

The cover features a photograph of the Lotus Temple in Chandigarh, India, at night. The temple's white, lotus-shaped petals are illuminated from within, casting a warm glow. The building is reflected in a pool of water in the foreground. The sky is a deep blue and purple, with a faint view of the Earth from space at the bottom left. The title 'IN India Focus' is prominently displayed at the top in white, with 'IN' in a circle and 'India' in italics. Below the title, the subtitle 'Diplomacy & Commerce' and the year '2019' are separated by a horizontal line.

**IN** *India*  
**FOCUS**

Diplomacy & Commerce

2019

INDIA & SERBIA  
**STRONG POLITICAL  
RELATIONS**

## 01 ▶ MOST VISITED PLACE IN THE WORLD

Awarded by the World Book of Records, the Golden Temple of Amritsar is the most visited place in the world with over one lakh devotees flocking to the shrine every single day.



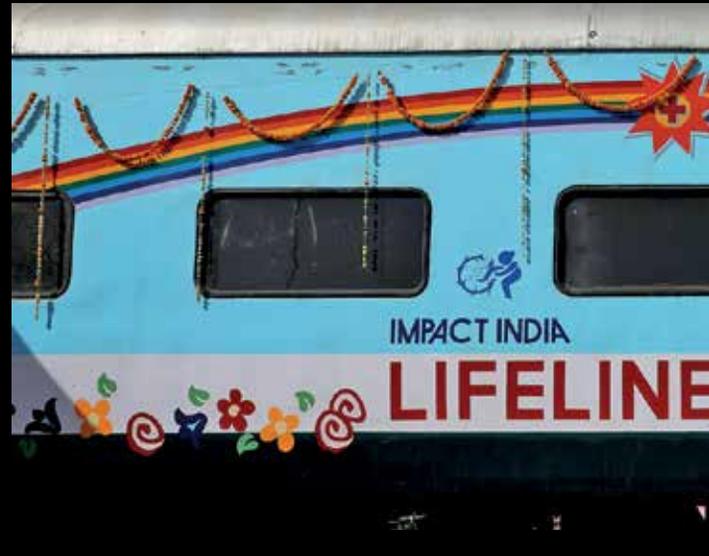
## 02 ▶ THE HIGHEST PEAK

The mighty Himalayas boast of 9 out of 10 world's highest peaks, the highest being Mt. Everest at 8,848 metres.



## 05 ▶ THE NATIONAL ANIMAL

The Bengal tiger is India's national animal. It symbolizes the power, strength, elegance, alertness, intelligence and endurance.



## 06 WORLD'S HIGHEST RAIL BRIDGE

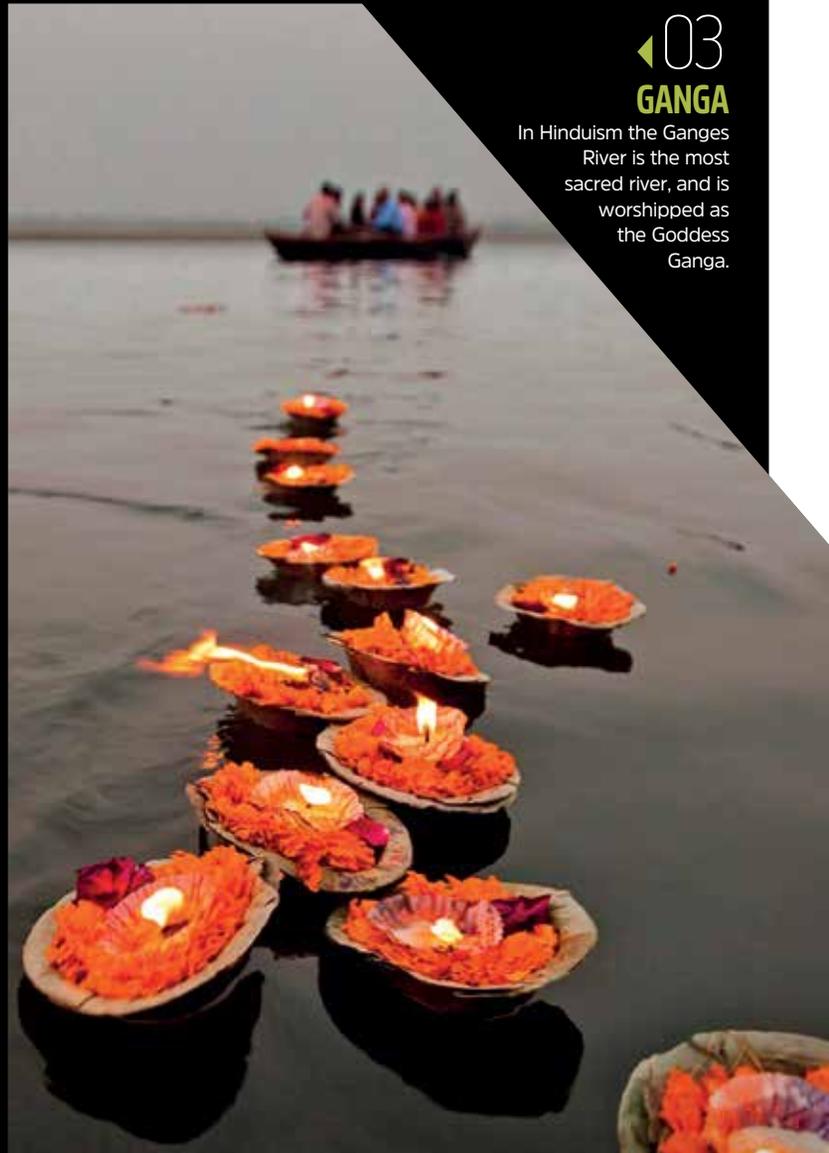
About 35 metres taller than the Eiffel Tower, the arch-shaped Chenab bridge in Jammu and Kashmir is the world's tallest rail bridge. It stands at a height of 1,178 feet over the river Chenab.





## ◀ 03 GANGA

In Hinduism the Ganges River is the most sacred river, and is worshipped as the Goddess Ganga.



## ◀ 04

### WORLD'S FIRST HOSPITAL TRAIN

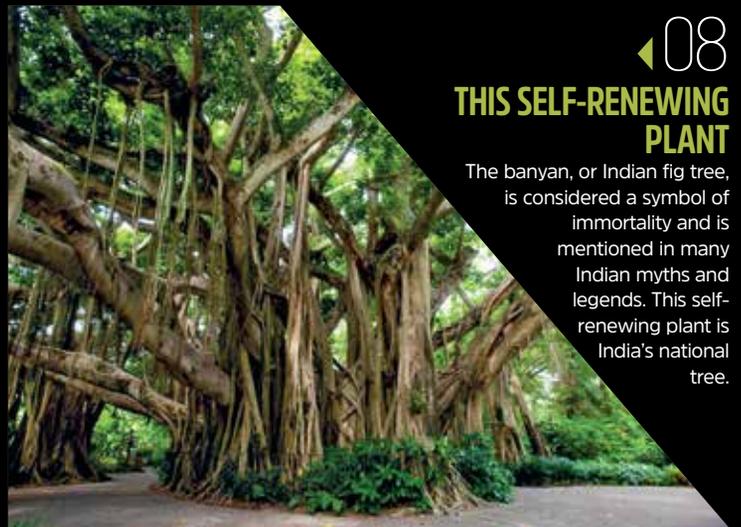
Living true to its name, The Lifeline Express a.k.a the Jeevan Rekha Express is the world's first hospital train taking its services ranging from surgeries to cancer treatment to remote villages.



## ◀ 08

### THIS SELF-RENEWING PLANT

The banyan, or Indian fig tree, is considered a symbol of immortality and is mentioned in many Indian myths and legends. This self-renewing plant is India's national tree.



## 07 ▶

### MITHAIS OR DESSERTS

An integral part of any Indian celebration and cuisine, Mithais of India are world renowned for their delicious taste and flavors. No celebration in India is completed without a plate full of sweets and desserts.



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**H.E. Subrata Bhattacharjee**  
Ambassador of India

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# STRONG POLITICAL RELATIONS

**H.E. SUBRATA BHATTACHARJEE**

Ambassador of India

India and Serbia are cooperating closely and have shared views on many major global issues



**H.**

E. Subrata Bhattacharjee was appointed the Indian Ambassador to Serbia last year. We have talked to the Ambassador about the cooperation between Serbia and India, our diplomatic and political relations, the secret of India's success and its culture.

**Serbia still has vivid memories of the friendly relations between India and the former Yugoslavia, as well as of the Non-Aligned Movement. During this long history of diplomatic relations, the two countries have cooperated in several areas, from the economy to**

**education. Are you satisfied with the results so far? What specific goals do you have in mind in terms of improving the bilateral relations?**

▼ In the predominantly bipolar world

**I WAS DEEPLY IMPRESSED TO SEE THE SPONTANEOUS INTEREST THAT THE SERBIAN CITIZENS HAVE IN INDIAN CULTURE**

prevailing after India's independence, the Non-Aligned Movement (NAM) greatly helped many developing countries by ensuring they were not dominated by either of the world powers. The leaders of India and Yugoslavia played a pioneering role in the Non-Aligned Movement. In the 1990s, the Balkan region faced a difficult geopolitical situation. At that time, India was also preoccupied with its economic reform programme. Following that, starting with this millennium, the top Indian and Serbian officials began exchanging visits. Two such recent high-level visits include the visit of then Serbian PM Aleksandar Vučić, (now President) to India in

2017 and India's Vice President's visit to Serbia in 2018. Serbian First Deputy Prime Minister & Foreign Minister Ivica Dačić also visited India in 2018.

While the world has now turned multi-polar, due to the changes in geopolitics, the need for protecting a country's interest from outside interference is still present. In this light, India and Serbia are cooperating closely and have shared views on many major global issues. One such example is India's principled stand on respecting the sovereignty and territorial integrity of Serbia. With strong political relations, growing economic ties and close cultural affinity between our two peoples and our bilateral relations have been impressive. Trade and investments figures show a continuous increase. In terms of the education segment, I see more and more Serbian students obtaining scholarships in India under the Indian Technical and Economic Cooperation (ITEC) programme. In the coming months, we will have more exchanges of visits. There is also a possibility of holding the next Joint Economic Committee (JEC) meeting.

**India has been recording a steady economic growth in recent years, which has put the country in the group of the six largest economies in the world in 2018. What made this success possible - the expansion in the IT sector, skilled labour or mass production?**

▼ Yes, indeed, the Indian economy has made commendable progress in recent years. With the GDP amounting to US\$ 2.597 trillion and 8% GDP growth, India today is the fastest-growing large economy in the world. The value of India's annual trade stands at US\$ 769 billion and has been growing at 16% per annum.

How was this made possible? India's vast pool of skilled manpower played a major role in this. India accounts for about one-sixth of humanity. Our country also has a young population. By 2020, the average age in India will be 29, making it the world's youngest country with 64% of the population in the working-age group.

## **INDIA HAS SIGNED AN MOU WITH SERBIA STIPULATING COOPERATION IN IT & ELECTRONICS WITH THE GOAL OF IMPROVING THE COOPERATION IN THE SEGMENTS OF E-LEARNING, E-GOVERNMENT SERVICES, TELEMEDICINE**

India also has the third-largest scientific and technical manpower in the world who are educated at 162 universities. Sectors like Information Technology, Biotechnology and others, that rely heavily on the availability of skilled manpower, have contributed greatly to India's growth. At the same time, India implemented an economic liberalization programme in the 1990s which has gained momentum in subsequent years. Particularly, India has implemented several economic reform measures that have improved the country's rank on World Bank's Doing Business Report by 53 positions in past two years. These involve the simplification of investment procedures,

reduction of paperwork, the unification of tax structure etc. While all of the aforementioned created an investor-friendly climate, the flagship programmes, launched by Prime Minister Modi, such as Skill India dedicated to large-scale training of youth, Make in India aimed at boosting mass production and others, also became the catalyst in the success of India's economy.

**How can we implement Indian experiences like Digital India here?**

▼ Digital India is a unique initiative launched by Prime Minister Modi in 2015 with the goal of connecting rural areas to high-speed Internet networks and improving digital literacy. India has a population of 1.3 billion with the 1.23 billion issued biometric IDs, 1.21 billion mobile phones (out of which 446 million are smartphones) and 560 million Internet users, which is over one-third of the country's population. At the same time, the country has seen enormous growth in e-Commerce (over 50% annually). Keeping this in mind, the initiative is centred on three key areas – digital infrastructure as a utility for every citizen, governance and services on demand, and digital empowerment of citizens. This initiative is meant to ensure that government services are made available to citizens electronically through the improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. Greater use of online transactions also helps the government to nab tax evasion and money laundering. The Digital India initiative has also contributed to India's cooperation with friendly, developing countries. India has been implementing

*Indian companies in Serbia*

**IN THE CASE OF SERBIA, INDIAN COMPANIES HAVE ALREADY INVESTED IN SECTORS LIKE MANUFACTURING TRACTORS, IT PARKS, FOOD PROCESSING, MANUFACTURING ALUMINUM PANELS, GARBAGE DISPOSAL CONTAINERS, ETC.**



a large number of programmes aimed at sharing India's expertise in e-Governance, e-Learning, e-Literacy, etc. with other developing countries. India has signed an MoU with Serbia stipulating cooperation in IT & Electronics with the goal of boosting the cooperation in the segments of e-learning, e-government services, telemedicine, e-education, e-authentication, cybersecurity, human resources development and capacity building in IT domain. One of the practical examples of the use of e-Governance is seen in India and Serbia holding Joint Economic Committee meetings via video conferencing.

**Are Indian businesspeople interested in investing in Serbia? The business community says there is room for cooperation which can grow significantly, especially in the food and pharmaceutical industry.**

▼ While India itself seeks foreign investments, our country is also a major foreign investor. In the past three years, Indian companies have invested US\$ 40 billion abroad. Their total financial commitment in that period amounted to US\$ 120 billion. In the case of Serbia, Indian companies have already invested in sectors like manufacturing tractors, IT parks, food processing, manufacturing aluminium panels, garbage disposal containers, etc. Considering that Serbia is a member of the EU Customs Union and has FTAs with Russia and many other countries, there is great potential for attracting further investments from India. Agriculture plays a major role in the Serbian economy and needs the necessary support of the agricultural machinery sector. In the IT sector, India has the capability and Serbia can gain from this expertise. With Serbia's growing attraction as a tourist destination, the Serbian tourism sector could be attractive too. India's expertise in manufacturing quality medication at affordable prices can be an advantage for the Serbian pharmaceutical industry. These are just some of the potential areas for Indian companies investing in Serbia.

**An increasing number of people from Serbia are visiting India and are interested in traditional disciplines like yoga, Ayurveda, and similar. Why do the Serbian citizens choose your culture**



## THERE IS ALSO A POSSIBILITY OF HOLDING THE NEXT JOINT ECONOMIC COMMITTEE (JEC) MEETING

**and lifestyle? What kind of cultural and tourism cooperation do the two countries have, and what are the plans for this area?**

▼ I was deeply impressed to see the spontaneous interest that the Serbian citizens have in Indian culture. The presence of numerous Yoga schools in Serbia illustrates this. With this in mind, the Indian Embassy puts a strong emphasis on promoting cultural diplomacy in Serbia. In past few years, the Indian Embassy has organized several performances with the use of Indian musical instruments such as 'Rudra Veena', Tabla, Guitar and 'Shree Shakti' Hindustani Instrumentals, and Indian classical dance performances of Kathak, Bharatnatyam, Pantomime dance ('Where the Shadow Ends') and Katkatha Puppet dance. During my term, I organized an exhibition of embroidery fabrics from the Himalayas ('Rumals of Chamba') at the National Assembly of Serbia and the exhibition in honour of 70 years of

diplomatic relations between India and Serbia at the Yugoslav National Archive. In celebration of 150 years since Mahatma Gandhi's birth, I took part in several talks, discussion forums and television shows about Gandhi. These kinds of activities will continue in the future too.

**Serbia has hosted numerous cultural events from India, organized by the Indian Embassy, like concerts, dance performances and the International Yoga Day. Are you planning more such activities?**

▼ This year's celebration of the International Day of Yoga was a great success. The celebration took place in front of the National Assembly of Serbia with Mrs Vučić, the wife of President of Serbia, joining in. We will continue with this tradition. A Bharatnatyam performance by a dance troupe from India will take place at the Madlenianum Opera & Theatre, Zemun, on 5th August. The performance is dedicated to Gandhi and his life. The practice of Serbian dancers performing Indian dances will certainly continue, particularly at this year's Diwali celebration. In order to promote Indian cuisine, we will participate in 'Food Planet 2019' in Novi Sad on 4th September. The visitors will also have the opportunity of watching Serbian girls performing Indian dances there.

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# OVER 70 YEARS OF FRIENDSHIP

Agriculture, food industry, information technology, metal processing, textile industry, chemical and pharmaceutical industry, tourism and creative industries all have a good potential for developing the cooperation between Serbia and India



India and Yugoslavia traditionally enjoyed deep friendship as co-founders of the Non-Aligned Movement. The strong bond of friendship continued in subsequent decades resulting in close and friendly ties between India and Serbia. India gives its principled support to territorial integrity and sovereignty of Serbia and has not recognized the Unilateral Declaration of Independence (UDI) by Kosovo. India and Serbia also share common views on many major global issues.

**BILATERAL TRADE  
INCREASED FURTHER BY  
8.2% IN 2018 TO REACH  
US\$ 214.8 MILLION WITH  
INDIAN EXPORTS OF US\$  
202.6 MILLION**

Last year, through a series of events, the two countries celebrated the 70th anniversary of establishing diplomatic relations. Diplomatic relations between Serbia and India were established in 1948, and they become very close during the Non-Aligned Movement. The tradition of these good relations is the foundation of today's cooperation. Last year, on the occasion of the 70<sup>th</sup> anniversary, two important visits took place by high state officials took place - the First Deputy Prime Minister and Minister of Foreign

Affairs of Serbia, Ivica Dačić, paid a visit to New Delhi, and India's Vice President Venkaiah Naidu officially visited Serbia. This visit is also very important because the previous high level bilateral visit of an Indian delegation was back in 1989.

Several bilateral agreements were signed during Mr. Naidu's visit including the agreement on cooperation between Serbia and India in the segment of plant protection and plant quarantine signed by the Minister of Agriculture, Forestry and Water Management Branislav Nedimović and the Indian Ambassador to Serbia, H.E. Mr. Subrata Bhattacharjee. The air transport agreement was also signed between the Government of Serbia and the Government of India, which was initiated by the Serbian Deputy Prime Minister and Minister of Construction, Transport and Infrastructure Zorana Mihajlović and Ambassador Bhattacharjee.

During the visit, the Serbia-India business forum took place with 54 companies from Serbia and 14 big companies from India participating.

After these meetings, it was concluded that India and Serbia are committed to continuing building the relations, especially in the fields of economy, agriculture, food processing, defence, manufacturing, science and technology, infrastructure, tourism and pharmaceutical industries.

### GROWING COOPERATION

Bilateral trade at US\$ 198.5 m in 2017 registered an increase of 39% as compared to 2016 with Indian exports worth US\$ 187.6 and imports US\$ 10.9m. Bilateral trade increased further by 8.2% in 2018 to reach US\$ 214.8 million with Indian exports of US\$ 202.6 million. More than 200 business visas were issued in 2018 to



## AS SERBIAN OFFICIALS PREVIOUSLY STATED, SERBIA EXPECTS MUCH FROM INDIAN INVESTORS, ESPECIALLY IN THE AREA OF DIGITIZATION AND SOFTWARE

Serbia companies to provide business solutions to India companies.

This is just one of the aspects that illustrate the growth of trade cooperation. Indian export items to Serbia chemicals, medicines, textile products, oilseeds, plastic products, metals, machinery and

vehicles. On the other hand, Serbia mainly imported chemicals, medicines, textiles, oil seeds, plastic products, metals, machinery and vehicles. As Serbian officials previously stated, Serbia expects much from Indian investors, especially in the area of digitization and software.

Serbia officials have said on numerous occasions about their expectations of flights being launched between Serbia and India which would be a step further to attracting Indian tourists to Serbia, a process that started with the abolition of visas. Serbia unilaterally abolished visas for 30 days' stay over one year for Indian nationals, the holders of regular passports, in September 2017 and since then, approximately 24,000 Indians have visited Serbia. Serbian nationals are increasingly using e-visa facility; more than 6,500 Serbians visited India for business and tourism since 2016.



### Tourism

**SERBIA UNILATERALLY ABOLISHED VISAS FOR 30 DAYS' STAY OVER ONE YEAR FOR INDIAN NATIONALS IN SEPTEMBER 2017 AND SINCE THEN, APPROXIMATELY 15,000 INDIANS HAVE VISITED SERBIA**



ECONOMY

# AT THE TOP

The fast-emerging economy

**I**n spite of certain serious socio-economic challenges, India has proven its ability to break into the global economy over the last decade. While recording a constant growth, launching in several of the strongest industries and agricultural markets worldwide and having substantial exports and imports, the country is now considered one of the fastest-growing economies in the world and could become the world's No. 1 by 2050.

India is the world's fourth-largest economy. It produced \$9.4 trillion worth of goods and services in 2017, but it still has a long way to reach the number 1 spot.

According to several studies, India's growth rate should stabilize at 8% in the next decades, ranking the country as the

world's fastest-growing economy. Its GDP could overtake that of the US before 2050, turning India into the strongest economy in the world.

India's key growth factors are - a young and rapidly growing working-age population, developing education, engineering skill levels (highlighting growth in the manufacturing sector) and a fast growing middle-class (implementing a sustained growth of the consumer market).

India had a rapid growth despite the

**INDIA IS THE WORLD'S  
FOURTH-LARGEST  
ECONOMY**

Great Recession. The growth stood at 6.7% in 2017, 7.1% in 2016 and 8% in 2015. From 2008 to 2014, the country's growth was between 5% and 11%. Such a phenomenal growth rate has reduced poverty by 10% in the last decade.

## WHAT TYPE OF ECONOMY IS INDIA?

India has a mixed economy. Half of India's workers rely on agriculture, the signature of the traditional economy. One-third of its workers are employed in the services industry, which contributes two-thirds to India's output. The productivity of this segment is made possible by India's shift toward a market economy. Since the 1990s, India has deregulated several industries, privatized many state-owned enterprises and opened doors to foreign direct investments.

India ranks second in the world in farm output and seventh in agricultural exports. The country is one of the world's top 3 producers of tea, coffee, sugar, cereals, spices and many other staple foods such as rice, wheat and potatoes.

Among the selected 190 countries, India ranked 77th in 2018 in the World Bank's Doing Business index. Since then, various new reforms have been underway, ushering a remarkable improvement. In 2014, the Government of India launched an ambitious programme of regulatory reforms aimed at facilitating doing business in India. The programme is a part of great efforts invested in creating a more business-friendly environment.

These efforts have yielded substantial results with India jumping 65 places in the Doing Business rankings since 2014.



## INDIA RANKED 77<sup>th</sup> IN 2018 IN THE WORLD BANK'S DOING BUSINESS INDEX

Positive changes have led to this impressive improvement in India's ranking in the EoDB index.

### INDIA'S STRENGTHS

India is an attractive country for outsourcing and a cheap source of imports. Its economy has these five comparative advantages:

- The cost of living is lower than in the United States. Its gross domestic product per capita is \$7,200, half that of China or Brazil. This is an advantage because Indian workers don't need as much income because everything costs less.

- India has many well-educated technology workers.

- English is one of India's official languages and many Indians speak it. This, combined with a high level of education, attracts U.S. technology and call centres to India. For example, an Indian call centre employee only costs \$12 per hour. That's almost half the American counterpart, who costs \$20 an hour. According to the Technology Manufacturing Corporation, as a result, more than 250,000 call centre jobs were outsourced to India between 2001 and 2003.

- India's 1.3 billion people come from a wide range of economic and cultural backgrounds. This diversity can be strength or a challenge. Socio-economic status is largely determined by geography. India's three main regions each have distinct class and education divisions. Annually, 11 million people leave the rural areas to live in cities. Most of them are young and educated and are in search of a better quality of life.

- The profitable Indian film industry is called Bollywood. It makes twice the number of movies Hollywood makes. India's Shah Rukh Khan is dubbed "the most popular actor in the world". In 2016, Bollywood contributed \$4.5 billion to India's GDP. It generates less revenue than Hollywood's \$51 billion only because its ticket prices are much lower. On the plus side, Bollywood films cost less to make: \$1.5 million on average versus \$47.7 million in Hollywood.

*Coffee or tea*

**THE COUNTRY ONE OF THE WORLD'S TOP 3 PRODUCERS OF TEA, COFFEE, SUGAR, CEREALS, SPICES AND MANY OTHER STAPLE FOODS SUCH AS RICE, WHEAT AND POTATOES**



# TRANSFORMING THE DIGITAL DREAM TO REALITY

The Digital India programme is the flagship programme of the Indian government, launched with a vision of transforming India into a digitally empowered society and knowledge-based economy



**T**he vision of Digital India programme is to transform India into a digitally empowered society and knowledge economy. The Digital India programme is centred on three key vision areas: Digital Infrastructure as a Core Utility to Every Citizen, Governance and Services on Demand and Digital Empowerment of Citizens.

Digital Infrastructure, as a Utility to

Every Citizen, includes availability of the high speed Internet as a core utility for delivery of services to citizens, cradle-to-grave digital identity that is unique, life-long, online and authenticable to every citizen, mobile phone & bank account enabling citizen participation in digital & financial space, easy access to a Common Service Centre, shareable private space on a public cloud, and safe and secure cyber-space.

Governance & Services on Demand entails seamlessly integrated services across departments or jurisdictions, availability of services in real-time from online & mobile platforms, all citizen entitlements to be portable and available on the cloud, digitally transformed services for improving ease of doing business, making financial transactions electronic & cashless, and leveraging Geospatial Information Systems

(GIS) for decision support systems & development.

Digital Empowerment of Citizens implies universal digital literacy, universally accessible digital resources, availability of digital resources/services in Indian languages, collaborative digital platforms for participative governance, and citizens not required to physically submit Govt. documents/certificates.

## HOW DIGITAL INDIA WILL BE REALIZED: PILLARS OF DIGITAL INDIA

Digital India is an umbrella programme that covers multiple Government Ministries and Departments. It intertwines a large number of ideas and thoughts into a single, comprehensive vision so that each of them can be implemented as part of a larger goal. Each element stands on its own but is also part of the larger picture. Digital India is implemented by the entire Government with overall coordination carried out by the Department of Electronics and Information Technology (DeitY). Digital India aims to provide the much-needed thrust to the nine pillars of growth areas, namely Broadband Highways, Universal Access to Mobile Connectivity, Public Internet Access Programme, e-Governance: Reforming Government through Technology, e-Kranti - Electronic Delivery of Services, Information for All, Electronics Manufacturing, IT for Jobs and Early Harvest Programmes. Each of these areas is a complex programme in itself and cuts across multiple Ministries and Departments.



## IMPLEMENTATION APPROACH

All the initiatives, including the establishment and the expansion of the core ICT infrastructure and provision of services, under the Digital India programme, have definitive completion time targets. Majority of the initiatives are planned to be implemented within the next three years. The initiatives planned for early completion ("Early Harvest Programmes") and citizen communication initiatives

## SEVERAL CONSULTATIONS AND WORKSHOPS HAVE BEEN ORGANIZED TO DISCUSS THE IMPLEMENTATION APPROACH OF THE VISION AREAS OF DIGITAL INDIA

("Information for All") have already started to be implemented or completed.

The Digital India programme aims at pooling together many existing schemes. These schemes will be re-structured, revamped and re-focused and will be implemented in a synchronized manner. Many elements are only process improvements with minimal cost implications. The common branding of the Digital India programmes highlights their transformative impact. While implementing this programme, there would be wider consultations across government, industry, civil society, and citizens to discuss various issues to arrive at innovative solutions for achieving the desired outcomes of Digital India. DeitY has already launched a digital platform named as "myGov" (<http://mygov.in/>) to facilitate collaborative and participative governance. Moreover, several consultations and workshops have been organized to discuss the implementation approach of the vision areas of Digital India.



# AGRICULTURE SECTOR

India participated at the 86th International Agricultural Fair, 11-17 May 2019, Novi Sad



**A** business delegation of 20 Indian companies participated in the 86th International Agricultural Fair held from 11-17 May 2019 at the Novi Sad Fair. These Indian companies manufacture agricultural machinery, equipment and parts. India Pavilion was located in the centre of Master Hall at the Novi Sad Fair. The Indian exhibitors at the Fair are members of Engineering Export Promotion Council of India.

Mr. Miloš Vučević, the Mayor of Novi Sad and Mr. Branislav Nedimović, Minister of Agriculture, Forestry and Water Management visited India Pavilion at the opening of the Fair. The Indian Ambassador to Serbia, H.E. Mr. S. Bhattacharjee and Mr. Slobodan Cvetković, Director of the Novi Sad Fair officially inaugurated the Indian Pavilion.

Three leading tractor manufacturers of India also participated in the Fair. Their tractor brands - Mahindra, Sonalika and TAFE - were displayed at the Fair. After acquiring Serbian company IMT, TAFE exhibited a range of IMT tractors. Mahindra & Mahindra launched four new products at the Fair. Mr. Miloš Vučević, the Mayor of Novi Sad and Mr. Branislav Nedimović, Minister of Agriculture, Forestry

and Water Management also visited the display area to see these tractors.

India had another pavilion at the Fair showcasing agricultural machinery manufactured in the Punjab province. Punjab is the leading manufacturer of agricul-

**GLOBAL EXPORT OF AGRICULTURAL MACHINERY FROM INDIA HAS EXCEEDED US\$ 1 BILLION AND IN THE 201-2018 PERIOD, IT STOOD CLOSE TO US\$ 1.4 BILLION**



ture machinery in India. Diesel engine, electric motors, irrigation pumps, sprayers and dusters, land development machinery, tractors, threshers, spare parts, power tillers, post-harvest and processing machinery and dairy equipment are manufactured in Punjab. Catalogue of a large number of Punjab-based companies was on display in the pavilion.

India has a very large agriculture sector with machinery being increasingly used to enhance productivity in the sector. India has renowned tractors manufacturers such as Mahindra & Mahindra Ltd., TAFE, Escorts Groups, Sonalika and John Deere India. India is one of the fastest-growing markets for agricultural equipment. Market reports show that India will be a dominant player in the global farm tractor sales in the coming years.

Global export of agricultural machinery from India has exceeded US\$ 1 billion and in the 2017-2018 period, it stood close to US\$ 1.4 billion. Tractors are the major and most exported product in agricultural machinery group while North America, South Asia, and the European Union are the largest importers of Indian agricultural machinery. India exported agricultural machinery worth US\$ 5.5 million to Serbia in 2018. Tractors make most of these exports.

# We are Hoping for More Tourists FROM INDIA

Indian tourists are mostly taken by nature, just like many other tourists



**VLADIMIR ŽIVANOVIĆ**  
Director of Zlatibor Tourist Board

Last year, guests from India were delighted with the natural beauty of Zlatibor, and given their comments about Zlatibor being a heavenly mountain, this destination will be frequented by more Indian tourists in years to come. As part of their Balkan Peninsula tours, Zlatibor is the only destination in Serbia that guests from India have decided to visit. A year earlier, the Zlatibor Tourist Board welcomed a television crew from India that did a piece about Zlatibor's tourism potential. Organized tourist groups from India, who have included Zlatibor in their travels, are the best possible result of the effort invested in the worldwide promotion of the most popular Serbian mountain.

**Tourists from India are very interested in touring Central Europe and the Balkan countries, and Zlatibor for them is a must-see destination along the route. How much potential do you recognize in this, and can this be a great opportunity, in addition to an ever-growing number of foreign tourists visiting this mountain?**

— Tourists from India, as well as tourists from around the world, are welcome to the most popular Serbian mountain of Zlatibor. Of course, having more of them here can be a

good tourism opportunity considering that more guests from abroad we get, a better development perspective we have. We believe that distance is not a problem, which was validated by the increasing number of Chinese tourists here. I would like to mention that, last year, the Iris Hotel on Zlatibor welcomed 40 guests from India and hired chefs to prepare Indian specialities. Two professional chefs from Mumbai cooked the tastiest Indian dishes for the guests such as Pav Bhaji, Gujarati Kadhi, Pakora, and others, as well as dishes made from fruits and vegetables and seasoned with interesting spices. The guests who stayed at the Iris Hotel thoroughly enjoyed these flavours. We look forward to new visitors from India and new opportunities for getting to know each other better.

**What did they like the best on Zlatibor?**

— They liked nature the most, as did many other guests. The beauty and scents of Zlatibor, especially in the summer, are hard to

## WELCOME

Tourists from India and other parts of the world are welcome to Zlatibor, the most popular mountain in Serbia



resist. Our tourist offer appealed to Indian tourists, as did our natural attractions and the surrounding excursion sites. They tried our food and I think they enjoyed it, plus we made Indian dishes for them. If more Indian tourists decide to come, we will come with more ideas for making their stay more meaningful and interesting.

**There was a substantial increase in the number of foreign tourists on Zlatibor in 2018 (14% more relative to 2017), who now make one-third of the total number of tourists on this mountain. What expectations do you have from this season?**

— The promotional campaigns that we held at foreign trade fairs and the beginning of the summer season have proven that foreign tourists are becoming increasingly interested in visiting the most popular mountain in Serbia. The growing trend continues this year too. We have both group and individual visits by foreign tourists. We also have a lot of foreign campers because our camp, located in the pine forest near the town centre, is very attractive to them, especially to the Germans, Dutch and the Czechs. Our realistic estimates show that this season will set a new record in terms of the number of foreign tourists. I believe that once we build the cable car and come up with new mountain activities, even more tourists will come to Zlatibor and the mountain will become an even more reputable tourist destination.



TRADITION

# HISTORY AND SIGNIFICANCE OF DIWALI, THE FESTIVAL OF LIGHTS

A Significant Celebration of Light, Love and Joy

**D**iwali, or Dipawali, is India's biggest and most important festival of the year. The festival gets its name from a row (awali) of clay lamps (deeps) that Indians light outside their homes to symbolize the inner light that protects from spiritual darkness. This festival is as important to Hindus as the Christmas is to Christians. Diwali is marked by five days of celebration, which illuminates the country with its brilliance and dazzles people with its joy.

In northern India, people celebrate the story of King Rama's return to Ayodhya after he defeated Ravana by lighting rows of clay lamps. Southern India celebrates it as the day when Lord Krishna defeated the demon Narakasura. In western India, the festival marks the day when Lord Vishnu, the Preserver (one of the main gods of the Hindu trinity), sent the demon King Bali to rule the nether world.

**DAY ONE:** People clean their homes and shop for gold or kitchen utensils to help bring good fortune.

**DAY TWO:** People decorate their homes with clay lamps and create design patterns called rangoli on the floor using coloured powders or sand.

**DAY THREE:** On the main day of the festival, families gather together for Lakshmi Puja, a prayer to Goddess Lakshmi, followed by mouth-watering feasts and fireworks festivities.

**DAY FOUR:** This is the first day of the new year, when friends and relatives visit with gifts and best wishes for the season.

**DAY FIVE:** Brothers visit their married sisters, who welcome them with love and a lavish meal.



### DIWALI CELEBRATION HELD AT INDIAN EMBASSY'S RESIDENCE

Ambassador of India to Serbia, H.E. Mr. S. Bhattacharjee hosted reception dinner in celebration of "Diwali – Festival

of Lights" on Wednesday, 28th November 2018. The event was attended by senior officials of Serbian Government, friends of India, members of diplomatic corps, and prominent guests from the world of business, media and other.

Speaking about the significance of Diwali, Ambassador Bhattacharjee highlighted the commonalities between the culture of India and Serbia. Pointing out that Diwali also signifies the victory of the good over the evil, he underlined the need for continuing that battle, particularly against the menace of terrorism. A group of Serbian dancers also performed Indian classical dances at the reception.

## DIWALI, OR DIPAWALI, IS INDIA'S BIGGEST AND MOST IMPORTANT FESTIVAL OF THE YEAR





DID YOU KNOW |

# THE WORLD'S TALLEST STATUE

Almost twice as high as the famous Statue of Liberty in New York, the Statue of Unity, standing amidst the Satpura and Vindhyachal range of mountains, in Gujarat, is a breathtaking sight and an engineering marvel

**T**he Statue of Unity is a colossal statue of Indian statesman and independence activist Sardar Vallabhbhai Patel (1875–1950) who was the first Home minister of independent India and the chief adherent of Mahatma Gandhi during the non-violent Indian Independence movement; highly respected for his leadership in uniting the 562 princely states of India to form the single Union of India. It is located in the state of Gujarat, India. It is the world's tallest statue with

a height of 182 metres. It is located on a river island facing the Sardar Sarovar Dam on river Narmada in Kevadiya colony, 100 kilometres (62 mi) southeast of the city of Vadodara.

The project was first announced in 2010 and the construction of statue started in October 2013 for ₹2,989 crore (US\$420 million) from Government of Gujarat. It was designed by Indian sculptor Ram V. Sutar, and was inaugurated by Indian Prime Minister Narendra Modi on 31 October 2018, the 143rd anniversary of Patel's birth.

## MUNICIJA LOVNA, SPORTSKA I POSEBNE NAMENE

- **LOVNA:** Sve vrste u kalibrima 12; 16 i 20
- **SPORTSKA:** TRAP-24 za gađanje glinenih golubova u kalibru 12
- **POSEBNE NAMENE** u kalibru 12: - zvučni efekat 90 dB; - piropatrone signalna; - piropatrone zvučna; - gumena kugla Ø 18,5 mm 1 i 2 kom.; - gumena kugla Ø 8,5 mm 9 i 18 komada; - projektil CS; - za razbijanje brava



# THE HISTORY OF INDIAN CUISINE

Indian Cuisine reflects an 8,000-year-old history of various groups and cultures. Indian Cuisine is known for being diverse, ancient, and steeped in tradition



India is also one of the largest countries in the world, but in terms of history, it has been influenced by other cultures which, in turn, influenced the Indian cuisine. Known for its vast variety of foods, the Indian cuisine is characterised by its subtle and sophisticated use of many vegetables, grains, fruits and spices that grow across the country. Some of the most popular spices used in Indian Cuisine are Cloves, Ginger, Saffron, and Coriander. India's wonderful cuisine is one of the central parts of the country's history. Throughout Indian history, fruits and veg-

etables have been the foundation of Indian diets. Over time, food in India has gradually moved towards vegetarianism due to the widespread and different religions in the region.

## INDIA'S WONDERFUL CUISINE IS ONE OF THE CENTRAL PARTS OF THE COUNTRY'S HISTORY

### SIX DIFFERENT TASTES

If you think spicy is all there is to the Indian food, think again! According to food theory, all Indian food is made up of six primary tastes or rasas – sweet (madhura), salty (lavana), sour (amala), pungent (katu), bitter (tikta) and astringent (kasya).

According to Ayurveda, the sense of taste is a natural guide map towards proper nutrition. The 6 Tastes offer us user-friendly guidelines how to nourish ourselves. Rather than looking at nutritional labels for X amount of protein or Y amount of carbohydrates, the 6 Tastes

naturally guide us towards our body's nutritional needs. Each taste feeds our mind, body, senses, and spirit in its unique way. From a modern nutritional perspective, the 6 Tastes satisfy each of the major dietary building blocks. Sweet foods, for example, are rich in fats, proteins, carbohydrates, and water, whereas Bitter and Astringent foods are high in vitamins and minerals.

The brain sends the body signals when it requires energy in the form of food. By incorporating all 6 Tastes into each meal, we ensure that these signals are adequately met, thus avoiding food cravings or the over-consumption of certain foods. Including the 6 tastes in each meal doesn't need to be a daunting task. Adding a squeeze of lemon to cooked dishes, for example, can quickly satisfy the Sour taste, while adding a side salad will fulfil the Bitter and Astringent tastes.

### THE FLAVOUR OF SPICE

The big four among Indian spices - cumin, coriander, turmeric and chillies - come with fascinating narratives of their own. We give you a peek into what makes them quintessentially Indian, no matter where their origins lie

The story of spices is more or less the story of Indian cuisine itself, with its myriad riffs, as it meanders from one state to another; from one community to another. While some spices integral to Indian food today trace their origins to other countries, they have found a permanent home in the many regional cuisines that together weave the nation's vibrant culinary tapestry. Every household has

a space for them on its kitchen shelves, and some of them also figure at the heart of Ayurvedic treatments and remedies for toothaches, muscular spasms, cold, cough, indigestion and more. The four most widely used spices in India are cumin, coriander, turmeric and chillies. Though they can be used singly just as well, all four are frequently used together as the base of several gravy preparations, as well as in stir-fries.

### CUMIN

One of the oldest spices recorded in history, cumin is believed to have origi-

## ACCORDING TO AYURVEDA, THE SENSE OF TASTE IS A NATURAL GUIDE MAP TOWARDS PROPER NUTRITION

nated in Egypt, and to have been in use in various parts of the world over 5,000 years ago! Today, not only is it used across India but also figures prominently in the cuisines of Mexico and North Africa. In India, as cumin or jeera grows best in dry, arid regions, the lion's share comes from Rajasthan and Gujarat. Coincidentally, these two states also account for a large proportion of vegetarian communities in the country, including Jains and Marwaris, and there is no vegetarian-compliant ingredient whose umami quotient is as

high as dark roasted cumin. While every household throughout the country uses jeera, there is a difference in how vegetarian households prepare it. Roasted gently with a drop of pure ghee till it becomes cinnabar-brown and fragrant, it is ground to a fine powder and stored. The spice is then used to temper various Indian vegetable and dal preparations.

### CORIANDER

Along with methi (fenugreek), coriander is believed to trace its origins to Greece. If there is one spice that can be used to create a subtle base note in a cooked dish, it is coriander seeds. While the entire coriander plant, from roots and seeds to stem and leaves, is edible, only the seeds are considered a spice. The rest of the plant is considered herb. Madhya Pradesh is where the giant's share of the country's coriander crop is grown. However, farms around Bhopal grow coriander for its leaves, while those around Indore grow it for its seeds. Interestingly, Indori coriander is the largest seed in the country, with a beautiful, elongated shape in comparison to the small, round seed found elsewhere. Ayurveda tells us that cooking with cilantro (as the leaves are called, to distinguish them from the seed) can reduce the harsh effects of hard water. In states that receive a regular supply of hard water, the cuisine incorporates more cilantro in its everyday meals.

### TURMERIC

Locally known as haldi, this most elemental of spices has its origin in India - Tamil Nadu, to be precise, and within



# MORE SPICES

**B**esides the big four Indian spices, here are another four that are native and unique:



## 1 KALPASI

Also known as daagar kaphool, this is a kind of lichen found in Tamil Nadu and is used in Chettinad cuisine.

## 2 KOKUM

A fruit belonging to the mangosteen family, this is widely used in the Konkan region: Goa and Maharashtra.

## 3 GUNTUR

Native to the eponymous region in Andhra Pradesh, this is a kind of locally produced chili that works well in pickles.

## 4 MORINGA

The powdered leaves of the moringa tree can be enjoyed as an addition to tea, dal recipes and even paratha.



Tamil Nadu, it is the Kunkunad district that grows the most turmeric. This is one spice that has, over the ages, become an intrinsic part of not only Indian cuisine but also Indian culture. Couples to be married dye their wedding clothes in turmeric to denote auspiciousness in Tamil Nadu, and a paste of turmeric and water is vital for a pre-wedding ceremony in West Bengal, for instance. There is no disputing that haldi grows in every corner of the country, including the Northeast where, in addition to being used as a spice, it is also used as a dye for raw silk garments. In Goa, coarsely pounded rice steamed between two leaves of the turmeric plant makes for a monsoon delicacy. The fragrance of turmeric permeates the patoleo, as the preparation is called.

### CHILI

No other spice has reached Indian shores as recently as chili has, nor has any spice been subsumed into our cuisine quite as enthusiastically. While the records are often conflicting, one

thing more or less agreed upon by historians is that the Portuguese brought chillies to India through Goa, presumably from Brazil. All chillies are green when they first appear on the vine, and turn red once they are ripe. There are some exceptions, however. Gollapadu, from the eponymous village in Rajahmundry, Andhra Pradesh, never turns red, making it a great delight with pickle makers who want green chillies. For the rest, hybrid varieties and the cultivation of 'Kashmiri' chillies in Karnataka means that there are thousands of chili varieties, each of which has specific and distinct uses. In South Indian states, a hotter bite is preferred, as a general rule, whereas flavour is prized more in North India. In the South, a less red pickle is sought after, while the opposite is true in the North. Communities that use broken open chillies for tempering delicacies require chillies with thick skin, whereas for making chili powder, those varieties are needed where the skin is fine and capable of being powdered.



### Food Talk

H.E. Mr. Subrata Bhattacharjee, Ambassador of India, participated at this year's conference titled "Food Talk: Food around the world". He spoke about Indian food: "There are so many different types of food in India - we have the North Indian cuisine, the South Indian cuisine, etc. Just like we have different types of land in our country - deserts, mountains, and coastline - there is also a variety of ingredients, differing from one part of the country to another. The style of cooking also changes through the years, and it is a challenge when you speak about the Indian cuisine. India has an 8,000-year-old history. During that period, we have had different influences from different nations: from Mongolia, Persia and Central Asia to Europe, namely Portugal, France and Great Britain. Each one of them left a mark on the Indian cuisine."



सत्यमेव जयते

प्रधान मंत्री  
Prime Minister

ज्येष्ठ 16, शक संवत् 1941  
June 6, 2019

**Excellency,**

As we approach the 5<sup>th</sup> International Day of Yoga on June 21, 2019, I write to you with a profound sense of satisfaction at the enthusiastic reception received from millions of practitioners and participants from across the world for its previous four editions.

Since its unanimous adoption by the UNGA vide Resolution 69/131 in 2014, the International Day of Yoga has emerged as a major event at iconic venues in most countries. It has also created awareness about yoga as an ancient heritage of the entire humanity, geared to our physical and mental well-being. Today, yoga is a global phenomenon uniting individuals, families and societies, who have embraced it as a way of life.

This success and wide acceptance has only been made possible because of the strong and invaluable support of your Government and people over the last four years.

The message of yoga is one of inner peace and harmony with the external world, through physical, mental and spiritual well-being. The observance of the International Day of Yoga seeks to reinforce this message for every individual and motivate them to join our collective pursuit of these aspirations.

This year, we propose to celebrate the 5<sup>th</sup> International Day of Yoga on a much grander scale befitting its importance to convey this message to the whole world. As in the past years, I again seek your Government's active support and cooperation in making this event a grand success.

Please accept, Excellency, the assurances of my highest consideration.

  
(Narendra Modi)

H.E. Mr. Aleksandar Vucic  
President of the Republic of Serbia



| IDY |

# YOGA FOR THE MIND

Yoga doesn't see differences,  
Yoga is for all

A recent study conducted by the Michigan Technological University (MTU) attempted to gauge how mindfulness meditation (often practised as a part of yoga) can impact a small group of participants. It found that not only did it reduce anxiety levels, but that this effect could last for several days! In the modern world, as we carry out our daily chores and do our best to cope with a hectic, fast-paced urban lifestyle, a few minutes devoted to certain yoga sanas can help us manage and release stress better than any medication could, and enable us to stay balanced and positive.

This year's mega International Yoga Day event, led by Prime Minister Narendra Modi, was organised at the Prabhat Tara ground in Ranchi, Jharkhand. Over

30,000 yoga enthusiasts took part in PM Modi's event. Several top government functionaries also attended Yoga events across the country. Prime Minister Narendra Modi said he wants to take yoga from cities to village of the country, make it accessible to all. This year, the International Yoga Day theme is "Yoga for Heart Care".

**THE INTERNATIONAL  
DAY OF YOGA WAS  
CELEBRATED EVERY  
YEAR, ON 21<sup>ST</sup> JUNE,  
SINCE 2015**



## INTERNATIONAL DAY OF YOGA IN BELGRADE

The Embassy of India in Belgrade, in collaboration with the Government of Serbia, celebrated the fifth International Day of Yoga (IDY) on 16th June in front of the National Assembly of Serbia.

Mrs. Vučić, the wife of President of Serbia, joined the celebrations in Belgrade. She addressed the gathering before participating in all Yoga exercises that lasted one hour. Mrs. Vučić also spoke about the importance of Yoga for health, adding that the practice of yoga was good for both mind and body.

About 200 people from Serbia participated in the IDY 2019 celebrations, included older people and children. At the end of the event, the participants were offered vegetarian snacks and non-alcoholic drinks as a part of the Vegetarian Food Festival organized on the occasion.



In addition to celebrations in Belgrade, IDY 2019 was celebrated in 14 other Serbian cities including Novi Sad (in two places), Zrenjanin, Šabac, Bor, Loznica, Subotica, Sremska Mitrovica, Kragujevac, Apatin, Jagodina, Niš, Vršac and Smedere-

## IN ADDITION TO CELEBRATIONS IN BELGRADE, IDY 2019 IS WAS CELEBRATED IN 14 OTHER SERBIAN CITIES

vo. In most of the cities, celebrations were organized in prominent locations such as fortresses, city parks and squares. About 600 people from Serbia participat-



ed in the events held outside Belgrade. This success and wide acceptance has only been made possible because of the strong and invaluable support from the Serbian government and people across the country.

The International Day of Yoga is celebrated all over the world after the United Nations adopted the International Day of Yoga day in 2014. Serbia was a co-sponsor of the resolution. Millions of yoga practitioners and enthusiasts across the world have participated yoga exercises in previous events. The International Day of Yoga has emerged as a major event that takes place at well-known venues in most countries. It has also created awareness about yoga as an ancient heritage of entire humanity, geared towards our physical and mental well-being. Today, yoga is a global phenomenon uniting individuals, families and societies, who have embraced it as a way of life.



CULTURE

# THE MANY HUES OF HOLI

Celebrating the victory of good over evil and marking a glorious welcome to spring, the festival of colours has nearly as many iterations across India as there are hues in the spectrum! We bring you scenes from some of the most intriguing among them





**H**ola Mohalla is celebrated a day after Holi in Anandpur Sahib, Punjab. Initiated by Guru Gobind Singh, the 10th Sikh Guru, as a gathering of Sikhs for military exercises and mock battles, it is an energetic martial iteration of the festival.

**Dol Jatra** (or Dol Purnima) is how West Bengal celebrates Holi. Women, adorning themselves with garlands, sing and dance to the accompaniment of musical instruments like ektara, dubri and veena, and people smear coloured powder, or abir, on each other.

**Mewar ki Holi** In Rajasthan, the royal

families residing in the state celebrate the festival of colours in a grand manner, with music and dance performances. Attired in traditional Rajasthani ensembles, the royal family of Udaipur is seen here during the ritual of holika dehen.

**Yaosang** is celebrated in Manipur for five days, beginning on the full moon day of the month of phalguna in the Hindu calendar. The thabal chongba, a Manipuri folk dance, is performed as part of the festivities. Vrindavan ki Holi (facing page): The historic Gopinath temple in Vrindavan, Uttar Pradesh, has, for six years now, opened its doors to widows in the region for the celebration of Holi with flowers and gulaal (colour).

**Latthmaar Holi** is among the most entertaining iterations of the festival in India, celebrated in Barsana, Uttar Pradesh, and it involves women hitting men with sticks. This is a symbolic reenactment of a myth where the women of Barsana chased away Lord Krishna for teasing his beloved, Radha, and her friends on this day.

In the South Indian state of Kerala, Holi is known as **Manjal Kuli**, and commemorates the legend of Kamadeva (Bodhan), who was burnt to ashes by Lord Shiva. A dry straw effigy representing him is paraded through the streets and burned near temple grounds.





TRAVEL GUIDE

# WHAT ARE THE BEST PLACES TO SEE IN INDIA?

These places in India are known for their magnificence and overall beauty

India is an enormous and diverse destination. To truly experience the breadth of Indian culture and history, travel is key. Head to as many of these best places to visit in India as your itinerary allows.

## 1 AGRA

Agra is an ancient city on the banks of the River Yamuna. It is on the Golden Triangle tourist circuit with Delhi and Jaipur. It is famous for its Mughal architecture and for being home to one of the Seven Wonders of the World, the Taj Mahal - a monument of incredible elegance and architectural perfection.



## 2 KOCHI



This is one of the most picturesque destinations on the southwest coast of Kerala. An all-weather harbor and a grand seascape mark it as "Queen of the Arabian Sea."

## 3 VARANASI



Lying in the south of Uttar Pradesh, on the banks of the holy River Ganga, breathes Varanasi, which is believed to be the oldest living city in the world. For centuries, the mystic of this place has been attracting pilgrims from across India as well as abroad.

## 4 MADURAI



The oldest city existing in the Indian peninsula and one of the continuously inhabited cities in the world, Madurai is richly steeped in cultural heritage. It is called as Thoonga Nagaram that means a 'city that never sleeps'. Historically it is also called as the Athens of the East.

## 5 DELHI

From the labyrinth of narrow lanes, old havelis and colourful bazaars of Old Delhi to the best features of a modern city such as a metro system, gleaming malls, bustling markets and fabulous eating places; the past and the present mix seamlessly together in Delhi.



## 6 GOA

With its tropical climate, Goa is a tourist destination for all seasons. Goa is a treasure trove of culture, music, dances and art forms that can be enjoyed during local festivals and celebrations.



## 7 LEH-LADAKH

Set amidst the epic Himalayas, Ladakh is a rustic and heavenly beautiful travel destination in the state of Jammu & Kashmir. The rugged valleys and mountains, winding roads coupled with the vibrant cultural life maintain the exuberance and charm of this region.



## 8 AMRITSAR



Guru Ramdas, the fourth Guru of the Sikh faith, founded Amritsar in 1579. One of the most pristine cities with Guru-vaani humming from the Gurudwaras, Amritsar is renowned world over for the Golden Temple, also known as Harmandir Sahib Gurudwara - the holiest Gurdwara.

## 9 MYSURU



The kings, great patrons of art and culture, developed Mysuru as an important centre of religion, education and culture. Today, Mysuru is a city of palaces, gardens, shady avenues and sacred temples and retains some of the charm of the old world while stepping into modernity with enthusiasm.

## 10 CHENNAI



Called the 'Cultural Capital of India' for its deep-rooted traditions and age-old heritage, Chennai also has a young heart. It has grown into a charming city within a span of just over 350 years. Today this buoyant metropolis is a blend of the old and the new, the traditional and the modern.



| TOURISM |

# INDIA 'RISING STAR' OF TOURISM INDUSTRY

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Global tourism industry has witnessed a notable shift towards emerging markets including India, which is featured as one of the most sought after destinations and a "rising star" in tourism



**T**ourism's direct contribution to the GDP is expected to grow from \$98 billion in 2018 to \$106.9 billion in 2019. The Indian tourism market is fast-growing with immense potential due to the country's rich cultural and geographical diversity. It is one of the major sectors contributing to the GDP of the country and is driven by steady economic growth. The travel services and hotel segment are expected to drive the growth of the industry in 2019, which is developing at the rate of 12% and 13.2%.

India has been promoting tourism through the Incredible India 2.0 campaign and has been conducting roadshows and

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**INDIAN EMBASSY  
IN BELGRADE  
PARTICIPATED IN THE 41ST  
INTERNATIONAL TOURISM  
FAIR IN BELGRADE**

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other marketing campaigns, while the individual Indian states have also been promoting tourism across the country under separate campaigns similar to the Incredible India campaign. Also, due to the continuous growth in the number of tourists from both domestic and international markets, and increasing demand for unique experiences in different tourist segments, especially millennial tourists, the industry is seeing a shift from destination-based tourism to experience-based tourism and development of niche tourism products and services for tourists.





A few key tourism offerings that majorly attract tourists to India are medical tourism, business tourism, adventure tourism, spiritual tourism, heritage tourism, cultural tourism, eco-tourism and rural tourism. This has been possible due to India's diverse geography and cultural heritage. Amongst the states, Tamil Nadu, Maharashtra and Uttar Pradesh have been attracting a large number of tourists compared to the other states.

The Government also plans to develop tourism infrastructure across the country to provide a better tourism experience for tourists. Schemes such as Swadesh Darshan, PRASHAD and Adopt a Heritage are expected to gain momentum and boost overall tourism growth. To portray India as a 365-day tourist destination globally, the Ministry of Tourism is exploring new destinations and also actively promoting under-developed tourism destinations through the development of infrastructure and better connectivity. This is expected to create growth opportunities for different stakeholders such as hotels, restaurants, tour operators, etc.

Boosting foreign tourist arrivals and

## TODAY, INDIA IS THE FAVOURABLE DESTINATION FOR YEAR-ROUND TOURISM

the number of domestic tourists, increasing household incomes, the fast-growing Internet and smartphone penetration are some of factors that facilitate the industry's growth. Tourists are likely to demand more personalization and customization, especially in the case of Millennials. This is expected to increase the tourism industry's reliance on technology start-ups and emerging technologies such as the AR, VR, Artificial Intelligence and IoT which will eventually disrupt the tourism landscape.

### 41<sup>st</sup> INTERNATIONAL TOURISM FAIR

Indian Embassy in Belgrade participated in the 41st International Tourism Fair, held from 21-24 February, 2019 at the Belgrade Fair.

Mr. Rasim Ljajić, Hon'ble Deputy Prime

Minister and Minister of Trade, Tourism & Telecommunication of the Republic of Serbia and H.E. Mr S Bhattacharjee, Ambassador of the Republic of India to Serbia, inaugurated the India Pavilion at the Belgrade Fair which showcases Indian tourism potential.

Tourism is one of the priority areas that were discussed during the visit of Hon'ble Vice President of India to Serbia in September 2018 with both sides agreeing to enhance cooperation in this segment. Today, India is the favourable destination for year-round tourism; namely, for heritage, cultural, spiritual, wildlife, medical, sports and eco-tourism. India offers incredible diversity of tourism – cities with abundant culture, spiritual places, tropical beaches, the breathtaking Himalayan mountain range, or wildlife safari. Over the years, India has become a top-notch destination for medical travel backed by quality of therapy, range of procedural and treatment options, infrastructure, skilled manpower, zero waiting time, etc. The Belgrade Fair provided a suitable platform and an opportunity to showcase Indian tourist potential and to portray India as a major tourist destination.

### Tourism campaign

**“THE INCREDIBLE INDIA” IS THE NAME OF AN INTERNATIONAL TOURISM CAMPAIGN LAUNCHED BY THE GOVERNMENT OF INDIA IN 2002 WITH THE VIEW OF PROMOTING TOURISM IN INDIA**



**i** DID YOU KNOW

# PAPDI CHAAT

**C**haat has to be the most popular North-Indian snack. Vendors literally crowd the streets selling all kinds of delicious variations of chaat in this part of the country. Chaat parties are also popular and a nice alternative to a sit-down dinner.





# Embassy Techzones Serbia

