves** at chairman@serviceseperc.org.

SECTORS

Accounting/Auditing
Advertising
Architectural
Consultancy
Distribution
Educational
Entertainment
Environmental
Healthcare
Hotel & Tourism
Legal Services
Management Services
Maritime Transport
Printing & Publishing
Others...



SEPC is the nodal point for Indian service exports as well as for foreign corporates who are looking for business opportunities in India under different modes of services trade

SEPC is an Export Promotion Council set up by Ministry of Commerce & Industry, Govt. It is an apex trade body which facilitates services exporters from India. As an advisory body it actively contributes to the formulation of policies of Government of India and acts as an interface between the Services Industry and the Government. The council has been instrumental in promoting the efforts of Indian service exporting community, and in projecting India's image abroad as a reliable supplier of high-quality services. The Council encourages and monitors the observance of international standards and specifications by exporters and keeps abreast of the trends and opportunities in international markets for services and assists members in taking

advantage of such opportunities in order to expand and diversify exports. Set up in 2006, SEPC now has a strong membership base of more than 6,000 members## from across different sectors of services industry.

The organization since its inception has also been engaged with the government to expedite the schemes and benefits received by the service industry. It keeps following up with the concerned departments and authorities to get the notifications issued on time for the schemes like Service Exports from India Scheme (SEIS) and keeps suggesting changes in the schemes to make it more impactful and convenient.

As a remarkable achievement SEPC has purchased an office space for its Head Quarter in DLF Prime Towers, Plot No- 79-80, Pocket F, Okhla Phase -1, Okhla industrial Area, New Delhi - 110020. Very soon SEPC will be operating from its new office.

For membership inquiries kindly visit us at www.servicsepc.org



CENTRAL GOVERNING COUNCIL MEMBER PROFILES

Tap here for detailed profiles

Chairman



Mr. Maneck E. Davar

Printing & Publishing Services
chairman@servicesepc.org

Vice Chairman



CA. Sunil H. Talati

Accounting/Auditing/Book Keeping Services
vicechairman@servicesepc.org

Past Chairman



Dr. Lalit Bhasin

Legal services
lalit.bhasin@servicesepc.org

Past Chairman



Mr. Vivek Nair

Hotel & Tourism Services
vivek.nair@servicesepc.org



CA Hirachand Dand

Entertainment Services
hirachand.dand@servicesepc.org



Dr. Vidya Yeravdekar

Educational Services
vidya.yeravdekar@servicesepc.org



Ms. Upasana Arora

Healthcare Services
upasana.arora@servicesepc.org



Capt. Unmesh Abhyankar

Maritime Transport Services
unmesh.abhyankar@servicesepc.org



Mr. Amit Sharma

Other Services
amit.sharma@servicesepc.org



Mr. Joy Basu

Advertising Services
joy.basu@servicesepc.org



Mr. Raj Kumar Gupta

Environmental Services
rajkumar.gupta@servicesepc.org



Mr. Sanjay Gulati

Consultancy Services
sanjay.gulati@servicesepc.org



The foreign trade policy provides tax incentives under the Service Exports from India Scheme (SEIS) to several services industries. Depending on the nature of services, the government gives duty credit scrips or certificates. The scheme offers reward at 5 per cent or 7 per cent of net foreign exchange earned and covers service exports within India.

The objectives of the scheme are provided under chapter three of FTP 2015-20 which are as follows:

- **Promote exports of notified services;**
- **To make our services more competitive in global market;**
- **Incentives to exporters to offset infrastructural inefficiencies and associated costs involved.**

Note: Service Exporters having valid RCMC from SEPC can avail this incentive subject to eligibility criteria provided by DGFT. (For details of SEIS Scheme please visit www.servicesepec.org)

SEPC has been aggressively advocating the continuity of the scheme for the benefit of Services sector and more specifically to make MSMEs compete in the global market place.

SEPC has been continuously following up with the Ministry of Commerce to retain the SEIS scheme in the upcoming Foreign Trade Policy 2020-25 (now expected in 2021 due to COVID 19).

Chairman, SEPC interacted with Hon'ble Minister of Commerce and Industry Mr. Piyush Goyal and made fervent request to retain SEIS. The immediate relief sought was as follows:

- ▶▶ Issue SEIS notification for the year 2019-20
- ▶▶ Release SEIS benefits of earlier years.
- ▶▶ Extension of the deadline for submission of application for SEIS for the FY 2016-17

- Taking note of the issues on SEIS application submission and the process of the examination of documents, SEPC has been advised by Department of Commerce to formulate SOP and make the process online. In this regard SEPC has already written to its members to provide their inputs and suggestions.

- SEPC has been regularly writing to its members to provide feedback on SEIS claims and pending cases. SEPC received responses from 630 members.

- SEPC commissioned a study on the evaluation of SEIS scheme to International Advisory Council. The report of the study is ready and it will be submitted to the Department of Commerce in pursuant of our advocacy on the need for continuity of SEIS scheme.



GOVERNMENT NOTIFICATIONS AND INDUSTRY NEWS UPDATES

Folders

Inbox 10

Junk 1

Drafts

Sent

Deleted



Hello, this is Pete. Can you ple...

9/11/16

28/09/16

1/12/15

1/12/15

1/12/15

Government Notification

- The Govt. has decided to extend the existing Foreign Trade Policy by another one year i.e. up to 31st March, 2021. Similar extension is made in Hand Book of Procedures.
- The last date of filling for SEIS application for FY 2018-19 shall be 31.12.2020
- The Ministry of Finance recently issued an circular on grant of GST Refunds for the orders that were cancelled by the customers due to the nationwide lockdown in India, For further details you may refer to: http://cbic.gov.in/resources//htdocs-cbec/gst/Circular_Refund_137_7_2020.pdf
- The Ministry of Corporate Affairs, has introduced the "Companies Fresh Start Scheme, 2020" and revised the "LLP Settlement Scheme, 2020". The USP of both the schemes is a one-time waiver of additional filing fees for delayed filings by the companies or LLPs with the Registrar of Companies during the currency of the Schemes, i.e. during the period starting from 1st April, 2020 and ending on 30th September, 2020.

Industry News

- In a major export order from Africa , RITES had emerged as successful bidder, final price negotiations for export value of USD 89.2 million (Rs 678 crore approx) have been concluded through video conferencing. (Business Insider)
- Ministry of Tourism launches "DekhoApnaDesh" webinar series the ministry said the webinar series will provide information on the many destinations and the 'depth' and 'expanse' of the culture and heritage of India. (Economic Times)
- GMR Group is in race for two international airports in Montenegro, a southern European country, emerged as one of the qualified bidders, according to a notification issued by the Montenegrin Transport Ministry. (Bloomberg)
- Women make up 34 per cent of the Airbnb Stays hosts in India and 40 per cent of its experience hosts, Indian women hosts earned over Rs 100 crore (USD 14 million) on Airbnb in 2019, a 40 per cent jump over the previous year. (Livemint)
- Essar Port cargo handling grew over 23 per cent to 49.22 million tonnes (MT) in 2019-20. Recorded. The conglomerate has an oil terminal in Stanlow, the UK, and has a coal berth in the development stage at Mozambique's Beira port. (Business Line)
- In a first of its kind deal, Indian movie producer and distributor Eros International announced an all-share merger with Hollywood's STX Entertainment to create an equally-held global entertainment company. (Business Standard)

ACTIVITIES AND EVENTS

Events & Webinars		
Activity	Date / Venue	Brief Details
Global Exhibition on Services 2019	27-29 November 2019, Bengaluru, Karnataka	Foreign Buyers: 166, Indian Exhibitors: 155, B2B Meetings: 4093, Sessions: 15, Report Released: 7, International Competition: 2
India Heals 2020	30 January -02 February 2020, Kochi, Kerala	Foreign Buyers: 93, Indian Exhibitors: 55, MoU's: 80 Sessions: 6, Speakers: 18
Webinar: "Tapping Professional Opportunities abroad" organised by ICAI in association with SEPC	05 April, 2020	Participants: 6000
Webinar: "Legal Perspective on Employer-Employee Relationship in time of COVID 19" with support from IACC and SILF	22 April, 2020	Participants : 550
Webinar: "Rebooting and Reinventing: Travel and Tourism business Continuity post- COVID 19"	06 May, 2020	Participants: 350

UPDATE ON RECENT MEETINGS AND REPRESENTATIONS TO DEPARTMENT OF COMMERCE AND INDUSTRY

- SEPC has been continuously following up with the Ministry of Commerce to retain the SEIS scheme in the upcoming Foreign Trade Policy 2020-25 (now expected in 2021 due to COVID 19).
 - Chairman, SEPC interacted with Hon'ble Minister of Commerce and Industry Mr. Piyush Goyal and made fervent request to retain SEIS. The immediate relief sought was as follows:
 - » Issue SEIS notification for the year 2019-20
 - » Release SEIS benefits of earlier years.
 - » Extension of the deadline for submission of application for SEIS for the FY 2016-17
 - On broader economic front SEPC requested for the following support
 - » Ensure speedy refunds of TDS and GST.
 - » Ensure banks pass on REPO rate cut to customers.
 - » Governments should speedily release outstanding payments to service providers
 - » Government to bear provident fund payments of all labour earning Rs. 15,000 p.m. and below and not just companies with less than 100 workforces.
 - A video meeting on 10th April, 2020 was organised to discuss SEIS pendency and related matters with Senior Officials of Department of Commerce, DGFT and representatives from travel and tourism industry.
- The meeting was Chaired by Mr. Sudhanshu Pandey, IAS, Additional Secretary. DG DGFT also participated in the meeting.
- » Taking note of the issues on SEIS application submission and the process of the examination of documents, SEPC has been advised to work on SOP and make the process online. In this regard SEPC has already written to its members to provide their inputs and suggestions.
 - » Further SEPC has been regularly writing to its members to provide feedback on SEIS claims and pending cases. SEPC received responses from 630 members.
- Some of the recent representations submitted to the Department of Commerce, MoC&I have been given below for reference;
 - » Recommendations on SEIS for FTP 2020-25 (Dated 03.02.2020)
 - » Representation on services export incentives provided in other countries (Dated 04.03.2020)
 - » Representation submitted to DGFT on extension of deadline for three months for claim of SEIS benefit for the FY 2016-17 (Dated 23.03.2020)
 - » Representation submitted to Department of Commerce, MoC&I regarding extension of deadline for SEIS applications for the FY 2016-17, notification of 2019-20, and release of pending SEIS benefits (Dated 28.03.2020)



THE HEALING HANDS

We are glad to share our first monthly Newsletter, **India Serves** with special coverage on healthcare sector. An important cover story has been given space in the newsletter for the benefit of Indian service providers and foreign buyers; with a focus on telemedicine.

Healthcare services have become increasingly globalized these days. The globalization of healthcare services has been facilitated by advancement in information and communication technology, liberalization of foreign investment, greater international mobility of patients and demographic dynamics. India has created a niche for itself in the export of healthcare services mainly due to the fact that it has large pool of quality healthcare professionals and state of the art healthcare technology and infrastructure.

Today India is recognized as a Global Medical Tourism hub. According to IMS Health, India has 18 per cent share of the global medical tourism market and estimated to touch 20 per cent by 2020 making it a USD 9 billion market growing at the rate of 22-25 per cent from USD 3 billion in 2017.

Healthcare industry in India has a lot of potential to grow further due to strong human resources, inflow of foreign investments, innovations and advanced technology. Digital and internet based medical service providers are rising and private equity investments in the sector have increased over the years. Healthcare & Wellness services have been identified as one of the 'Champion sectors' by the Ministry of Commerce and Industry, government of India.

Unfortunately, with the ongoing COVID-19 pandemic, domestic healthcare sector and medical value travel (MVT) both have been adversely affected with no foreign patients entering into the country due to lockdown and domestic patients are avoiding hospital visits with the fear of virus. In addition to this cost of medical treatment for general patients has gone up due to strict compliance. We have taken up these issues to the government on behalf of SEPC and we are sure that government would provide special support to the sector.

Look forward to have your valuable inputs.
Stay Safe, Stay Healthy

Upasana Arora

Director, Yashoda Super Speciality
CGC Member &

Healthcare Services Panel Head, SEPC

E-mail: upasana.arora@servicsepc.org

TELEMEDICINE - AN EMERGING HEALTHCARE SECTOR

Digital health-technology start-ups have successfully been experimenting on different verticals of healthcare ecosystem. With rising healthcare cost, technological innovations, increasing remote patient monitoring, and growing burden of chronic diseases, unique innovations of telemedicine now have the potential of bringing out solutions to the overloaded healthcare system, with limited infrastructure around

many developing and underdeveloped countries. In the present scenario of worldwide lockdown, telemedicine has become need of the time. This has set a precedent in the delivery of healthcare services, where distance no more remains a constraint. Healthcare professionals with the use of ICT are able to exchange information for treatment of ailments and exchange their prudence of specialities in medical science.

Global Overview

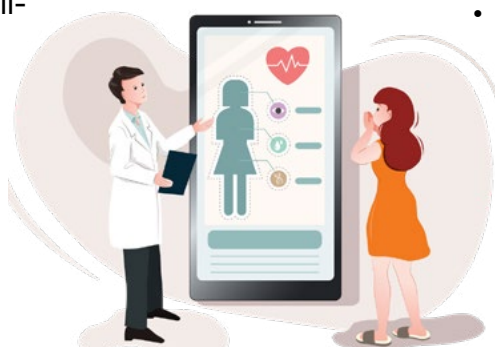
A report by Mordor Intelligence predicts that global telemedicine sector will be worth more than USD 66 billion by end of 2021 growing annually at the rate of 18.5 per cent.

Recent developments in global markets

- USA has passed internal laws to allow for better parity in Telemedicine. Both UK and Canada are set to follow suit as well. These laws would allow physicians to be reimbursed by private payers for telemedicine visits at a rate similar to in-person visits which will help in the rapid acceptance and proliferation of telemedicine technology.
- Tele behavioral health and specialty telemedicine where patients require frequent visits to the doctor, and US telemedicine companies are targeting this patient population with telemedicine.
- Another growing area in the field of telemedicine is "hospital at home" in which patients who meet the criteria for hospitalization but are otherwise stable are treated at home for diseases such as chronic obstructive

pulmonary disease, pneumonia and heart failure.

- EXIM Bank of America and AMD Global telemedicine executed an export credit insurance policy, empowering telemedicine companies to offer open account credit terms to international buyers which protected their financial health by mitigating the risk of non-payment on foreign receivables and has improved on their sales outside the country.



India Overview

Telemedicine is a fast-emerging sector in India too; many major hospitals in the country like Apollo and Fortis, with over 503 start-ups are focusing on telemedicine services. Telemedicine market in India was expected to rise 20 per cent annually during 2016-20 reaching to USD 32 million. It is complemented by India's medical technology sector which is forecasted to reach USD 9.60 billion by 2022. ISRO (Indian Space Research Organization) made a modest beginning in telemedicine in India with a Telemedicine Pilot Project in 2001, linking Chennai's Apollo Hospital with the Apollo Rural



Hospital at Aragonda village in Chittoor district of Andhra Pradesh. Some of the steps taken by India in projecting country's telemedicine prowess is through 'Pan-African eNetwork Project' and SAARC (South Asian Association for Regional Co-operation).

Indian Government has very recently released 'Telemedicine Practice Guidelines' which has clarified India's position on the legality of teleconsultation allowing registered medical practitioners to take up practise in line with the requirements of the Telemedicine Guidelines.

The government notification has marked a new era in medical services and helped the industry to create a vision document for the niche domain.

An Export perspective

Although most trade in health services occurs through the course of medical value travel (Mode 2) prospect where patients come to India and get treated which have so far been a success due to our cost effectiveness, and our efficient workforce but in today's time borders are locked and there is uncertainty looming on future of patients' traveling. At this juncture this will certainly effect the medical value travel business, but as the dawn of new era arising with Telemedicine being recognized with amendment in the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 by the Ministry of Health and Family Welfare, it may significantly lessen the burden on Indian healthcare system whereas at the same time teleconsultation could now be used as a business model in countries which are in need of reasonable medical services.

Way forward

ICTs is already present in everyday health-care through SMSs, e-mails and other technological devices. A quick extension and intensification of their use in general practice may be expected now. This will also have an impact on the way medicine is practiced, with rapid adoption of ICT applications, use of smartphones and video for mobile communication, and increasing use of diagnostic tools. It will open doors for Indian companies to collaborate with foreign counterparts.

Certification and Recognition

- ISO/WD 13131 certification provides advice and recommendations on how to develop quality objectives and guidelines for telehealth services that use information and communications technologies (ICTs) to deliver health-care over both long and short distances by using a risk management process. For further information following link may be referred: <https://www.iso.org/standard/75962.html>
- IQNet is an exclusive enhancer of the value proposition offered to clients:
 - Through the IQ Net certificate and mark, clients are lined with one of the most recognized international company.
 - Companies have access to a singular combination of information and knowledge on standardization, conformity assessment and international trade related issues, on multiple industry sectors. For further information you may refer to: <https://www.iqnet-certification.com/en>



SUCCESS STORIES

Apollo Telemedicine has conducted 700,000+ Tele Consultations Delivered Connecting Across 95 Specialties, with over 11 Million+ lives touched and has equipped the World's First V-SAT enabled Telemedicine Centre.

A few noteworthy examples of the successfully established telemedicine services in India also include mammography services at Sri Ganga Ram Hospital, Delhi oncology at Regional cancer centre, Trivandrum surgical services at Sanjay Gandhi Postgraduate Institute of Medical Sciences, School of Telemedicine and Biomedical Informatics, and many more. Indian practitioners are been focusing on Telemedicine adopting it in places where large populations for example, the Government of Uttar Pradesh practices telemedicine during MahaKumbha melas which is world's biggest festival with an enormous gathering.

Onco.com, have helped thousands of cancer patients in 13 through network of world-class oncologists, sourcing and delivering valuable second opinions, and solving complex cancer cases with collaborative reviews from multi-disciplinary panels. They have reassured patients and their families who were planning to travel abroad to seek expensive procedures, by validating their treatment plan with evidence-based opinions. They have built a global peer community of highly qualified cancer experts, enabling the exchange of ideas and knowledge of the absolute latest, cutting edge therapies that is shaping up the path towards easier treatment journey for cancer patients around the world.

An Indian E-health company **ReMeDi** has integrated multiple point-of-care tests into a compact briefcase – from blood pressure, digital stethoscope, ECG and pulse oximeter to a wide range of blood and urine tests, including HIV, malaria and spirometer for TB screening, along with other noncommunicable diseases and maternal/newborn diagnostics which is well suited for frontline health workers in remote, rugged settings. The unit uses Bluetooth Low Energy (BLE) technology to automatically send test results into the patient's electronic medical record that the system creates. A built-in telemedicine function allows a higher-level practitioner to join the consultation via video and instantly view and discuss test results. With rechargeable battery power, works off-grid and offline, syncing data once connectivity is available which proves to be a game changer in the e-health ecosystem.



The Global Healthcare market can increase three-fold to Rs 8.6 trillion (USD 133.44 billion) by 2022.

Source: www.ibef.org



SERVICES EXPORT PROMOTION COUNCIL
Setup by Ministry of Commerce & Industry, Govt. of India

SERVICES EXPORT PROMOTION COUNCIL

3rd Floor, 6A/6, NCHF Building,
Siri Fort Institutional Area,
August Kranti Marg
New Delhi-110049

Phone: +91 11-41046327-28-29, +91 11-41734632
Email: info@servicesepec.org
Website: www.servicesepec.org

