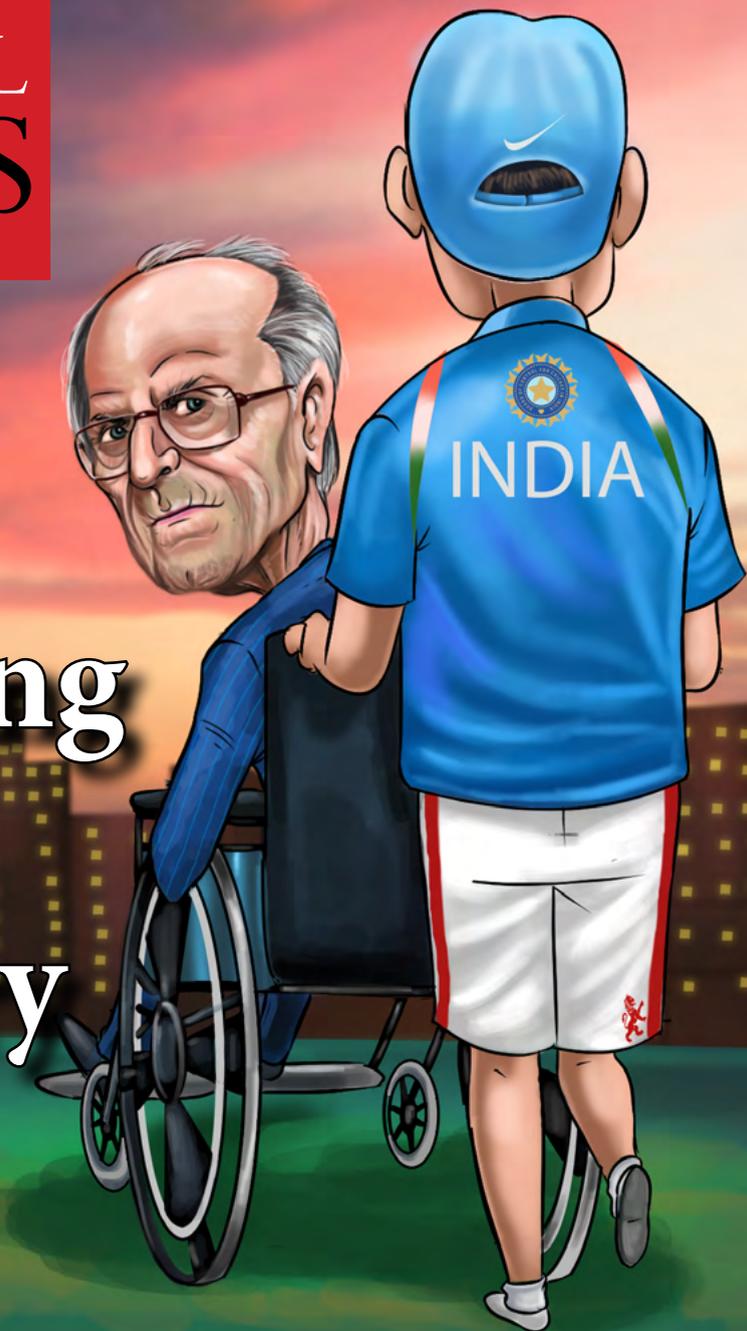


INDIA GLOBAL BUSINESS

UK Edition



Consigning Tebbit to history



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Partnering with India can give the UK a global competitive edge

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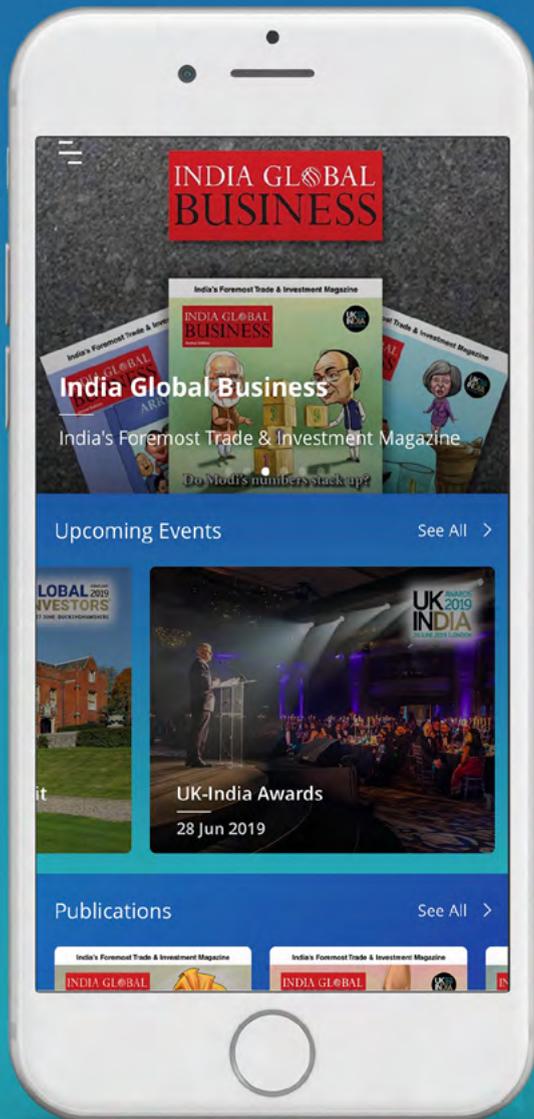


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Consigning Tebbit to history, unleashing the Diaspora Dividend

In US President Donald Trump's playbook, trade and strategic relationships with important allies seem to reside in mutually exclusive tight silos. How else can one explain the series of trade fights he has picked with countries such as Canada and Mexico, the EU, Japan and now India.

TA few weeks ago, we witnessed the greatest game of cricket in history. England beat New Zealand in a nail-biting finish to lift the World Cup. Throughout the tournament, India were the favourites, only to be beaten in the semi-finals by New Zealand. Had India got to the final, I – like the overwhelming majority of Britain's 1.5 million Indian diaspora – would have loudly and proudly supported India in the final against England. And in doing so, dismally failing the infamous "cricket test".

The cricket test, also known as the Tebbit Test, was a controversial phrase coined almost 30 years ago by the British Conservative politician, Norman Tebbit, in reference to the perceived lack of loyalty to the England cricket team among South Asian and Caribbean immigrants and their children. The suggestion being that immigrants and their children who did not support England were not sufficiently integrated into British society.

Fast forward to 2019. Boris Johnson, much to his credit, has appointed the most ethnically diverse Cabinet in history – Sajid Javid, the son of a Pakistani immigrant as Chancellor of the Exchequer; Priti Patel, the daughter of an Indian immigrant, as Home Secretary (two of the great offices of state); along with Alok Sharma as International Development Secretary; Rishi Sunak, Chief Secretary to the Treasury; and James Cleverly, the son of an immigrant nurse from Sierra Leone, as Conservative Party Chairman. Who would have thought?

Boris has in one full sweep consigned Tebbit to history.

It is a telling fact that none of these powerful British politicians, and I would include London Mayor Sadiq Khan in this list, have sought to hide their origins. As my friend, Lord Gadhia, very rightly put it: "I don't have to prove my Britishness to anyone, neither can anyone deny my Indian-ness."

Tebbit defined the past. Johnson must now define the future. He has an opportunity to reframe and repurpose Britain's identity in this New World, and in doing so define for itself and the World what Britain will and won't stand for.

In doing so, he must quickly move from Churchillian rhetoric and use the multiple identities that diaspora communities possess to Britain's fullest advantage. To build stronger and newer business and cultural links. To connect communities and regions. To nurture talent and technology. This is a real opportunity that a Brexit-bound Britain must now unleash. I call it the 'Diaspora Dividend'.

TEBBIT DEFINED THE PAST. JOHNSON MUST NOW DEFINE THE FUTURE.

I have for a long time argued that Brexit is as much about a state of mind as it is about an economic separation with the EU. This is the point that has for so much of the Brexit debate been missed out.

Unilateralism has long been dead. Multilateralism and its institutions as

framed by the victorious powers of the Second World War is being tested more so than at any other time. But bilateralism is seeing a new resurgence.

In defining national identity, Britain has several stark choices before it. For instance, will it back democracies or will it seek to play the usual balancing act at the expense of democracies? The latter I believe is nothing but a downward spiral to irrelevance. Perhaps, India also needs to ask itself exactly the same questions as its global stature and responsibilities inevitably grow.

But the immediate conundrum for Johnson is that Brexit has been defined far too much as an anti-immigrant reaction. Yet Britain needs these very same 'immigrants' now more than ever before to help shape a vision and build a new, open, and Global Britain.

Lastly, to go back to the epic cricket match – yes, I did (quite seamlessly) switch my sporting loyalties from India to support England in the final!

Manoj Ladwa

Founder and CEO of India Inc. Group.

[@manojladwa](https://twitter.com/manojladwa)

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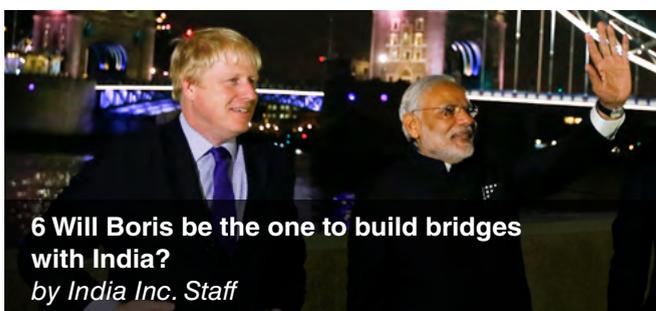
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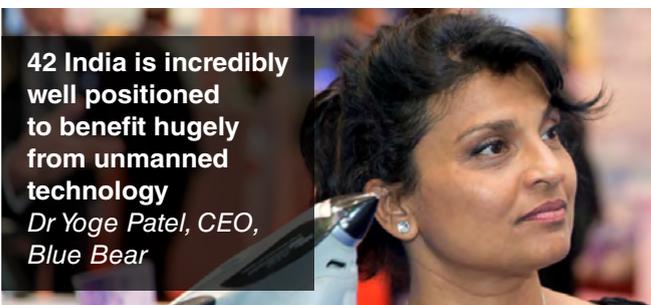


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Will Boris be the one to build bridges with India?

by India Inc. Staff

The UK Parliament's influential Foreign Affairs Committee (FAC), in its recent 'Building Bridges: Reawakening UK-India ties' report, had warned that the UK was falling behind in the global race to engage with India and laid out a roadmap for Britain to address the many missed opportunities in the relationship. With Boris Johnson taking charge in the UK and Narendra Modi back with an overwhelming General Election mandate in India, it is time to nail down at least five key priorities for the new British Prime Minister.

Whe sooner we leave the EU and take back control of our trade policy, the sooner we can strike a new trade deal with India that will deliver new jobs, growth and prosperity for both our countries. Securing this new and improved trading relationship with our friends in India will be a priority for me," declared Boris Johnson in an open letter addressed to the Indian diaspora base of the Conservative Party just days before he was to take charge as the UK's 55th Prime Minister.

This pledge was made in the pursuit of crucial votes in the course of a leadership contest that delivered a bruising defeat to former UK foreign secretary Jeremy Hunt. Now that the flamboyant politician, known as much for wit and charm as for his mock-bumbling persona, is settling into Downing Street, it remains to be seen if these words will translate into real action.

Rebuilding Bridges

The harsh reality that this important bilateral relationship needs urgent

attention was laid bare by the House of Commons' influential Foreign Affairs Committee (FAC) in its comprehensive and in-depth 'Rebuilding Bridges: Reawakening UK-India ties' report, released in June 2019 to coincide with the first-ever India Day in the UK Parliament – organised by India Inc.

The Chair of the Committee, Conservative Party MP Tom Tugendhat, as well as a team of cross-party MPs, including Priti Patel – now in charge of the crucial post of

UK Home Secretary in the Johnson Cabinet, trawled through a series of oral and written evidence sessions over the course of nearly a year to come to the conclusion that the UK is falling behind in the global race to engage with India. At the heart of this lay the UK's failure to adjust its strategy to fit India's enhanced influence and power on the world stage.

It was a conclusion that many India watchers and experts in the UK were already aware of but the true extent of the damage caused by this complacency within British political circles was exposed as a result of this extremely timely "Global Britain and India Inquiry".

Tugendhat notes: "As new powers challenge the structure of global trade and dispute resolution, we cannot miss the opportunity to partner with India. Trade, security, a shared commitment to the rules-based international system — these are all factors in our growing and evolving partnership.

"The government needs to make sure the UK is making its support for India clear, reawakening the ties between us and building bridges that are made to last. We need somebody who is able sit down with Prime Minister Modi and build a proper strategic relationship."

If the new British PM is to be taken at his own word, Boris Johnson claims to share a very personal relationship with Prime Minister Modi which he wants to capitalise on to deliver a "truly special UK-India relationship".

Trade focus

To delve a little beyond just promises, the FAC report provides a pretty elaborate roadmap on how Johnson could go about fixing the gaps in the UK-India relationship and create a partnership that addresses some of the missed opportunities.

"As India has boomed over the last two decades, the UK has fallen behind other countries in its share

of India's fast-growing trade with the world. This is an expensive missed opportunity," warns the report.

"While India is among the top four investors in the UK, and the third largest creator of jobs, trade is lagging behind its potential. While it is true that UK-India trade has 'grown rapidly' in the last two decades, India's global trade has grown three times faster. As a result, the UK has gone from being India's second-biggest trade partner in 1998-99 to 17th in 2018-19," it points out, under the trade and investment section of its inquiry.

Based on the evidence submitted, the Committee called on the UK government to focus on tools to build the trade relationship, including bilateral forums; sector-specific trade initiatives; the removal of non-tariff barriers; and support for India's pro-

WHILE INDIA IS AMONG THE TOP FOUR INVESTORS IN THE UK, AND THE THIRD LARGEST CREATOR OF JOBS, TRADE IS LAGGING BEHIND ITS POTENTIAL.

business reforms.

"Although the government has said that Brexit offers an opportunity to increase ties with India, witnesses said that the UK was not communicating this effectively. Some raised concerns that the UK might in fact become more closed," it noted.

One easy step that a new UK leader can take to reflect a real focus on improving trade ties with India would be to appoint a dedicated Trade Envoy with the express purpose of seeing a new free trade agreement through. Such a move would undoubtedly send the right message to New Delhi and prompt a quid pro quo in the form of a dedicated Indian Trade Representative for the UK. It may be seen as a symbolic move, but one that would go a long way in addressing the FAC's stark warning that the post-Brexit Global Britain message is not being completely translated in the corridors of power

in India.

Defence Cooperation

In this important area, the FAC received evidence highlighting India's wish for a broader strategic relationship with the UK — including closer security and defence cooperation — and concern that the UK is more focused on economic ties.

The Indian Ocean and wider Indo-Pacific is a key arena for this expanded relationship. The UK and India share strong and growing interests in the stability of the region. As a major route for both countries' trade, and site of a joint UK-US defence facility in the British Indian Ocean Territory (BIOT), the region is of growing strategic value.

The committee called on the UK to support India's drive for pre-eminence in the Indian Ocean, as a "stable fellow democracy, with which the UK shares most security interests"

However, it would seem the China conundrum has been hindering this very important aspect of the relationship. India is concerned about China's growing influence in the region, including its investments in ports through the Belt and Road (infrastructure) Initiative (BRI). New Delhi has called for connectivity initiatives to maintain standards of transparency, good governance, and respect for sovereignty. It is developing alternative initiatives to meet the region's infrastructure needs, including a joint proposal with Japan for an Asia-Africa Growth Corridor, and forging a deeper relationship with neighbours. India has joined Japan, Australia, and the US in a revival of the Quadrilateral Security Dialogue, or "Quad", an informal grouping that aims to defend a "free and open Indo-Pacific" — widely seen as a response to growing Chinese influence.

"The UK, by contrast, has engaged substantially with Belt and Road. This risks feeding a perception in India that the UK has prioritised its relationship with China, particularly under the David Cameron government," the FAC warns.



“The government should make greater efforts to engage with Indian ministers, officials and non-governmental opinion leaders on defence, around UK interests in the Indian Ocean. These efforts may be boosted by greater engagement with third partners such as France and Japan, which have established joint initiatives with India in the region,” it adds.

An easy answer is greater UK involvement in Indian infrastructure and connectivity initiatives in the Indian Ocean region.

Mobility is key

The ease of mobility, whether it is for professionals between India and the UK or tourists, is another key area where Britain has failed to strike the right note with India so far.

“There are certain practical steps the government must take to reset its relationship with India, in particular making it easier for Indians to visit the UK and to work or study here,” the FAC report categorically stated.

On the issue of visas, it expresses concern that India seems to face tougher norms than a non-democratic country like China.

It notes: “There is no excuse for the migration policies that have led the UK to lose ground in attracting Indian students and tourists – who not only contribute to our economy but build lasting bilateral ties.

“The FCO [Foreign and Commonwealth Office] should ensure that the goal of improving the overall relationship with India is woven into the broader government migration policy. Something has gone wrong, if it is more difficult for citizens of a strategically important democracy that shares our values, language and history to visit or study in the UK than those of an autocracy such as China.” While the UK proudly claims to offer Indians more skilled worker visas than any other country, the fact they have to jump through numerous more hoops than say a country like China is certainly not sending out the right message to India – a country it claims to have a special relationship with. Many Indian nationals come to the

UK, and nine in every 10 Indian visa applications to the UK are granted. However, skilled workers, students, and tourists find the system “unwelcoming, expensive, and difficult to navigate”.

The UK is losing ground in its share of India’s tourists: France is now a more popular holiday destination than the UK for Indian nationals. Witnesses to the Global Britain and Indian inquiry highlighted the cost and time investment of applying for visitor visas, even for Indian nationals who travel frequently to the UK. One forecast predicted that, while Indian tourist numbers would grow 52 per cent worldwide by 2025, the number of Indians holidaying in the UK would rise just 3 per cent.

Students as future ambassadors

The fact that Indian student numbers are finally on the up after the sheer drops of some previous years has been widely welcomed by the UK as a sign of success. However, the fact remains that between 2010-11 and 2016-17, the number of higher education students from India choosing UK universities more

than halved.

“The UK has lost ground in its share of India’s students and tourists. In 2012, the government cancelled a post-study work visa that had allowed international students to work for two years after graduation,” says the FAC report.

“Of the 750,000 Indian students studying abroad in 2018, fewer than 20,000 were in the UK — two-thirds the number in New Zealand,” it says, warning that Indian students who go to the US or Australia do not develop ties with the UK, changing the way the UK will be seen for generations to come.

This reflects an immeasurable loss of a large numbers of natural ambassadors that Britain could be cultivating because it is undisputed that Indians who study in the UK have an instinctive interest in promoting India-UK collaborations.

The damage is increased by a perception that Chinese nationals have easier access to the UK. Under a 2016 pilot scheme, Chinese nationals were given access to a two-year multiple-entry visa that is almost four times cheaper than that for Indian nationals. The UK government’s list of “low risk” countries that enjoy relaxed student visa requirements includes China, but excludes India. The former British high commissioner to India, Sir James Bevan, told the parliamentary inquiry that the primary reason for these differences was the perception that Indian nationals were more likely to overstay, whereas the families of Chinese nationals might face “consequences” if the person did not return. This claim is not borne out



former British Prime Minister David Cameron created the role of UK-Indian Diaspora Champion, charged with increasing links between the government and the diaspora, but this position was not renewed under Theresa May.

“We received evidence calling on the UK to set up a council of people of Indian origin to advise the British High Commission; to

increase diaspora involvement with royal and ministerial visits to India; and to engage diaspora communities outside London in a ‘national conversation’ about UK-India ties,” the report advises.

The short-term movement of people — for Indian nationals on temporary stays in the UK, including students and skilled workers — should be considered separately from long-term migration. This could involve removing students and those on short-term work visas from net migration figures, and giving UK universities a greater role in approving student visas.

There has been some positive movement with the UK government launching a Migration Dialogue to consult Indian officials on proposals set out in its post-Brexit Immigration White Paper. With Priti Patel now in charge of the UK Home Office, there is renewed hope for some movement in the right direction in this area.

Living Bridge

Finally, the unquantifiable benefits of the UK’s nearly 1.5-million strong Indian diaspora — aptly christened the “Living Bridge” by Prime Minister Narendra Modi — must be harnessed more proactively.

The FAC inquiry concluded that the UK has not done enough to draw upon the Indian diaspora. In 2013,

increase diaspora involvement with royal and ministerial visits to India; and to engage diaspora communities outside London in a ‘national conversation’ about UK-India ties,” the report advises.

This links back to the issue of movement of people, which plays a crucial role because without easy movement between the UK and India, there can be no living bridge. Improvements to the UK’s visa processes would help build and make best use of diaspora links.

The FAC calls on the UK government to consider reprising the role of Indian Diaspora Champion, and appointing an advisory council made up of members of the diaspora and others with relevant expertise.

Conclusion

These are some very low-hanging fruit for a new Prime Minister who has vowed to “energise” the UK as he sets about to meet the October 31 Brexit deadline. At a time when Britain, and Boris Johnson, will be on the lookout for friends to strike some lucrative post-Brexit trade deals, India can prove that reliable partner. But clearly there is some bridge-building work that must begin right away.

Partnering with India can give the UK a global competitive edge

by Piyush Goyal

During a recent visit to the UK, India's Commerce & Industry Minister sketched out a roadmap to take bilateral ties to the next level.

There is a strong desire in India to see its relationship with the UK blossom and work towards a better future, not necessarily only for trade and investment but for the people of both the countries. I hope that all the various levels of engagement will help us come up with a roadmap to take this partnership to the next level. Prime Minister Modi had coined a very beautiful phrase, the living bridge, in reference to all the Indians who live in the UK and contribute in the true spirit of global citizens, seeking a better future for both countries.

We just had the first-ever India Day celebration, hosted by the Lord Mayor of London and the UK government's Department for International Trade (DIT), which holds great promise. London is truly a city which is full of life, full of opportunities and wonderful people. It is the financial capital that is recognised the world over for its robust regulatory frameworks and also the London Stock Exchange – one of the world's oldest exchanges where Indian companies benefit

significantly, in partnership with local service providers, to help them raise capital and grow their businesses. I look forward to great engagement between the London Stock Exchange and India's fintech sector in the years to come.

We are two great democracies, with very deep historical ties. But more importantly, with an aspirational India looking for a better quality of life for 1.3 billion Indians, these are two economies which can partner with each other and support the imperatives of each other. British business and investment can help India in its growing need for services, and good Indian skilled manpower and talent can help British business become more competitive.

I think there can be no better situation than this win-win partnership, which has great synergies and complementarities, which can help us further take this partnership to much bigger levels. And, the recently-concluded UK-India Week will help both UK business and Indian

business understand each other, network with each other, build up partnerships and look at the growing opportunities both sides of the oceans.

Trade and business also include services and I have been engaging with the British government to see how we can package the advantages that businesses on both sides bring to the table. The aim is to bring about a situation where Indian talent can work with UK businesses and actually start serving the rest of the world. I think the cost competitiveness that we can create out of this partnership would be very impactful when it comes to engaging with the rest of the world. And, just as Prime Minister Modi said, it is time we create the foundation of setting higher ambitions and bolder targets for this relationship.

While the UK is the fifth-largest foreign investor in India, we are the third-largest investors in the UK and provide 110,000 jobs in the country. There are huge, unlimited opportunities waiting in India, with

WITH AN ASPIRATIONAL INDIA LOOKING FOR A BETTER QUALITY OF LIFE FOR 1.3 BILLION INDIANS, THESE ARE TWO ECONOMIES WHICH CAN PARTNER WITH EACH OTHER AND SUPPORT THE IMPERATIVES OF EACH OTHER.



a billion people aspiring for a better future – looking for energy and world-class infrastructure. These opportunities were encapsulated by the Hon. Finance Minister, Ms Nirmala Sitharaman, in the Budget a few weeks ago when she highlighted the fact that we are looking for an investment of over £1 trillion in the next five years – huge investments across all sectors.

For that, the close relationship that the people of India and the UK share, that the governments between the two countries share, is truly an ideal opportunity to quickly grab a larger share of that pie. In fact, housing, smart cities, newer and better railway stations as hubs of economic activity, a vastly expanding gas grid, telecom

and transportation network and clean energy offer immense potential to further trade and business.

With technology advancements in the UK, we can not only bring newer technologies to India but also bring scale to them and make them much more affordable. This would make it an attractive export proposition to serve the rest of the world, be it the developing world or the developed world.

I think everyone is looking for cost competitiveness and this partnership of the UK's technology investment capabilities and Indian skilled manpower can make that happen. It can truly empower British businesses to go across the world and expand

their markets in a cost-effective and advantageous manner.

The goal is to put India at the centre of the economic programmes of the UK so that we can work together in taking the ideas of this partnership to different parts of the world. India and UK together can be a partnership that will be very difficult to compete with.

The three thrust areas which can help towards this goal would be – inclusion, investment and innovation. If we work together with this spirit, we have a very bright future ahead of us.

Piyush Goyal is India's Minister of Commerce & Industry, and Railways.



Tackling the global water crisis is as urgent as tackling climate change

Xeros technologies recently entered the Indian market through a collaboration with IFB industries. 'India Global Business' interviewed Xeros CEO Mark Nichols to discuss the company's unique disruptive technology, the need for water conservation and the company's future plans for India.

How does the Xeros water-saving technology work?

The advent of washing machines changed the practice of doing the laundry from one where fabrics were gently cleaned by hand, to an automated process that added large quantities of water, energy, detergent and an aggressive mechanical action which damages fabrics. Washing machines save us a lot of time, but they make the laundry process far less sustainable.

But about 15 years ago, scientists working at Leeds University discovered that certain polymers are extremely good at removing impurities, like dirt, from fabrics. So good, in fact, they could do it without the need for much water, without the need to heat the water and add lots of chemicals. They're also very gentle on fabrics.

The properties of the polymers, which Xeros has now developed into our XOrb™ technology, have allowed us to reinvent water-intensive processes and industries, like laundry. By using XOrbs in domestic and commercial washing machines we've made the entire process far more sustainable and, because of the way they interact with garments the process is much gentler, meaning clothes look good and last longer. It's a bit like putting lots of tiny hands into the machine to gently massage the garments.

Our commercial washing machines are certified an environmentally preferable product – the only washing machine in the world to achieve that certification.

However, the properties of our polymer technologies are not limited to laundry. We are also applying them to other industries such as garment production, denim finishing and tanning, where we can make dramatic improvements to the sustainability and economics of these global scale industries.

How easy or difficult was it to get India to buy into the technology?

The global industries in which we are

applying our technologies, such as domestic and commercial laundry, garment and leather production, have grown up using long established, tried and tested methods and techniques. Convincing these industries that there is a better way of doing things by adopting new methods and technologies can be a very long process which can only succeed by building relationships of mutual trust and understanding.

However, over the last few years India has established an international reputation for its entrepreneurialism, its drive for technological leadership and a clear understanding of the commercial value of technology.



So, for us, it was natural for Xeros to be working with IFB Industries to licence and develop our technologies with their range of commercial and domestic appliances.

Since we announced the agreement with IFB Industries, we have had multiple enquiries from Indian laundries and consumers as to when they can have machines with our technology inside. I think that demonstrates a clear willingness among Indian companies and individuals to adopt new, innovative technologies such as ours. It's a very refreshing attitude.

How far would the India entry help towards achieving its water

conversation goals?

India is among the world's most water stressed countries. According to the World Bank the amount of water per person in India has reduced from 3,000-4,000 cubic metres a year in 1950 to just 1,000 cubic metres today, so it's vital that India implements and achieves the goals set out by the National Water Mission.

As India continues its transition to a more urban and affluent economy, demand for and the use of water in the home and industry will increase dramatically. By adopting technologies such as ours, we can help to divert water use away from processes where it isn't needed to where it is – such as growing crops and, crucially, the supply of clean, safe drinking water.

A single cycle of our commercial washing machine technology can save up to 600 litres of water and with a hotel running more than 10 cycles a day, water savings are over 6 cubic metres of water per day. Domestic machines also have dramatic levels of water savings plus your clothes will look better and last longer. So, working with IFB Industries to introduce our technologies across homes and businesses in India, I'm confident we can help the country work towards the goal of a 20 per cent increase in water use efficiency.

How important is India's role as a manufacturing hub for the South Asian region?

Our own relationship with IFB Industries is one which has the capacity to serve customers beyond India and into other countries across South Asia. Our contract specifically allows for this, so it's a great example of an Indian company bringing innovative technology to the wider region.

Already, India is one of Asia's economic superpowers and one of the world's fastest growing economies. But economic reforms, including the drive to transform India's manufacturing industry are gaining pace. Prime Minister Modi's

IT WAS NATURAL FOR XEROS TO BE WORKING WITH IFB INDUSTRIES TO LICENCE AND DEVELOP OUR TECHNOLOGIES WITH THEIR RANGE OF COMMERCIAL AND DOMESTIC APPLIANCES.



“Make In India” campaign and goal of providing support and attracting foreign investment into manufacturing, is ambitious but, if successful, could be transformative.

There are challenges that India needs to address, particularly issues around red tape and infrastructure. But if changes in the country’s automotive sector, which has now established India as the World’s sixth largest car manufacturer are anything to go by, then Prime Minister Modi’s vision for manufacturing could transform the country into a hub of global importance and manufacturing excellence.

What is some of the future potential of such water-conserving

tech partnerships between the UK and India?

Working with IFB Industries, I’m proud that Xeros can play a small part in helping Indian businesses and households reduce their demand for water and help mitigate the country’s water crisis.

Technology can provide the solutions to reach sustainability for India and the rest of the world. Some will be simple, others more complex and some will require changes in consumer behaviour. We will come to see dividends from companies providing sustainable solutions exceeding those from traditional industries.

In India, half of the country’s annual precipitation falls on just 15 rain-soaked days, making floods and droughts a fact of life. Managing that short and sudden supply of huge volumes of water necessitates improved infrastructure, storage, management and usage. Technology can help in all these areas.

Given the historic alliance that exists between India and the UK, and measures by respective Governments to deepen and extend those relationships into areas like technology partnerships, I’m certain technology-led solutions will emerge to address many of these issues.

Is the world taking the water crisis seriously enough?

No. And what’s truly shocking, is that it doesn’t seem to register as an issue for many people and politicians where water is currently plentiful. With few exceptions, many of the world’s countries and cities will face water stress in the future, if they are not already.

The United Nations has explicitly recognised the human right to water and sanitation and acknowledged that clean drinking water is essential to the realisation of all human rights. But still too many take it for granted.

Tackling the global water crisis is as urgent as tackling climate change. The World Economic Forum identifies water scarcity as one of the greatest challenges of our time and in each of the last eight years it has been identified as one of the top five global risks alongside natural disasters, ecosystem collapse and large-scale involuntary migration.

In this context, continuing to use of vast quantities of clean water as part of the process to make and keep our clothes looking clean is not acceptable.

Improving Lives with Technology and Finance

The British Asian Trust believes in using advanced social finance models and technological expertise to achieve long-lasting change for marginalised communities. We have been working in India for over ten years to make improvements in education, anti-trafficking, and livelihoods.



Our highly successful projects within country such as the \$11 million education Development Impact Bond that we launched last year, along with our Child Labour Free Jaipur Initiative are testament to our expertise in the development sector in South Asia.

We create powerful cross sector partnerships and measure investments by outcomes to ensure we deliver results for local communities and investors.

Our partners: UBS Optimus Foundation • Michael & Susan Dell Foundation • Tata Trusts
UK Department for International Development • BT • John Lewis Foundation • Childline India
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Essex is proving to be an attractive alternative as a location to London for businesses

by Corinne Hearne



The Inward Investment Manager for Invest Essex expands on the various investment opportunities Essex has to offer Indian and other international investors.

According to projections from the World Bank and the International Monetary Fund, India is set to be the world's fastest-growing economy for the rest of the decade.

In its own way, the county of Essex is also going through a period of buoyancy – meaning the potential for reciprocal business represents an exciting prospect in the years ahead.

At Invest ESSEX, we are committed to promoting inward investment to the county and are particularly keen to develop relations with India.

To that end, a successful event was co-hosted by Invest ESSEX and Manchester Airports Group (MAG) - who own and operate Essex airport Stansted - at the Essex v India cricket match last summer.

Along with the High Commissioner of India, guests included Siddharth

Mukne, regional head at UK India Business Council (UKIBC), who is responsible for engaging with companies across the UK and South Wales with an interest in the Indian market.

As part of Invest ESSEX's own work in supporting existing businesses within the county, a number have strong Indian connections – one example being Tevva Motors, who have had significant investment from India.

The electric truck manufacturer, based in Chelmsford, licensed its product in India to Bharat Forge Limited through a £10m investment in 2018, giving them access to the rapidly growing Indian truck market. This investment has also allowed Tevva to scale up their operations in the UK as they continue to expand.

Another Chelmsford-based company with strong links to Invest ESSEX

is Teledyne e2v, who operate in healthcare, life sciences, space, transportation, defence and security as well as industrial markets. Teledyne e2v supplies charge coupled devices (CCD) image sensors for the Indian Space Application Centre.

Proximity to London

According to data released in 2018 by London & Partners (L&P) - the Mayor of London's official promotional agency - since the Brexit vote, London has attracted more investment projects from India than any other major European city.

Specifically, London remains the leading European city for Indian tech companies, with the English capital attracting more foreign direct investment (FDI) from Indian tech businesses than any other European tech hub between 2016 and 2018.

London's tech companies attracted

over 4 billion pounds of investment since the European Union (EU) referendum vote in June 2016 - ahead of Paris (1.14 billion pounds), Berlin (814 million pounds) and Stockholm (542 million pounds).

As a knock-on effect, this also makes Essex – and its closeness to the capital – hugely attractive for FDI.

With journey times of approximately 30 minutes from the City of Chelmsford to London by road or rail, proximity to three airports (Stansted, City and Southend), nearby ports including Tilbury and the imminent arrival of Crossrail, the county offers easy access to London without the prohibitive costs of a base in the Capital.

The key to even greater connectivity are the ongoing plans for a direct air service from Stansted Airport.

At present connectivity from Essex to India is via Dubai and that service will be boosted this year following the announcement by Emirates of the launch of a second daily flight from Dubai to Stansted, starting 1st July 2019.

In general, Essex is proving to be an attractive alternative as a location to London for numerous businesses, with leading property consultancy Glenny LLP producing a recent report that revealed prime office rents in east London are £48 sq ft compared to £20-£30 in Essex. Meanwhile, industrial market rents in east London are £18 sq ft compared to £8.75 in Essex.

Life Sciences Strength

As part of the London-Stansted-Cambridge Corridor - an area which has a global reputation for excellence in scientific research - Essex is at the forefront of the life sciences/medtech industry in the UK.

Chesterford Research Park, Saffron Waldon, is a long-established site for both inveterate and early stage technology R&D companies.

Meanwhile, there are exciting plans in



Harlow with Public Health England's (PHE) new £400m state-of-the-art public health science campus and headquarters.

AS PART OF THE LONDON-STANSTED-CAMBRIDGE CORRIDOR - AN AREA WHICH HAS A GLOBAL REPUTATION FOR EXCELLENCE IN SCIENTIFIC RESEARCH - ESSEX IS AT THE FOREFRONT OF THE LIFE SCIENCES/MEDTECH INDUSTRY IN THE UK.

Work is now underway with phased occupation beginning in 2021 with PHE Harlow, as the campus will be titled, expected to bring together around 2,750 staff from the Department of Health agency's current sites, including Porton in Wiltshire, Colindale in north London, and its current central London headquarters by 2024.

On top of the PHE campus, which will become a single centre of excellence for public health research, health improvement and protection, there are further developments either close to completion or at the proposal stage that will see Harlow become a major cluster on the UK's London, Stansted and Cambridge innovation corridor.

Harlow Science Park, a 27-acre world-class research and innovation site will focus on clustering opportunities for the Med Tech and Life Sciences sectors.

Work to build the Science Park began in October 2018 with the first phase of construction focusing on a business innovation centre built in partnership with Anglia Ruskin University (ARU) and part-funded by Essex County Council.

Educational facilities are, indeed, another example of the county's growing influence in technology, with an £11m technical skills college at Stansted - the first purpose built on-site college at a major UK airport –and Essex's first Medical School, at ARU, which opened in September 2018.

REGION FOCUS

As well as ARU, international education and business links between India and Essex are also established with University of Essex.

In May 2019, MBA Director, Nicolas Forsans travelled to India to host an exclusive event for Essex Business School alumni, looking at opportunities to get involved with their activity in India.

Essex and India working in business harmony

In general, Essex has good links with the Indian business community, hosting a number of Indian-owned companies.

Waymade PLC, a pharmaceuticals company based in Basildon and co-founded by Vijay and Bhikhu Patel, has grown from a single chemist's shop into a business with a turnover of £300m at its peak.

The brothers have set up The Shanta Foundation, which provides health, shelter and education in the UK, India and Africa to those most in need.

Karthik Prathapachandran is one of the directors of Unity Bees IT software solutions, another company with a Basildon base.

Millennium Group, owned by Rishi Lakhani and his brother Shyam, is a West Thurrock-based group with a cash-and-carry division and a wholesale branch operating from its 120,000 sq ft warehouse. The family business supplies branded groceries and drinks to UK wholesalers and retailers, and exports to Europe, Africa and the UAE.

Harwich-based Surya Foods, run by brothers Harry and Suki Dulai, managing director and chief executive respectively, has enjoyed great success with its Laila basmati the fastest growing rice brand in 2017.

Surya Foods is part of the Flying Trade Group, which includes Surya Hotels, and has an annual turnover of £100m and an employee base of more than 1,400 operating in 30 countries.

Its Laila Basmati rice product has recently been given a new look and strapline - Love Laila Naturally – launched to the trade at the international Gulfood 2019 food festival in Dubai in February.

Meanwhile, a number of local businesses trade with or have Indian-based operations.

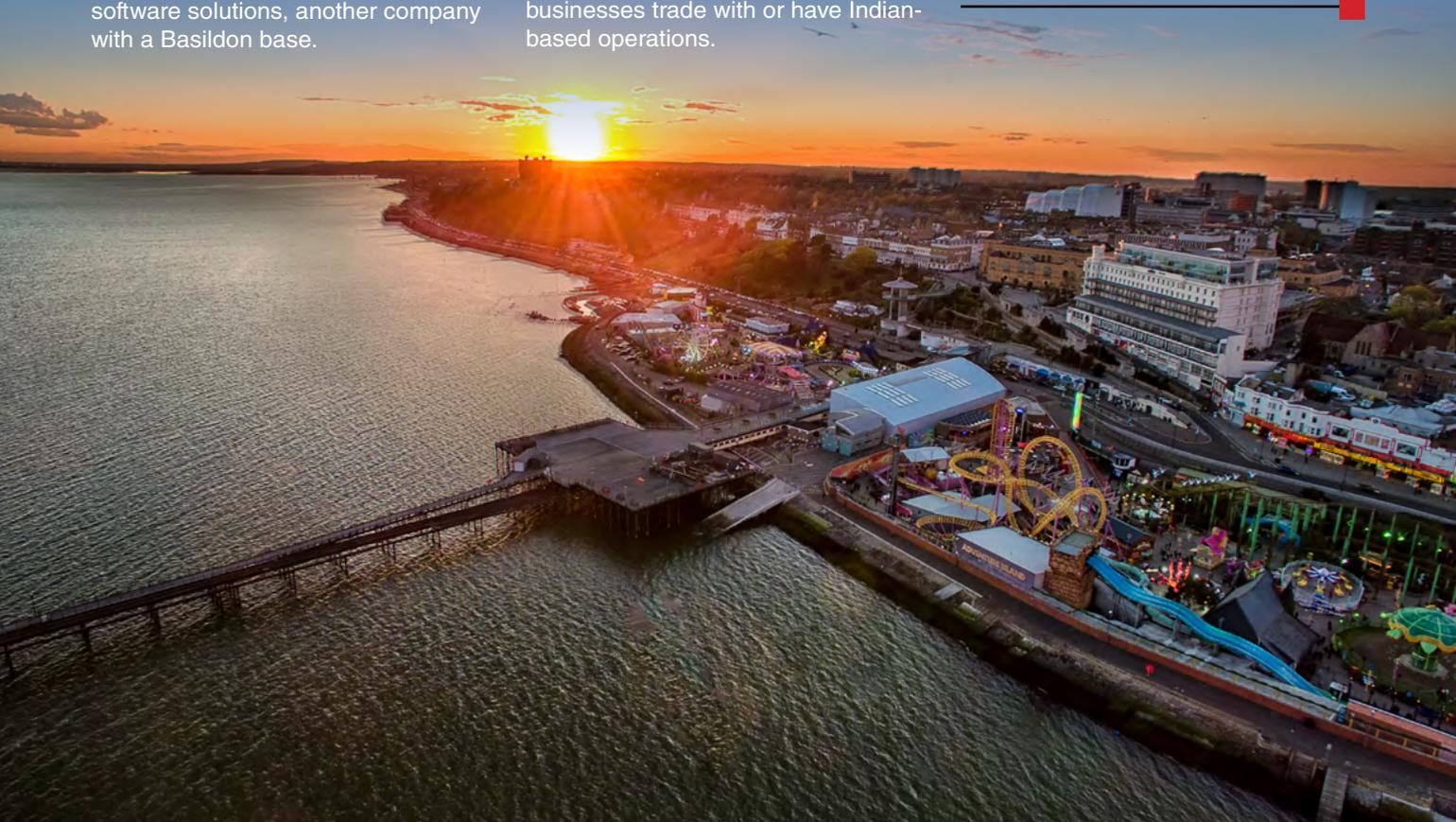
Woodland Group, the global freight forwarding and supply chain specialist, exports English language books to India, as well as China and Brazil.

Flakt Woods, a Swedish Ventilation Systems company, has their English site in Colchester, as well as operating in Delhi, Mumbai, Bangalore, Kolkata and Hyderabad – their India headquarters being in Greater Noida.

Plektex, from Saffron Waldon, specialises in solving engineering problems in sensing, data collection, communications and exports radar systems to India.

An even brighter future of business opportunities between Indian and Essex companies surely awaits.

Corinne Hearne is Inward Investment Manager (London-Essex UK Finance Corridor) for Invest ESSEX
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**UK Export Finance
has always been at the
forefront in promoting
British exports globally**

Rahul Tabhane is the Country Head for India at UK Export Finance. In this interview with 'India Global Business', he discusses UK-India trade, Brexit and bulking up the number of exports between the two countries.

What are the factors behind India logging impressive UK export figures for 2018?

The UK has always been a destination for cutting edge technology, innovative products, global expertise and a hub for technical and financial services. Demand for UK goods and services is ever growing and is scaling a new peak every year. More and more UK companies, homegrown as well as UK entities of international firms are choosing UK as their export base to cater to global demand for their products and services. Notwithstanding the pressure of Brexit, we have witnessed an exponential growth in UK exports globally in the past few years. The ONS figures show UK exports to emerging markets have grown by 62.2% over the last decade to GBP 76.5 Billion in 2018. The UK has now achieved 36 consecutive months of export growth on an annual rolling basis and between 2016 and 2018, UK exports have grown faster than Germany, France and Italy. India has always been an important market for UK. It is the fastest growing G20 economy with diverse and young demographic dividend. The demand for UK exports to India have followed a similar trajectory to our global exports and have increased quarter on quarter. Both countries have historic, political, cultural and economic ties which make partnership between UK and Indian companies a natural fit. Large UK companies have long established themselves in India to serve the ever growing local demand. But now even the mid and small size companies across sectors understand the opportunity and have started doing business with India. There is also a gradual change in perception about India in the eyes of British companies supported by considerable improvement in India's ranking to 77 (out of 190 countries) in 'Ease of Doing Business' released by World Bank in 2018. Behind the scene and all big numbers, we have exceptional work done by Department for International Trade, UK Export

Finance, UK India Business Council, Invest India and other bodies continuously engaging with UK and Indian Govt. and private entities, sharing knowledge and acting as a bridge to improve trade relationship between both the countries.

How do you plan to encourage this trend through UKEF?

UK Export Finance has always been at the forefront in promoting British exports globally by providing financial assistance to British exporters and their overseas buyers. We are the world's oldest Export Credit Agency and over the last decade alone, we have assisted over 600 UK exporters to grow internationally by providing over GBP 30 Billion in financial support. More than 75% of our business is focused towards British SMEs and our diverse products offerings helps these companies not only to win overseas contracts but to fulfil these export contracts and get paid for the same. The end result is growth in UK exports, growth and international expansion of export oriented UK companies, creation of jobs in UK and support to UK economy.

DEMAND FOR UK GOODS AND SERVICES IS EVER GROWING AND IS SCALING A NEW PEAK EVERY YEAR.

India is one of our top 20 priority markets and currently we have an appetite of atleast GBP 4 Billion to support UK exports to India. We are sector agnostic and welcome enquiries from companies across sectors looking for our support. British companies exporting globally are known for their global competitiveness, technological edge and quality of their offerings. We would support such companies to grow their business in India by providing financial assistance to them in UK through variety of products. We can also provide credit enhancement support to Indian entities importing

from UK, by offering 100% UK government guarantee enabling them to access long term low cost funds from either banks or bond investors. This will help Indian entities to not only reduce the purchase cost but also spread it over a longer period. UKEF is also open to provide the guarantees in Indian Rupees thereby taking away the crucial currency hedging risk which is involved while borrowing in foreign currency. To this effect, I am closely working with my colleagues from Department for International Trade, UK India Business Council, UK Exporters, Financial advisors, International and local lenders, regional trade bodies, Indian Govt. and private businesses to identify and pursue on UK export opportunities to India which would benefit from UKEF support. Currently, we are evaluating a couple of transactions and you will see a few of them culminating over the course of next few months. We are focused on establishing a strong deal pipeline in India cutting across sectors and I encourage both British and Indian businesses to utilise UKEF to finance their bi-lateral trade.

What are some of the focus sectors to enhance UK-India trade figures overall?

We are sector agnostic and open to support British exports to India across sectors, any size, from goods, services, technology as well as intellectual property. Basis competitiveness and global demand for British exports, we have identified 13 core focus sectors, of which Aerospace, Healthcare and Life Sciences, Defence and Security, Energy (Oil & Gas, Nuclear and Renewables) and Infrastructure have been identified as particular priorities for increased UKEF involvement globally, as per UKEF 2017-2020 Business Plan. These focus sectors are relevant for Indian market as well. Currently, we are witnessing a lot of traction and opportunity in traditional core sectors of Oil & Gas (Upstream and Downstream), Power and Infrastructure (Construction, Urban development, Smart cities, etc) where UK companies have proven expertise



and very high demand in India. Besides that, we also want to focus on future tech and innovation oriented exports cutting across sectors. India is growing at a rapid pace, often skipping development milestones witnessed by other countries to reach its comprehensive development goals. There is a need for digital and technologically advanced innovative solutions in India. UK companies can address this requirement and possess complimentary skills to support Indian businesses unlock their full potential. We want to promote and support British technology and innovation in Agriculture, Manufacturing, Healthcare & Lifesciences, Creative Industries, Retail and Financial Services to India.

Does Brexit create a perception challenge for the UK market?

There is always a question about Brexit during our interactions with businesses outside. The fact is, UK is continuously cementing its position as an attractive investment destination and is the Best Country for Business as per the latest Forbes rankings. On trade side, the UK has achieved 36 consecutive months of export growth on an annual rolling basis. This is despite the on-going

discussions around Brexit. The globalised economy, investor friendly climate, transparent regulatory system, simplified tax structures, availability of skilled human resources are still attracting businesses and investments into UK and some of these businesses are making UK as their global hub for international trade and exports. A lot of foreign companies including from India are increasing their investments in UK and catering to markets in Africa, US, Europe and Latin America from UK. The domestic UK market itself offers a huge opportunity for businesses to trade with and invest in UK.

How do you see the role of export credit agencies evolving over time?

Export Credit Agencies (ECAs) have a primary responsibility to promote exports from their home countries. Each ECA has adopted the guidelines provided by OECD consensus, basis which, they have established their own products while supporting trade and investment activities with outside world. Over a period of time, ECAs have become mindful about the Environmental and Social Impact in host countries and hence have further adopted Equator principles and laid down Sustainable lending

criteria before providing financing support for large ticket projects. Third party impact assessment studies, adherence to local and international guidelines of effect on local environment, endangered species, population and regular monitoring of emission standards have become a standard requirement.

ECAs today are a major stakeholder in development of low income or developing countries where there is constant need for infrastructure creation/ upgradation and availability of private capital is limited or non-existent. They are working alongside other multi-lateral financial institutions, international lenders, private insurers and also joining hands with other ECAs to make sure that low cost long term capital is available for important developmental projects with high economic and social impact. Having said that, they are also mindful about heavy indebtedness of such countries and working along with host governments to structure and finalise their priorities before committing financial support. IMF approval is also taken to make sure the countries are not over borrowing thereby keeping them out of debt spiral. At UK Export Finance, our country wise risk appetite and key criteria while supporting British exports have been arrived keeping in mind sustainable development goals.

UK Export Finance is now 100 years old and we strive to make sure that our support is always available for viable British exports. For this, we constantly engage with internal and external stakeholders to adapt ourselves to rapidly changing global business environment. Our flexible 20% UK content criteria, 30% local cost support, direct lending facility, financing in 62 local currencies underpins our willingness to evolve and support UK trade. At our Centenary celebrations event in June 2019, we have announced a financial support package for British SMEs thereby extending our support to companies in exporters supply chain and a 'General Export Facility' for entire business of British companies and not restricting our support to only



export portion of it.

What in your mind makes the UK a natural partner for India?

The UK has long been a centre for global trade, technology and innovation and businesses from across the globe have made UK their home to trade internationally. The UK businesses possess complimentary skills and capabilities which make them a natural fit for Indian companies. The trade between UK and India is increasing every year with multiple cross border inbound and outbound investments in both countries. Behind the business scene, there is a 'Living Bridge' of people, culture, history, language, sports, politics and ideas which connects these two countries. It is just befitting that the UK has one of the largest overseas post in India which reinforces UK's role as one of the closest ally to India. There is a continuous dialogue and exchange of ideas and partnerships at various levels between govts and private businesses intending to remove trade barriers and increase bi-lateral trade relationship. The UKEF risk appetite

of at least GBP 4 Billion for Indian businesses and financing support in Indian rupees also shows our willingness to promote UK trade with India.

INDIA HAS ALWAYS BEEN AN IMPORTANT MARKET FOR UK

Do you see any areas of potential collaboration with India's export finance agencies?

We are working with other global ECAs on co-insurance and reinsurance structures to maximise export credit support for overseas buyers and we intend to work with ECGC Limited (Formerly Export Credit Guarantee Corporation of India) and Ex-Im Bank of India (Ex-Im Bank) in near future. We have had some conversations with both these agencies around potential collaboration for export finance support in lower rated developing countries and we intend to continue this dialogue further.

Indian EPC companies and exporters are actively seeking project contracts in such developing nations and looking to partner with UK companies or UK supply chain to deliver these projects. We are witnessing enquiries from such Indian players for export finance support on behalf of their overseas buyers/ project sponsors and are currently engaged in active discussions and providing guidance on the entire process. Due to involvement of both British as well as Indian content in such export/ project contracts, it makes sense for UKEF and Indian export finance agencies to work together and maximise the level of support in these developing countries. Multi ECA financing has been particularly useful for large ticket projects where the amount, cost and tenor of financing are important aspects for successful project completion and project returns. We are committed to support developmental projects across the globe and can work with other export finance agencies and financial institutions with similar interests as long as UK supply chain is involved in the project to a minimum threshold criteria of 20% UK origin.

A new hub to cross-pollinate technology transfer between UK and India in a bi-directional manner

by Prem Barthasarathy



A venture capitalist elaborates on a tie-up between Pontaq and London's Royal Albert Dock which led to the creation of an innovative new UK-India Tech Hub.

Pontaq is a cross border innovation venture capital fund, with headquarters in the UK. It began its operations the UK-India Corridor, but is now expanding into the US and Canada. We take pride in our ability to scale and globalise our portfolio businesses, which is at the core of what we do, and our success in this space has been recognised by Theresa May, as she endorsed Pontaq in her keynote speech at the India Day conference on the 16th July. After almost 5 years of being in the venture capital business, it is clear to us that the main problems of our portfolio businesses are; scale, access to clients and access to markets. Since every portfolio company is having the same problems, we asked ourselves what can we do to address them, and fuel the growth of our portfolio companies?

We have been successful in solving

this problem for our portfolio companies who want to expand into India by creating an ecosystem of partners, in both the public and private sector; we have now partnered with at least 4 state governments in India, in West Bengal, Haryana, Gujarat and Tamil Nadu, which allows our portfolio businesses from across the world to be able to penetrate any particular state should there be an opportunity. In addition, we are also partnered with a FinTech Centre of Excellence in India, jointly set up in collaboration with the central government Entity of India, STPI and the state government of Tamil Nadu; we also have access to 26,000 rural Indian villages across 27 states through Commonwealth Inclusive Growth Services, an organisation set up by one of Pontaq's general partners. As a result, we are now able to give our portfolio businesses access to a customer base of up to 250 million people, hence providing

ample opportunity for our companies to scale up their activities.

At the same time, for firms which are interested in coming to the West and want to use the UK as an entry point for globalisation, we have now partnered with the Royal Albert Dock (RAD) in London. This is part of a £1.7 billion International Business District development. This has led to the creation of a UK-India Tech Hub.

As well as the UK-India Tech Hub being the first of its kind globally where a venture capital fund has partnered with an International Business District, it is also the first time in history that a UK-India tech hub has been set up in the UK. The main aim of the hub is purely to cross-pollinate technology transfer between UK and India in a bidirectional manner, thus allowing companies in FinTech, Smart Cities Tech, Artificial Intelligence, IOT, and

WE ALSO HAVE ACCESS TO 26,000 RURAL INDIAN VILLAGES ACROSS 27 STATES THROUGH COMMONWEALTH INCLUSIVE GROWTH SERVICES, AN ORGANISATION SET UP BY ONE OF PONTAQ'S GENERAL PARTNERS.



Blockchain to be able to come into the UK from India and expand. Similarly, companies from within the UK can use this as an opportunity to scale into Indian markets.

In addition to this, the Tech Hub will give portfolio companies the chance to branch out into countries into South-East Asia, through our partners at RAD. Furthermore, the International Business District will have multi-million/multi-billion-dollar companies choosing to set up shop here in the near future. We will hence be able to give our portfolio businesses preferential access to those companies and their markets, thereby essentially massively accelerating their growth through a thoroughly streamlined business mechanism.

We believe that Indian companies looking to enter into the UK should perceive the UK as the entry point for globalisation. This is because the UK has three main advantages to offer for incoming businesses. Firstly, UK

venture capital can provide funding across the entire life cycle of the company, from 0 to £100 million of enterprise value and beyond as the funding is equally spread across the spectrum and beyond. Secondly, talent; there are approximately 2.1 million people in the UK digital economy, of which a considerable proportion of this is global talent, giving a huge source of expertise to collaborate with. Finally, the UK offers considerable tax benefits and other ecosystem benefits that are openly available to new businesses from abroad, for example R&D tax credits, the lowest corporation tax of all G20 countries (which is expected to fall further) and business grants that are available in addition to these benefits. With the fundamentals of the UK economy being so strong (even with temporary pressures of Brexit), coupled with the talent pool of 2.1 million people in digital economy, there is clearly a sizeable market in the UK to be able to help scale the businesses and for the UK to be the entry point for Indian businesses

into the Western world, and the new Tech Hub will only continue to add to the advantages on offer to potential portfolio businesses from abroad.

It is clear then that these recent developments will allow us to scale and globalize our portfolio companies, which as I mentioned is at the core of what we believe in at Pontaq and we have been successful in these ventures to date. That brings us to the central idea of what venture capital is; venture capital should no longer be viewed as an industry that is purely money focused; money is merely a commodity and an entry point for new firms and ideas. venture capital is ultimately a catalyst for change, to help innovation thrive, and to create solutions to the global problems we face today. For this reason, we at Pontaq call ourselves “venture catalysts.”

Prem Barthasarthy is the Managing Director of Pontaq

Tech and skills dominate UK-India two-way flows

UK-India specialist fund set to raise £50mn in third round

Pontaq, a UK registered venture capital fund that invests in ventures involved in cross-border technology transfer between the UK and India, is in the process of raising its third fund, the UK India Innovation Fund 3, of £50 million. The third fund is structured in such a way that for every £1 that it raises from investors, the UK government will contribute £1.5, subject to due diligence. The first fund was £1 million in size and the second fund, £5-10 million.



Mahesh Ramachandran, based in India, and Prem Barthasarathy both General Partners of the fund spoke about how Pontaq is in process of raising the second fund, for which the UK government has provided tax breaks for UK tax payers investing in the fund, while Indian tax payers are allowed to invest through LRS (Liberalised Remittance Scheme) as approved by the RBI.

New initiative launched in India to give start-ups the skills they need to grow

VGo Global' a new initiative has been launched in India to give start-ups the skills they need to grow their business skills, build links with the UK's thriving digital sector and pave the way for future economic partnerships.



Some of India's most innovative and cutting-edge 'tech for good' startups will have the chance to take part in a new programme to improve their business skills, build links with the UK's thriving digital sector and pave the way for future economic partnerships. The Go Global programme is part of the ambitious UK-India Tech Partnership announced by UK Prime Minister Theresa May and India Prime Minister Narendra Modi in April 2018.

New initiatives and investments mark the latest phase in UK-India relationship.

New India-UK scheme to fund students from UK to visit India

Britain's universities have launched a new India-UK bilateral pilot scheme to support and collaborate with Indian partners in order to send UK students to India during their studies. The "UKEIRI Mobility Programme: Study in India," an initiative of Universities UK International (UUKi) and British Council India and aims to generate up to 200 opportunities for undergraduate students at UK universities to visit India by March 2021. Priority for the programme to visit India during their courses will be given to students from traditionally underrepresented groups.



"International opportunities such as these can offer fantastic benefits to our UK students, particularly those from disadvantaged backgrounds, to set them up for exciting, successful careers," said UK Universities Minister Chris Skidmore. "Not only do these opportunities offer students the chance to further their personal development through rich cultural and academic experiences in India, but they also help to develop our own 'global citizens' who are ready to succeed in an increasingly international marketplace," he said.

Celebrating success

At PwC we believe in building winning partnerships, celebrating success and rewarding excellence.

As part of our commitment to the Indian business market, we congratulate the 100 Most Influential People in UK-India Relations and are proud to be supporting the UK-India Week 2019.

For more information on how we can support your business, please visit www.pwc.co.uk/india





Innovators' DNA sets 42Gears apart in the mobile tech scene

42Gears is a leading enterprise mobility vendor. We recently interviewed Here Onkar Singh, the company's Founder runs through the Bangalore-headquartered company's recent foray into Manchester.

What sets 42 Gears apart in the mobile tech scene?

Innovators' DNA and our zeal to help customers adopt latest technologies to accelerate their business digital transformation.

42Gears is a leading enterprise mobility vendor, started its journey 10 years back in Bangalore and now have expanded to US, UK and other Indian Cities like Mumbai and Rajkot. Currently we have more than 10000 customers across 115 countries.

Why did your company choose Manchester as its UK base?

This expansion is a reflection of 42Gears' growth and commitment to serve its customers with the latest technology solutions. 42Gears has a global customer base and a bulk of its business comes from the US and the UK. UK was the natural choice for setting up the next 42Gears office after US. This strategic move helped 42Gears to serve UK and EU customers better and tap into new business opportunities in these markets.

Manchester Investment and Development Agency Service (MIDAS) helped 42Gears to set up operations in the UK, after 42Gears won the TechFast 50 organized by

Deloitte Touche Tohmatsu India LLP (DTTILLP). Manchester serves as a strategic base to explore business development opportunities in the European market. We intend to focus on increasing the company's market presence and strengthening business relationships with existing OEMs, resellers, partners and customers in the United Kingdom and Europe.

How has the landscape of mobile tech solutions changed in recent years?

Its has changed immensely., 10 years back, we started with the management of Windows-based rugged devices. Today, we're capable

MANCHESTER INVESTMENT AND DEVELOPMENT AGENCY SERVICE (MIDAS) HELPED 42GEARS TO SET UP OPERATIONS IN THE UK, AFTER 42GEARS WON THE TECHFAST 50



of managing VR and IoT smart as well as 'not-so-smart devices', such as a peripheral like a cradle or batter, printer.

What are some of the challenges unique to mobile management software?

Fragmented Android versions and ensuring seamless user experience across platforms top the list. Moreover, businesses sometimes do not really understand their mobility needs and hence, are not able to come up with a mobile strategy. BYOD has its own challenges -employees need freedom to work on their preferred devices, but the restrictions posed by multiple OSs and Android versions make it difficult to provide granular level control.

What is the role you see AI playing in the field?

Machine learning and AI are definitely helping but they're both at a nascent stage. We have also developed an AI-based chatbot to help IT admins perform simple tasks using voice or text commands on the MDM console. This AI chatbot even provides self service functionalities to end users to perform functions like track,locate, wipe the device without any help from IT admin.

Are businesses becoming more data protection savvy?

Yes. With compliances like GDPR and other regulations required for managing devices in certain regulated industries are increasing, and we can see an increase in the demand from customers about data protection and security of corporate data. We have even partnered with third parties to provide mobile threat defense solutions to our customers.

What are some of the innovations that most excite you?

I am really excited about the 'Things Management' framework which we have recently launched for some of our partners like Datalogic. The solution has been designed to manage both smart and 'not so smart' devices (peripherals), such as printers, scanners, bulbs etc., by simply establishing a connection between the device and the host machine through a 'connector'. We are one of the pioneers in offering VR management solutions and expanding it to almost all the headmounted devices like PICO, OCULUS GO etc.

We are also excited about our partnership with Intel that'll allow us manage the VPro technology-based machines, where even switched off machines can be rebooted remotely, owing to our BIOS level integration.

Global Britain set to welcome foreign start-ups

by Param Shah



The UK Start-up visa creates a huge opportunity in the UK to welcome more foreign entrepreneurs.

For the last few years every UK-India business dialogue invariably has two distinct topics amongst others, Brexit and Visas. The visa issue has been long discussed in various forums and as a result there has been a ray of hope with the new immigration white paper which was released earlier this year. So, is the visa issue an equally major concern for Startups from India as well?

The relationship between migrant entrepreneurship and the economic development of countries is increasingly highlighted, as various governments are now adopting strategies to entice the migrants' entrepreneurial innovations. To remain globally competitive and to achieve growth potential in core sectors such as tech, Britain has to be in a position where it is welcoming foreign talent, their innovations, investment and contributions. A new and well-aligned visa scheme is exactly what was needed to make the UK a more attractive and accessible destination for foreign talent and investment. It is vital for the success of the digital economy that the UK views entrepreneurs landing in Britain – generating innovation, investment, employment and growth.

In June 2018, the UK Government made a positive announcement about introducing a new UK Startup

Visa and opened to new applications on 29th March 2019. With the new visa category, UK joined 14 other developed nations that have similar visa offerings for Startups. This new scheme is aimed at aspiring and ambitious entrepreneur from non-EEA nations who are looking to set up business in the UK. The new route will see applicants and their business ideas vetted by an approved industry body against set criteria, with no requirement to have initial capital investment.

INNOVATIONS ARE NEITHER BOUND BY BOUNDARIES NOR ARE COUNTRY-SPECIFIC.

The new visa undoubtedly creates a huge opportunity in the UK to welcome more foreign entrepreneurs. In long-term, it will also be an ideal platform to stimulate economic growth and build a sustainable ecosystem of UK-based, high-performing enterprises for wider economic benefit.

The Startup visa is an expanded version of the Tier 1 graduate entrepreneur visa, which allowed universities to endorse international students. The Startup Visa is available

to individual innovators who want to set up business in the UK. Similar to the Tier 1 graduate entrepreneur visa, the Start Up Visa will require endorsement, but the list of approved endorsers has been broadened to include business sponsors, as well as universities.

It's a more pragmatic approach to ensuring applications and business plans are being considered by qualified parties and based on the credibility of the individual applicants and their business ideas, rather than arbitrary requirements.

What makes this route attractive is that applicants need not secure funding before applying. The two-year visa allows participants to do other work to support themselves while developing their business. Those successful in the Startup route may progress into the new Innovator visa route if they wish to continue developing their business in the UK beyond two years. Those who do not wish to pursue their business can switch to another immigration route.

This new visa scheme other than providing an easy entry to UK, also provides the additional support for Startups, with access to mentoring and established business networks. It provides a firm foundation for creation of a real community of Startups built

on collaboration and innovation.

India is home to a rapidly growing tech sector and with thriving fintech, e-commerce and telecommunications industries. India has seen a seven-fold growth in Innovation and Startups in last decade. According to a recent KPMG report the number of Startups have gone up from 7,000 to 50,000 in last one decade. Of these an increasing number are rearing to go globetrotting and expand operations in other countries. The UK government has expanded its 'Go Global' initiative to India with the aim of giving the country's most innovative and cutting-edge start-ups the skills they need to grow their business, build links with the UK's digital sector and pave the way for future economic partnerships.

The Go Global Programme, the Startup Visa scheme, amongst other initiatives of the UK government would help Indian Startups to fulfil their global aspirations faster and more effectively. But with increasingly accommodating ecosystem and policies by Government of India clubbed with 15 nations including UK, competing for Indian Startups to move there, Indian Startup entrepreneurs definitely have a difficult choice.

Innovations are neither bound by boundaries nor are country-specific. Anyone with an innovation and the dedication to invest time and effort into it can build the next Unicorn. The immigration rules of a country should be to initially attract and then support fully going forward in future. The Startup Visa has the potential to do just that.

With the new Startup visa the UK has shown that it is still open to entrepreneurs. In the coming months as applications start moving through the system it will be interesting to see if this is a visa category rebranding exercise or a genuine shift in attitude towards attracting foreign talent and entrepreneurs to the UK.

Dr Param Shah is Director – UK, Federation of Indian Chambers of Commerce & Industry (FICCI).

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Magnetic Latvia – your trusted business partner

by Valters Jekabsons

The Director of Investments for Latvia's National Investment agency lays out the many investment opportunities that the country has to offer.

This year Latvia is celebrating its centenary and one could not wait for a better time to start a business in Latvia. The country offers many financial incentives and advantages for foreign investors be it a business looking to expand, a startup looking to begin its entrepreneurial adventure or a merger and acquisition opportunity. Indeed, the World Bank's annual Doing Business index, which measures all countries on how easy it is to set up and run a business, positions Latvia in the high 19th place, receiving better rating than, for example, Germany and Canada. And with its capital Riga ranked the ninth greenest city in the world, Latvia is

not only magnetic for doing business but also as a place to live.

Located on the east coast of the Baltic Sea, Latvia is in a unique geographic and cultural position to connect Europe with Asia, especially with Russia and Commonwealth of Independent States (CIS) countries. Latvia has a land border with Estonia, Russia, Belarus and Lithuania. Additionally, markets around the Baltic Sea and beyond are easy accessible by water ways. Although Latvia's population of just two million might seem almost unbelievably small, its capital Riga is the third largest North-European city.

Magnetic Latvia – growing economy and untapped business potential for India

Over the last few years, Latvia's annual GDP growth rate has been around 3-4.5%, well above the European Union's GDP, which posts about 2%. The Global Appeal of Latvia's business environment has brought in increasing amount of foreign direct investment (FDI). FDI stock at the end of 2nd quarter 2018 was EUR 14.8 billion, making up a half of the country's GDP. Traditionally, Latvia's main trade and investment partners have been European Union and CIS countries. However, in the last few years, Latvian exporters have actively diversified their operations

into other regions, such as India, and for some Indian companies Latvia has become investment destination as well.

Cargo Services, an Indian transport and logistics company, operates in the Free Port of Riga. Established in 2001, company's core business is cargo warehousing and forwarding. The Indian company utilizes the privileges of one of the three Latvia's ice-free ports and direct railway, air and road connections. Currently Cargo Services is operating several warehouses in Riga and the surrounding region. The main cargoes are pharmaceuticals and electronics, and company's clients, the owners of the goods, are located in Russia, India, Belgium, Australia and other countries. The company has 10 employees and has presence in Mumbai, Delhi, Moscow, Minsk, Belarus and Ukraine.

Cargo Services is one of 237 Indian companies registered in Latvia. The cumulative FDI from India, and the bilateral trade between India and Latvia has been growing, but they still show the underutilized potential for business cooperation between Latvia and India.

As the cultural and diplomatic ties over the last few years between the two countries have been strengthening, so has the business cooperation. Latvia opened an embassy in New Delhi in 2014. Additionally, as Latvia is serious about growing bilateral trade with India, the Investment and Development Agency of Latvia has also appointed a public representative, Mr. Ravindra Gandhi, a businessman based out of Mumbai in India. Indian entrepreneurs and investors are welcome to receive business consultations and make exploratory trips to Latvia. To further the business cooperation, in collaboration with India's counterparts, the Investment and Development Agency of Latvia organized Latvia-India Business Conference in Latvia in 2017 which hosted 60 entrepreneurs from India.

Magnetic Latvia – appealing

conditions for business

Latvia is a member of the European Union, Schengen zone, Organisation for Economic Co-operation and Development (OECD) as well as an active participant of the World Trade Organization, offering all the benefits of free and open global trade to any foreign and local companies established here.

When it comes to taxes, PricewaterhouseCoopers ranks Latvia among the countries that have a relatively low total tax rate. Indeed, Latvia is one of the very few countries with a zero corporate income tax (CIT) for reinvested profit. For the income that is not reinvested, CIT is 20%, which is lower than the average European Union, OECD and global CIT rates.

THE GLOBAL APPEAL OF LATVIA'S BUSINESS ENVIRONMENT HAS BROUGHT IN INCREASING AMOUNT OF FOREIGN DIRECT INVESTMENT (FDI).

Latvia also has five Special Economic Zones where special taxation regime applies. These Special Economic Zones are located in different parts of the country, including the capital and a couple other port cities. The main benefits for companies operating in Free Ports and the special economic zones are up to 80% rebate on real estate tax (1.5% in Latvia) and up to 80% rebate on withholding tax for dividends, management fees and payments for the use of intellectual property for non-residents.

In addition to Cargo Services, construction of a logistics complex of the Latvian-Indian joint venture Bhandar is planned in Port of Riga. The plan is to build a multi-functional warehouse and reloading center in the Riga port that would be utilized as a cargo distribution and consolidation center for goods from India and other countries to be shipped to North Europe, Russia and the CIS

countries. A warehouse with the total area of 7,500 square meters will be built as the first phase of the project. There will also be outdoor cargo storage areas. The warehouse would hold pharmaceutical products, electric appliances, dried nuts and fruit. The construction will begin at the beginning of 2019.

The government offers special incentives to startups. The Start-up Law, a first of its kind in the world, provisions three support mechanisms for early-stage startups: low flat social tax, no individual tax for startup employees and 45% co-financing offered by the government for the highly qualified specialists. Additionally, a Start-up Visa is available for anyone willing to come and kick off their startup in Latvia and it is inclusive of entrepreneur's family.

The State Employment Agency provides free support in finding suitable candidates and assists in the first step of selecting the potential employees and practical training. Additionally, a special state support program for investors provides trainings necessary for product, process, marketing or introducing innovation in the organization.

Magnetic Latvia – ripe for business in many industries

Potential areas of investment from India include pharmaceuticals and healthcare, telecommunications, IT and software development, heavy engineering and biotechnology. All of these industries are on the list of the most promising sectors in Latvia for foreign investment, along with woodworking, metalworking, transport and storage, green technology and food processing.

The potential for more cooperation between the two countries in the transport and logistics sector was emphasized both by the Indian entrepreneur delegation and the Latvian counterparts during the Latvia-India Business Conference and meeting at the Latvian Railway in 2017. Additionally, a train cargo shipment that tested a railway route between Riga and Minsk, Belarus,



in 2018, included containers shipped from India, thus, creating first inroads for future prospects of cargo traffic between Latvia and the Asian region.

Latvia also has fast-emerging startup ecosystem with three strongest areas – fintech, deeptech and drone technology. Latvia's startup infrastructure has 400+ active startups, a pool of institutional investors and angel investors, a diverse range of modern co-working spaces, dozens of incubators fuelled by government, academia and private individuals, as well as a calendar full of exciting gatherings, productive conferences, hackathons and meetups.

Latvia is also blessed with hundreds of kilometres of white sandy coastline, countless rivers and lakes. Most of the country's territory is covered by forests, and largely untouched natural ecosystems, making Latvia the perfect place for ecotourism and ethical travel.

Magnetic Latvia – creative minds inspiring wild ideas and talented workforce

Over the centuries Latvia has been

blessed with truly inspirational minds and creative personalities. Not only artists, musicians and athletes were born here, but also inventors and fearless discoverers. In 1930's, Baltic German inventor Walter Zapp invented the famous world's first miniature photo camera Minox. In 1949, another Riga native, Aleksandrs Laime, was the first recorded person to reach Angel Falls, the highest uninterrupted waterfall in the world.

Many world famous and unique products and services are invented in Latvia also today. For example, the list of clients of the data visualization tool Infogram includes such companies as LinkedIn, Goodyear Tire & Rubber Company, Euronews and MSN. The medical simulation software created by the start-up Anatomy Next is being tested in US higher education institutions. The anti-reflective glass coating created by Groglass® is used in the Louvre Museum in Paris, the National Gallery in London, UK, and the Vatican Museums in Vatican City. MADARA Cosmetics unique organic products use biologically certified blossoms and herbal extracts from the Baltic Region.

Latvians take pride in their strong work ethics, an integral part of the Northern European culture, while at the same time having an extensive experience and knowledge of doing business with Russia. According to the results of Eurobarometer research, Latvia ranks second among European states for the percentage of residents, who in addition to their mother tongue can speak at least one foreign language: 95% of Latvia's residents are fluent in some foreign language and 54% can speak at least two foreign languages (the top score in Europe). Additionally, Latvia has high rates of university attendance, with the gross enrollment ratio of 74%.

Magnetic Latvia – home to many international companies and foreign investors

Many international companies have established their operations in Latvia, including such globally recognized names as Bucher Municipal (machinery and equipment, Switzerland), Schneider Electric (mechanical engineering, France), Tieto (shared services center, Finland), Solvay (global business services, Belgium), JELD-WEN (woodworking, U.S.),

TO FUTHER THE BUSINESS COOPERATION, IN COLLABORATION WITH INDIA'S COUNTERPARTS, THE INVESTMENT AND DEVELOPMENT AGENCY OF LATVIA ORGANIZED LATVIA-INDIA BUSINESS CONFERENCE IN LATVIA IN 2017 WHICH HOSTED 60 ENTREPRENEURS FROM INDIA.

Circle-K (formerly Statoil, shared services center, Norway), Cemex (manufacturer of building materials, Mexico), Brabantia (manufacturer of households, The Netherlands), SEB (global services center, Sweden), TELE2 (shared services center, Sweden) and others.

Indian company Pranit Exim has a production facility in Latvia that manufactures different types of stretched canvas, stretcher bars and fabrics for professional artists and artist amateurs. With offices in India and Singapore, the company deals in artistic material and packaging films, wooden pallets and canvas rolls. The company's production facility and equipment in Latvia use 3D design program to fulfill orders with large volumes. Cotton fabric and best quality pine wood from the Latvian forests are used in the production. The semi-automated modernized factory hosts a team of 55 workers and does the full manufacturing process, including wood working, framing, stretching and coating. Pranit Exim takes one of the leading positions in Europe as a manufacturer of stretched canvas and exports its products to European Union countries as well as Australia.

Magnetic Latvia – a place to study and live

Latvia is not only a magnetic place to run a business, but also a magnetic place to study and live. The number of foreign students in general and Indian students in particular at the higher education institutions has been growing. The Study in Latvia Centre which is a consortium of Latvian higher education institutions created for India, is located in New Delhi and it offers consultations for Indian students interesting in studying in Latvia. Both for entrepreneurs and for students, Latvia is a great place to live. The capital Riga is Europe's capital of Art Nouveau architecture



and Latvia's National Opera and other entertainment venues offer a variety of cultural activities.

Latvia is open for business to foreign investors and companies. The country's skilled and multilingual labour force, abundant natural resources and the strategic location form a solid foundation for the country's economy and make the Magnetic Latvia the perfect place to develop a business.

Magnetic Latvia – tailored services to suite individual investor needs
Investment and Development Agency of Latvia (LIAA) is a state agency that provides assistance

and comprehensive information to potential foreign investors about the financial, legal, fiscal and procedural aspects of doing business in Latvia, establishing contacts with Latvian partners and identifying real estate options. LIAA brings together central and local governments, universities and research institutions and local industry players to help potential investors pre- and post-launching their project to take full advantage of Latvia's strengths.

Valters Jekabsons is the Director of Investment Project Department for Investment and Development Agency of Latvia.

The Commonwealth at 70; is it fit for purpose?

by Dr Gareth Price



Can the Commonwealth serve as a body seeking to forge a commonly-accepted approach to global challenges? Or is it still struggling to justify its existence? Our strategic expert analyses the Commonwealth as it nears its 70th year.

Over the past few decades, the number of multilateral groupings in Asia has multiplied. While ASEAN – the Association of South East Asian Nations - has modelled itself, with Asian characteristics, on the European Union, most of those which are not seeking greater integration or the creation of a shared rule based-order (in whatever sphere) serve some kind of geopolitical purpose, along with providing the potential for, at the minimum, some form of shared learning.

For instance, the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) sidelines Pakistan; Indian engagement, or not, with SAARC – the South Asia Association for Regional Cooperation – in contrast demonstrates a willingness (or not) for engagement with Pakistan. The Indian Ocean Rim Association (IORA) provides a forum to at least attempt to create a shared understanding of the challenges of the Indian Ocean – the least governed maritime space in the world. Other regional organisations offer the opportunity either to engage with China or alternatively provide a setting for other Asian states to attempt to counter perceived Chinese hegemonic designs within Asia.

Now, the answer to the question, “what is the purpose of the Commonwealth?” is much less clear-cut. A collection of a group of countries – with the exception of Rwanda and Mozambique - which experienced some form of “historical tie” with the United Kingdom serves as a collective memory for the UK, but its broader value is less obvious.

India faces a number of serious foreign policy challenges at present, and its engagement with Asian regional organisations reflects its efforts in tackling these. In short, India’s challenge is to navigate its relationship between China and the US. Having shifted away from non-alignment over the past couple of decades, India has been highly successful in balancing its bilateral relationships – few countries have managed to count Russia, Iran and the US as friends, or indeed Israel and Palestine.

The BJP administration has been more overt in promoting its relationship with Israel, the UAE and Saudi Arabia than its predecessors. And it shifted, rhetorically and militarily, towards greater engagement with the US. However, never before has it been asked to “take sides.” This is something alien to India’s recent

foreign policy practise, though it is not alone. A number of other Asian countries face the same challenge of dealing with an increasingly-visible China and a seemingly less-reliable USA.

For India, the growing role of China in its neighbourhood is a particular cause for concern, as is China’s relationship with Pakistan. US policy towards Iran led India to halt Iranian oil imports, though that came at a domestic economic cost. Meanwhile, its relationship with the US appears to be undermining its traditional relationship with Russia and to potentially exacerbate its relationship with China. And notwithstanding the closer relationship, the US decision to impose tariffs on various Indian exports, and India’s retaliatory steps, scarcely augur well. All this in the context in which for India domestic economic growth, and in particular job creation, is the clear national priority. Given such challenges, some foreign policy steps stand out. Deepening engagement and forging policy positions with other larger countries in similar positions – Brazil and South Africa, for two, along with the European Union – would make sense to counter US-China tensions and to attempt to provide some form of alternative global benchmarks on the challenges of the day whether trade,



Internet governance, climate change and so forth. Similarly, it would be timely to heighten engagement and smaller neighbours.

While the international order is less clear-cut than at any time since the end of the Cold War, with the Commonwealth? Well, last year, according to the BBC, a high-level group, mainly comprising former foreign ministers from Commonwealth member states, concluded that there was "an urgent need" for the governance structure of the secretariat to be reformed.

It may well indeed have governance issues, but it seems reasonable to suggest that if it believes that its problem is governance alone, then it would seem to be fiddling while Rome burns. It faces an existential challenge that goes far beyond governance: even its supporters struggle to provide examples of substantive achievements for the group. It just about survives as a forum for sharing best practice and a means of facilitating dialogue, but beyond that has little to show.

Meanwhile, the world faces serious challenges. It would seem reasonable, for instance, for Indian diplomats to spend time discussing the respective or emerging approaches to, let's say, Huawei with Brazil, with the European Union or the UK and Germany. Would it be possible to forge some

kind of position balancing US and Chinese demands? As of now, however, it would seem unlikely that the Commonwealth would appear on such a list.

INDIA FACES A NUMBER OF SERIOUS FOREIGN POLICY CHALLENGES AT PRESENT, AND ITS ENGAGEMENT WITH ASIAN REGIONAL ORGANISATIONS REFLECTS ITS EFFORTS IN TACKLING THESE.

And yet, the Commonwealth contains a mix of both developed and developing countries and countries large and small, both by area and population. It also contains countries sitting along the spectrum of US- and Sino-centric. But it does not contain either the USA or China, the two countries whose decisions will have the greatest impact on global trends.

Herein lies its obvious potential value. Could it serve as a body seeking to forge a commonly-accepted Commonwealth approach to whichever global challenge it chose to put its mind to? If so, it would have demonstrated acceptability both to a significant proportion of the world's population and provided an

alternative path between the US and China.

Where could it start? Well, its secretariat focusses on three broad-based issues: economic, youth and sustainable development; governance and peace and trade, oceans and natural resources. With ambition, this provides ample scope to attempt to move from sharing best practise into some kind of global thought-leadership.

It would seem foolish to bet heavily on it doing so, at least if the past is any guide to the future. And yet, the world is changing, and if the Commonwealth is unable to explain why it is worth investing time engaging with it, it is both missing a trick and, unfortunately, likely to continue its descent down the league table of international groupings with which it would be worth engaging.

Few multilateral groupings actually die out. The pride of one or other country prevents this from happening. But if the Commonwealth cannot at least attempt to make itself the relevant go-to grouping on one or other issue, it may be that, at 70, it should consider retiring.

Dr Gareth Price is Senior Research Fellow, Asia Programme, Chatham House.



Only through tackling the skills gap will India become truly Incredible

by Mithun Kamath

For India to fulfil its full potential, it must first tackle its skills crisis and ensure its students today are fully equipped to embrace the jobs of tomorrow, explains an expert working in the field of global education and skills.

The idea of 'Incredible India' – conjured in evocative advertising campaigns emblazoned in all the colours of Holi – has long been employed to draw tourism from the UK and all around the world to a land steeped in tradition and history. But it is not just India's past that is incredible, its future too is one of promise and opportunities waiting to be seized.

India is by far the world's largest democracy and it is the fastest-growing trillion-dollar economy with a mass expansion of manufacturing and the fastest growing service sector in the world. Seventy-two years after it gained independence, the nation once prized as the jewel in the crown of the British Empire is poised to overtake the UK as the world's fifth largest economy this year.

But for India to fulfil its full potential, it must first tackle its skills crisis and

ensure its students today are fully equipped to embrace the jobs of tomorrow.

Sadly, the dangers of India squandering this potential are underscored by the fact that while the expansion of India's start-up ecosystem is outpacing the rest of the world – with a host of new unicorns being crowned in recent times from Byju's to Zomato – start-ups are struggling to fill positions due to a lack of talent. Indeed, 48% of Indian employers say they are having trouble filling job vacancies due to talent shortages.

That's not because there aren't enough people out there in need of jobs. In fact, India's unemployment rate is on the rise, almost doubling over the last four years to 7.6%. Part of the problem is the pace of change in the job market, with many professionals quickly finding the

skillsets they have spent years honing becoming redundant in the modern job market.

What's worse, there is a looming demographic timebomb when it comes to unemployment. Nearly a fifth of India's population is aged 15-24 and should be taking their first steps towards and into the workplace. However, the unemployment rate of Indians aged 20-24 is much higher than that of the general population at 32%.

Indians know that their education system is one of the best in the world and the government is certainly keen to improve it to meet the skills needed for the future workplace. Prime Minister Narendra Modi wants India to take its place as one of the top three countries in the world for science and technology by 2030 and he knows this has to start in schools.

INDIA IS BY FAR THE WORLD'S LARGEST DEMOCRACY AND IT IS THE FASTEST-GROWING TRILLION-DOLLAR ECONOMY WITH A MASS EXPANSION OF MANUFACTURING AND THE FASTEST GROWING SERVICE SECTOR IN THE WORLD.



According to the 'India Workforce Report' released by LinkedIn this year, software engineer is the most sought position across India's employers while the most in-demand skill is programming. Meanwhile, a Great Learning study on the AI industry in India found that 4,000 positions are lying vacant due to a shortage of people with the requisite skills.

That such skills are so highly sought after is not surprising as we prepare to enter the third decade of the 21st century, in which the job market is being transformed beyond recognition by the inexorable march of AI. An Oxford University study found that in the coming years, almost half of all currently existing jobs in the US could be replaced by machines and as India's economy grows it too will face the same pressures.

While we need to train people in the hard skills such as machine learning, robotics and design required to adapt to an economy in which AI

and machines play an increasingly important role, for people to be able to adapt to the new economic realities it's also crucial that they are skilled to work in ways machines cannot with the flexible faculties to move with the pace of change. Interestingly, the LinkedIn report found that after programming, some of the most in-demand skills were softer ones such as team management and leadership. Our education system cannot be there to produce more robots, but fully formed, creative, engaged, critically thinking human beings who have the capacity not just to adapt and survive in a world of work changing faster than ever before, but thrive in it.

To try to address the need for soft skills from an early age, we have launched Skills21, the middle schools programme of our Soar pathway. The aim is to teach 21st century skills that will be relevant no matter what impact technological and economic transformation brings to the workplace. We do this through making use of team activities,

interactive quizzes, technology and gamification to immerse students in an alternate world of superheroes and supervillains that encourages them to develop skills such as self-management, communication, collaboration and problem solving. These are the sorts of skills that, no matter what changes are wrought in the job market, or what new challenges or opportunities emerge, will serve the next generation of Indians for the rest of their lives.

We don't know exactly what the world of work will look like a decade from now, the full transformation technology will have brought or the jobs that will have been created. But we do know that India stands poised to reap the full benefits of these incredible opportunities if its children today are given the skills they need to embrace them

Mithun Kamath is Group CEO of Arc Skills, a global skill development company.

From the US to Asia Pacific, foreign investors remain keen on India

Japan and Korea lead recent investment spree into India.

Airbnb to invest in OYO rooms

US based home-renting company Airbnb plans to invest between \$100 (76.35 million pounds) and \$200 million in SoftBank Group-backed Indian hotel start-up OYO, as it dives deeper into the hotel-booking business.



Airbnb said earlier on Monday it has invested in OYO's latest funding round and it will look at ways to make the Indian start-up's accommodation available on its platform. Details of the deal are yet to be revealed. The investment will give Airbnb access to a variety of franchised or leased hotels, helping it lure travellers who have shied away from the risks and quirks of renting a stranger's home.

Hyundai Motor India launches Kona electric SUV

Hyundai Motor India recently launched their first electric SUV, Kona. Hyundai Motors said it is planning to develop a new electric vehicle (EV) platform for the country with a \$200-million investment to tap the mass market.



With Hyundai's Kona catering for the high-end market, the South Korean automobile conglomerate wants to introduce a product in the EV segment to address the mass segment.

Japan's Uniqlo bets big on India

Japanese casual wear giant, Uniqlo has announced plans to enter India. Japanese fashion brand Uniqlo will open three stores in India, in the Delhi-NCR region, starting with its maiden store in October, the retailer, part of Japan's Fast Retailing Co. Ltd said in an announcement on Wednesday.



The store launch in India will help fuel the retailer's global strategy as it tries to beat Spain's Zara and Swedish retailer H&M to sell more apparel globally. Two more stores will subsequently be opened in the Delhi's Saket, and Gurgaon's CyberHub area.

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India is incredibly well positioned to benefit hugely from unmanned technology

Dr Yoge Patel, CEO of Blue Bear Systems Research, an autonomy and unmanned systems development, shares her thoughts on the growing demand for unmanned technology, the UK-India Tech corridor and the future of the autonomous sphere.

What bought you to the field of unmanned and drone technology?

My real passion is Mathematics and how generations of theory laid down over many centuries ago can still find new applications in the modern world. I loved Mathematics so throughout my formative years that I applied myself to formal education in order to apply all the theory that I had learned to real problems to try and make a real difference. I literally stumbled into unmanned and drone technology at the UK government laboratories, then called the Defence Research Agency (DRA), after completing my PhD and Post Doctorate Fellowship studies in Aerospace. By then I had accumulated a good track record in winning funding for innovative

proposals for developing next generation flight control technology.

THE COMBINATION OF VAST TERRITORIES AND INDUSTRIES THAT INDIA COVERS ARE COMPELLING REASONS FOR WHOLESALE INVESTMENT IN DRONE TECHNOLOGY BY INDIA.

I was incredibly lucky in that I joined DRA in the early 1990s just as the era of autonomy was emerging so I was able to propose and deliver research into emergent aircraft and drone technologies. The UK is a world leading innovator, so the

UK Government Lab research is a privileged position. My 10 years there were a turning point in my career, in that I learned how to take innovations through to products and, more importantly, how to build multi-national and multi-disciplinary teams to deliver a new capability. I was involved in a number of UK-EU and UK-US collaboration programmes as well as UK centric consortia that really helped me understand that successful products are not just about the technology but really about people. During these years I also developed from a shy young adult to a confident experimenter of a whole range of new skills from people management to exploration of adjacent technologies and processes (e.g. aerodynamics, structures, vehicle design, flight test and evaluation)

I left the Government labs in 2006 with a QinetiQ Fellowship, which is akin to an internal Professor, and a broad mix of experience in different stages of procurement of military equipment.

I then joined Blue Bear; a fledgling 5 people strong Small to Medium Enterprise (SME). Blue Bear gave me a fantastic opportunity to exercise all that I had learned. The company had an eye on building and testing drones that could keep pace with US funded technology. This was a challenge given the UK budgets are modest compared to US treasury budgets but nevertheless we set out on the journey with support from UK Government Labs. Today, the Blue Bear Group is on top of the game with world leading solutions for drones in both military and civil sectors.

At 9 years old, I could never have imagined that this is where a keen interest on Mathematics could take me!!

What innovations in this field offer the most revolutionary potential in coming years?

Today we are seeing increasing use of unmanned vehicles and systems in the civil world. Everything from delivery of life-saving organs, search and rescue, blue light uses (police, fire fighters, ambulance) to monitoring of agriculture and wildlife. By far, the use of drones for inspection/monitoring and transportation are predicted to be the biggest markets.

Inspection covers everything from monitoring of indoor assets/activity to outdoor 'beyond/within visual line of sight' operations. The drone often supplements or replace manned land/helicopters/cherry pickers/cranes

In many countries we already step off a manned aircraft and onto an unmanned train to take us to our destination. Many organisations and



countries and are already looking at unmanning more parts of the whole transportation chain on the road (cars, buses, lorries), in the air (urban mobility, cargo planes), and on the sea (boats, ferries) within the next 20 years.

Given this backdrop, innovations in autonomy, AI, vehicle control management systems, sensors, vehicle design, vehicle energy/power sources and systems, human-machine interfaces, security will play a part in revolutionising the sector. Whilst such whole vehicle and component technologies are critical to the success of these new markets, I suspect that the real game-changers will come from innovations in process and procedures to design, test and evaluate, certify, manufacture and operate these new classes of transportation. Whole new enterprises and new infrastructure will emerge in the future to enable the new unmanned modes of transportation to be consumed in volume by the everyday man on the street, industry and Govt alike.

The burgeoning global interest in

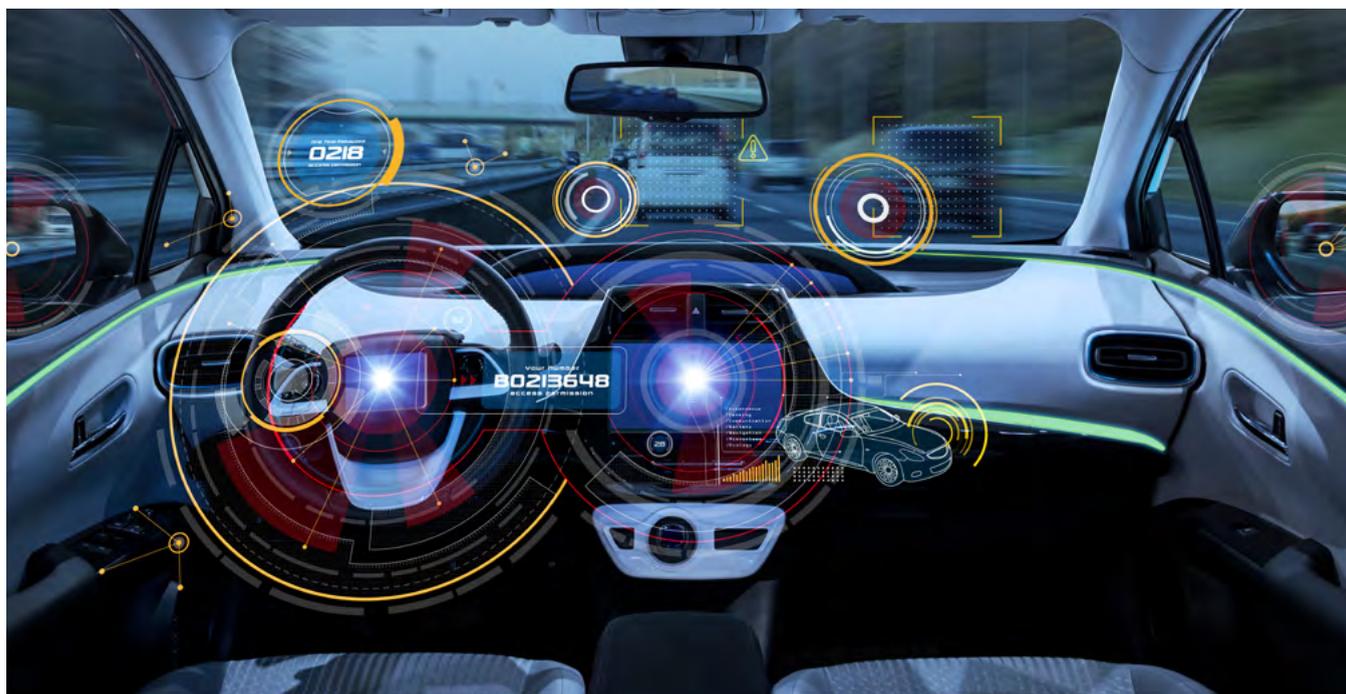
Urban Mobility alone in the last 2 years is testament to the direction of travel in this exciting sector.

What is the scope of Unmanned Technology for a country like India – Military and Civil?

India is incredibly well positioned to benefit hugely from unmanned technology and capitalise on its volume use, initially by own country use.

Not only does it have probably the world's largest volume demand for drones, it also has little legacy infrastructure that will hinder the uptake of the new products and services in this emergent sector. The challenges presented by compliancy with existing equipment and existing infrastructure and processes are often the greatest barriers; existing market incumbents will seek to protect their revenue streams whilst next generation products are being developed. India has a real opportunity to take a technology 'generation leap', much like it did with mobile phones, and create a whole new sustainable drone industry.

THE COMBINATION OF VAST TERRITORIES AND INDUSTRIES THAT INDIA COVERS ARE COMPELLING REASONS FOR WHOLESALE INVESTMENT IN DRONE TECHNOLOGY BY INDIA.



A good part of India's plans for sustained growth includes the creation of many Smart Cities which are 'future-proofed'. That plus, the combination of vast territories and industries that India covers are compelling reasons for wholesale investment in drone technology by India.

India also has many land and maritime borders to protect therefore it is inevitable that Defence and Security is a big driver for the use of drones in India. This driver is reflected in the Indian Govt's strategy for procurement and partnership. 'Make in India' and 'Made in India' is a smart initiative that will help India create a sustainable eco-system for the drone market.

Is the India-UK Tech Partnership delivering in this field? What more would you like the Governments to do?

UK and India already work successfully together in many areas, including agriculture and next generation transport. The area of

autonomous systems is one where we could seek more collaborative working. I have spent some time in India visiting companies, talking to Govt Labs and understanding its appetite for unmanned systems. I do believe there are a number of areas where we could engage more productively to the benefit of both nations. I would recommend both governments to put this topic higher on the India-UK Tech Partnership agenda.

What is the next big thing to look out for in the autonomous sphere?

Urban mobility is grabbing many headlines – that is, the use of autonomous systems to facilitate the transport of people and goods with partially or fully unmanned transport vehicle.

Whatever, the solution in the domain of equipment, our biggest challenges will be on Human Factors – how people interact with machines that are more autonomous than they are used to in present day. The world has conquered this human interface

challenge with every disruptive technology thus far (just think about how people interacted with mobile phone technology 20 years ago compared with today) so I suspect that it will only be a matter of time before the autonomous systems 'ecosystem' harmonises for safe, volume use.

What does being a Global Indian mean to you?

A Global Indian is one who embraces that the world is a rich fabric of diverse cultures, all talented in their own rights, that can be bought together in a collegiate manner to create an astounding future for our next generation. Global Indians have an innate desire to forge a better environment not just for ourselves but for everyone, through persistent but humble leadership and, often, ambitious plans on the 'art of the possible'.

Dr Yoge Patel is the Chief Executive Officer (CEO) of Blue Bear Systems Research Limited and Cassima Limited. Yoge has led Blue Bear Systems, a pioneering SME in Autonomy and Unmanned Systems, for 10 years.

Investments in transport both in and out of India on the rise

India's Vistara to launch international flights

Indian airline Vistara recently announced it would launch international flights in August, with Singapore as its first destination. Vistara is a joint venture between Tata Sons and Singapore Airlines.



The full-service carrier will operate two daily flights to Singapore, one each from Delhi and Mumbai. The Delhi-Singapore route will start on Aug 6 and the Mumbai-Singapore route on Aug 7. The airline said it would soon expand its international network to other destinations. Boeing 737-800NG aircraft will ply the two new routes, with business and economy class seats.

"We're excited to start with Singapore as our first international destination, which we see as a very important market, given the opportunities it presents for corporate, business as well as leisure travel," said Vistara's chief executive officer Leslie Thing.

Hewlett-Packard to invest big in the Indian market

Corporate Hewlett Packard Enterprise to invest half-a-billion dollars in India. The fresh investment by Hewlett Packard Enterprise will be deployed to increase its workforce in India and also commence its manufacturing plans. Thimmaya Poojary 24th Jul 2019 Bookmark this story Comment on this story 5+ Shares Facebook Icon Twitter Icon LinkedIn Icon Reddit Icon WhatsApp Icon Hewlett Packard Enterprise, the global tech MNC, plans to invest \$500 million in India over the next five years.



This strategic investment underscores HPE's long-term commitment to India and will enable the company to grow its operations, manufacturing and employee base in the country, increase its R&D and services exports, as well as invest in technology initiatives to drive positive change for local Indian communities.

From the new India-Europe Express service to Vistara's launch of its international flights, investments in the transport sector were on the rise in recent weeks.

New India-Europe Express service a game-changer

A new container service to link ports in eastern India with the Mediterranean and north Europe is set to launch in October by THE Alliance members and Cosco and its subsidiary, OOCL.



The South East India-Europe Express (IEX) service will feature calls along India's eastern coast and the transshipment hub of Colombo for feeder services coming from the Bangladeshi textile export gateway of Chittagong. "The introduction of the IEX is a game-changer, as it will be the first dedicated direct service from south-east India to Europe, offering connectivity to the global network of Hapag-Lloyd.

India sees big opportunities in Africa, a counterpoint to China

by Arnab Mitra



By proposing a free trade agreement with Africa and by extending a \$50-million grant to Niger to host the African Union Summit, the Modi government has signalled that it will continue to champion close collaboration and partnership with Africa

If Africa were a country, it would be the world's seventh largest economy. Then, more than 30 of the 54 nations in Africa are democracies. And Africa has the largest concentration of Indians or Indian origin people outside the sub-continent.

In a clear signal that Indian Prime Minister Narendra Modi will continue to reach out to Africa, as he had done in his first term in power, the Indian government gave the Government of Niger a grant of \$50 million, which the Sub-Saharan West African nation has used to fund the African Union Summit it hosted earlier in July.

This is in keeping with Modi's vision of emerging as a partner in the development of Africa – as opposed to the exploitative model adopted by some others. And though India's engagement with Africa is still heavily skewed in favour of crude oil imports

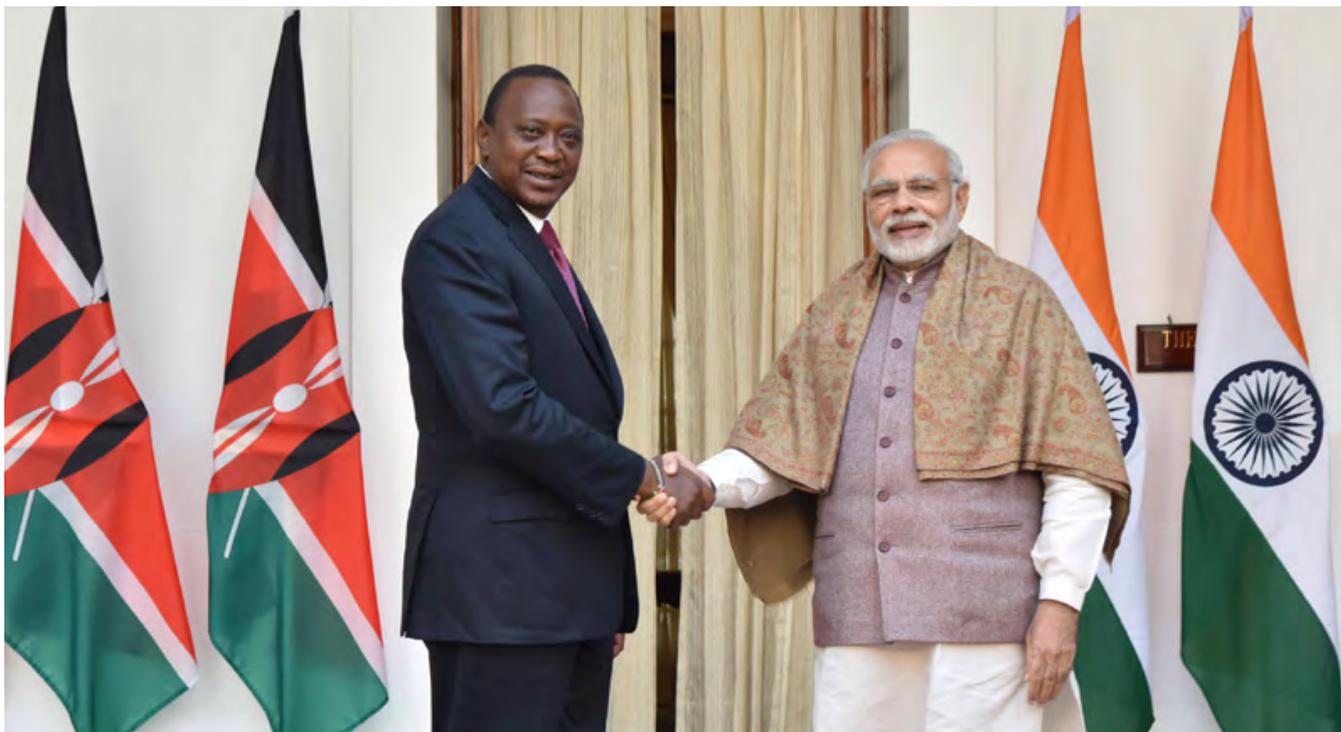
from Nigeria and minerals imports from other countries, trade between India and Africa is growing fast and encompassing other goods and services as well.

Large trading partner

Indian auto majors Tata Motors and Mahindra & Mahindra have a large presence across Africa while Japanese and Korean auto majors such as Suzuki and Hyundai feed large parts of demand in Africa for their vehicles from factories in India.

Airtel, India's third-largest telecom company, is a major player in the African mobile telephony and internet sector even as a host of Indian companies, such as Larsen & Toubro, the wider Tata Group, the AV Birla Group and others have carved out a large niche for the Indian corporate sector in the continent.

India, which was a late entrant into



Africa, is playing catch-up with China and traditional powerhouses such as the US, the UK and France. But despite this handicap, it has already become the fifth largest investor in Africa with cumulative foreign direct outflows of more than \$54 billion in 2017-18, according to the latest available figures.

Bilateral trade between Africa and India was a healthy \$63 billion that year, a growth of more than 21 per cent from the previous year. This marks a more than eight-fold increase from \$7.5 billion in 2001 and makes India Africa's fourth largest trading partner, according to a 2018 EXIM Bank of India report titled "Deepening South South Collaboration: An Analysis of Africa and India's Trade and Investment".

Pharmacist to Africa

The large footprint of India's generics drugs industry in Africa has to be seen in this context. By producing cheap versions of expensive off-patent medicines, Indian companies such as Cipla, Sun Pharma, Dr Reddy's Laboratories, Lupin, etc., have helped save millions of lives in Africa (and elsewhere).

These companies even helped

temper the effects of what many global experts feared would become a major HIV AIDS epidemic in Africa.

This has won India tremendous goodwill both among African governments as well as with the common people.

BILATERAL TRADE BETWEEN AFRICA AND INDIA WAS A HEALTHY \$63 BILLION IN 2017-18, A GROWTH OF MORE THAN 21 PER CENT FROM THE PREVIOUS YEAR

Strategic dimension to ties

There is a strategic aspect to the Modi government's heightened and focused outreach to Africa. Traditionally, Indian Ocean and the arc between the East African littoral states and the Gulf of Malacca has been considered India's sphere of influence.

But in recent times, China has made major inroads in this region, even setting up outposts that can be converted into full fledged military stations at short notice in some Indian

Ocean island nations and in some African countries.

To counter this and retain its influence in the region, India has to forge close ties with African nations. And Modi, who has used people-to-people links as an integral part of his foreign policy matrix – most notably with the UK and the US – has used India's historical ties with African to cement bilateral economic and strategic cooperation.

Complementing synergies

Tremendous synergies exist between Africa and India. In the past, New Delhi had failed to fully capitalise on this, thus, leaving the field open to other countries to steal a march over India.

Recognising this early, Modi spearheaded an unprecedented intensification of India's political, strategic and trade outreach with Africa. During his first term as Prime Minister from 2014-19, the Indian President, Vice President and Modi himself visited Africa as many as 29 times – making an average of one such visit every two months.

Then, in another unprecedented show of solidarity, he hosted the India Africa Summit in 2015, which was attended



by 41 of Africa's 54 heads of state or government. Apart from this, India hosted as many as 35 visits from leading African political leaders; and almost every important minister of the Modi government visited the continent at least once.

Narrow base

Despite the growing trade and cooperation and the impressive rate of growth, commercial ties between Africa and India are still driven by a very limited number of items. Primary commodities and natural resources account for 75 per cent of Africa's exports to India. India's exports to Africa are dominated by

refined petroleum and pharmaceutical products; over the last five years, these two products have accounted for about 40 per cent of total exports into African markets, says the EXIM Bank report.

Partnership model of growth

In order to expand this narrow base and increase engagement between Africa and India, the Modi government has proposed that the two sides should work towards entering into a free trade agreement (FTA) or, failing that, a preferential trade agreement (PTA). Addressing the 14th CII_EXIM Bank Conclave on India Africa Project

Partnership in New Delhi in March this year, then Indian Commerce Minister Suresh Prabhu said: "the proposed FTA should look to first benefit Africa and help increase its share in the global market place. We have a common future. We don't want to do anything at the expense of Africa. We want you to get into an FTA (with India) that will benefit Africa first."

This is in keeping with Modi's vision of emerging as a partner in Africa's development journey and to offer these countries an alternative to the extractive and exploitative bilateral ties they have been subjected to so far.

This approach is important as the limits of the other model are already being tested in several African and Asian countries.

Though India cannot match China in terms of financial or even project execution capacity, despite its efforts to offer Africa a more benevolent alternative to the trillion-dollar Belt and Road Initiative (BRI) in collaboration with Japan, it remains a fact that many Chinese projects are facing strong resistance at several places. For example, Tanzania recently suspended a \$10 billion port project being financed and executed by China, calling it "exploitative." Then, Sierra Leone, too, had suspended a Chinese-financed airport project on the same grounds.

"India's partnership with Africa is based on a model of cooperation which is responsive to the needs of African countries. It is demand-driven and free of conditionalities. It is based on our history of friendship, historical ties and a sense of deep solidarity," TS Tirumurti, Secretary (Economic Relations) in India's External Affairs Ministry Tirumurti had told the media in May.

This continuity in policy and the new paradigm of bilateral engagement pursued by the Modi government, thus, promises to deepen the already wide engagement between New Delhi and Africa.

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Inspiring Indian Students to Join the UK Universities: Key to Long-term Relationship

The President of the UK Council for International Student Affairs outlines why it is imperative for Britain to formulate a long-term strategy for retaining international students

When I first arrived in Britain, it was known as the sick man of Europe—a country that had lost an empire and found no real purpose, a has-been. The City of London was a closed shop; prejudice was rife. In fact, I was told by my family and friends in India, 'If you decide to work in Britain after your studies you will not get to the top, you will not be allowed to. There will be a glass ceiling for you as a foreigner.' Three decades ago, they were absolutely right.

Britain has transformed in front of my eyes over the past thirty years, from the sick man of Europe into the envy of Europe. The glass ceiling has been shattered.

The country is truly aspirational and meritocratic—a place where anyone can get as far as their aspirations, talent and hard work will let them, regardless of race, religion or background. London today is one of the most cosmopolitan cities in the world and Britain is respected as a global power around the world. UK universities are the jewel in the national crown. Alongside those of the United States of America, the UK's universities are the best in the world. The UK has so much to offer international students: A dynamic country that is cosmopolitan yet steeped in history, proud of its heritage and outward-facing. It is why thousands of ambitious, gifted and enterprising young Indians come to our shores every year to learn at some of the best institutions in



the world. Education does not just hold the keys to a student's future but also to a closer relationship between the UK and India. At a time of unquantifiable change, the UK and India ought to look to each other as guarantors of their informed, enlightened futures.

The Brexit Factor: An Opportunity for the UK-India Higher Education Collaboration

Just like every other major part of British economy and society, the nation's higher education system must wait with bated breath until it finds out exactly how it will be affected by the UK's decision to leave the European Union.

It is likely that funding programmes

will take a massive blow. Take the University of Cambridge, for example: It was the largest recipient of €80 billion that was made available through the EU-backed Horizon 2020 initiative. It is unknown whether the funding will continue. Some 16.5 per cent of staff at the University of Cambridge is European Economic Area (EEA) nationals. When it comes to MPhils, that figure is 21 per cent; for PhD students, it is 27 per cent. International students at the undergraduate and postgraduate levels contribute, directly and indirectly, £25 billion to the UK economy and support 137,000 full-time-equivalent jobs across the country.

Higher education is one of the UK's most valuable exports. But it's about more than just economics. Foreign

students enrich the experience of our domestic students and higher education is one of the UK's most potent sources of soft power.

Students from overseas have helped the UK become a pioneer in a range of fields, including science and technology. For example, Sir Venki Ramakrishnan, Nobel Laureate and fellow of Trinity College, Cambridge, is the first Indian ever to become president of the Royal Society, a position held by many scientific greats including Sir Isaac Newton.

The UK universities already attract Indian students in huge numbers—only China sends more—but Britain cannot be complacent. The government's muddled attitude

EDUCATION DOES NOT JUST HOLD THE KEYS TO A STUDENT'S FUTURE BUT ALSO TO A CLOSER RELATIONSHIP BETWEEN THE UK AND INDIA. AT A TIME OF UNQUANTIFIABLE CHANGE, THE UK AND INDIA OUGHT TO LOOK TO EACH OTHER AS GUARANTORS OF THEIR INFORMED, ENLIGHTENED FUTURES.

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towards overseas students has led to the number of new non-EU students arriving in the UK decrease by 2 per cent in 2015, whilst the number of Indian students coming to the UK has halved in the past five years. Meanwhile, the USA increased its overall numbers by 9 per cent including an almost 25 per cent increase in students from India.

According to Universities UK, almost 80 per cent of the British population wants international students to stay on and work in the UK after they finish their studies. The same research found that just 22 per cent of British people think that international students should be classed as 'immigrants'.

Breaking Ground with the UK-India Business Council

With Brexit, it is imperative that the government seeks to use this chance instead to forge closer-than-ever ties with India. Yet, on a trip to India in November 2016, then UK Prime

Minister, Theresa May, failed to do just that. Her , November 2016 delegation to India was littered with missed opportunities. On the eve of the trip it was announced that the minimum annual salary threshold for Tier 2 visas, used by Indian IT workers—one of India's most prominent exports and a vital catalyst for economic growth in the UK tech sector—would rise from £21,000 to £35,000. is simultaneously damaged our ability to attract global talent and made Indian IT exports to the UK less competitive, souring our relations with India.

The Home Office's claim that 90,000 international students a year overstay, one of the long-standing arguments for counting students in the net migration target, has now been thoroughly debunked. The International Passenger Survey (IPS), used to calculate net migration, is considered unreliable and it is increasingly clear that the vast majority of international students come to the UK, study for a period and return home. Data derived from

exit checks implemented at the UK borders suggest that only 1,500 students (around 1 per cent) do not leave each year.

Globally, the number of university students looking to study abroad is expected to grow from 4.1 million in 2010 to 8 million globally by 2025. And the UK, with 10 per cent, currently has the second-highest share of international students globally, after the United States (at 19 per cent). The UK is therefore in a prime position to capitalise on this projected growth, but we need the government to act, and act quickly.

Lord Bilimoria CBE is Founder-Chairman of Cobra Beer and President of the UK Council for International Student Affairs.

The above is a synopsis of one of the chapters from 'Winning Partnership: India-UK Relations Beyond Brexit', edited by India Inc. Founder & CEO Manoj Ladwa.

Education at the heart of creating real impact on the ground

by Rama A. Iyer



The chief of the Corporate Social Responsibility wing of a leading communications services multinational gives an insight into the vision behind the creation of the WPP India Foundation and the results on the ground.

The India Challenge

In India, education continues to exert and influence on the behaviour of the youth. The government, civil society and industry have been tackling the quality crisis in education within the country. Changing behaviours and attitudes of the underserved youth adds complexities, especially when they are first-generation learners between the ages of 11 to 18 years trying to understand the value of education and livelihood.

While over 100 million children enrol in secondary schools, around 17% of them drop-out between enrolment and completion of their education. Increased drop-outs are seen among girls, even in modern urban and peri-urban settings. Student literacy levels are low, where for example, a 5th grade student is unable to read 2nd grade text. Many of these children find

it difficult to get a job after completing their education; hence they are trapped in the unemployment loop.

THE FOUNDATION AIMS TO WORK WITH THE COMMUNITY TO ENABLE CHILDREN AND YOUTH TO ACHIEVE THEIR FULL POTENTIAL AND BECOME PRODUCTIVE MEMBERS OF SOCIETY

WPP Foundation's Education to Livelihood Solution

WPP is a creative transformation company that builds better futures for its clients through communications, experience, commerce and technology.

To address the challenges in India, the WPP India CSR Foundation was launched in 2015, with the vision of leading the underserved youth in India from improved educational outcomes to informed livelihood choices.

The Foundation aims to work with the community to enable children and youth to achieve their full potential and become productive members of society through its flagship Education to Livelihood program (E2L). The children, all first-generation learners, join the Education to Livelihood (E2L) programme from the time that they enter sixth grade (where each one of them remains a part of it for 7 years), until they complete the first six months of their placement at age 18. Currently, the program is running successfully in 10 underserved government aided schools across Mumbai and Delhi-NCR. Through

strategic partnerships with best-of-breed social organizations, the E2L program takes an evidence-based approach in developing frameworks to facilitate successful implementation.

The E2L program covers key themes including education, skills training, life-skills and health

- **Education:**
 - Remedial and tutorials
 - English learning course
 - Digital coding
 - 3D designing
 - Robotics
- **Skills Training:**
 - Career counselling
 - Vocational skills training
 - Job-readiness skills training
 - On-the-job training
- **Life-skills:**
 - Contemporary dance training
 - Sports
 - Musical instruments training
- **Health:**
 - Screening
 - Interventions
 - Water, sanitation and hygiene initiatives

The program, through its implementation, ensures:

- **Retention:** By reducing drop-out rates and increasing children engagement in schools through the foundation's E2L programmes.
- **Learning outcomes:** In today's digitised world, they want to ensure their children are not left behind due to limited opportunities. So, they have introduced key digital learning programmes to help children learn to code, design 3D models and robotics which open-up new avenues of growth within the STEM education for the children. Further, they are also bridging the academic gaps in Mathematics and English by using innovative teaching methods.
- **Job-readiness:** To close the loop to livelihood, they ensure when their children graduate, that they have the necessary skills to sustain their employment.



Therefore, they have introduced career counselling, vocational and job-readiness training for their children. These training modules help them become enterprising and support their personality development.

- **Addressing deep-rooted social norms:** One of the key barriers that hampers the children's successes are some of the discriminatory social norms practiced that may hinder the child's journey from education to livelihood. Children who remain occupied with their daily chores are empowered to think about their futures. Thus, through their programmes, they have worked towards creating gender equality, increase confidence, and improve goal setting among their children.

To provide children with a holistic development, WPP India Foundation believes in addressing the key stakeholders in their eco-system—parents, teachers, peers and community.

The Foundation considers the school authorities as co-creators in this journey helping them identify and address the key challenges faced by the schools and the children. WPP

Foundation also provides capacity-building trainings to school teachers so they can address the technology gaps in teaching and provide leadership skill training, which directly influences the growth of the children.

As the Foundation works on this 360° model of intervention for its children, many of the challenges that we face today are being addressed through its impact.

First signs of Impact

WPP India Foundation aims to develop a proof of concept based on its Education to livelihood (E2L) program. To help them establish this, the Foundation has developed their theory of change with the help of a Harvard Professor, which directs their programmes towards supporting their children complete their education to livelihood journey.

To evaluate these programmes' impact on the children, they have a third-party evaluator in Kantar IMRB, which conducts a mixed-methods study involving questionnaire surveys and individual interviews with the children to determine the models of interventions that promote the child's development.

In a remarkably short span, the E2L

SOCIAL IMPACT FOCUS

program has been able to

- Help over 70% children secure their future through employment or higher education
- Reduce dropout rates to less than 5%
- Initiate better health standards
- Double the ability of coding
- Reduce gender discrimination
- Increase literacy & numeracy
- Increase confidence levels

Case Studies

Impact of WPP India CSR Foundation's English Learning Program

English education is a privilege that is not available to all. Most families in India refrain from spending money on quality education for girls. This is a story of Anjali, who, like every other girl from the marginalised communities, dreamt of being able to speak and understand English. This is where WPP India CSR Foundation has stepped in and started an English Learning Program in schools like the one Anjali goes to. By using simple yet effective learning tools, Anjali was able to improve her vocabulary and in no time, this shy girl transformed into a confident young woman poised to take on the world. Every year over 3000 children such as Anjali, have been impacted by this program that have opened new learning doors from them, thanks to the efforts of the WPP India CSR Foundation.

Impact of WPP India CSR Foundation's Livelihood Program

The Education 2 Livelihood Program of the WPP Foundation enables young individuals to become confident and look at life in a brighter light. In the last 2 years, over 250 children have graduated and were placed in reputable companies like GE Health Care, Marks and Spencer, Godrej, etc. Many have created their own entrepreneurial ventures, with others completing their higher education. The program has enabled the youth to understand the value of education and livelihood and

helped them make informed choices for their careers.

Awards and Recognition

As a testimony of its sustained efforts to drive positive social impact, WPP Foundation has been recognised with eminent awards including Special Commendation at the Golden Peacock Awards for CSR in 2019. The Foundation also was also honored at the ET Now CSR Awards for Best CSR Practices, Innovative CSR Practices and CSR Women Leaders Awards, 2019. In the year 2018, the Foundation won Special Category Award for Livelihood at India International CSR Awards, Award for Best Business Campaign and Communication in CSR at the National Excellence in CSR Congress and Awards, Award for the Best CSR Impact Initiative at the National Excellence in CSR Congress and Awards, and National Recognition for Excellence in CSR at the 5th NHRDN-BIMTECH CSR Summit.

Some other exciting initiatives done by WPP Foundation

- **Hastkala:** In 2018, WPP India CSR Foundation partnered with one of its schools to host one of the school's event--Hastakala, an annual initiative created by the students, for the students. The initiative aims to provide students a platform to develop communication, management, entrepreneurship and marketing skills along with showcasing their creative abilities. Hastakala encourages young minds to explore the world of creativity as a pathway to their livelihood by building confidence, expressing their creativity and developing entrepreneurship skills. For the first time, the initiative expanded its purview from being just an exhibition to a celebration of the community around the theme of 'Spirit of Andheri'. Thousands of students showcased their creativity to highlight varied aspects of Andheri bringing alive its history, geography,

transportation, fauna and flora and languages. From a 3D replica of the Gilbert Hill to complex language games, the students inspired the attendees to explore Andheri. The parents who themselves are entrepreneurs in the food industry, came together to host the food stalls for the day. This event brought the diverse field of arts and craft at the forefront for the children to learn new skills and be recognised for them by the key stakeholders in their eco-system.

- **Initiatives through Digital Technology:** The ten schools adopted by WPP Foundation for building a proof of concept are run on state education boards with digital education limited to learning to type on computers, use Microsoft office programs and learn to use paint. With WPP Foundation's Digital Education Program they are reducing the digital education gap between the Foundation's children and the national and international boards. The Digital Education Program uses experiential learning to teach children the latest technologies in a fun and innovative way. The three key initiatives introduced through our Digital Education program include—KANO computer coding, 3D designing and robotics.

As the children of WPP India Foundation take a step forward

The Foundation hopes to test more, learn more and scale more as they continue to open doors for the children in their journey of education to livelihood.

Rama A. Iyer is the Director General and Board Member, WPP India CSR Foundation. Rama has been instrumental in developing and leading the WPP India Foundation since its inception.

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In search of innovative ways for the UK-India cultural connect

by Piali Ray

The director of Sampad, an acclaimed arts organisation in the UK, elaborates on the importance of promoting soft power in the UK-India relationship.

Rabindranath Tagore, the Nobel Laureate poet, philosopher and polymath once said when commenting on the Indian diaspora 'To study a banyan tree, you not only must know its main stem in its own soil, but also must trace the growth of its greatness in the further soil, for then you can know the true nature of its vitality.'

My organisation SAMPAD South Asian Arts and Heritage iterates the 'treasure' of cultural wealth we promote from the Indian sub-continent. The statement above underpins the philosophy of SAMPAD going to the very heart of what we do, and that is believing with a quiet passion that the future must lie in creative connections and crossovers.

The long-established cultural connections between India and the UK with historical and political past through to present times finds contemporary expression through a variety of channels. The 2017 UK-India year of culture, 'Re-imagine India,' endorsed this partnership with

heavy weight government support from both countries. This was one of the most significant development in present socio-political scenario with strong commitment articulated by the Prime Ministers of both countries followed by important portfolio holders. They spoke of heritage and historical links between the two countries, to inform the creation of a shared vision of cultural ties for a long-term future.

THE MOST SIGNIFICANT UNLOCKING WITHIN THE ARTS HAVE COME WITH THE MILLENNIALS BREAKING DOWN THE DIVIDE BETWEEN 'CLASSICAL' AND 'POPULAR', 'TRADITIONAL' AND 'MODERN'

As a direct impact of Re-Imagine India initiative relationships were re-ignited, new partnerships were

stimulated and doors opened for a new generation of artists and imagination to find expression. Majority of established British organisations and number of regional groups joined hands with their peers in India to share, create, inspire, interrogate and inform cultural content that would reach vast audiences in both countries. The work contained new narratives of 21st century matters spurred by encounters of the millennial creatives, issues and dialogue.

Certainly, this was building on the sterling work that had developed over the past decades with innumerable artists and organisations connecting Indian arts and culture in the most innovative ways with British communities across the UK, inspiring creativity, informing practice and broadening horizons. The Indian diaspora with a strong professional presence across the regions of the UK celebrate every religious and social occasion with sincere fervour. As such, Diwali, Vaisakhi and Eid are recognised dates in schools and

given special celebratory status in cities like Birmingham.

The socio-political narrative in the UK recognise that access to arts, culture is vital to maintain a sense of identity, and it clearly improves people's quality of life. Culture, is often understood through the perspectives of inherited social, religious and lived experience and the challenges of unspoken rules and prejudice influenced through assumptions about 'the other'. National and regional agencies in the UK are committed to the development and promotion of culturally diverse contemporary arts, heritage and expression to achieve social cohesion, equity, partnership, respect and human rights. Working towards this more integrated arts landscape is not without its challenges. It demands tolerance and enhanced intercultural competencies. Within this context of current super-diverse and multidimensional social structures, the voice of the artist is a powerful provocateur for change whether they are 'India born', 'British Indian' or 'India trained'. Sharing a cultural connect they intelligently navigate these complexities and even if the imperatives that influence are distinct, there is an inter-relation in the practice of arts in India and the UK, which enrich and deepen the cultural offer.

The most significant unlocking within the arts have come with the millennials breaking down the divide between 'classical' and 'popular', 'traditional' and 'modern'. A dancer will be comfortable and confident to practice Bharatanatyam in the morning, Contemporary class in the afternoon and be part of Bollywood company performance in the evening. Multilingual and talented young artists are confidently navigating between Indian and western cultural forms often creating an aesthetic that combine seamlessly to produce a unified British Indian identity. However, it is important to recognise that the traditional arts are alive and well and provide a strong foundation that give an Indian identity to new developments. Indian music and dance classes have grown exponentially across the country, the Imperial Society for Training



in Dance provide accreditation to hundreds of Indian dancers annually, the BBC young Dancer bi-annually recognise Bharatanatyam and Kathak talent within the competition and a new generation of extremely talented, intelligent and exciting artists are programmed in prestigious venues and festivals across the UK. Interestingly some of these British artists of Indian origin represent the UK culture internationally – and often through the aegis of the British Council.

Entrepreneurial Indians are entering the business of producing and presenting aspects of Indian culture of their choice and determining what gets distributed and thereby beginning to shape wider society's understanding of what it means to be 'Indian'. Outside the subsidised sector, and in keeping with the socio-economic drift, visiting Indian artists are often organised by Indian impresarios who depend on ticket sales within the Indian community. Offerings include recitals by popular Indian musicians, language theatre and blockbuster show featuring Indian film stars.

At SAMPAD, over the past 29 years we have championed the richness and variety of India's cultural offer and moved it from perceptions of being 'exotic' to one of social, cultural and educational relevance. We believe that the future needs to be shaped by generations who are coming up now. They will learn from the past to construct the future. We are hoarding gifted and talented artists, creating opportunities for research with arts and digital development

and investing in empowering women and girls to be future leaders. Our policy priorities enable us to tap into the opportunities that is rapidly expanding the creativity, distribution and marketplace for artists across the world. We are excited with emerging cultural trends in India and the UK and will continue to reinforce existing ties and encourage new encounters that fire up curiosity of the next generation to create and achieve great things together.

The vitality of 'soft cultural power' in the India – UK relationship can only be strengthened by commitment from both governments to acknowledge the potential of dynamic creative intelligence within the arts and cultural sectors. At a time when India and the UK are keen to engage at a range of strategic partnerships through trade and commerce, education, environment, science and politics it is important to recognise the genuine value-added equation through cultural enterprises. They enable us to interpret, connect, complement and harmonize the intention and impact of other strategic alliances at a people-to-people level. That will be a true celebration of partnership between the world's oldest democracy and the largest democracy.

Piali Ray OBE is the Director of Sampad, an arts organisation in Birmingham, which plays an instrumental role in promoting and encouraging British Asian arts and artist.

Tata drives the India-UK electric mission

Tata Motors' owned Jaguar Land Rover (JLR) recently secured a crucial loan guarantee from the UK government to focus on its e-vehicles, which widens the field for bilateral cooperation in this high-priority sector.

India's Minister for Commerce & Industry and Railways, Piyush Goyal, on a recent visit to the UK singled out electric technology as one of the key sectors where the India-UK partnership could prove to be an unbeatable one. He made a specific reference to Jaguar Land Rover (JLR), the luxury British car brands that have undergone a boost in fortunes since Tata Motors acquired them over 10 years ago, as a beacon for future collaborations.

"A focus on clean energy and electric vehicles offer immense potential. Technological advancements in the UK can be brought to scale in India, making it an attractive export proposition and bringing cost-competitiveness to the India-UK partnership that will prove an unbeatable proposition," said the senior Indian Cabinet minister.

His words proved almost prophetic as Downing Street confirmed a crucial loan guarantee to JLR for its research and development of the design and manufacture of next generation electric vehicles and future mobility solutions. The £500-million guarantee from the UK government underwrites a planned £625-million loan facility from commercial banks, giving JLR – the UK's largest automotive exporter – a guarantee under a new General Export Facility to support UK exports from the UK Export Finance (UKEF), the country's export credit agency. The move marks one of the last major announcements by outgoing British Prime Minister Theresa May, who held a summit with car and energy industry leaders at 10 Downing Street in mid-July during which she outlined the government's commitment to ensure the UK is a leader in the global automotive sector and transitions to electric vehicles.

"As part of its Destination Zero

strategy: zero emissions, zero congestion, zero accidents, Jaguar Land Rover is developing autonomous, connected, electric and shared mobility technology, which will feature in a growing number of Jaguar and Land Rover models exported around the world in the future," JLR said in a statement.



THE UK-HEADQUARTERED AND INDIAN-OWNED COMPANY HAS ALREADY UNVEILED PLANS TO PRODUCE A RANGE OF NEW ELECTRIFIED VEHICLES IN BRITAIN, AS IT PREPARES TO OFFER ELECTRIFIED OPTIONS FOR ALL JAGUAR AND LAND ROVER MODELS FROM 2020.

The UK-headquartered and Indian-owned company has already unveiled plans to produce a range of new electrified vehicles in Britain, as it prepares to offer electrified options for all Jaguar and Land Rover models from 2020.

India has a goal to become a nation of electric vehicles (EVs) by 2030

and the Narendra Modi government has launched a raft of incentives for its roll-out, including a staggering \$1.4-billion outlay for faster adoption and manufacturing of EVs, massive tax reliefs, sizable reduction in the goods and services tax as well as customs duty exemption on import of lithium-ion cells. India has clearly embarked on a very clear electric mission, with Goyal confirming his Railway Ministry's goal of going all electric and moving away from diesel in the next three-four years.

And, with Tata Motors' JLR embarking on this mission to explore new technologies in the field, the synergies in the sector will be undoubtedly numerous. The iconic car manufacturer already exports four in five cars it makes in the UK and had recently also confirmed that it would build a new generation of electric vehicles at its Castle Bromwich factory, providing a much-needed boost to a Brexit-hit Britain struggling to keep hold of its manufacturing base in the field. But, Brexit or no Brexit, it is an Indian company that has shown commitment to the UK automotive industry, including an earlier commitment to manufacture batteries and electric drive units in Britain. Besides Tata Motors, another of India's manufacturing giants, Bharat Forge, has shown faith in the UK with a £10-million investment in Tevva Motors – which provides electric powertrain solutions for commercial vehicles and buses, to be extended to the development of new commercial vehicles.

The commitment of Indian companies such as Tata and Bharat Forge to the future of the UK's automotive sector is precisely the green shoots that Prime Minister, Boris Johnson, will want to underscore as proof that his "new golden era" projection for Britain is not just fanciful verbosity.

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