

India Serves

A Monthly Newsletter by

SEPC

SERVICES EXPORT PROMOTION COUNCIL

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

VOL II, ISSUE VI - October, 2021

DISTRIBUTION SERVICES

connecting the dots

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

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Distribution Services connecting the dots

The distribution services provide the necessary link between producers and consumers, within and across borders. The efficiency of the sector is crucial to ensuring that consumers have extensive access to a wide variety of goods and services at competitive prices. Distribution services is one of the 12 major categories in the Services Sectoral Classification List (MTN. GNS/W/120), which is used for international trade negotiation purposes. Distribution services include wholesale trade services, non-food, multi-product vs. specialized goods, etc.) and legal structures (e.g. independent, integrated groups, franchises).

Under Extended Balance of Payments Services classification (EBOPS 2010), the sector is represented under the head Trade-related services which covers commissions on goods and service transactions payable to merchants, commodity brokers, dealers, auctioneers and commission agents. These services include, for example, the which is used for negotiations, distribution include the following

- A. Commission agencies (621)
- B. Wholesale trade (622)
- C. Retailing services (631+632+6111)
- D. Franchising (89)
- E. Other

Any margins not in f.o.b. price of the included in trade related

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India Serves

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SERVICES EXPORT PROMOTION COUNCIL

Maneck E. Davar
Chairman, SEPC

MESSAGE FROM THE CHAIRMAN

Services industry is very thankful to the government for the SEIS notification for the FY 2019-20 and it is being seen as a timely relief for the businesses

In 2021-22 services sector has shown a rebound. The first five months of the year have alone witnessed an increase of 14% in services sector exports year-on-year totaling 95 billion USD. This has been especially creditable considering the effects of the pandemic. Total services exports for 2021-22 is expected to touch over 240 billion USD and may increase even further when the tourism sector is opened up later in the year for foreign tourists.

SEPC is very optimistic about the services exports growth and in order to draw a roadmap towards targets of 250 billion USD in FY 2021-22 and one trillion USD by 2030, SEPC is organising Global services conclave 2021 titled "India Serves: exploring potential growth sectors beyond IT/ITes" on Tuesday, 9th November 2021. The conclave aims to bring together industry leaders, senior government officials from respective ministries, Indian ambassadors in different regions of the world, and all other stakeholders to discuss strategic roadmaps, schemes/incentives, skill development, export financing and institutional support, etc.

Considering restrictions on foreign travelling and global events, we at SEPC are currently focusing on domestic and virtual events. SEPC played a crucial role in organising Vanijya Utsav as a part of 'Azadi Ka Amrit Mahotsav' in two Indian states, Uttarakhand and Karnataka and actively participated in Delhi and UP editions of the event held on 21-22 September 2021. The focus of the two-day deliberation was on the strength and potential of exports from Indian states. The events received overwhelming response from the state governments and services exporters from the states. There is a request from states for establishment of SEPC's regional branch offices in different states.

Services industry is very thankful to the government for the SEIS notification for the FY 2019-20 and it is being seen as a timely relief for the businesses. However, the industry is concerned about the changes that have been made in the scheme such as exclusion of certain sectors, revised lower rates, low budget allocation, etc and SEPC has already raised it with the concerned departments and hopes to get a positive response.

Current issue of India Serves focuses on Distribution Services which includes retail and wholesale distribution services, commission services and franchising services, etc. The sector is important because it facilitates merchandise exports from the country besides earning foreign exchange for the country through services exports.

We are looking forward to an active participation from the industry in the Global Services Conclave on 9th November 2021 to help SEPC develop a roadmap to ensure that Services sector exports keep up the high growth trajectory and reach the projected targets by 2030.

Yours Sincerely

Maneck Davar

ABOUT SEPC

OVERVIEW OF SERVICES OFFERED BY SEPC

TRADE
INTELLIGENCE



EXPORT
DEVELOPMENT



EXPORT
PROMOTION



ENABLING
BUSINESS ENVIRONMENT



Services Export Promotion Council set up in 2006 by Ministry of Commerce & Industry, Government of India is an apex trade body to promote exports of services from India.

- Key role in Foreign Trade Policy, Export Strategy formulation by Department of Commerce and related Govt Departments.
- Interface between Services Sector and Government
- Provides inputs on Trade Negotiations
- Represents Services Sector in various Joint Trade Committees, Joint Business Councils and Joint Working Groups of Government of India to facilitate export.
- Creates Business opportunities in global market place for services exporters
- Providing commercially useful information and assistance to members in increasing exports.
- Organising visits of delegation of its members abroad to explore overseas market opportunities.
- Organising participation of Services exporters in specialised International Trade Fairs.
- Dissemination of government notification, orders, information on trade and other relevant information to members.
- Facilitates execution of Government Schemes like SEIS.

Services Covered under SEPC

In order to enhance the competitiveness of services exports and enable services industry to generate employment, the Union Cabinet chaired by Honourable Prime Minister Shri Narendra Modi in 2018 identified 12 Champion Services Sector.

The following table provides the mapping of identified Champion Services vis-a vis the services covered under SEPC and BPM6 classification. Sixth edition of the Balance of Payments and International Investment Position Manual (BPM6) is developed by IMF in collaboration with compilers and other interested parties worldwide and used by most of the countries to record and report services trade data.

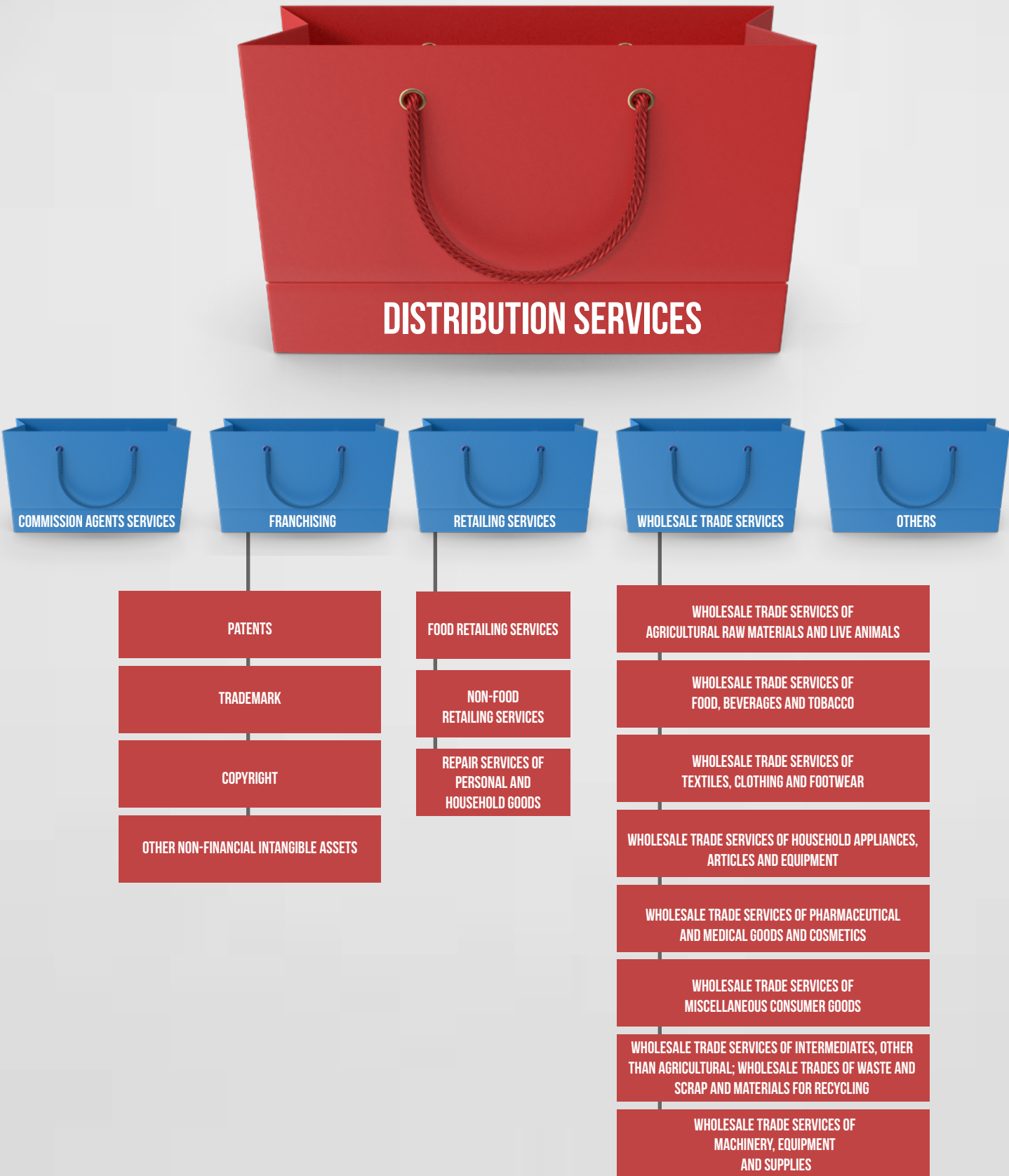
S.N.	Services covered under SEPC	Champion Services	BPM6 Classification
1	Accounting/Auditing and Bookkeeping Services	Accounting and Finance Services	Other business services
2	Consultancy Services	-	
3	Legal Services	Legal services	
4	Architectural Services and related services	Construction and related Engineering services	
5	Environmental services	Environmental services	
6	Marketing Research and Public Opinion Polling Services/ Management services	-	
7	Advertising Services	-	
8	Printing and Publishing services	-	
9	Other services (IT & ITES, Communication Services)	IT & ITES, Communication services	Telecommunications, computer, and information services
10	Hotel and Tourism Related Services	Tourism and Hospitality Services	Travel
11	Education Services	Education services	
12	Healthcare services including services by nurses, physiotherapist and paramedical personnel	Medical Value Travel Services	
13	Maritime Transport Services	Transport and Logistics services	Transport
14	Distribution Services		
15	Other services (Financial Services)	Financial Services	Financial services
			Insurance and pension services
16	Entertainment services including Audio-visual services	Audio-visual services	Personal, cultural, and recreational services
17	Other Services	-	Charges for the use of intellectual property n.i.e.
		-	Government goods and services n.i.e.
		-	Manufacturing services on physical inputs owned by others
		-	Maintenance and repair services n.i.e.
		Construction and related Engineering services	Construction
			Services not allocated

SERVICE EXPORTS FROM INDIA SCHEME (SEIS)

Sector coverage - Medical Value Travel

Champion Sectors	SEPC Sectors	GATS (WTO) Classification	UN CPC Provisional CODE	Services Description	Covered under Appendix 3D of SEIS?
Distribution Services	Distribution Services	Commission agents' services	621	Commission agents' services	Not Covered
			6211	Commission agents' services	
			62111	Sales on a fee or contract basis of agricultural raw materials and live	
			62112	Sales on a fee or contract basis of food products, beverages and tobacco	
			62113	Sales on a fee or contract basis of fuels, metals, ores, timber, buildin	
			62114	Sales on a fee or contract basis of machinery, industrial equip-ment and	
			62115	Sales on a fee or contract basis of furniture, household goods, hardware	
			62116	Sales on a fee or contract basis of textiles, clothing and footwear	
			62117	Sales on a fee or contract basis of pharmaceutical and medical goods and	
			62118	Sales on a fee or contract basis of goods n.e.c.	
		Wholesale trade services	622	Wholesale trade services	
			6221	Wholesale trade services of agricultural raw materials and live animals	
			6222	Wholesale trade services of food, beverages and tobacco	
			6223	Wholesale trade services of textiles, clothing and footwear	
			6224	Wholesale trade services of household appliances, articles and equipment	
			6225	Wholesale trade services of pharmaceutical and medical goods and cosmeti	
			6226	Wholesale trade services of miscellaneous consumer goods	
			6227	Wholesale trade services of intermediate products, other than agricultur	
			6228	Wholesale trade services of machinery, equipment and supplies	
		Retail trade services; repair services of personal and household goods	63	Retail trade services; repair services of personal and household goods	
			631	Food retailing services	
			6310	Retail sales of food, beverages and tobacco	
			632	Non-food retailing services	
			6321	Retail sales of pharmaceutical and medical goods and cosmetics	
			6322	Retail sales of textiles, clothing, footwear and leather goods	
			6323	Retail sales of household appliances, articles and equipment	
			6324	Retail sales of hardware, paints, varnishes and lacquers, glass, constru	
			6325	Retail sales of office equipment, books, newspapers and statio-nery and p	
			6329	Other specialized retail sales of non-food products	
		Non-financial intangible assets	8921	Patents	
			8922	Trademarks	
			8923	Copyrights	
			8929	Franchising Services	

Focus Sector



COVER STORY



Distribution Services connecting the dots



The distribution services provide the necessary link between producers and consumers, within and across borders. The efficiency of the sector is crucial to ensuring that consumers have extensive access to a wide variety of goods and services at competitive prices. Distribution services is one of the 12 major categories in the Services Sectoral Classification List (MTN.GNS/W/120), which is used for international trade negotiation purposes. Distribution services include wholesale trade services, retailing services, franchising and commission agents' services. The sector is diverse, covering various formats (fixed location stores, electronic commerce, door-to-door sales, markets etc.), outlets (hypermarkets, supermarkets, department stores, convenience stores, small shops), product offerings (food vs. non-food, multi-product vs. specialized goods, etc.) and legal structures (e.g. independent, integrated groups, franchises).

Under Extended Balance of Payments Services classification (EB-OPS 2010), the sector is represented under the head Trade-related services which covers commissions on goods and service transactions payable to merchants, commodity brokers, dealers, auctioneers and commission agents. These services include, for example, the auctioneer's fee or agent's commission on sales of ships, aircraft and other goods. If the trader owns the goods being sold, the trader's margin is generally included indistinguishably in the value of the goods.

As per Services Sectoral Classification List (MTN.GNS/W/120), which is used for GATS negotiations, distribution services include the following services;

- A. Commission agents' services (621)
- B. Wholesale trade services (622)
- C. Retailing services (631+632+6111+6113+6121)

- D. Franchising (8929)
- E. Other

Any margins not included in the f.o.b. price of the goods are included in trade related services. Excluded from trade-related services are franchising fees (included in charges for the use of intellectual property n.i.e.); brokerage on financial instruments (included in financial services); and transport-related charges, such as agency commissions (included in transport).

Distribution Services at GATS (WTO)

In contrast with its economic importance, the sector has attracted a relatively low number of commitments, as 82 members, half of the WTO membership, have specific commitments on distribution services. Wholesale trade services and retailing services have a higher level of commitments than commission agents' services and franchising. Members' commitments sometimes exclude the distribution of certain products. The limitations in relation to market access and national treatment typically relate to mode 3 (setting up subsidiaries to provide services in another country) and include foreign equity restrictions and economic needs tests (a government determination of whether a particular service or supplier is economically needed). Only three members have listed MFN exemptions for distribution services.

Barriers to trade in Distribution services

The main barriers to trade in Distribution services include;

- foreign equity limitations;
- economic needs tests on establishment and expansion of stores (a government screening for the purpose of deciding whether the entry into the market of a foreign firm is needed);
- limitations on the type of legal entity, including joint-venture requirements;
- limitations on the scope of operations (e.g. number of outlets, geographical areas);
- discrimination against franchises or direct selling as opposed to other forms of business;
- discriminatory taxes and subsidies;
- discriminatory limitations on the purchase or rental of specific assets, such as real estate and land;
- citizenship/residency requirements;
- performance requirements on the marketing of domestically produced goods.

Distribution as a whole represents a huge chunk of any economy and brings employment opportunities in a region. The sector is highly dynamic and changing rapidly, Global retailing today with the Internet, social media, and the widespread deployment of mobile telephones have brought the world closer, helping create a truly "global" consumer, as retailing companies are on hybrid mode going digital and physical, they seek to develop trade relations with other countries, for the flow of goods and services.

Data Issues

Like many other services sectors, distribution services also have a challenge of data recording and analysis. Distribution services gets included in the value of merchandise trade follows. In this case, when the product is traded, its value includes the distribution services used to arrange for its export or import. As a consequence, statistics on cross-border trade in services do not include estimates of distribution services provided by exporters because those services are included in the value of trade in goods. It makes data collection and reporting a challenging task and real data for the sector is not available.

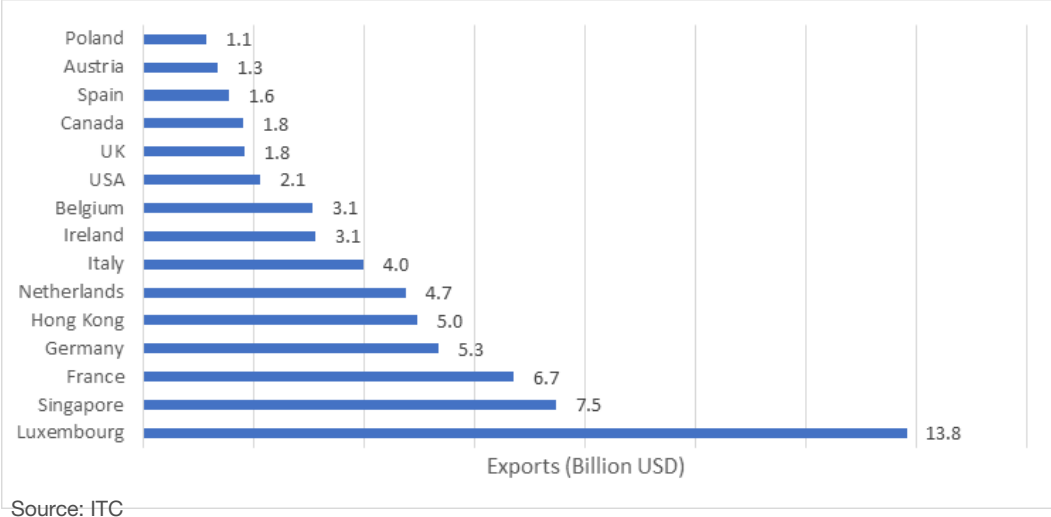
To understand the status and trends, some proxies, which in fact don't fully represent the sector are used. In WTO GATS negotiations, the proxies that are used for distribution services are 'Charges for the use of intellectual property' and 'Trade related services'. Same proxies have been used in this article for understanding the size and trends of the sector.

Global Trends

Trade-related services covers commissions on goods and service



Figure 1: World's top exporters of 'Trade related services' - 2019



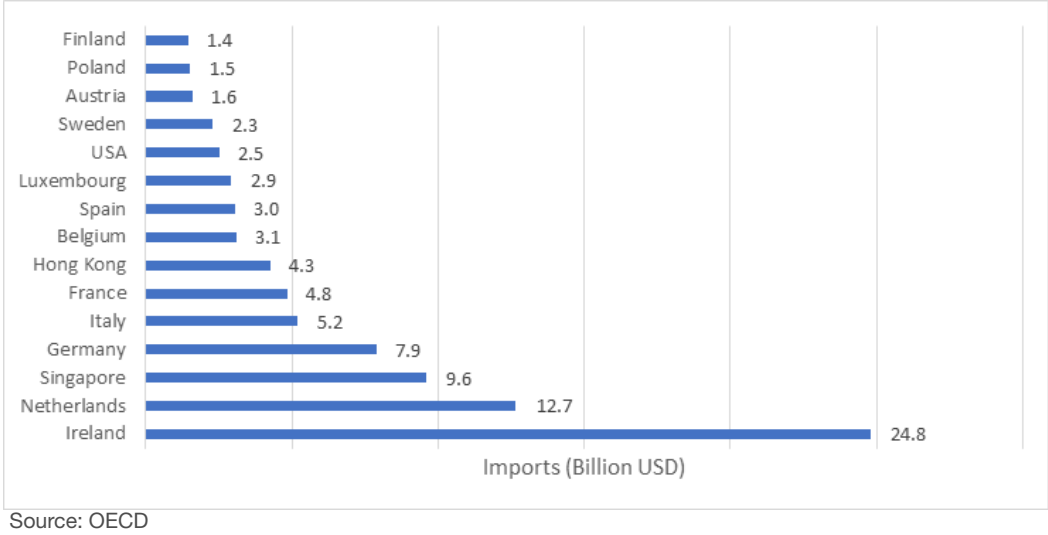
transactions between (a) resident merchants, commodity brokers, dealers, and commission agents and (b) non-residents. This component also includes transactions in ships, aircraft and sales of goods by auction. Excluded are franchising fees (included in franchises and similar rights), brokerage in financial services (included in financial services) and transport related fees (included in the appropriate component of transportation services).

As per ITC database, world's total exports of Trade related services was around 70 billion USD in 2019. Global market is dominated by few OECD countries both in terms of exports and imports. Luxembourg is the largest exporter of trade related services in the world with around 14 billion USD exports in the year 2019 followed by Singapore and France with around 7 billion USD of exports. Germany, Hong Kong, Netherland and Italy are other top exporting countries.

Ireland is the largest importer of Trade related services with around 25 billion USD of imports in the sector in 2019. Other major import markets are Netherlands, Singapore, Germany, Italy and France. International market in the sector is quite concentrated among few OECD countries. OECD countries imported around 85 billion USD worth of Trade related services in 2019 out of 95 billion USD global imports. Many countries among the top importers in the sector are also top exporters of the service.



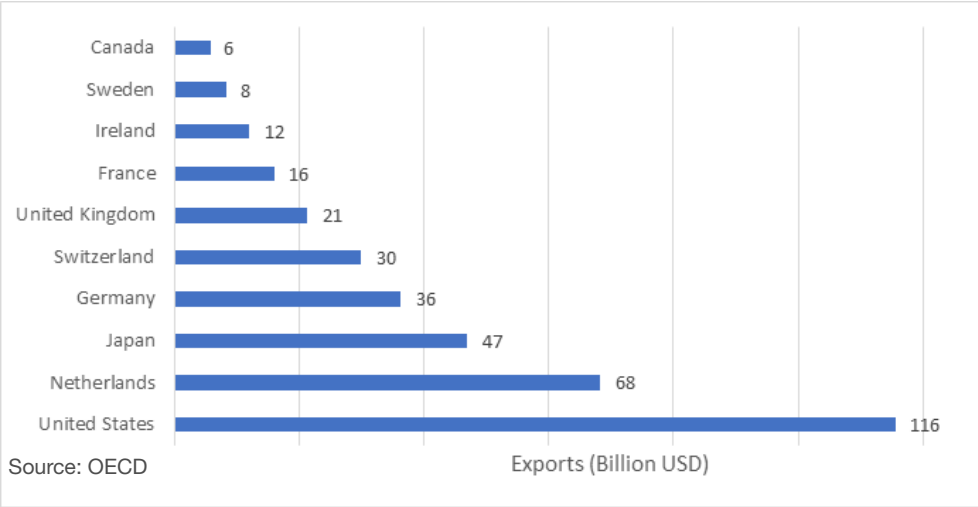
Figure 2: World's top importers of 'Trade related services' - 2019



Charges for the use of intellectual property are payments and receipts between residents and nonresidents for the authorized use of proprietary rights (such as patents, trademarks, copyrights, industrial processes and designs including trade secrets, and franchises) and for the use, through licensing agreements, of produced originals or prototypes (such as copyrights on books and manuscripts, computer software, cinematographic works, and sound recordings) and related rights (such as for live performances and television, cable, or satellite broadcast).

OECD countries together with Hongkong and Russia exported 390 billion USD worth of ‘Intellectual Property use’ out of total global exports of 424 billion USD in 2019. United States is the largest recipient of charges on Intellectual property use with around 116 billion USD in 2019 followed by Netherlands, Japan, Germany, Switzerland, and United Kingdom. India is 25th largest recipient in the sector.

Figure 3: World’s top exporters of ‘Intellectual property use’ - 2019



Like Trade related services, the sector of Intellectual Property is also highly concentrated among the OECD countries. OECD countries together with Hongkong and Russia exported 390 billion USD worth of ‘Intellectual Property use’ out of total global exports of 424 billion USD in 2019. The total global market is around 400 billion USD with reported imports are 441 billion USD and reported exports are 424 billion USD in the year 2019. Ireland is the top importer with around 94 billion USD of payments in 2019 followed by Netherlands, USA, China, Japan and Singapore.

The sector of Intellectual Property rights covers services like; Licences for the use of outcomes of research and development; Licences to reproduce and/or distribute computer software; Franchises and trademarks licensing fees; and Licences to reproduce and/or distribute audio-visual and related products. Globally the largest service in the sector is Licences for the use of outcomes of research and development which represents 43 percent of total global trade in the sector.

The service ‘Licences to reproduce and/or distribute audio-visual and related products’ is the smallest among the four services in the sector with 9 percent share in total global trade.

Figure 4: World's top importers of Intellectual Property Use - 2019

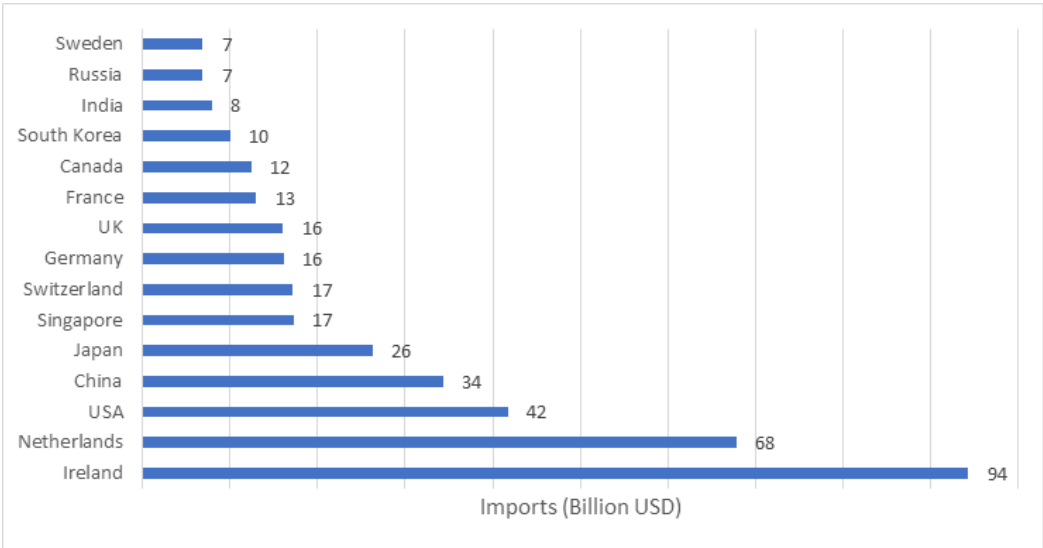
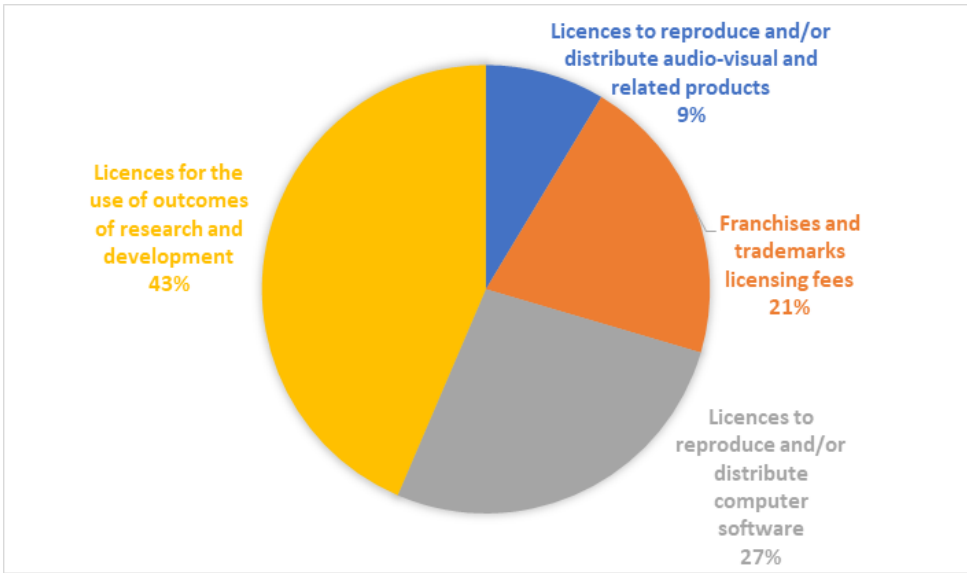


Figure 5: Share of different services in trade of Intellectual Property Use - 2019



Source: ITC

Distribution Services from India

Rising consumer incomes and greater digital connectivity have both contributed to growth in India’s retail market, which is expected to reach \$1.4 trillion by 2021. Retail accounts for 11 percent of its GDP, something the government of India continues to support through liberalized retail, e-commerce, and investment policies.

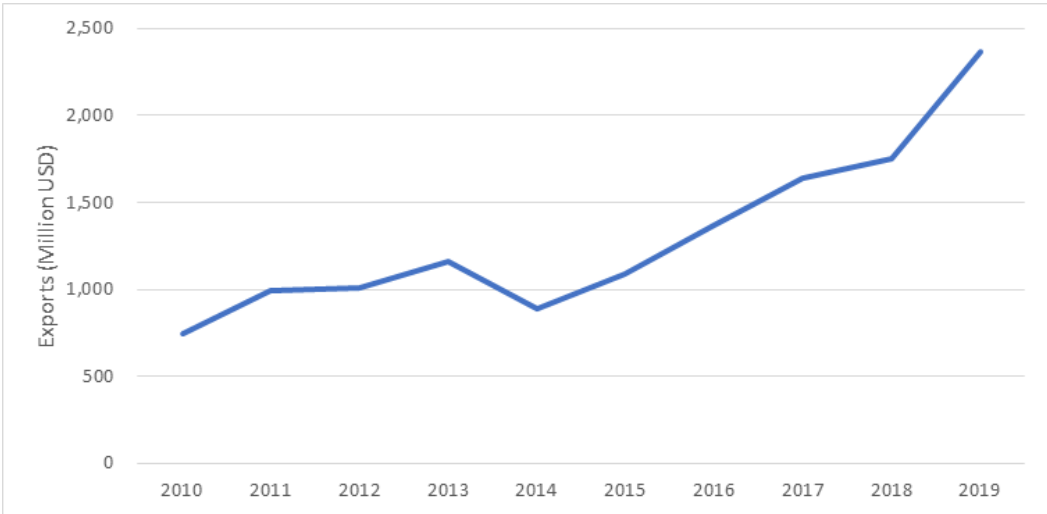
Premiumization is a major trend. The luxury segment is expected to grow since the introduction of a GST in 2017. Haldiram, Dmart, Future Group, and Lulu Group are some Indian conglomerates in the retail space which are growing as new innovative platforms offering quality, convenience, and easier access with the advent of analytics and

advanced predictive modeling tools to capture customer behavior. During pandemic consumers have shifted on online shopping, online spend per shopper is expected to nearly double to 309 USD by 2030 from its current 183 USD.

Trade Related Services

India exported 2.4 billion USD worth of Trade related services in the year 2019. Exports from India in the sector grew by compound annual growth rate of 12 percent during the period 2010 – 2019. India’s top exports destinations are European Union, Ireland, United States, and Germany. These are also the top import markets globally.

Figure 6: India's export of Trade related services to OECD countries (2010-2019)



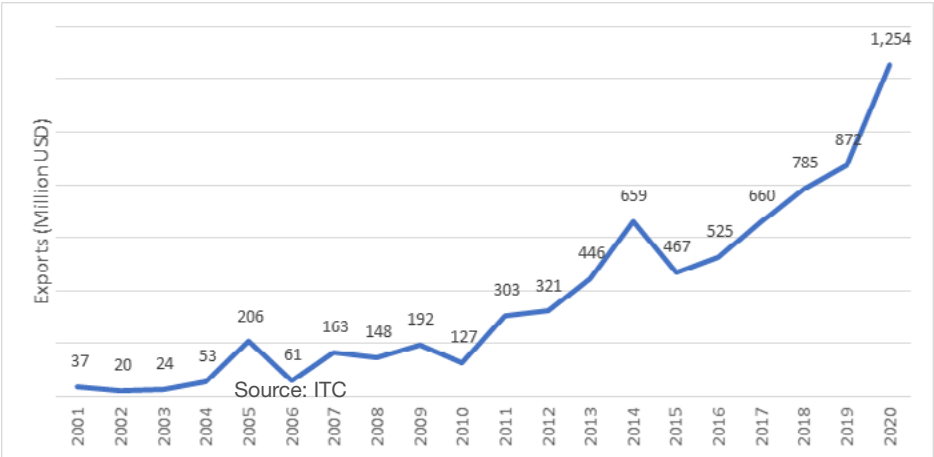
Source: OECD



Charges for the use of Intellectual Property

India is 13th largest importer and 25th largest exporter of Intellectual Property use in the world as per the data of 2019. India received 1.2 billion USD charges on the use of Intellectual Property in the year 2020. India experienced a year-on-year average growth rate of 41.07% in earnings from the charges on Intellectual Property use for the period 2001 to 2020. More than 70 percent of India's earnings from Intellectual property use is from the United States followed by France with 17 percent share in India's total exports in the sector.

Figure 7: India's exports (Earnings) of Intellectual Property Use (2001-2020)



Trends and Development in Potential Region

Ghana

As one of the most stable nations in sub-Saharan Africa, Ghana presents both retail opportunities and cautionary flags. The Ghana economy is expected to grow by nearly 8.8 percent in 2019, backed by a thriving oil and gas sector. Urbanization will be a major driver for modern retailing, which is expected to reach \$33.16 billion by 2024. Informal retailing dominates now, but the landscape is changing. Space in department and variety stores is targeted to grow by 15 percent through 2023. There are new shopping malls, primarily in big cities such as Sekondi-Takoradi and Accra.

Colombia

Columbian retail market is confident where retail sales grew 6.6 percent in 2018, supported by rising consumption, with 60 percent Internet penetration, Colombians have one of the highest Internet presences in South America helping the online retail grow by 62 percent to \$2.85 billion. Moreover, it is expected to achieve a 40 percent CAGR to reach \$15.4 billion by 2023.

Egypt

The retail sector saw solid 25 per-

cent growth from 2017 to 2018, surpassing \$115 billion in sales. Growth from 2018 to 2020 should be 13 percent. The Egyptian retail market is dominated by traditional grocery and small neighborhood shops, which provide value-for-money goods to low-income consumers. Internet retailing is in an early phase but is expected to surge at a 28 percent CAGR through 2023 as local and foreign retailers enter the market. Knockmart, Souq, Jumia, Fakahany, NGS Egypt, and OLX are prominent e-commerce merchants now.



Date of release: 30.09.2021

Service Trade Data Table

Standard Presentation of India's Balance of Payments as per BPM6									
(US\$ Million)									
		Apr-Jun 2021 P			Apr-Jun 2020				
		Export	Import	Balance	Export	Import	Balance		
1.A.b	Services (1.A.b.1 to 1.A.b.13)	56216	30404	25812	46953	26195	20758		
1.A.b.1	Manufacturing services on physical inputs owned by others	83	9	73	77	6	71		
1.A.b.2	Maintenance and repair services n.i.e.	58	127	-70	32	128	-97		
1.A.b.3	Transport	6732	6616	116	4805	4216	588		
1.A.b.3.1	Sea transport	4537	4913	-376	3391	2801	590		
1.A.b.3.2	Air transport	1722	1450	272	1191	1321	-130		
1.A.b.3.3	Other modes of transport	460	189	271	215	77	138		
1.A.b.3.4	Postal and courier services	14	64	-50	8	17	-9		
1.A.b.4	Travel	1597	2885	-1289	1868	2766	-897		
1.A.b.4.1	Business	128	1064	-936	389	1171	-782		
1.A.b.4.2	Personal	1468	1821	-353	1480	1594	-115		
1.A.b.4.2.1	Health-related	34	5	30	39	3	36		
1.A.b.4.2.2	Education-related	32	575	-542	36	250	-214		
1.A.b.4.2.3	Other	1402	1242	160	1404	1341	63		
1.A.b.5	Construction	583	892	-309	659	625	34		
1.A.b.6	Insurance and pension services	772	428	344	564	378	186		
1.A.b.7	Financial services	1201	1118	83	1009	1062	-52		
1.A.b.8	Charges for the use of intellectual property n.i.e.	191	1972	-1781	399	1847	-1448		
1.A.b.9	Telecommunications, computer, and information services	28489	3017	25473	23396	2269	21127		
1.A.b.10	Other business services	12962	11635	1327	11282	11514	-232		
1.A.b.11	Personal, cultural, and recreational services	647	804	-157	500	347	153		
1.A.b.12	Government goods and services n.i.e.	203	236	-32	148	330	-182		
1.A.b.13	Others n.i.e.	2698	665	2033	2212	705	1507		

Source RBI

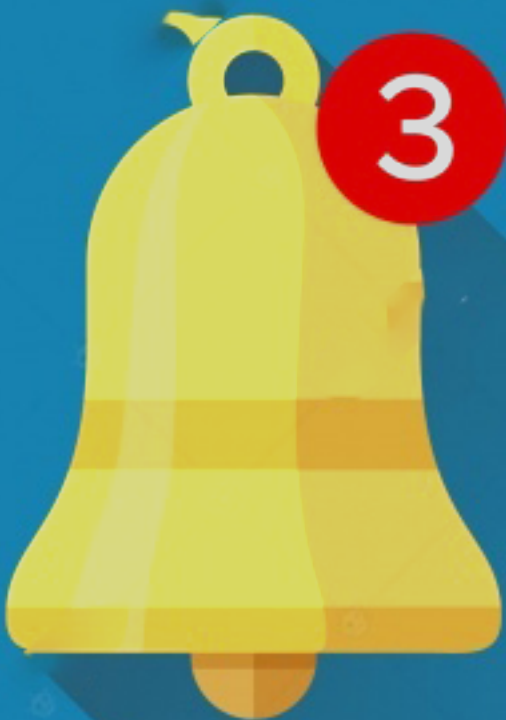
News

- Chalet Hotels has become the first Hospitality Company, globally, to join Climate Group's RE100, EP100 and EV100 initiatives linked to renewable electricity, energy efficiency and electric mobility respectively. They have enlisted themselves amongst the 500 companies globally who have joined Climate Group's RE100, EP100 and EV100 initiatives. These include over 25 commitments coming from India-headquartered companies. (Economic Times)
- The government launched a single online interface to identify, seek and track various clearances from key departments. The aim of the portal is to spare investors the trouble of running from one department to the other or having to submit same sets of information across multiple platforms, for obtaining various permits. (Financial Express)
- Foreign direct investments into the country more than doubled to \$20.42 billion during the April-July period of the current fiscal, Total Foreign Direct Investment (FDI) inflow rose to \$27.37 billion during the first four months of 2021-22. In the year-ago period, the same was at \$16.92 billion. Automobile industry has emerged as the top sector during the period under review, accounting for 23 per cent share of the total FDI equity inflows followed by computer software & hardware (18 per cent) and services sector (10 per cent), respectively. Karnataka is the top recipient state with 45 per cent share of the total FDI equity inflows followed by Maharashtra (23 per cent) and Delhi (12 per cent). (Business Standard)
- SIDBI's initiative of online loan marketplace PSB Loans in 59 Minutes launched to provide in-principle loan approval to applications in 59 minutes, will be onboarding white label platforms by end of this year and non-banking financial companies (NBFCs) by January next year in order to boost credit access for more MSMEs applying through the 59-minute portal. (Financial Express)
- The Indian Institute of Science (IISc) in Bengaluru has secured the top position among the Indian higher education institutions in the Times' Higher Education World University Rankings 2022. The IISc maintained its position in the 301-350 band in the rankings for third consecutive year. Further, a record 71 Indian universities made it to the list, compared to 63 last year. (Swaraj Magazine)
- Export-Import Bank of India has extended USD 40 million worth of line of credit (LOC) to the Maldives government to provide finance for the development of sports infrastructure. With this, Exim Bank till date has extended five LOCs to Maldives, on behalf of the Indian government, taking the total value of LOCs to USD 1.33 billion. (Economic Times)



Notifications

- The central government has increased the financial support from Rs nine crore to Rs 70 crore to ensure more Ayush colleges are opened across the country
- The Union Cabinet approved number of structural and process reforms in the Telecom sector. These are expected to protect and generate employment opportunities, promote healthy competition, protect interests of consumers, infuse liquidity, encourage investment and reduce regulatory burden on Telecom Service Providers (TSPs).
- The Cabinet approves Memorandum of Understanding between The Institute of Chartered Accountants of India (ICAI) and The Chamber of Auditors of the Republic of Azerbaijan (CAAR), it will help in establishing Mutual Co-operation in the areas of Member Management, Professional Ethics, Technical Research, CPD, Professional Accountancy Training, Audit Quality Monitoring, Advancement of Accounting Knowledge, Professional and Intellectual Development.
- The Union Cabinet, has approved the signing of an agreement on the recruitment of Indian citizens to work in the Portuguese Republic. Signing this agreement with Portugal will add new destination for Indian migrant workers in an EU member nation, especially in the context of many Indian workers who have returned to India following the Covid-19 pandemic. It will provide new opportunities for skilled Indian workers and professionals.



Events & Activities

SEPC Master Class Series

SEPC launched its new initiative 'SEPC Master Class Series' on 11th September 2021. The Master Class series would include workshops, training sessions and focussed interactions for existing, upcoming and aspiring service exporters. The objective of the Master Class Series is to upskill and train services exporters to attain resilience and competitiveness in their export business. With the help of specifically designed modules, delivered by industry experts, the series would demonstrate recent trends across the key aspects of the services trade. It will be held on a monthly basis and also in hybrid mode in future.

The first Master Class focused on the crucial topic of 'Procedures related to Export of Services under GST, FTP, and FEMA' and was supported by the Ahmedabad branch of WIRC of ICAI (Western India Regional Council of The Institute of Chartered Accountants of India). The initiative received a huge response with more than 750 registrations. The topics covered in the webinar were Meaning and Definition of Export of Services, Realization, Valuation, Availability of ITC, Applicability of TDS and TCS provisions, Nature of Supply, FEMA provisions, Place of Supply, E-Invoice, Reporting in GST Returns, LUT and Bond, Supply to SEZ, FTP Provisions for Services and Time of Supply.

Round Table discussion on Export of Design Services

SEPC organised a Round Table Discussion on Export of Design Services on 14th September, 2021 to deliberate and discuss on Export of design with organizations from service industry (product design, education, and consultants).

Azadi ka Amrit Mahotsav - Vanijya Saptah

To commemorate the monumental occasion of the 75th Anniversary of Indian Independence, the Department of Commerce is organizing Vanijya Saptah from 20th September, 2021 to 26th September 2021. Various events are being planned to showcase the potential of our exporters and manufacturers during this week. The Export Promotion Council's (EPCs) have been allocated respective States/UTs to organize the two-day physical event - Vanijya Utsav in collaboration with the State Governments on the theme of "Showcasing India as a Rising Economic Force".

SEPC was given the responsibility of organizing a 2-day event Vanijya Utsav in Karnataka and Uttarakhand on 21st and 22nd September 2021.

The aim of the event is to promote products and services exports from India. The deliberations and discussions of this two-day event not only give a clear understanding of current status of exports but also the discussions to upscale the exports of Karnataka and Uttarakhand States.



A. Uttarakhand Event:

The event was organized on the directive of Department of Commerce by Services Export Promotion Council with support of DGFT, Directorate industries, state of Uttarakhand and Start up India.

Shri Mr Pushkar Singh Dhami, Hon'ble Chief Minister of Uttarakhand inaugurated the event and Shri Ganesh Joshi, Minister of Soldier welfare, Industrial development, MSME, Khadi and village industries, Uttarakhand was the Guest of Honour. Ms Radhika Jha, Secretary – Industries; Mr Rohit Meena, Export Commissioner, Government of Uttarakhand and Mr Anand Bhaskar, Deputy Secretary, Department of Commerce also addressed the Inaugural Session.

More than 200 delegates comprising of start-ups, investors, aspiring entrepreneurs, innovators and students along with incubators, partners and other state and central government department participated in this.

B. Karnataka Event:

The event was organized on the directive of Department of Commerce by Services Export Promotion Council with support of DGFT and Visvesvaraya Trade Promotion Centre, Government of Karnataka.

Sushi. Shobha Karandlaje, Union Minister for Agriculture & Farmers Welfare, Government of India inaugurated the event. Dr E V Ramana, IAS, Additional Chief Secretary, Department of Commerce & Industry, Government of Karnataka; Shri Darpan Jain, Joint Secretary, Department of Commerce, Ministry of Commerce & Industry, Government of India and Mr Maneck Davar, Chairman, Services Export Promotion Council also addressed at the Inaugural Session.

The inauguration was followed by four knowledge sessions on Services Exports; Exim Finance; Commodity Exports; Logistics and E-Commerce focusing on Service Exports and Commodity exports. The deliberations and discussions were on the current status of exports and how to upscale the exports and services of the state economy.

More than 150 delegates participated and SEPC, ECGC, FIEO, Government e-Marketplace (GeM), EPCH, CHEM-EXCIL, ECGC, HML Logistics, Coffee Board, AEPC, CLE, Supreme Overseas, Mysore Sandal, India Post, KDPMA and EPCES-CSEZ put up their stalls to exhibit their products and services.

C. Delhi Event

SEPC participated in a Panel Discussion on service sector in Vanijya Utsav on 22nd September 2021 at New Delhi, organised by Delhi Government. DG, SEPC moderated the session on Services Sector.

D. UP Event

SEPC participated in Vanijya Utsav on 21st & 22nd September 2021 in Lucknow, organised by U P Government



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