

India

Strength Of Human Values And Diversity



CORD

***70th Independence Day of India
70th Anniversary of Diplomatic Relations***



H. E. NARINDER CHAUHAN

AMBASSADOR OF INDIA TO SERBIA

Historically good bilateral relations between India and Serbia were reconfirmed at the beginning of this year, in talks between the prime ministers of the two countries, Messrs Vučić and Modi, while a new era of good cooperation should be marked by the strengthening of economic cooperation – for which, as a precondition, there are existing intergovernmental agreements. In this interview for CorD, Indian Ambassador H.E. Narinder Chauhan addresses the foreign policy of her massive and economically powerful country and possible responses to global challenges, but also talks about her engagement in the promotion of yoga, which she says can “guide” those who practise it “towards right action and a lifestyle guided by compassionate concern for the happiness of others”.

IN PURSUIT OF HARMONY

Reversing the corrosive trend of extreme economic inequality is a challenge, and the international community has made significant strides towards raising people out of poverty. To reduce inequality, policies should universally pay attention to the needs of disadvantaged and marginalised populations - Narinder Chauhan

- **Are you satisfied with the way International Day of Yoga is marked in Serbia?**

-Yoga is gaining popularity in Serbia. The 3rd International Day of Yoga (IDY) was marked by morning yoga exercises on 17th June at the historic Kalemegdan Fortress on the Victor's Plateau overlooking the confluence of the rivers Sava and Danube. In addition, yoga was also organised on a boat on the Danube on the evening of 21st June. Apart from Belgrade, IDY was marked in other Serbian cities, including Novi Sad, Šabac, Niš, Kruševac, Indija, Jagodina, Zrenjanin, Apatin, Subotica, Knjaževac, Sremska Mitrovica, Kula, Aleksinac etc. Workshops on Yoga, Ayurveda and Homeopathy were organised

from the local participants, and helped to spread awareness about the importance and health benefits of yoga.

- **Speaking within UNESCO on one occasion, India Prime Minister Modi suggested that changing the way of life and thinking about the world around us could save the planet from climate change. What role does yoga have in developing this knowing?**

-Climate change is not an individual problem, and it doesn't have solely individual solutions. Collectively, our answer to climate change is oneness and in many respects yoga is a community of collective action. The practise of yoga can guide us towards right action and a lifestyle guided by compassionate concern for the happiness of others. Prime Minister Modi recommended yoga as one way of fighting climate change, as it offered people a sense of “harmony with self, society and nature” and could create a “social consciousness”. He says people will have to change their lifestyles and develop harmony with nature if the world is to avoid dangerous levels of climate change.

Prime Minister Modi recommended yoga as one way of fighting climate change, as it offered people a sense of “harmony with self, society and nature” and could create a “social consciousness”

in Belgrade City Hall on 17th June. The Embassy of India organised a quiz and article writing contest on yoga and its benefits. I am happy that IDY 2017 in Serbia generated huge interest, enthusiasm and positive responses

- **From the perspective of today's India, as the world's second most populous country and a global economic powerhouse, how do the challenges facing the world look:**

INEQUALITY

Global inequality is driven by changes both of inequality within countries and inequality between countries.

economic inequality, the crisis in the EU, tension in relations between Russia and the West, tensions in the Arab world, global terrorism, and the migrant crisis etc.

-Global inequality is driven by changes both of inequality within countries and inequality between countries. Reversing the corrosive trend of extreme economic inequality is a challenge and the international community has made significant strides towards raising people out of poverty. To reduce inequality, policies should universally pay attention to the needs of disadvantaged and marginalised populations. Terrorism and extremism are major security challenges on the path of the prosperity of our society. We want strong and united action against all forms of terrorism.

The EU and its member states are actively collaborating with India in our flagship initiatives. Win-Win partnerships have been forged that provide a world of commercial opportunities for European businesses, while at the same time contributing to India's socio-economic development by bringing in much-needed best practices, investment, skills, technologies and human resources.

India and Russia are celebrating the 70th anniversary of the establishment of diplomatic relations. We have deep, multifaceted relations in diverse fields - political, defence, energy, trade, economy, finance, investment, culture, education, think-tanks, science and technology, sports, youth, tourism, people-to-people etc. India has time-tested friendly relations with the countries of the Gulf region and the Arab World. With over eight million Indian expatriates living and working in these countries, we have vital stakes in regional peace and stability.

• **New Serbian President Aleksandar Vučić mentioned the importance of renewing**

TOURISM

Our efforts at tourism promotion have resulted in year on growth of 26 per cent in the numbers of Serbs visiting India.

cooperation with India in his speech before the National Assembly. How did you interpret that message?

- India in January 2017 and held warm and productive discussions with PM Modi. The discussions reflected a joint desire to enter



President Aleksandar Vucic, Former Serbian PM and Narendra Modi, Indian PM

Historical relations between India and Serbia are marked by mutual trust, international understanding and support to each other on issues of core interest. India and Serbia support each other's territorial integrity and sovereignty.

new areas of cooperation to our mutual benefit. The necessary agreements/MoUs have been signed and Working Groups have met. We seek the active participation of Serbian industry in various Indian projects, including Make in India, Digital India, Smart Cities, agriculture, defence etc. Likewise, Indian companies are looking at growing opportunities in Serbia, in infrastructure, agriculture, tourism, healthcare, film etc.

BILATERAL RELATIONS

Bilateral relations are expected to grow deeper and closer, especially after the successful visit of H.E. Aleksandar Vučić to India in January 2017.

There is a robust exchange of business visits with Ambanis, TATAs & GMR visiting Serbia, and enhanced Serbian participation in major trade events in India. Serbian companies regularly visit India, particularly in the ICT & defence sectors.

Indian cultural troupes continue to attract large audiences. Recently, the Kriyative Theatre Group participated in the INFANT Festival and the BELEF Festival. An Indian folklore ensemble from Punjab participated in the FIDAF "Belgrade Award".

Our regular participation in the International Tourism Fair, International Agricultural Fair, International Book Fair, Ethnic Food & Drinks Fair and Auteur Film Festival all helps to showcase India's potential. Growing Serbian interest in India is evident by the institution of Hindi Chair at the University of Novi Sad and India studies at Belgrade University, the celebration of

three successive International Day of Yoga etc. Our efforts at tourism promotion have resulted in year on growth of 26 per cent in the numbers of Serbs visiting India. India's e-Visa facility is gaining popularity. Indian films have commenced shooting in Serbia. I am confident that summit-level discussions in India and our joint concrete efforts will yield fruitful results and enhance bilateral collaboration in all sectors.

• **What kind of effects resulted from the visit of Serbian officials to India and their participation in the "Global Forum Vibrant Gujarat"?**

-Prime Minister Aleksandar Vučić discussed a wide range of issues with Prime Minister Narendra Modi and agreed on the need to promote economic cooperation, including in the fields of food production, agriculture, pharmaceuticals, the defence

industry, health, tourism and IT. Addressing the plenary session of the “Vibrant Gujarat Global Summit”, PM Vučić invited Indian investors to Serbia. In his meeting with Vijay Rupani, Chief Minister of Gujarat, PM Vučić stressed the importance of economic cooperation between Serbia and Gujarat, especially in agriculture, the food industry, chemicals, pharmaceuticals and IT. Chief Minister Rupani has suggested the establishment of a mechanism to move the agreed agenda forward. The Serbian Prime

opportunities in manufacturing, IT, MSMEs and hospitality & tourism. Following PM Vučić’s talks with CEOs in Mumbai, Serbian businesses showed an interest in the Indian market. The e-Visa facility to Serbia is gaining popularity; the Air Services Agreement has been revised; Indian film shooting have begun. We are also seeing the appearance in Serbia of Indian companies based in UAE. The visit has created some energy among Indian businesses, which view Serbia as a business-friendly destination: including

on Agriculture, S&T and IT& Electronics. During the first meeting of the India-Serbia Joint Committee on Agriculture (Nov 2016), the Indian side expressed interest in the import of pulses, soybean and oilseeds. Serbia emphasised the export of fresh, frozen and processed fruits and vegetables to India, and the import of agriculture machinery, such as trucks, tractors and combined harvesters. India reiterated interest in exporting tropical fruits, such as mango, pineapple, banana, papaya etc. India was offered ‘Partner Country’ status at a future Agriculture Fair in Serbia.

Discussions held under India-Serbia Agreement on Scientific and Technological Cooperation (Dec 2016) have identified five sectors for cooperation: (I) New materials and Nanotechnology; (II) Energy and Energy efficiency; (III) Information and Communication Technologies; (IV) Health and; (V) Biotechnology for food security.

Concrete projects under the MoU on IT & Electronics will boost digitisation efforts both in India and Serbia, and will add teeth to Prime Minister Brnabić’s plans.

The India-Serbia Business Forum (ISBF) has identified duty differential for Indian imports and complex registration procedures for Indian pharmaceutical products as some of the hurdles. We are trying to enhance business opportunities. A systematic outreach of Indian businesses to the various sectors in Serbia is another priority for expanding economic ties. All these initiatives would provide significant new impetus to our vibrant economic cooperation.



H. E. Narinder Chauhan and Ana Brnabić, Serbian PM

Minister also discussed enhanced trade and investment between Serbia and the state of Maharashtra with Chief Minister Devendra Fadnavis of Maharashtra, in the fields of agriculture, seed processing, technologies for food processing, IT, tourism etc. Prime Minister Vučić also met Pankaj Patel, President of the Federation of Indian Chambers of Commerce and Industry (FICCI), to discuss the possibilities of expanding bilateral cooperation, especially in the field of tourism and the film industry. PM Vučić and Mr Anand Mahindra, President of the Mahindra Group, discussed the possibilities of producing electric scooters, increasing production of tractors and automobiles, agri-machinery, agro processing and the development of Serbia’s IT sector. The export of raspberries and other food products from Serbia to India were also discussed.

PM Vučić interacted with Indian CEOs and discussed enhancing economic engagements, with a focus on exploring business

India emphasised the import of wheat, soybean and oilseeds, and also expressed interest in procuring copper and gold from Serbia

healthcare, infrastructure and defence.

To sum up, the talks in India were meaningful, important and useful, and I am confident bilateral business contacts will intensify in the period ahead and yield tangible results.

• Economic cooperation between India and Serbia is based on many bilateral agreements, such as those governing cooperation on agriculture, science, mutual investment promotions, avoidance of double taxation etc. Do you consider that these agreements have found application in practise and yielded tangible results?

-I am happy that very constructive ideas have emerged from Joint Working Groups

• Serbia has got a new government that is headed by a woman. Given that you had opportunity to meet Ana Brnabić during her time as a minister who was also in charge of the IT sector, where there has been much talk about the possibilities of cooperation with India, what do you expect from her as Prime Minister?

-I had a very productive meeting with the new Prime Minister of Serbia, Hon’ble Ms Ana Brnabić. I look forward to working closely with her government to add substance to the “new partnership” with India. Bilateral relations are expected to grow deeper and closer, especially after the successful visit of H.E. Aleksandar Vučić to India in January 2017. ■

Visit of H.E. Aleksandar Vucic to India



President Aleksandar Vucic, Former Serbian PM and Narendra Modi, Indian PM

President Aleksandar Vucic, Former Serbian Prime Minister visited India from 9-12 January 2017 to participate in the “Vibrant Gujarat Global Economic Summit 2017” and hold bilateral meetings with Indian leadership and business community

This was the first high level bilateral state visit since 1986. Prime Minister Aleksandar Vucic discussed a wide range of issues with Indian Prime Minister Modi including bilateral relation which have always remained close and friendly. The two Prime Ministers agreed on the need to promote economic cooperation including in the fields of food

production, agriculture, pharmaceuticals, defence industry, health, tourism and IT.

Prime Minister Vucic later addressed the plenary of the “Vibrant Gujarat Global Summit” and invited Indian investors to come to Serbia and promised to provide the best possible conditions for doing business for Indian companies. He expressed hope that Serbian companies will



also find a fertile ground for investment in India and stressed that Serbia will always be a reliable partner of India.

In his meeting with Vijay Rupani, Chief Minister of Gujarat, PM Vucic stressed the importance of economic cooperation between Serbia and Gujarat, especially in agriculture, food industry, chemicals, pharmaceuticals and the Information Technology sector. Chief Minister Rupani has suggested establishment of a mechanism to take forward the agreed agenda.

Prime Minister Vucic also met Pankaj Patel, President of the Federation of Indian Chambers of Commerce and Industry (FICCI) to discuss the possibilities of expanding bilateral cooperation especially in the field of tourism and films.

On 11th January, Prime Minister met with Chief Minister of Maharashtra Devendra Fadnavis in Mumbai to discuss possibilities of enhancing bilateral trade and investment between Serbia and the state of Maharashtra in the field of agriculture, processing of seeds, technologies for food processing, IT etc. Prime Minister Vucic urged more Indian investment in Serbia and mutual promotion of Serbia and India as tourist destinations. The two leaders discussed formation of joint teams to explore possibilities for cooperation between Serbia and Maharashtra.

In Mumbai, the Confederation of Indian

Industry (CII) hosted an exclusive interaction with Mr Aleksandar Vucic, where he reached out to Indian CEOs and discussed on enhancing the economic engagements with a focus on exploring business oppor-

The two Prime Ministers agreed on the need to promote economic cooperation including in the fields of food production, agriculture, pharmaceuticals, defence industry, health, tourism and IT

tunities in manufacturing, IT, MSMEs and hospitality & Tourism.

On 12th January Prime Minister took part in the opening ceremony of the Bom-

bay Stock Exchange (BSE).

During his visit to Mumbai, Prime Minister Vucic also met with Mr Anand Mahindra, President of the Mahindra Group and discussed possibilities of electric scooter production, increased production of tractors and automobiles, agri-machinery, agro processing and development of IT sector in Serbia. Export of raspberries and other food products from Serbia to India were also discussed.

Prime Minister Vucic's meetings in India will lead to expanding two-way trade & investment to boost economic growth, sustainable development, research, innovation and entrepreneurship, and build networks of cooperation for mutual growth and progress. ■



Joint Economic Committee and India-Serbia Business Forum

The Embassy of India, Belgrade organized the second meeting of the India-Serbia Business Forum on 27 February 2017 in the backdrop of visit by Hon'ble Aleksandar Vucic to India in January 2017.



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Mrs. Narinder Chauhan, Ambassador of India and Mr. Nemanja Stevanovic, State Secretary, Serbian Ministry of Foreign Affairs co-Chaired the forum. State Secretary Nemanja Stevanovic acknowledged India as world's economic superpower and underlined that India could assist Serbia's development in many areas including ICT sector. The Forum was attended by more than 60 Serbian businesspersons.

This was followed by third meeting of the Joint Economic Committee (JEC) under the Trade Agreement on 10th March 2017.

The Forum was informative and participants discussed opportunities that would enhance bilateral trade and investment. Concerns were raised on difficulty in registering Indian pharma products in Serbia which is hampering direct investment by Indian companies and resulting in loss of revenues to Serbia. Several other Serbian companies presented their experiences in doing business with India, such as TAL Aviation- representative of Jet Airways, Air Serbia, Schneider Electric DMS, Glotec, Institute of Field and Vegetable Crops, PharMillennium Consulting doo, Glob Metropolitan Tours, Slovo doo, Serbian Chamber of Commerce & Industry etc. ■

Incredible India at 39th International Tourism Fair

The Embassy of India in Belgrade participated in the 39th International Tourism Fair held from 23-26 February 2017 at Sajam Fair, Belgrade.

This was the fourth time in a row that the Embassy participated at the International Tourism Fair of Belgrade to promote India as a year-round tourism destination, including medical tourism, adventure tourism, desert tourism, beach tourism, Himalayan tourism, spiritual tourism, touring forts and palaces etc. The number of Serbian tourists have grown by 26% and e- Visa facility is gaining popularity. Likewise tourism to Serbia is being promoted through tie-ups between tourism authorities and tour operators. ■



Tradition Leads To World's Top Scientific Powers



India ranks third among the most attractive investment destinations for technology transactions worldwide. The history of Indian science and technology is very rich and very old, dating back to the ancient Indus Valley Civilisation.

Modern India has focused strongly on science and technology, having realised that it is a key element of economic growth. Day by day opportunities are growing touching new horizons and bringing new laurels to India. The exponential growth of technology in India has played a significant role in the general development and growth of the country's economy.

India is among the world's top 10 nations in terms of the number of scientific

publications. Position-wise, it is ranked 17th in the number of citations received and 34th in the number of citations per paper across the field of science and technology (among nations publishing 50,000 or more papers). The country is ranked ninth globally in terms of the number of scientific publications and 12th in the number of patents filed. India's analytics industry is expected to reach 16 billion dollars by 2025, from the current level of \$2 billion, according to

the National Association of Software and Services Companies (Nasscom). India has a strong network of science & technology institutions and trained manpower. It has the third-largest scientific and technical manpower in the world, with 162 universities awarding over 4,000 doctorate degrees and 35,000 post-graduate degrees annually. India's R&D globalisation and services market is expected to reach a value of \$38 billion by 2020. More than a third of the top

1,000 global R&D spenders have centres in India. India is working aggressively towards establishing itself as a leader in industrialisation and technological development. The Government of India aspires to position the country among the world's top five scientific powers.

Science and Technology is one of the growing sectors of cooperation between India and Serbia. An inter-governmental agreement on S&T cooperation between India and Serbia was signed in October 2004. This agreement envisages work on joint scientific research projects; exchange of researchers, university professors and experts; exchanges of scientific and technological information and documents; temporary use or exchanges of equipment and materials that are necessary for

such cooperation, and the granting of adequate equipment within technical assistance programmes; organisation of joint scientific conferences, symposiums, seminars, exhibitions etc.; setting up of joint scientific research centres; and other forms of scientific and technological cooperation on the basis of mutual agreements reached by research organisations, enterprises and other entities. A joint video conferencing session was held on 6th December 2016, during which it was agreed to do joint projects in (i) New materials and Nanotechnology: this is one possible means of bridging the gap between India's abundant, varied natural resources and its requirements, like clean water, food and rapid, low cost diagnostic machinery. Since nanotechnology is an emerging technology and India has an abundant skilled workforce, India aims to become a global leader in nanotechnology. (ii) Energy and Energy efficiency: The Government of India has kick-started a revolution in energy efficiency by introducing scalable and

replicable demand side management initiatives. The Government of India plans to pursue a green path to growth by doubling investment in clean energy research to \$145 million in the next five years, from the current investment level



Based on an inter-governmental agreement on S&T cooperation, signed in October 2004, science and technology is one of the growing sectors of cooperation between India and Serbia

of \$72 million. (iii) Information and Communication Technologies: India is the world's largest sourcing destination for the information technology (IT) industry, accounting for approximately 67 per cent of a market worth \$124-130 billion. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entirely new gamut of opportunities for top IT firms in India. Indian IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth \$22.83

billion between April 2000 and December 2016. India's IT industry accounts for 12.3 per cent of the global market, largely due to exports. (iv) Health: The overall Indian healthcare market is worth around \$100 billion and is expected to grow to

\$280 billion by 2020. There is significant scope for enhancing healthcare services, considering that healthcare spending as a percentage of GDP is rising. India is a land that is full of opportunities for players in the medical devices industry. The country has also become one of the leading destinations for high-end diagnostic services, with tremendous capital investment for advanced diagnostic facilities. India also offers vast opportunities in R&D, as well as medical tourism. To sum up, there are vast opportunities for investment in healthcare infrastructure

in India; and (v) Biotechnology aimed at meeting the needs of food security: India's biotechnology sector is highly innovative and on a strong growth trajectory. This sector, with its immense growth potential, will continue to play a significant role as an innovative manufacturing hub. This sector is also one of the most significant sectors in enhancing India's global profile, as well as contributing to the growth of the economy. India is among the top 12 biotech destinations in the world and ranks third in the Asia-Pacific region. The high demand for different biotech products has also created scope for foreign companies to establish bases in India. India has emerged as a leading destination for clinical trials, contract research and manufacturing activities, thanks to the growth of the bio-services sector. With the country offering numerous comparative advantages in terms of R&D facilities, knowledge, skills and cost effectiveness, the biotech industry in India has immense potential to emerge as a global key player. ■

Transforming the Food Economy



Expect to grow with India's flourishing economy, large workforce, strategic location and ease of doing business.

Agriculture, agri-machinery and food processing are high on the India-Serbia bilateral commercial agenda and were discussed during the visit of President Aleskandar Vučić (then Prime Minister) to India in January 2017. During the first meeting of the India-Serbia Joint Committee on Agriculture (Nov 2016), India expressed interest in importing pulses, soybean and oilseed, and exporting tropical fruits like mango, pineapple, banana, papaya etc. The Serbian side

emphasised the export of fresh, frozen and processed fruits and vegetables

During the first meeting of the India-Serbia Joint Committee on Agriculture (Nov 2016), India expressed interest in importing pulses, soybean and oilseed, as well as exporting tropical fruits like mango, pineapple, banana, papaya etc.

to India, and imports of agriculture machinery like trucks, tractors and

combined harvesters. In his meeting with then Prime Minister Vučić, Indian Prime Minister Narendra Modi invited Serbia to participate in the major trade fair World Food India 2017.

The food processing market in India has matured exponentially and today become a high profit sector. Lifestyle changes, together with a rich agricultural base, have created demand for the processed food industry in India. The Indian food processing industry has grown by 11 per cent in the last

decade and is expected to reach a value of \$480 billion by 2020. The industry contributes to 14 per cent of the country's manufacturing GDP, 13 per cent of exports and six per cent of total industrial investment.

World Food India-2017 (WFI), to be held in New Delhi from 3rd to 5th November this year, is a global event to facilitate partnerships between Indian and international businesses and investors. It represents a gateway to the Indian food economy and an opportunity to showcase, connect and collaborate. Organised by the Ministry of Food Processing Industries of India, WFI will be the largest gathering of investors, manufacturers, producers, food processors, policymakers and organisations from the global food ecosystem. It aims to provide opportunities for both investment and trade in the food processing sector for leading Indian and international companies. It is a promising platform to showcase offerings and services along the food value chain — production, processing, packaging, technology, equipment, storage, logistics or retail. Network and build partnerships with Indian and international businesses, investors and governments — to leverage India's massive food market and economic opportunities to grow businesses.

With a massive, fast-expanding food market, exciting growth in the retail sector, and attractive economic policies and fiscal incentives, India's food ecosystem is the place to be. Those attending the WFI can join in transforming the food economy by leveraging opportunities along the food value chain.

The advantage of India's food sector

- Sixth largest food and grocery market in the world.
- Annual food processing sector growth rate exceeding seven per cent.
- Online food delivery industry growth of 150 per cent in 2016.
- Food retail representing a 70 per cent share of the total retail market.

- Offer of the largest diversified production base.
- Growing infrastructure support:
 - 42 Mega Food Parks are being set up to promote food processing clusters
 - The government has recently sanctioned 101 new integrated cold chain projects
- Advancing technology & equipment:

- 100% FDI in retail marketing of food products that are produced and / or manufactured in India, including through e-commerce.
- Proactive policy support.
- Single-window clearance.
- A dedicated investors portal has been set up aimed at easing the process for investors: <http://mofpi.nic.in/>



Hailed as the largest gathering of investors, manufacturers, producers, food processors, policymakers and organisations around the food ecosystem globally, WFI 2017 is a one-of-a-kind event that provides opportunities for both investment and trade in the food processing sector

- New and emerging technology in fruit & vegetable processing, cold storage, reefer containers, IQF processing, pack houses and packaging
- Food testing labs

A favourable economic and business environment

- Large skilled workforce.
- 100% FDI through automatic route in food processing.

- The Government of India has set up Invest India as its official Investment Promotion and Facilitation Agency: <http://www.investindia.gov.in/>

Ranked second in total food production globally, India is the largest producer of several agricultural commodities. The annual growth rate of the food processing sector is more than seven per cent and the online food delivery industry grew by 150 per cent in 2016. With the world's largest diversified production base, India offers numerous opportunities that can be capitalised upon along the food value chain. Hailed as the largest gathering of investors, manufacturers, producers, food processors, policymakers and organisations around the food ecosystem globally, WFI 2017 is a one-of-a-kind event that provides opportunities for both investment and trade in the food processing sector. ■

Continuous Progress in India-Serbia Relations



on Agriculture and Allied Sectors, which was signed in March 2009. The Serbian side emphasised its interest in increasing exports of fresh, frozen and processed fruit and vegetables to India, while the Indian side expressed interest in exporting tropical fruits, tea and coffee to Serbia, as well as importing pulses, sunflower and soya from Serbia. The Serbian side expressed an interest in importing agriculture machinery like trucks, tractors and combined harvesters. The Indian side expressed willingness to promote joint ventures under 100% FDI. H.E. Narinder Chauhan, Indian Ambassador to Serbia, emphasised the need for regular meetings and a time-bound action plan to boost R&D, trade and investment in agriculture. India was offered Partner Country status in the International Agricultural Fair, Novi Sad. As in the past, Indian agri-machinery companies, namely Indian tractor manufacturers TAFE (represented by Amalgamations Group), Mahindra & Mahindra (represented by Agropanonka) and Sonalika (represented by FPM Agromehanika), participated in the 84th International Agricultural Fair in Novi Sad in May 2017.

Agriculture plays a vital role in India's economy and is the principal source of income for more than 58 per cent of the country's population. India's arable land area of 157.35 million hectares (over 60% of total territory) is the second largest in the world, after the U.S.

India is the largest producer of spices, pulses, milk, tea, cashew nuts and jute, cotton; and the second largest producer of wheat, rice, fruit and vegetables, sugarcane and oilseeds. Furthermore, India is ranked second globally in the production of fruit and vegetables, and is the world's largest producer of mango and banana. It also has the highest productivity of grapes in the world.

India-Serbia bilateral relations in the agricultural and food processing industries are mainly in the field of import of agricultural products from India, such as coffee, sesame seeds, dehydrated onion etc. India also exports tractors (Mahindra, TAFE and Sonalika) to Serbia. Mahindra and Sonalika tractors are being assembled in Serbia through their Serbian partners. Serbian exports of agricultural

products to India are mostly in the form of tobacco and cigarettes.

The first meeting of the India-Serbia Joint Committee on Agriculture was held through video conferencing in November

India-Serbia bilateral relations in the agricultural and food processing industries are mainly in the field of import of agricultural products from India, such as coffee, sesame seeds, dehydrated onion etc. India also exports tractors (Mahindra, TAFE and Sonalika) to Serbia

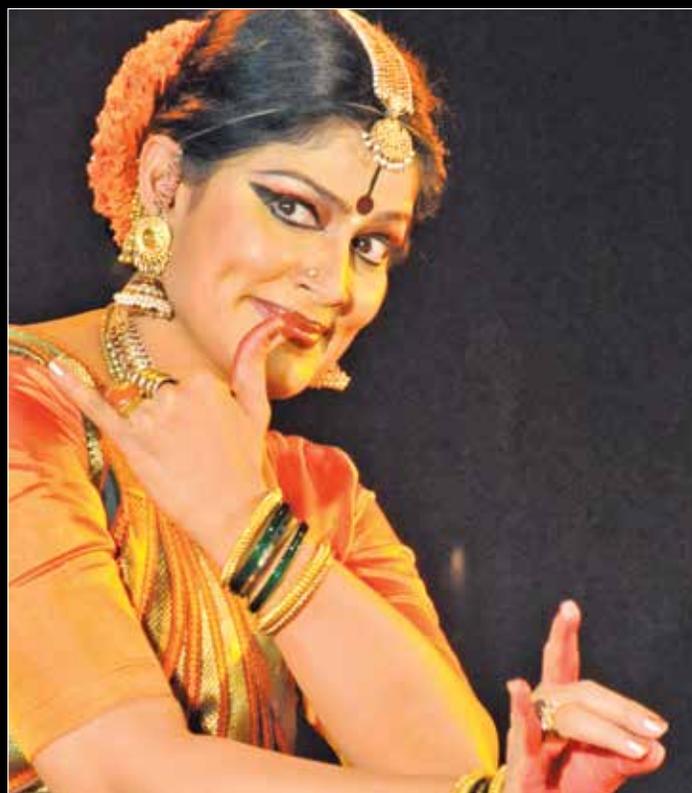
2016, with both sides reviewing bilateral ties and exchanging potential areas of co-operation identified in the bilateral MoU

Agriculture and food processing, as well as agricultural machinery, are high on the India-Serbia bilateral commercial agenda and were discussed by the respective prime ministers on the side-lines of the Vibrant Gujarat Summit in January 2017, as well as during the 3rd meeting of the Joint Economic Committee (10th March 2017). These crucial industry segments in India-Serbia trade relations have good potential for trade and investment growth. Indian agri-machinery companies enjoy a fine reputation in Serbia and the Balkans. The agriculture sector in India is expected to generate better momentum in the next few years, due to increased investments in agricultural infrastructure, such as irrigation facilities, warehousing and cold storage. ■

70th Independence Day of India

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Geeta Chandran is synonymous with the Indian classical dance – Bharatanatyam and is a universally celebrated artist, a celebrity and a star-performer. In her mission to “en-dance the universe”, Geeta has constantly striven to create new spaces for the classical dancer of today. She has continuously attempted to push the frontiers of the classical art and to reach out to new, and especially young, audiences. Geeta will be in Serbia performing with her dance troupe in Belgrade on 22nd August at the Madlenianum Opera & Theatre (Zemun). Do not miss this enthralling performance if you are a classical dance enthusiast. ■



BY KRYATIVE THEATRE FROM BANGALORE

"Where the Shadow Ends"



Conceived and staged in Bengaluru in 2016, 'Where the Shadow Ends' is a contemporary interpretation of an epic story which blends contemporary dance movement with text to explore how myths have turned into history and shaped the moral fabric of societies across the world. It moves seamlessly between the personal and the political, whilst questioning notions of duty, belief, loyalty, patriotism and patriarchy. The play has been produced in collaboration with Serbian performer, Kristian AlDroubi

The Kriyative Theatre, an established theatre company based in Bengaluru, led by Ms. Laxmi Chandrashekar participated in the 44th International Festival of Alternative and New Theatre (INFANT), Novi Sad where they staged their play, "Where The Shadow Ends".

and explores the similarities between Indian and Serbian myths. The 80 minute play is in English and has won critical acclaim from viewers everywhere.

The only Indian theatre group to be invited to the fest this year got a fantastic reception.

Besides INFANT, 'Where the Shadow Ends' was also part of the Belgrade Summer Festival (BELEF). The group also staged the play in Zrenjanin, Nis and Leskovac

The visit of theatre groups and cultural troupes will immensely contribute to the understanding of the two cultures.

The Kriyative Theatre is known for its creative experiments in theatre and are engaged in producing plays which are purposeful and artistic. The group has participated in a number of national and international theatre festivals and performed over 600 shows of 19 plays. ■

Historic Yoga Gathering

The 3rd International Day of Yoga in Serbia was organized on Saturday, the 17th June at the historic Kalemegdan Fortress by the Victor Statue overlooking the confluence of River Danube and Sava



Yoga at Kalemegdan Fortress on 17th June



H.E. Mrs. Narinder Chauhan, Ambassador of India with the yoga enthusiasts

The 3rd International Day of Yoga in Serbia was organized on Saturday, the 17th June at the historic Kalemegdan Fortress by the Victor Statue overlooking the confluence of River Danube and Sava. Yoga on Danube was organized on the evening of 21st June. In addition to yoga demonstration on 17th June and Yoga on Danube on 21st June, workshops on Yoga, Ayurveda and Homeopathy were held in the City Hall of Belgrade on 17th June. The Embassy organized a quiz and Article writing contest on Yoga and its benefits. Apart from Belgrade, IDY was held in other cities of Serbia, including Novi Sad, Sabac, Nis, Krusevac, Indjija, Jagodina, Zrenjanin, Apatin, Subotica, Knjazevac, Sremska Mitrovica, Kula, Aleksinac etc. 3rd IDY in Serbia was quite popular with good participation and enthusiasm shown by Serbian participants. The event helped in expanding Yoga outreach and spreading awareness about importance and health benefits of yoga.

Yoga is a system of holistic living, having the roots in Indian tradition and culture. Yoga has attracted global attention in recent years. The Indian Government has taken steps to spread this Indian cultural and spiritual heritage worldwide, which is a credible system and shall provide India the leadership in assuring the quality teaching and training across the globe.

India has the potential to become a leading 'Wellness' destination for the global travelers. To promote India as an "Incredible tourist destination", Government of India has opened doors for FDI in healthcare and well-being sector. The training courses for Yoga Teachers under Government of India's ITEC Scheme has been very popular in Serbia. E-Visa has been classified into e-Tourist Visa, e-Business Visa and e-Medical Visa with the aim to promote investment friendly environment and to popularize Indian System of Medicine for International tourists. This is good time for Serbian travel agencies, yoga centres, tourism training institutes to utilize India's strengths and expertise in wellness, ancient yogic practices etc. and explore the areas for mutual collaboration. ■



Yoga on Danube (21st June)

Yoga brings harmony in all walks of life and thus, is known for disease prevention, health promotion and management of many lifestyle related disorders

SOME OF THE PROMINENT INDIAN YOGA INSTITUTES

- Morarji Desai National Institute of Yoga, New Delhi - <http://www.yogamdniyic.in>
- Parmarth Niketan Ashram, Rishikesh, Uttarakhand - <http://www.parmarth.org/>
- The Yoga Institute, Mumbai - <http://theyogainstitute.org/>
- Ramamani Iyengar Memorial Yoga Institute, Pune - <http://bksiyengar.com/>
- S-Vyasa, Bengaluru - <http://svyasa.edu.in/>
- Krishnamacharya Yoga Mandiram, Chennai - www.kym.org
- Sivananda Yoga Vedanta Dhanwantari Ashram, Thiruvananthapuram, Kerala - www.sivananda.org
- Bihar School of Yoga, Munger, Bihar - www.biharyoga.net
- Brahma Kumar Center, Abu Road, Rajasthan - <http://www.brahmakumaris.com/>

Relive Royalty Experience Luxury



Lake Pichola, situated in Udaipur city in the Indian state of Rajasthan, is an artificial fresh water lake, created in the year 1362 AD, named after the nearby Picholi village. The Lake Palace, built between 1743 and 1746, is now a luxury hotel with 83 suites featuring white marble walls. The Lake Palace, spread across 4 acres, is located on the island of Jag Niwas in Lake Pichola. The hotel operates a speed boat which transports guests to the hotel from a jetty at the City Palace.

Explore Rajasthan and Discover More of India.

For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
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