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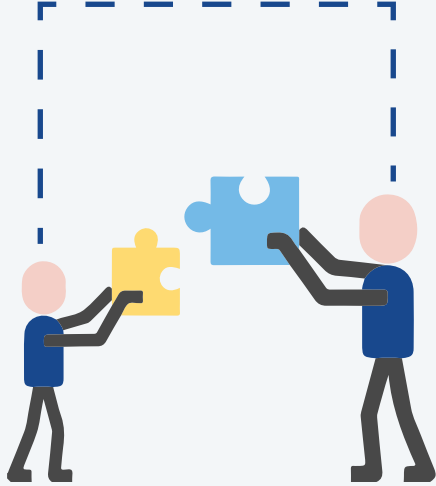
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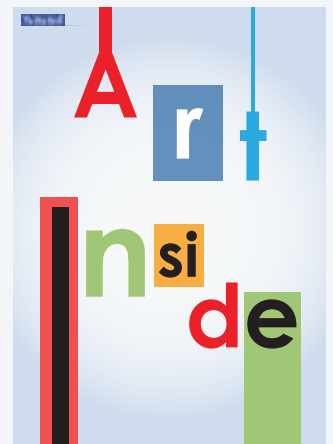
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Global Supply chains under pressure after the recede of pandemic

Covid-19 pandemic seems to have subsided leaving a mark on the global economy with supply chains the world over deeply shaken out of their slumber resulting from temporary trade restrictions as well as shortages of pharmaceuticals, critical medical supplies and other products.

As a consequence of all this manufacturers worldwide are under greater political and competitive pressures to increase their domestic production, grow employment in their home countries, reduce dependence on sources that are risky and rethink the use of lean manufacturing strategies involving minimizing the amount of inventory held in their global supply chains.

The challenge for companies is to make their supply chains more resilient without weakening their competitiveness. A number of steps should have been taken long before the pandemic struck.

Many things are not going to change. Consumers will continuously look for low prices and firms are not in a position to charge more just because they manufacture in high-cost home markets. Moreover, modern products incorporate critical components or sophisticated materials that require specialised technological skills to make. It is very difficult for a single firm to possess the capability to produce everything by

itself. For instance consider the growing electronics content in modern vehicles. Automakers do not have the capacity to create touchscreen displays in the entertainment and navigation systems or the countless microprocessors that control the engine, steering and functions such as power windows and lighting.

Many of the key precursor materials come from South Korea and China. Manufacturers in most industries have turned to suppliers and subcontractors who narrowly focus on just one area and those specialists in turn usually have to rely on many others. There is a lot of flexibility in what goes into the product and gives a chance to incorporate the latest technology, but leaves one vulnerable when one has to depend on a single supplier for a crucial component. If that supplier produces the item in only country, the disruption risks are higher.

Understanding where the risks lie so that the company can protect itself may require a lot of digging. It entails mapping the full supply chain, including distribution facilities and transportation hubs.

But a surprise disruption that brings the business to a halt can be much more costly than a deep look into the supply chain. The goal of mapping process should be to categorize suppliers as low, medium or high risk.

It is vital to ascertain how long a manufacturing unit could ride out a supply shock without shutting down and how quickly an incapacitated node could recover or be replaced by alternative sites when an entire industry faces a disruption related shortage.

The answers to these questions depend on whether the manufacturing capacity of the company is flexible and can be reconfigured and redeployed as the need evolves.

The obvious way to address heavy dependence on one medium or high risk source, a single factory, supplier or region, is to add more sources in locations not vulnerable to the same risks.

The US – China trade war has motivated some firms to shift to a strategy of spreading production between China and a Southeast Asian country such as Vietnam, Indonesia or Thailand.

Managers should consider a regional strategy of producing a substantial

proportion of key goods within the region where they are consumed.

North America could shift labour intensive work from China to Mexico and Central America. To supply Western Europe with items used there, companies could increase reliance on eastern EU countries Turkey and Ukraine. Chinese firms that want to protect their global market share are already looking to Egypt, Ethiopia, Kenya, Myanmar and Sri Lanka for low –tech labor-intensive production. Building a new supplier infrastructure in a different country or region will take considerable time and money.

Shifting production from China to Southeast Asian countries will necessitate different logistics strategies as well. Unlike China, those locations often do not have the efficient, high-capacity ports that can handle the largest container ships or the direct marine liner services to major markets. That will mean more trans shipment through Singapore, Hong Kong, or other hubs and longer transit times to reach markets.

The economic turmoil caused by the pandemic has exposed many vulnerabilities in supply chains and raised doubts about globalization. It's time to adopt a new vision suitable to the realities of the new era—one that still leverages the capabilities that reside around the world but also improves resilience and reduces the risks from future disruptions that are certain to occur.

Amit Mittal

Opinion

Diplomatic



Ambassador Unplugged

H.E. Alberto Antonio Guani
Ambassador of Uruguay



URUGUAY — A STABLE & GROWING ECONOMY

By Amit Mittal

Uruguay is a stable country with a growing economy and even during covid times we came out successfully, said Mr Alberto Antonio Guani, Ambassador of Uruguay during a talk with Amit Mittal.

We took good care of people in general, he added proudly. We took good care of people in general during Covid pandemic.

To add to this the country is the biggest software producer in South America. The country has been taking up renewable energy in such a big way that today it is selling energy to its neighbours. It is not only renewable energy that is being exported, but Uruguay is also a big producer of food.

The country is capable of producing food for 35 million people whereas its own population is around 3.5 million, said Mr Alberto Guani. Besides we export fruits, soya, wheat, cellulose and wood to many countries. India is importing wood from us. Though the wood imported is Eucalyptus and pine raw wood by India, we want to increase the quantum of wood to India and make the export to India more consistent. We export wheat, soya, beef, dairy products and cellulose to China.

In 2013 the World Bank ranked Uruguay as high income with a gross national income per capita of USD13,580,- The country is getting direct foreign in several sectors of activity.

Among the main exported services are tourism, global services and logistics.

The economy is small and open with projection towards regional and international market. The country has achieved sustained economic growth.

Uruguayan political system has three major political parties which have taken turns in government .

But there have been no major changes in general economic principles, Mr Guani added.

Uruguay is the biggest software producer in South America. Over 12000 people employed in the sector. IT exports are targeted towards 52 different markets.

While Uruguay exports food and fruits, it is importing machinery and industrial products also cars and buses. The country has switched to renewable energy that 95 % of its energy requirements are met by renewable energy. Such is the thrust to renewable energy that by 2025 40 % of vehicles will run on renewable energy. The country is already on the lookout for electric car manufacturers. There are no Indian car manufacturer in Uruguay at the moment. Ambassador Guani has specific plans to fulfil during his tenure in India. His aim is to establish a Uruguay Chamber of Commerce and Industry in India for giving promotion to business between the two countries. Mr Guani claims that Uruguay was the first country in South America to establish diplomatic ties with India on 5 November 1948. Next year it will be 75 years of diplomatic ties.



There have not been many high ranking visits from both the sides. It was in 1968 that the then Prime Minister Indira Gandhi visited Uruguay . Again in 1998 and 2011 Vice President of Uruguay visited India. In 1998 vice President Luis Heirro Lopez was in India and 2011 saw Vice President Danillo Astori in India. But there has not been any high profile visit from India to Uruguay.

In Uruguay there is a coalition government headed by National Party President Luis Alberto.



Credentials



The Ambassador-designate of the Republic of Ecuador, H.E. Mr Francisco Teodoro Maldonado Guevara presenting his credential to President Smt. Droupadi Murmu at Rashtrapati Bhavan on 26 August , 2022.



The Ambassador-designate of the Federal Republic of Somalia, H.E. Mr Ahmed Ali Dahir presenting his credential to the President Smt. Droupadi Murmu at Rashtrapati Bhavan on 26 August, 2022.

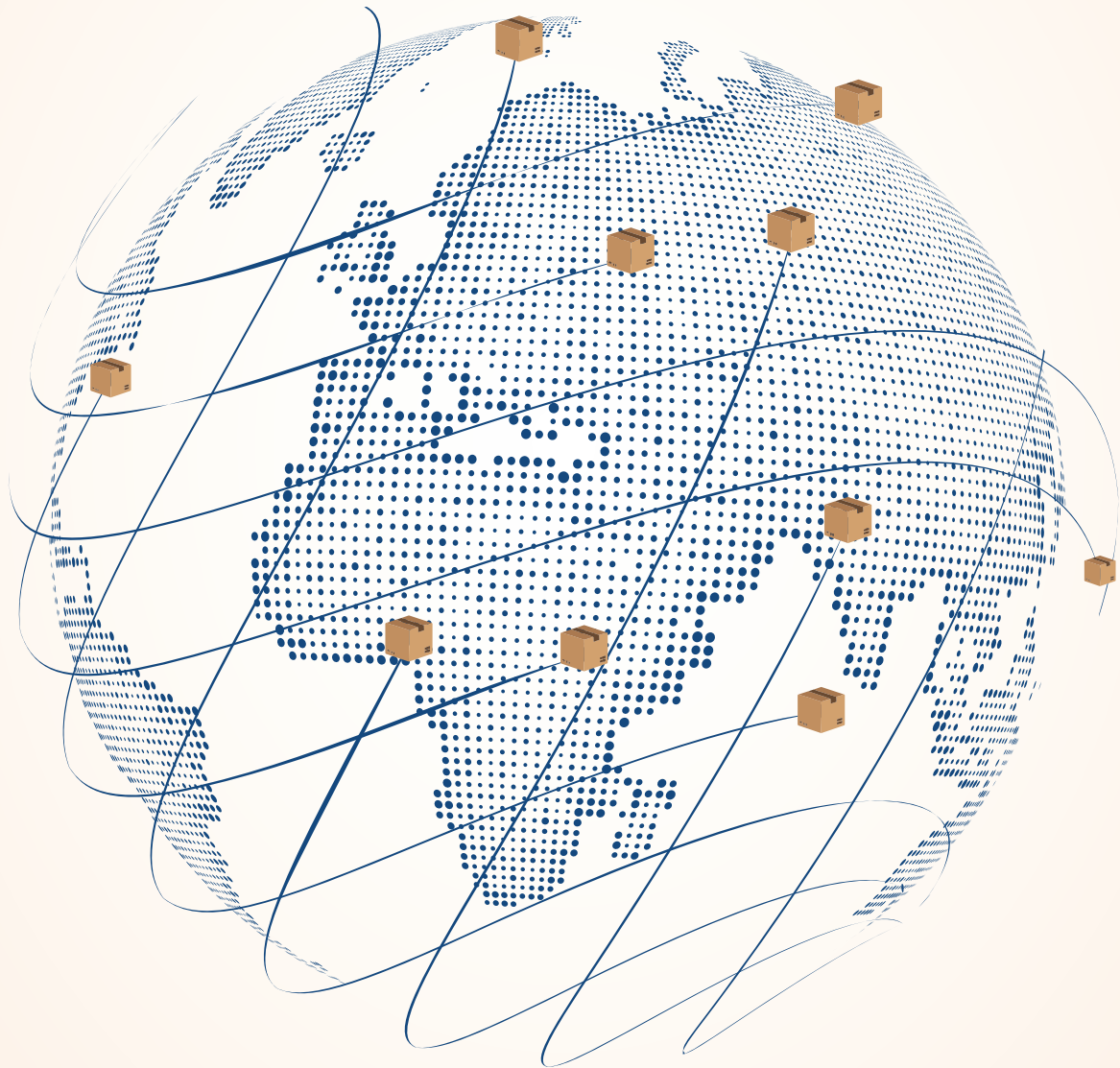


The Ambassador-designate of the Federal Republic of Germany, H.E. Dr Philipp Ackermann presenting his credential to President Smt. Droupadi Murmu at Rashtrapati Bhavan on 26 August, 2022.



The Ambassador-designate of the Republic of Suriname, H.E. Mr Arunkoemar Hardien presenting his credential to President Smt. Droupadi Murmu at Rashtrapati Bhavan on 26 August, 2022

INTERNATIONAL TRADE



India , EU conclude first round of Trade & Investments Agreements

India and the European Union concluded the first round of negotiations for India-EU Trade and Investment Agreements, including the Geographical Indicators (GI), in New Delhi on 1st July. India's FTA negotiations were led by Chief Negotiator Ms. Nidhi Mani Tripathi, Joint Secretary, Department of Commerce and EU was represented by its Chief Negotiator, Mr. Christophe Kie`ner.

The week-long negotiations were held in a hybrid fashion – with some of the teams meeting in Delhi and the majority of officials joining

virtually hybrid fashion. During this Round 52 technical Sessions covering 18 policy areas of FTA and 7 Sessions on Investment Protection and GIs were held.

The second round of negotiations is scheduled to take place later in September at Brussels.

The negotiations were launched by Minister for Commerce & Industry Piyush Goyal and European Commission's Executive Vice President Mr. Valdis Dombrovskis at Brussels last month.

India's bilateral trade with EU amounted to USD 116.36 billion in 2021-22. Despite the global disruptions, the bilateral trade achieved an impressive annual growth of 43.5% in 2021-22. Currently EU is India's second largest trading partner after US, and the second largest destination for Indian exports. The trade agreement with EU would help India in further expanding and diversifying its exports of goods and services, including securing the value chains. Both sides are aiming for the trade negotiations to be broad-based, balanced, and comprehensive, based on the principles of fairness and reciprocity.

Indo-Hungarian Business Forum meets



On 27

May, the Minister of Foreign Affairs and Trade of Hungary Péter Szijjártó paid an official visit to New Delhi accompanied by 26 businessmen who travelled to attend the Hungarian-Indian Business Forum and B2B meetings. He came at the invitation of the Minister of Foreign Affairs of India S. Jaishankar.

In New Delhi, the Minister held a meeting with Foreign Minister S. Jaishankar and met Hardeep Singh Puri, Minister of Petroleum and Natural Gas.

During the visit, the Hungarian Investment Promotion Agency (HIPA) with Invest India and HIPA with FICCI (Association of Indian Chambers of Commerce and Industry) signed an investment promotion agreement. The Minister handed over to the Indian Foreign Minister S. Jaishankar the documents of Hungary's accession to the International Solar Alliance.

“India is Production Hub and not a Market”

Minister of State for External Affairs, Mrs Meenakashi Lekhi has said that post COVID as the borders are opening and business also opens up, India is seen as a production hub and not just as a market and we are able to bring in more business to India and benefiting everyone. “When India benefits everybody else also benefits out of us. And we hope greater business success in coming days for everyone,” she added.

Addressing the ‘India-Hungary Business Forum’, organized by FICCI, jointly with the Embassy of Hungary, New Delhi, Mrs Lekhi said that apart from the nuclear energy and the solar alliance in which India is working rapidly, we also need to focus more green hydrogen. Inviting Hungary to collaborate in this sector she said, “This is another area where cooperation can come and maybe simultaneously, we can manage the wastes and solid waste management can be part of this very functionality,” she added.

Mrs Lekhi further said that with regard to the east, as far India is concerned, the investments and businesses come with no hidden agenda and its business as business. “We already have seen a rise of business between Hungary and India to the extent of 18 per cent and even during COVID which shows that no matter how difficult the circumstances are, but to establish a relationship of trust, that trust will overtake everything else, and that's the situation between Hungary and India,” she added.

The Minister also highlighted that India has invested more in Hungary as compared to Hungary’s investment in India. “I will seek more investments coming in from Hungary as well to India as the costs will go down. Because of large consumer base, the cost and availability of materials, the production cost is likely to go down. The distance between the two countries can only be cooped up by producing in India and making it in India for the world,” she emphasized.

Minister of Foreign Affairs and Trade of Hungary Peter Szijjarto, said that the vision of the new

Hungarian Government is to protect and defend our achievements which we have achieved so far when it comes to safe supply of energy and economic security as well. “In order to reach to these goals can be done via cooperation of the Indian companies and Indian economy as well,” he added.

He also highlighted 4 key areas for a stronger India-Hungary relations which include political issues, people to people contact, contractual conditions and extending Line of Credit of 550 million euros exclusively to finance India-Hungary business to business cooperation.

Mr Szijjarto further stated that Hungary is building a new nuclear power plant which will be commercial by 2030 and we are also making significant solar investments. “By 2030, generation of energy will be free of carbon emission to the extent of 90 per cent. But we want a stronger cooperation in solar energy investment, and we have also joined the International Solar Alliance and with that we hope to accelerate our investments into solar energy,” he added.

Hungary is an Important Partner for India

Mr Subhrakant Panda, Senior Vice President, FICCI and Managing Director, IMFA, on behalf of FICCI signed an agreement with Hungarian Investment Promotion Agency (HIPA) to promote trade and investment between two countries. He said that Hungary is an important partner for India. "An active engagement with Hungary will have a positive impact on India-EU relations" he added.

Mr Panda said that in order to further take the India-Hungary trade relations to newer heights, 4 key areas require cooperation which include Electronics,

ICT, Digitization and 5G technologies; focus on renewable energy where both countries can work on developing green technologies at affordable cost; enhancing India's connectivity with Hungary extending to EU, Baltic and Nordic regions; and jointly cooperating in diverse sectors including ayurveda, oil exploration, educational and cultural exchanges.

Mr Arun Chawla, Director General, FICCI said that India-Hungary Business Forum is an initiative by FICCI in collaboration with the Embassy of Hungary in New Delhi to cement business ties between our two countries.

“India’s merchandise Exports Rise by 16.8% to USD 37.9 Billion in June, 2022, Recording Highest Ever Exports in the Month”

INDIA’S MERCHANDISE TRADE: Preliminary Data of June 2022

India has achieved a monthly value of merchandise export in June 2022 amounting USD 37.94 billion, an increase of 16.78% over USD 32.49 billion in June 2021. India’s merchandise export in April -June 2022-23 was USD 116.77 billion with an increase of 22.22% over USD 95.54 billion in April -June 2021-22.

Value of non-petroleum exports in June 2022 was 30.12 USD billion, registering a positive growth of 5.53% over non-petroleum exports of USD 28.54 billion in June 2021. The cumulative value of non-petroleum exports in April -June 2022-23 was USD 92.49 billion, an increase of 11.92% over USD 82.65 billion in April -June 2021-22.

Value of non-petroleum and non-gems and jewellery exports in June 2022 was USD 26.75 billion, registering a positive growth of 4.0% over non-petroleum and non-gems and jewellery exports of USD 25.72 billion in June 2021. The cumulative value of non-petroleum and non-gems and jewellery exports in April -June 2022-23 was USD 82.43 billion, an increase of 12.19% over cumulative value of non-petroleum and non-gems and jewellery exports of USD 73.47 billion in April -June 2021-22.

Petroleum products (98.01%), Electronic goods (50.66%) and RMG of all Textiles (44.67%) led the way in high increase in

exports during June 2022.

India’s merchandise import in June 2022 was USD 63.58 billion, an increase of 51.02% over USD 42.1 billion in June 2021. India’s merchandise imports in April -June 2022-23 was USD 187.02 billion with an increase of 47.31% over USD 126.96 billion in April -June 2021-22.

Value of non-petroleum imports was USD 42.84 billion in June 2022 with a positive growth of 36.36% over non-petroleum imports of USD 31.42 billion in June 2021. The cumulative value of non-petroleum imports in April -June 2022-23 was USD 126.95 billion, showing an increase of 32.18% compared to non-oil imports of USD 96.04 billion in April -June 2021-22.

Value of non-oil, non-GJ (gold, silver & Precious metals) imports was USD 36.7 billion in June 2022 with a positive growth of 31.71% over non-oil and non-GJ imports of USD 27.87 billion in June 2021. Non-oil, non-GJ (Gold, Silver & Precious Metals) imports in April -June 2022-23 was USD 107.14 billion, recording a positive growth of 32.55%, as compared to non-oil and non-GJ imports of USD 80.83 billion in April -June 2021-22.

The trade deficit in June 2022 was USD 25.63 billion, while it was 70.25 billion USD during April -June 2022-23.

Juicy and Crispy are Japanese Apples and Peaches



Peach roasted peanut squash, Peach roasted lobster with braised radish with Hokkaido bread Peach bakewell tart, Peach Battenberg cake and many preparations that are difficult to describe.

It is unimaginable that several recipes can be prepared from this juicy fruit. "I eat a Japanese peach for the first time. It's excellent, and the size of the apples and peaches are much bigger than what I have ever seen, but they are sweet and juicy," said a participant.

Japanese apples followed the peaches.

Takashi Suzuki, Chief Director General of JETRO, New Delhi, said "India has been importing apples and peaches from the United States and other countries, but not from Japan. But Japanese apples and peaches have unique features, so I am sure that the Indian people will enjoy and love them".

It was large round ball as big as the size of a cricket ball, however, not as hard to touch having a rosy hue about it. This was the famous peach from Japan. Peach in Japanese is momo. Peaches in Japan were used not only for food, but had a place in religious rituals as well, having been found buried together with ikuji (amulets consisting of spear-head-shaped slivers of wood) and other ritual objects.

The occasion to see the Japanese peach was "Japanese Fruits Showroom" – a Japanese fruits tasting event organised by the Embassy of Japan and Japan External Trade Organization (JETRO), a Japanese government-run organization to promote mutual trade and investment between Japan and foreign countries. I had never seen such a big peach.

As a Chef, said "A Japanese peach has a wonderful fragrance, the hardness and sweetness is just right, making it good for eating raw, but also beautiful when it's cooked."

What followed was more surprising. The peaches were cut into slices and served--- they were truly juicy and sweet.



Japanese apples that come from Aomori prefecture are well known as attractive around the world in terms of its quality, taste and beautiful appearance. A film on the orchards in Japan showed that the fruit was covered, each individual fruit in a separate cover to keep it rosy and stain free.

Aomori prefecture caters to more than half of the total Japanese apple production in Japan and

is best known for huge apple orchards. Aomori grows more than 50 million tons of apples a year. While Aomori Trading Co. Ltd., from the same prefecture had brought the first trial shipment of apples to India in February 2020. A total of eight trial shipments have arrived in India so far.

In negotiations for over a decade that witnessed eight trial shipments, India finally approved the import of Japanese apples during Prime Minister Kishida's visit to India in March this year. People in India would soon be able to enjoy the juicy taste of Japanese apples – also called Ringo as the Indian government has finally approved the import of apples from Japan. Till now, the import of Japanese apples into India was completely prohibited to check the entry of pests though Japan is allowed to export peaches and cherries to India. According to the Japanese Embassy and Japan External Trade Organization (JETRO) officials, the Indian authorities approved import the Japanese apples during Prime Minister Fumio Kishida's visit to India in March this year.



SUZUKI Takashi, Chief Director General, JETRO, India, and SANADA Yuji, Deputy Director General, JETRO, in New Delhi at the event

“In October, an Indian team of inspectors would visit apple farms and exports facilities in Japan to check the situation of the farms, and see how do they grow apples safely and naturally. We expect the first commercial shipment of apples to reach India after this sometime by the end of this year,” said SUZUKI Takashi, Chief Director-General, JETRO, India and WATANABE Ikko, First Secretary, Embassy of Japan.

“However, since the high-quality and juicy Japanese apples are 2-3 times costlier than the USA apples, Japanese exporters may target the target audience in the creamy layer of the market in India,” said Ikko WATANABE.

The breakthrough in the negotiations between India and Japan took about 12 years as these started in 2010. Japan and India agreed on allowing only the trial shipments of Japanese apples into India in December 2019 only. Japan sent eight trial shipments of apples between 2020 and 2022.

The very first trial shipment of apples from Aomori – the northernmost prefecture (state) of Japan, reached New Delhi in February 2020.

Also, in this event, Japanese peaches were introduced to India for the first time. Japanese apples are much sweeter and tastier than other ones available in the Indian market. Japanese apples are known as RINGO in Japanese. Some of the varieties of Japanese apples are so sweet that they are called Honey apples or Honey Fuji apples and are mainly exported during November to January of the year. Honey Fuji apples are mainly exported during November to January of the year. Some varieties of Japanese apples contain density of very sweet nectar. Harvesting of the early-maturing apples however, begins in August.





“Trade Between India & Sweden Took a Hit in 2020, But is High Again”



Ms. Cecilia Oskarsson

Trade & Investments

Commissioner to India

Embassy of Sweden

The Swedish Trade & Invest Council

1. To what extent has the trade between India and Sweden affected by the COVID -19 pandemic?

During the last 25 years the exports of Sweden to India have increased at an annualized rate of 4.57%, from \$333M in 1995 to \$1.02B in 2020. In 2020, there was a slight hit in the trade between both the countries, however that happened for a very limited timeframe. The trade between India and Sweden now is much higher than the pre-Covid levels and we hope this strong growth will continue further.

2. You have mining in Sweden; how has it been affected?

Sweden is one of EU's leading ore and metal producers. Sweden is by far the largest iron ore producer in the EU and is also amongst the foremost producers of base and precious metals. Mining sector has been slightly impacted by COVID across the globe specially in 2020 and rebounded in 2021, however in the case of Sweden, the impact in 2020 is also minimal and only few projects have seen a temporary hit, for instance production in the Malmberget project is temporarily halted but there is no impact in Kirunavaara project.

3. Logistics has been badly affected throughout the

world; how has it affected Swedish mining and trade?

In early 2020, there was a slight impact due to Covid with few mines halting operations due to the lack of containers and restrictions around trade. However, this has been a very short-term impact and the trade in mining and other sectors has rebound and is on a growth path again.

4. What steps are being taken to normalise mining and trade in Sweden?

Sweden's Covid strategy has been different from the rest of the world. Sweden left large segments of society open instead of imposing a lockdown to combat the spread of the Corona virus. This has enabled maximum manufacturing units to continue their production. However, due to the impact of global trade some of the leading manufacturers have either scaled down their production or reduced the working hours due to the unavailability of raw materials in the global market. We, at Business Sweden across the globe, have supported these companies to reduce the impact of the pandemic and have been in continuous touch with the respective customs agents at each country. This has helped in improving the supply chain situation in a lot of industries. Now, this situation however is better than the pre-Covid levels and Swedish trade will continue to grow in future.

5. Has Swedish trade been hit by shortage of containers?

Container volumes across top 15 ports in Europe were down by ~2.8% in 2020. This situation is very similar in major ports in Sweden. However, some of our ports like Gothenburg have seen an increased volume of countries by around 0.5%. They have primarily achieved this through a better management of port and reducing the turn-around time at the port.

6. Is there congestion at Swedish ports? What measures are you taking to bring down congestion as it would affect the entire supply chain?

Swedish ports have been impacted due to the congestion at the ports. Digital tools have come to a rescue to reduce the impact of this congestion and to improve the turnaround time. These digital tools have enabled better visibility and transparency of the containers available and helped in easy coordination. This has helped in significantly reducing the turnaround time and improving port efficiencies. Across the globe it is time we relook at the shipping industry and convert our ports to Smart ports and, leverage new technologies like AI, IOT to improve the port operations and manage these exigencies in future.

7. How long will it take to normalise trade and take it above pre-Covid level?

As I mentioned earlier, the trade specifically with India has already crossed pre-Covid levels and we expect this growth to continue in future.

INDUSTRY SPEAKS



“Logistics, Reshape, Embrace and Surge in Digital era”



Mr Shankar Shinde,

Chairman, Federation of Freight Forwarders' Associations in India



one event in last more than two years. pandemic however Searches for alternative the larger event mechanism/routes for organised of FIATA transporting cargo bypassing world congress the disturbed areas are also required some on and showing desired breathing time to results. overcome back for

next event. And this

is the long awaited event we are more enthusiastic to celebrate to meet

up in person after a long time, Our

m e m b e r s participate with pride and

are fully energetic.

The ongoing

Under the above circumstances in addition to other perennial challenges before the industry, the 24th Biennial Convention of FFFAI will be very exciting to quest for a way forward. “ The disruption evolves innovation and we try doing jobs differently”

2. How long time did it take to recover to pre-pandemic times ?

It's not really the recovery for Logistics industry as the organisation continued to service in every situation were the winners unless they choose not to participate during this challenging situation, however it was the huge capital finance cost which resulted into high risk reducing volumes to cope up with investments and ROI were very negligible. Rather than recovery its sign of market correction. The industry is taking all necessary business decisions with

1. The 24th convention of FFFAI must have been a tedious journey for the participants as also difficult due to the prevailing circumstances globally?

We always enjoy challenges and that's how we have been able to overcome the pandemic situation we are frontline warriors and never afraid of results when it comes to serving our nation, The 24th Convention is long awaited event we missed

geo-political conflicts in certain areas in the world also remain to be the areas of serious concern from the international trade's point of view. Nevertheless, the resilient logistics warriors sailed through the turbulences and came forward to serve the Nation every time. Despite risking their lives and facing tremendous financial losses/burden on them, the industry played the role of frontline warriors during the catastrophic pandemic for

caution. If we take the present market trends as a sign of recovery, we may have to wait for some more months to see the complete reversal. Many countries are still under the grip of pandemic and hence have put valid restrictions against international travel. Business people movement across the world is very vital to increase the international trade. We are afraid that some decision may not arise out of inflated market which may lead to oversupply resulting into challenging situations.

3. Induction of new digital technology was easily accepted by FFFAI members ? What were the challenged FFFAI members faced ?

FFFAI members had adopted the IT infrastructure and technology to cope up with the customs demanding technology to be in business, The only challenges was be the members who were off cloud based solution and were depending on in-house server, however the major service providers supported such members to provide them cloud based solution to work from home hence the adaptation though challenging was achieved in shorter span The industry has always been vocal regarding adopting emerging technologies to stay growing in Freight Forwarding/Customs Broking/Logistics Business. Our IT team constituted by Office Bearers/MC Members to study new technologies suitable for end-to-end logistics operations. It is also crucial as the government is completely focussed on digitisation and paperless/less physical interfaces.

Yes, industry people are taking time to cope up with the rapid changes due to the disruption caused by IT and compliances set by the government in this regard. As an umbrella organisation of 28 Member Associations with more than 6500 members across the country, FFFAI is duty bound to sensitise the industry stakeholders for adopting relevant technology to remain in this business. FFFAI's training arm the Indian Institute of Freight Forwarders (IIFF) constantly

creating awareness and offering training to our members completely focussing on technology.

We feel there is an urgent need of cooperation model within industry for a common technology platform for the entire logistics industry stakeholders, rather than isolated technology solutions/platforms. We should avoid working in isolation, which would be mutually beneficiary in terms of requirements of huge investment in technology.

"Technology adaptation should be by choice rather than force for longer sustainable model"

Technology adopted by choice is always longer sustainable and adoptable rather than it comes by force

4. What have been the major achievements of the 24th convention?

FFFAI is organising its 24th Biennial Convention from August 12-14, 2022 Chennai with the theme "Logistics Reshape, Embrace and Surge in the Digital Era". The event has already created huge excitements among not only our own members but also entire logistics industry stakeholders in the country. It is because of the two major reasons: FFFAI Biennial Convention provides tremendous opportunities of enhancing domain knowledge and networking to enhance business network and will be the 1st mega logistics conglomeration taking place meeting in person after Covid-19 pandemic period with participation of more than 500+ delegates Indian and overseas logistics practitioners.

We are also pleased to witness the responses and support extended by different Ministries, Departments, and Government Agencies to make the event a great success through their active participation during event.

Am proud to seek the participation of all our 28 Member Associations and the members of fraternity have not left any

stone unturned to make this prestigious event a grand success. Also the support from Sponsors and media/publications is also very encouraging.

We extend our sincere gratitude to all in advance who boosted our moral support to take this big stride at this post-pandemic time for the larger interest of the entire logistics fraternity in the country.

We have been able to seek maximum trade participation as per our expectations and are confident

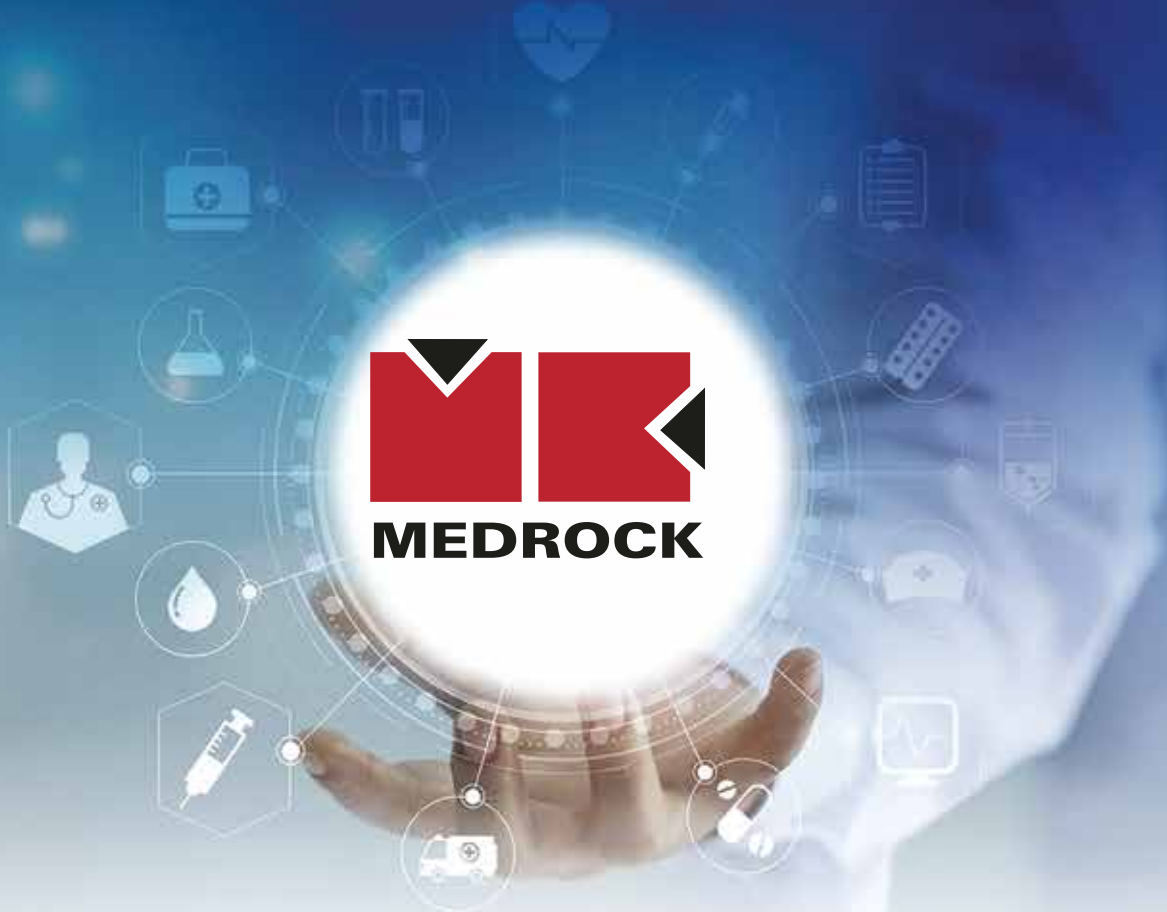
that the members participating at event will benefit with new learning from eminent speakers

during business session and great networking for members to expand their business for three days with great experience of hospitality and entertainment programme including B2B meetings and 3 days interaction to network.

Look forward to welcome members at our FFAI Convention 2022 www.fffai.org



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It seems ages have passed by as I recollect the past, from my college to the present job I have, it has been a long journey. Several years ago I remember graduating from Delhi University which followed a post graduate degree in marketing and sales from Bharatiya Vidya Bhawan. Those were my younger days when we had joy and we had fun till I joined a job at Thapar's.

Mahesh Trikha started his logistics career while working with the Thapar group. Having gained experience in the field Mahesh became government certified customs broker and started his own company called AGL in 1985. By this time Mahesh had got married to his one time colleague Sujata who was also working in Thapar. Two years later Sujata came as a helping hand in her husband's venture as Financial Director.

The two together made it twenty two for the company called AGL.

Mahesh in the meantime found it worthwhile to join the Rotary Club in 2005. He recalls with pride, "My most satisfying years in serving humanity, via The Rotary Platform, have been as Convenor of The Rotary Blood Bank, wherein I served by helping, assisting, coordinating and providing timely assistance to arrange Blood, Ambulances, Oxygen, Hospital Rooms,

A Duo makes it to the top

Oxygen Concentrators, Blood Plasma, etc. for hundreds of patients during Covid times." In the year 2012-13 he became the president of the club and was winner of District Rolling Trophy for highest units of blood collection.

He Served in all capacities in the Board of Directors as Club Advisor in 2015-16, Club Trainer in 2017-18 Club Mentor in 2021- 22 and was adjudged the Most Dynamic Rotarian of the Club in the year 20-21.

While at the district level he had several achievements to his credit as a Rotarian, at the national and international level too his achievements are worthy of mentioning. On the professional front too his diary is full of achievements.

Mahesh had established Aargus Global Logistics Pvt. Ltd., since 1995, with its head office in Delhi and 13 offices across India. Mahesh was the Managing Director.

The Award-winning Group provides International Freight Forwarding and Logistics Services, Customs Brokerage, Door Delivery Services, Warehousing, and related Services across 500 cities around the world, mostly catering to corporate multinationals of the world.

His son, Saurabh is a Software Engineer from Ohio State University USA, and presently looking after the family business and married to Bhavna, who is government Certified Gemmologist, Diamond Grader and Assessor.

Saurabh was awarded Best Young Logistics Professional of the Year 2019 by EXIM INDIA and "A FACE OF THE FUTURE" by India Cargo Awards during Year 2016.

Mahesh's daughter Saakshi is married to Raghav Mehta, who is in the Hospitality business and looking after family business at Panchkula and are blessed with a daughter Ayra.

It is our First Duty to SERVE SOCIETY



Lend your Hand to Uplift the Community



HOTSEAT

As far as Rotary International is concerned there is a Machiavellian impression about the organisation which is known to a large number of people. They think it is all about partying and enjoying, while the truth is far from this. The truth is hidden behind the motto "service before self."

From the surface it might appear to be full of play and enjoyment, however, I must clarify the true sense of Rotary International to a large number of people who never know the truth. I, Kamal Sanghvi, Rotary International Director (2019-21) and Chairman of Membership (2021-24) Rotary International worldwide and am playing role of a motivational speaker to inspire Rotarian leaders. This interview to The Blue Moon has given me an opportunity to speak out about Rotary and how it functions.

The general impression going around is that Rotary International is an organisation meant for a certain class of people not so ordinary. I would like to smash this false impression. Rotary is an organisation which provides a platform to people who believe in serving those in need. The members can be from any walk of life, important is that they have the inclination to help and serve those in need. The help does not necessarily mean donating money, it can be donation of service where you devote your time for others in the society.

I am not exhorting people to join Rotary International imagining it to be an immaculate club of a modish member. Rotary International is 117- year- old organisation which already has over 1,4 million members from different vocations in over 200 countries including youth wings called Rotractors





and Interactors.

The most important corporate program of Rotarians was the eradication of polio from the globe; corporates like Gate foundation, UNESCO, WHO and CDC joined this initiative later. Rotary is involved in creating an environment friendly world so everyone can live peacefully. Even United Nations celebrates Rotary day every year.

We Rotarians focus on seven areas virtually covering everything. Environment, maternity and childcare, peace and conflict resolution, basic education and literacy, disease and prevention, economic and skill development and WASH are its constituents.

To elaborate there is a project in Jaipur in a coal mine area where people lose limbs in accidents. It is called Jaipur limb project.

Similarly a couple of years

back we took up a project in Pakistan, 'Aman Ki Asha'. We operated on children for Congenital heart diseases like a hole in the heart. Over two thousand such surgeries were done. Rotarians in Honduras work in water, Rotarians in Africa work on malaria and Rotarians in India work on heart diseases, the environment, water, education and literacy.



During COVID, Rotary India Literacy Mission(RILM) created an E- platform and an E-learning program as per the NCERT curriculum. Vidya Deeksha program benefitted 25 crore children who got educated in the two years of COVID. Now RILM is in the process of uploading that in every government school in India.

Under Disease and

Prevention in Erode, Rotarians helped construct a 60,000 square feet hospital in 40 days, costing 20 crore rupees and gave it to the Medical College, which is now caring for more than 5000 patients daily.

This is how Rotary reacts to the needs of the Community.

In Dhanbad, we are running Jivan Jyoti for 100 differently abled children in a school Our club runs it now. The State Bank of India constantly supports us in our endeavour. Helping children with hearing aids and looking after their food requirements in school.

Rotary is one organisation whose members do the job at the ground level. In Rotary world, there is work for everybody, and Rotary welcomes everybody with open arms.



The Rotary Clubs are spread over most of the cities in India. Recently we distributed more than 100,000 computers with the help of Nandan Nankani. Similarly Infosys does work with us on a platform for creating digital technology and spreading digital technology in schools and colleges.

Rotarians at the club level work with corporates in their cities. Rotarians of Jamshedpur are working with Tata Steel on various initiatives like Tea Plantation and vocational training Centres for women, conducting heart surgeries or creating a pacemaker bank with the Tata Group. To provide cancer detection and treatment facilities in villages, we have signed an agreement with the Cancer Society, which is a part of the Tata Group Cancer Society of India.

Similarly, in Raipur, there is the Satya Sai hospital which predominantly looks after heart surgeries of children. With the efforts and determination of Rotarians, they raised funds for the hospital equipment and conducting surgeries from

citizens and corporates of Raipur worth five crore rupees.

Nearly out of all the illiterates in India, 75% are adult illiterates. So now we have tied up with the government and state governments across India trying to educate these illiterates.

Many Corporates have joined hands to support us across India. Many corporates are doing projects with various clubs, whether it's in Mumbai or Kolkatta or Chennai.



160,000 Rotarian families from different vocations spread over all States and cities of India. If any corporate wishes to tie up with Rotary, we assure them that we will spend 90% of their money on the project.

We contribute to and have a fantastic arm called Rotary Foundation. Through this we do large projects in India, we do global grants and do large amounts of work through the Rotary Foundation India and the Rotary Foundation across the World. But there is still a lot to be done.

Most of the time, Rotarians are taking out funds from their pockets, but we do not spend money trying to glorify ourselves, still it is required to bring about awareness through media.



Child Development

There are times when I have approached corporates, asking them for space. We wanted to set up a vocational training centre. They supported us with an area of 5000 square feet on their premises.

Alone in India, we have

Partnership is the order of the day. Alone, we cannot change the World. The world is all about alliances whether it is with corporates or diplomats. Recently the Rotary presidential conference held in Hyderabad in April 2022, was attended by corporates and diplomats who were impressed by the Rotary. The more work done by hands, the better we can serve. So my job is to create more and more ecosystems where people join together to make a difference.



Kannamma Sanitary Pads to deprived girls

When the Rotarians join create magic while strength. We the project,

finalising, executing, monitoring and constantly evaluating and continually expanding it. in the World, with 1.24 million people working for the cause of voluntarily making the world a better place to live. India alone has one hundred sixty thousand families working, free of cost, with each one of the Rotarians being an absolute authority in their field of work, in their place of work or residence and the city of a human being.

Corporates and hands, they can using each others' Rotarians monitor conceptualising,

COVID has virtually crippled the World. It has made many people homeless, people lost their jobs. Many of us have lost our loved ones. It has changed the way we think, the way we do, the way we work, the way we live, the way we act, and so on. In the last two years, things have drastically changed across the World. Also, bringing the country from the brink is unbelievable. People are back to work. Any land which has to be prosperous, any country which has to be a world player, has to have an equitable society. A society where every citizen has a right to have clean water, nutritious food, primary education, literacy and essential health services, then only that Society can be prosperous.

We need to contribute to the development of the country in any format. It could be lending your expertise. Make sure that there are people in your Community, in your streets, challenged by health; who will look after them ? Senior citizens holed up in their houses, make their life slightly better.

Any format you can contribute to and every citizen in this World or our country should contribute to uplift the Community. Very few people have this ability to bring smiles to other people's faces. We Rotarians have that ability, and we are living up to it now. Please join us in trying to create smiles on other people's faces. This is what Rotary does. We are involved in bringing sustainable changes across the World.

Are you willing to Imagine Rotary, Serving to Changing lives and Creating Hope for the World ?

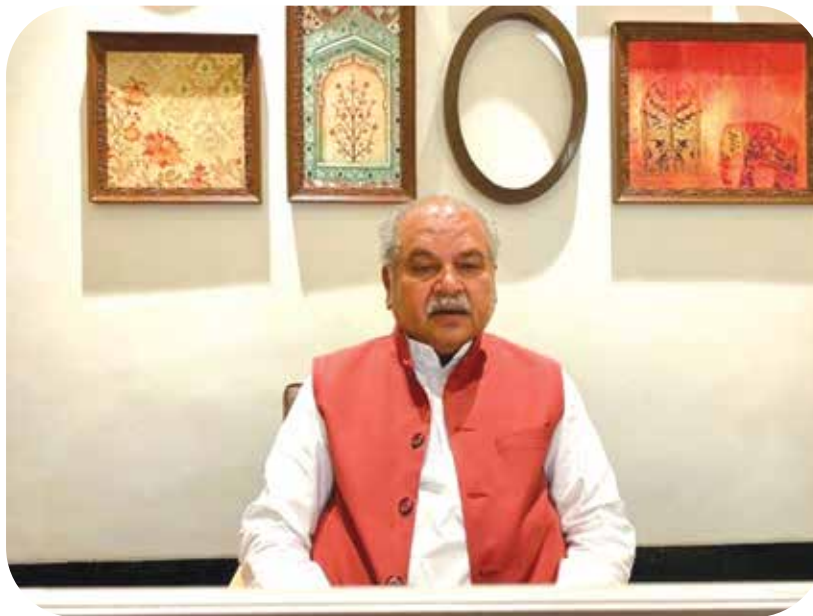
TBM: Thank you very much, Mr Sanghvi, for sharing your valuable time and inspiring others to join Rotary and be a partner in this stupendous task.



Animal Vaccine and Kits developed by the ICAR-NRC for Equines

Union Minister of Agriculture & Farmers' Welfare, Narendra Singh Tomar launched Animal Vaccine and other Diagnostic Kits developed by the ICAR-National Research Centre on Equines, Hisar, Haryana at a function on Thursday.

The Ancovax Equines is an SARS-CoV-2 (COVID-19) Animals. The induced by neutralizes both Omicron SARS-CoV-2. The contains SARS-CoV-2 with Alhydrogel. It is safe for dogs, mice and rabbits.



Vaccine on inactivated Delta Vaccine for immunity Ancovax Delta and Variants of Vaccine inactivated (Delta) antigen as an adjuvant. lions, leopards,

"The Council's scientists' unparalleled contributions have made the country succeed not only in essential crops' production; but, in the various fields of agricultural and allied sciences as well at the global level", said Minister Tomar, after launching the vaccine through video conferencing. "It is due to the untiring contributions of Scientists that the country stands self-reliant in developing its own Vaccines more rather than importing. He said that under the leadership of Prime Minister Narendra Modi, continuous work is being done by the government to improve the financial condition of the rural population, poor people and farmers and to raise their standard of living and our scientists have also contributed a lot in this.

The research work of our scientists is commended everywhere, which makes us all proud. During the Covid crisis which disrupted even the developed and technologically advanced nations, we are proud that under the leadership of Prime Minister Modi, our countrymen demonstrated an unparalleled vision of discipline. During this crisis, the PM also did a great job of steering the country's economy, while our scientists did wonders by successfully developing vaccines in a short time. The determination of discipline and leadership of our country during the Covid crisis is admired all over the world today.

Appreciating the Equine Research Center, Minister Tomar said that this institute has

developed six vaccines and 19 diagnostic technologies for the prevention of infectious diseases in equines and other animals, out of which four have been launched today. The diagnostic kits launched today include CAN-CoV-2 ELISA Kit. It is a sensitive and specific nucleocapsid protein based indirect ELISA Kit for antibody detection against SARS-CoV-2 in Canines. There are no laboratory animals required for the preparation of the antigens. The Kit is made in India and a patent has been filed for the same. No other comparable kits for detection of antibodies in Canines are available in the market.

The Surra ELISA Kit is a suitable Diagnostic Assay for Trypanosoma evansi infection in multiple animal species. The Surra is one of the most important haemoprotozoan diseases of the different livestock species caused by Trypanosoma evansi. The disease is prevalent in all the agro-climatic parts of India. In India, losses to livestock productivity are estimated to be Rs. 44.740 Billion annually due to Surra.

The Equine DNA Parentage Testing Kit is a powerful genomic technology for parentage analysis. The Parentage among Horses can be definitely established using Multiplex PCR Technology to compare

allele sizes. At ICAR-NRC on Equines, an optimized 21 DNA Marker Panel is being used for Parentage testing.

Speaking on the occasion Dr. Trilochan Mohapatra, Secretary (DARE) & Director General (ICAR) asserted the Council's commitment to disseminate the various technologies developed by its Scientists at the farmers' doorsteps. This will help to realize the Prime Minister Narendra Modi's vision of the Lab-to-Land initiative.

Atul Chaturvedi, Secretary (Animal Husbandry and Dairying), Ministry of Fisheries, Animal Husbandry & Dairying stressed that the new technologies and Vaccines developed by the Institute will help in early diagnosing and containing the spread of the various diseases in livestock. The Kits will enable to identify the DNAs of the particular Equines with their parents, he added.

Earlier, Dr. Bhupendra Nath Tripathi, Deputy Director General (Animal Science), ICAR underlined the characteristics and features of the newly developed Vaccines and Kits by the Institute. Highlighting the Vaccine - Ancovax, Dr. Tripathi said it is effective against both the Delta and Omicron variants of COVID-19.



“Tourism a Force for Good”



Dr. Jyotsna Suri

*Past President, FICCI
Chairperson, FICCI Travel, Tourism &
Hospitality Committee, and CMD, The Lalit
Suri Hospitality*

At FICCI we believe that travel and tourism is a powerful force for good: creating economic and social value, sustaining jobs, supporting businesses, and boosting inward investment not only for destinations where many livelihoods depend on tourism but also here in India, where it makes a significant contribution. Tourism will also increasingly play a unique and strategically important role in our global trade and diplomatic relationships.

As a sector, we also face challenges, including the need to accelerate decarbonization and to ensure that tourism generates greater benefits for local communities, destinations, and India as a whole. We believe that the best way to make progress and maximize tourism's benefits is to do so together. This report recognizes the devastating impact of COVID-19 – the travel industry's biggest-ever disruptor. The immediate focus is naturally on business survival and recovery. However, we must not lose sight of the urgent challenges that we faced before the pandemic and will continue to face.

The universal and global nature of the crisis has reminded us of how we and our world are interconnected, necessitating a concerted worldwide response and a

willingness to share and learn from others. This experience should now shape how, as an industry, we approach the other common challenges we face.

Tourism's unexpected standstill has given us a unique chance to reflect on the type of industry we want to rebuild. Future prosperity depends on putting sustainability at the heart of tourism's recovery.

This can only be achieved by operators, governments, destination managers, partners, and communities working together. This is an opportunity to purposefully build back better for responsible and resilient tourism industry, fit for the challenges we face, and a contributor to the global good.

Rebuilding Tourism for the Future 2022

Suraj Nangia

Head-Government and Public
Sector Advisory
Nangia Andersen LLP



Tourism is a steadily growing and economically important sector, globally and locally. Domestic tourism is the backbone of the sector. Steady Tourism provides positive knock-on effects for various sectors and local communities in tourism destinations, in terms of revenue and jobs.

While owing to COVID-19 in the short-term the picture for tourism is mixed, we expect to see a ferocious recovery in the travel industry. We will see a change within the industry and some trends which I really think will become important. Government of India is adjusting its policies and putting in place strategies so that local communities, small tourism businesses and less developed destinations can fully share in the benefits of a dynamic tourism economy.





As priorities for destinations have now changed, data is strongly needed. As a response to COVID-19, the industry has become more digital in its approach and data is now a key part of recovery. By making the switch from traditional data to Big.

Data, destinations can optimize and improve their operations, communications and product. Covid has forced companies to adopt technology faster than they would have actually done. With the help of evolvement of metaverse, VR/AR, travel companies can help

customers experience the complete holiday or hotel environment without physical presence. Many companies are getting benefits from adopting this technology and attracting more customers. One would be able to walk through a hotel room before booking it, experience a cruise before boarding, historical travel 1000 of years back, virtually board an airline, and many more. Smart hotels give guests a unique and fresh feel. Guests can adjust their room temperature, open their doors, pay for their accommodation, etc., all by simply swiping a finger on their smartphone.

Blockchain is already in use within the travel and hotel industry. Blockchain can be described as encrypted, distributed database which is incorruptible and irreversible public database. Some examples of blockchain which we are already seeing, viz. No chance of lost bookings (Airbnb) is already working on a solution, Baggage tracking (United Airways).



Furthermore, every corner of the world is experiencing climate change. Climate change impacts the lives of all kinds of biodiversity that inhabit it. This is where the importance of eco-tourism

Self-Sufficiency in Defence is more than ever Imperative, Chief of Army Staff

Chief of the Army Staff General Manoj Pande exhorted that self-sufficiency in critical defence requirement is a strategic imperative now more than ever. "Our external dependence on armaments and ammunitions has been a matter of concern and the reversing of this trend which we are witnessing is quite encouraging," he added.

Addressing the special session on the second day of the 2nd conference on Military

stated that collaboration with foreign OEMs is intrinsic to Atmanirbhar Bharat and we have moved from a relationship of buyer-seller to a co-development and co-production with our foreign partners," he said.

General Pande stated that the ongoing reforms in the defence sector offer opportunity for the foreign OEMs to partner with the Indian companies and work towards our shared objectives. There is a huge potential for exports

which can also contribute to the vision of our honourable Prime Minister's vision of a \$5 trillion economy. "Therefore, the vision of achieving Atmanirbharta in ammunition requires a synergised approach from all stakeholders. Together with need to turn the initiative into another success story and a win-win situation for all," he emphasized.



Ammunition 'AMMO INDIA 2022', the Chief of Army Staff while highlighting the potential for domestic and foreign players in the Indian defence production, stated that Atmanirbharta does not mean isolating from the world, but it is self-sustaining and self-generating to promote efficiency, quality and resilience. "It has been unequivocally

General Pande stated that the contemporary security environment and changing character of war requires the armed forces to handle a wide spectrum of challenges both in conventional and sub-conventional domains. "Our interests are best served by being Atmanirbhar, especially in the defence production. Self-reliance is among the key

factors on which the military capability of any nation rest. A holistic, all-encompassing, well calibrated, multi-pronged and futuristic approach in defence production is fundamental to ensure safeguarding our national interest," he added.

Chief of the Army Staff also emphasized that R&D along with technological progression are equally fundamental to self-reliance. "Atmanirbharta in defence production does mean limited to production but it should also encompass evolving homegrown capabilities and technologies. For a holistic and self-reliance strategy, it is imperative that ammunition life cycle management capabilities are concurrently established," he asserted. A significant investment is also needed in establishing R&D infrastructure, testing and evaluation capabilities to meet our ammunition needs.

He further stated that a pragmatic and actionable indigenous defence production strategy is needed to ensure a secure and sustained supply of ammunitions and armaments as per our national security needs. There is also a need to share the experiences and technical knowledge of DRDO, OFBs and other PSU units with the industry to build new

capabilities. We need to have a more collaborative and cooperative framework in which all stakeholders to work together to reduce import dependence and provide required impetus to the domestic capabilities, added the Chief of the Army Staff.

Mr N Raveeswaran, Co-Chair, FICCI Defence & Aerospace Committee & Head- Aerospace & Defence Strategic Business Mahindra Defence Systems Ltd highlighted that we need to create Indian OEMs which can design and create platform for ammunition system. "With the government's push for Make in India in recent years, the defence industry understands that the development of both platforms and ammunitions through Indian industry is the way forward," he added.

Mr Sudhakar Gande, Co-Chair, FICCI Defence & Aerospace Committee & CEO- Jupiter Capital Pvt Ltd, Co-Chair and Non-Executive Director- AXISCADES Engineering Technologies Ltd reiterated that the need for a good infrastructure for testing and R&D. He also urged for allowing the Ordnance Factory Boards (OFB) infrastructure to be made available to the private sector through well-defined terms and conditions.



Army Chief Reviews Security along LAC in Himachal and Uttarakhand

Chief of Army Staff, General Manoj Pande visited LAC in the states of Himachal Pradesh and Uttarakhand. He was accompanied by Army Commander, Central Command and GOC, Uttar Bharat Area.

During visits to the forward posts, he was briefed by local commanders about the prevailing situation along the borders. Taking a first-hand assessment of the operational preparedness in forward areas, the Army Chief is scheduled to witness the high altitude operational capabilities of deployed formations, including mountaineering skills and long range patrolling. He is also reviewing the ongoing infrastructure and development work and the Army-citizen connect in the forward areas. While interacting with the Commanders during his visit, the Army Chief emphasised the need for vigil and alertness along the borders. He expressed his satisfaction on the rapid improvement of defensive posture and operational readiness of formations. He appreciated the absorption of modern technology in undertaking persistent surveillance.

The COAS, during his interaction with the troops deployed on the forward posts, appreciated their high morale and exhorted them to maintain the high standards of professional excellence. He also complimented the excellent synergy between the Army, CAPF, Civil Administration and Police towards operational effectiveness and sustainable development in the border areas.

Cabinet approves revival package for BSNL of Rs 1.64 Lakh Cr.

BSNL plays a crucial role in expansion of telecom services in rural areas, development of indigenous technology and disaster relief.

To make BSNL financially viable, the Union Cabinet chaired by Prime Minister Narendra Modi has approved the revival package of BSNL amounting to Rs 1.64 Lakh Crore.

Revival measures approved by the Cabinet focus on infusing fresh capital for upgrading BSNL services, allocating spectrum, de-stressing its balance sheet, and augmenting its fiber network by merging Bharat Broadband Nigam Limited (BBNL) with BSNL.

To improve existing services and provide 4G services, BSNL will be allotted Spectrum in 900/1800 MHz band administratively at the cost of Rs 44,993 Cr through equity infusion. With this spectrum, BSNL will be able to compete in the market and provide high speed data using their vast network including in rural areas.

To promote indigenous technology development, BSNL is in process of deploying Atmanirbhar 4G technology stack. To meet the projected capital expenditure for next 4 years, Government will fund capex of Rs 22,471 Cr. This will be

a significant boost to development and deployment of Atmanirbhar 4G stack.

Despite the commercial non-viability, BSNL has been providing wireline services in rural/remote areas to meet the social objectives of the Government. Government will provide Rs 13,789 Cr to BSNL as viability gap funding for commercially unviable rural wire-line operations done during 2014-15 to 2019-20.

The authorized capital of BSNL will be increased from Rs 40,000 Cr to Rs 1,50,000 Cr in lieu of AGR dues, provision of capex and allotment of spectrum.

Government will provide sovereign guarantee to these PSUs for raising long term loan. They will be able to raise long term bonds for an amount of Rs 40,399 Cr. This will help restructuring existing debt and de-stressing the balance sheets.

To further improve the balance sheet, AGR dues of BSNL amounting to Rs 33,404 Cr will be settled by conversion into equity. Government will provide funds to BSNL for settling the AGR/GST dues.

BSNL will re-issue preference share of Rs 7,500 Cr to the Government.

To facilitate wider utilization of infrastructure laid under BharatNet, Bharat Broadband Network Ltd (BBNL) will be merged with BSNL. The infrastructure created under BharatNet will continue to be national asset, accessible on a non-discriminatory basis to all the Telecom Service Providers.

With these measures, BSNL will be able to improve the quality of existing services, roll out 4G services and become financially viable. It is expected that with the implementation of this revival plan, BSNL will turn-around and earn profit in FY 2026-27.

Prevention of Misleading Advertisements to Protect Consumers

The Central Consumer Protection authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' with an objective to curb misleading advertisements and protect the consumers, who may be exploited or affected by such advertisements.

The guidelines seek to ensure that consumers are not being fooled with unsubstantiated claims, exaggerated promises, misinformation and false claims. Such advertisements violates various rights of consumers such as right to be informed, right to choose and right to be safeguarded against potentially unsafe products and services.

The CCPA has been established under section 10 of the Consumer Protection Act, 2019 for regulating matters relating to violation of the rights of the consumers, unfair trade practices and false or misleading advertisements which are prejudicial to the interests of public and consumers and to promote, protect and enforce the rights of consumers as a class.

In exercise of the powers conferred by section 18 of the Consumer Protection Act, 2019, to CCPA, the Guidelines were notified.

Misleading advertisement has already been defined under section 2(28) of the Consumer Protection Act, 2019.

The present guidelines define "bait advertisement", "surrogate advertisement" and clearly provides what constitutes as "free claim advertisements".

Keeping in view the sensitiveness and vulnerability of children and severe impact advertisements make on the younger minds, several pre-emptive provisions have been laid down on advertisements targeting children. Guidelines forbid advertisements from exaggerating the features of product or service in such manner as to lead children to have unrealistic expectations of such product or service and claim any health or nutritional claims or benefits without being adequately and scientifically substantiated by a recognized body. Guidelines says that advertisement targeting children shall not feature any personalities from the field of sports, music or cinema for products which

under any law requires a health warning for such advertisement or cannot be purchased by children.

Disclaimers in advertisements play a pivotal role from consumer perspective since, in a way it limits the responsibility of the company. Therefore, guidelines stipulates that disclaimer shall not attempt to hide material information with respect to any claim made in such advertisement, the omission or absence of which is likely to make the advertisement deceptive or conceal its commercial intent and shall not attempt to correct a misleading claim made in an advertisement. Further, it provides that, a disclaimer shall be in the same language as the claim made in the advertisement and the font used in a disclaimer shall be the same as that used in the claim.

Similarly, clear Guidelines are laid for duties of manufacturer, service provider, advertiser and advertising agency, due diligence to be carried out before endorsing and others. Guidelines aims to protect consumer's interest through bringing in more transparency and clarity in the way advertisements are being published, so that, consumers are able to make informed decisions based on facts rather than false narratives and exaggerations.

Penalty for violating the Guidelines are also clearly outlined. CCPA can impose penalty of up to 10 lakh rupees on manufacturers, advertisers and endorsers for any misleading advertisements. For subsequent contraventions, CCPA may impose a penalty of up to 50 lakh rupees. The Authority can prohibit the endorser of a misleading advertisement from making any endorsement for up to 1 year and for subsequent contravention, prohibition can be extend up to 3 years.



A Woman has to be 'Multi-Tasker'

Ms. Harjinder Kaur Talwar has several aces up her sleeve and she plays them all well. She is Member, National Board of MSME, Ministry of MSME , Co-Chair-India Central Asia Business Council , Past President – FICCI FLO ,National Vice President, FICCI CMSME , Board member & Co-Chair, TheGreater50% - FICCI

India Chair, Indo Uzbek Business Forum & Indo Israel Women Business Forum – FICCI, Board Member, International Women Entrepreneurial Challenge, IWEC foundation ,Chair-India & Central Asia women Business Forum . She believes that a woman has to be multi-tasker . Must be able to handle her business and house deftly at the same time without letting either of them feel ignored. A woman's idol should be "Jhansi ki Rani" and should not be the one "who is always begging for alms" (not abla naari). Her palm should not be open in the asking mode, but it should be in the giving mode. The Blue Moon Editor spoke to Ms. Talwar on her ideas and the position she has reached today.



She manages a successful industry with the name of Comvision and she is proud that 27 years in the IT industry she has made a place at the summit for herself, all independently.

Speaking to The Blue Moon she recalled that she did her computers to begin with. She was a bright student and born to a business family, she had the business acumen from the beginning.

India was at a threshold of IT revolution those days and she knew that this was a developing industry which had a wide scope. So she jumped into it. From her hometown Jind in Haryana to Hyderabad Andhra, the hub of IT industry.

She recalls that she started her IT business managing her kids, bringing them to the office as there were no crèches to take care of Children, upbringing her sons as bright students like herself.

Ms Talwar had understood what failed the system. "It was not wide roads that India needed, to cut down the traffic snarls, but



proper enforcement which was essential." There has to be driving sense among people. A more digitalised system will work here. People should be scared of penalties.

Her father motivated her, but a bigger push came from her husband.

Hyderabad was a small city compared to the big metros like Mumbai and Delhi, but there she got perfect opportunity. It was there that she initiated multiple citizen services under one roof which turned out to be her pioneer programme. Named "Prince", the programme was ideally suited for Indian conditions. In fact, it was tailored for Indian conditions, Ms Talwar says " Multiple Citizen Services under one roof was initiated by me."

Did she get family's support in her venture ? Yes, initially her father gave her motivation, but later on her husband was the main motivating force.

Later the visit of US President Bill Clinton to Hyderabad further set the ball rolling. There were joint ventures of course like Qfree of Norway. Ms Talwar says the talk of 'Made in India' was materialised by her that time when her work was recognised the world over. Everything has to be customised in India. No company in the world can do it for India

Ms.Talwar has a word for all budding entrepreneurs, "Be Jhansi ki Rani" and not 'an abla'. "Keep in touch with your customer."

She realised that she has the ability to talk and convince. "Every woman has some ability, she must utilise that".

We are the first Indian company that is today exporting to different parts of the world.

Ms. Talwar is the best entrepreneur in MSME and has bagged an award from the Prime Minister.



The magazine writes about international relations, bilateral trade, visiting foreign dignitaries and much more.

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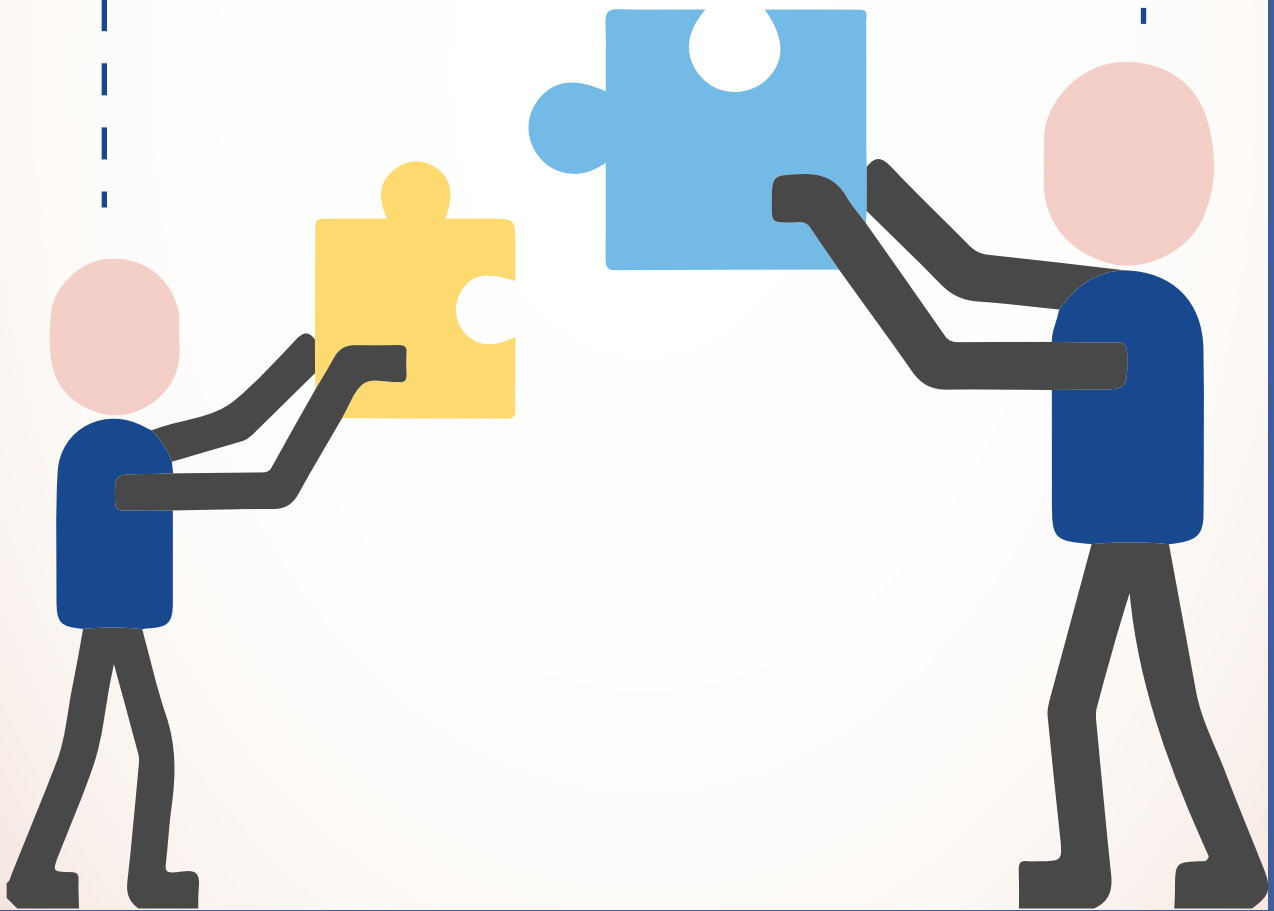
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CONTRIBUTORS



Lessons from India



Carlos Anderson
Congressman Peru

India is on the path to becoming the world's third-largest economy by 2030- 2050. I don't know tints are always a little bit volatile in that sense, but the fact is that we're talking here about the world's largest democracy, and there is no doubt that in geopolitical terms, there is a silent kind of battle between different economic models for Latin America; we're being somehow subjective to the power of Chinese model.

There are lots of Chinese investments in Latin America; the autocratic model is being looked at favourably in the region and I believe that is a

danger to the stability and the strength of our democracy which is why I wanted to highlight my colleagues in congress that there is an alternative model that they're that it is possible to grow and emerge out of the world of underdevelopment within the realm of democracy and for that reason, I decided to put to them some of the things that I think are notable

about the India case.

Something else that I also tried to highlight to my colleagues in congress and thereby to the wider Peruvian economic community was that since there is a general international consensus that India is on the path of sustainable economic development; the sooner we create links with India the better for us. There are many things that we can learn from the Indian experience and that the one thing we need to do is actually to call their attention because I am aware of the fact that there is a lot of Indian economic relationship with other parts of Asia and even Africa. Latin America also has its own advantages a country like Peru, for instance, has a number of attractions that I think should also be looked at by Indian companies.

First of all, the fact that since prime minister Modi came to power eight years ago, he put the promotion of foreign investment in India at the centerpiece of the economic program the realization that most countries have managed to grow very quickly and a very sustainable way as China itself depended on its ability to attract foreign direct investment is the one thing that I wanted to highlight also to my colleagues in Peru.

Now the idea that instead of having a brand called made in India and turning it into making in India, in other words come right to come to India let's manufacture here right let's turn India into a manufacturing hub it's a very powerful one and I also wanted to share with my colleagues in Peru the fact that the Maori team did was to look to at the world banks doing business indicators you know very closely and try to understand what is it right that prevented foreign companies from entering the Indian market and decided to stay and manufacture in India and by doing that and working on those items it is

clear the statistics show it that foreign direct investment is becoming an important ingredient in the general economic policy of India.

Now there are different ways to look at foreign direct investment as you have short-term inflows right into the country and you have longer-term inflows, it is the longer-term ones that should privilege as a country, but especially the ones related to greenfield investments, and in that sense statistics show that India has already overtaken, for example, china as the first receptor of this kind of investments and that is something that I think is quite remarkable because it's been done in a very short term one thing that I also think is important to highlight.

The service in Peru is the largest one in terms of employment, but is the worst one in terms of productivity because it captures the informal sector and the informal sector is very unproductive.

So the fact that India decides that industrialization is a goal worth pursuing is again a message that I want to relate to my colleagues but making this clear differentiation that it is not any type of industrialization it is a country such as India is pursuing industrialization fit for the 21st century that is to say that it is looking at the technologies and the needs of the 21st-century economy looking at all those techniques of the fourth industrial revolution now to try to do that immediately in the case of countries like Peru is which we're thinking because to do something like that to promote technological endeavour's software development and high-quality high-value services like ones India provides you need to have some things that we currently lack in the case of Peru or the rest of the region and I'm talking about the quality of human capital, for example, the fact that most people don't speak English and language is important.



at this region there's a lot of potential and we have some strategic advantages one of them being the fact that we're so close to the world's largest market and Latin Americans itself is a huge market it's a market where we can benefit from the advantages that you bring I mean in peripherals we know of India because of the motorbikes, the majority of motorbikes here in Peru are of India. We know of India because of a few pharmaceutical companies, and we know of India because of Tata and a little bit of software development etc.

The fact that we don't have necessarily the financial groups or the financial resources to promote this kind of investment in technology and human capital right that would allow us quickly right to take advantage of these revolutions it is true that by not having legacy issues in industrial terms we can make leaps into the future but for that we need partnership and that is the one thing also that I wanted to highlight that we in Latin America need to find strategic partners those who can bring technologies, their human capital right and also their financial clouds but I mean this is a matter of preference clearly but I would prefer hundred times to have that kind of investment from a country that promotes the beliefs in a democracy that one that believes that and promotes the idea that autocracy is the one way to rule a country so from that perspective I think that India has a great advantage in geopolitical terms.

I think that there is a huge opportunity because Indian culture has a lot to offer to Peruvian culture and we love for instance good cuisine and we love chili or you know hot spices so we have some common elements, in fact, every June 13th which is my birthday I always have India food that's been the rule for the last 30 nearly 40 years now so there you have it also for that we have I think a good chance to do that now seriously you want what kind of what sectors should we be looking at you know both sides to make these joints ventures or strategic alliances work and I think that we should in Latin America and Peru be welcoming all kinds of investment all kinds of Indian investments in areas such as

It's important to strengthen the links between Latin American companies and groups and India's economic champions but for that, we need to get to know each other so I'm very happy actually to see that there are lots of people here from India listening to me I want to make an invitation to them so that they start looking



pharmaceutical we need more.

The fact you excel at generics, for instance, it is something that the region would appreciate very much in consumer products, materials, software development, however if I may suggest something, I think that foreign investment generous speaking in Latin America is easily subjected to political tensions and because it is usually seen as something you know that comes from a far comes to the country benefits and then takes it all out and leaves very little so that kind of investment is not the one that we're looking for January, and we need to create these alliances whereby both parties can benefit I mean you can benefit by bringing your technologies and bringing your good quality products and ideas and expertise etc.

Right to a large market in Latin America over 350 not too many in Indian terms but still 350 million there's a lot of people and we and most of us at least



Peru for instance has a free trade agreement with the united states so by established yourself in Peru the joint venture company you have also direct you know zero tariff access to the united states market so that is also one advantage that I think should be highlighted finally you know when I did originally when I made this presentation I have a lot of slides you know with a lots of number that you all know because what I wanted to do was to show my Peruvian friends the advantages, the characteristics, the progress of India over the last over 30 years right but that makes no sense to present them to you but the one thing that I think I wanted to generate was also a new discussion in the Peruvian parliament about

the importance to proceed to push for the signing of a free trade agreement with the India which has been in the works for quite some time all right and has been stuck somehow right in the executive and congress and that is a discussion that I think we need to have in the Peruvian congress because I personally believe that there's so much that we can benefit you know from strengthening the links with the Indian economy and the India culture that is also as I said you know democratic you know in times of political turbulence in times where at least in Peru you know there are lots of messages from the political sphere that somehow tried to

convince us Peruvian that the only way forward is to kill democracy and act by fiat right I believe that looking at the very good

example of India with all the problems that democracy has undeniable right and especially with all the problems that a huge country with over a billion people can

have and then 50 odd I don't know how many languages and you know and cultures you have right and yet you managed to have non-stop democracy for all these years I think that is the kind of partners that the region ought to have but so we need to do things to attract you and that and you need to becomes a bit more curious about the region so I invite you to be curious to come over and at least in my case I will be your tourist guide you know the possibilities of doing business for both our countries I'm here basically to tell you this and to be open to answering the question should you have any.

The Global Supply Chains

Are Argentina and Latin America facing a new opportunity?

Daniel Chubru, Rtd. Ambassador(rtd.), Argentina

Every crisis brings new challenges and new opportunities. The COVID-19 pandemic has brought the worst crisis in many years to the international logistic sector, particularly in the fields of interruption of services, rise in freight costs (almost 600%) and the lack of space. These problems accelerated the reconfiguration of the global supply chains.

The Chairman of the Inter-American Development Bank (IDB), Mauricio Claver Carone, indicated that this crisis was a result of the sanitary situation, growing environment pressures and the conflict in Ukraine. He also described the situation as an opportunity for the countries of the region. He considers that, through a greater participation in the global supply chains in a sustainable and fair way, these countries can contribute to the reduction of negative consequences worldwide.

In this regard, the IDB stated in its IX Summit of the Americas report (June 2022 – Los Angeles, California) that its member's participation in the global value chains can bring multiple benefits to the region. In addition to an increase in trade and investments, it might enhance productivity through the transfer of knowledge and technology and generate more and better jobs. A 10% increase in participation produces an 11 to 14 percent increase in GDP per capita. The IDB, in 2021, established the strengthening of the value chains as one of the 5 main axis of its Vision 2025 for the economic recovery of the region. They propose to work on what they call the 3 I's Strategy, Investment, Infrastructure, and Integration.

The crisis in the freight sector helped develop the concept of nearshoring with the

objective of shortening the distances of the markets. The incorporation of additional elements such as the Russian invasion of Ukraine or the increasing tensions in other routes made this very concept evolve to include not only the distance but reliable partners, friendly associates and reliable maritime routes. This new concept allows our region to be more optimistic.

Although we are far away, we live in a peaceful area with non-conflictive seas. No doubt this is an added value for the region. We have to adapt to the international businesses strategies of bringing investments to the region from far away territories, in what seems to be a process of deglobalization and companies moving away from conflictive areas as China or Taiwan.

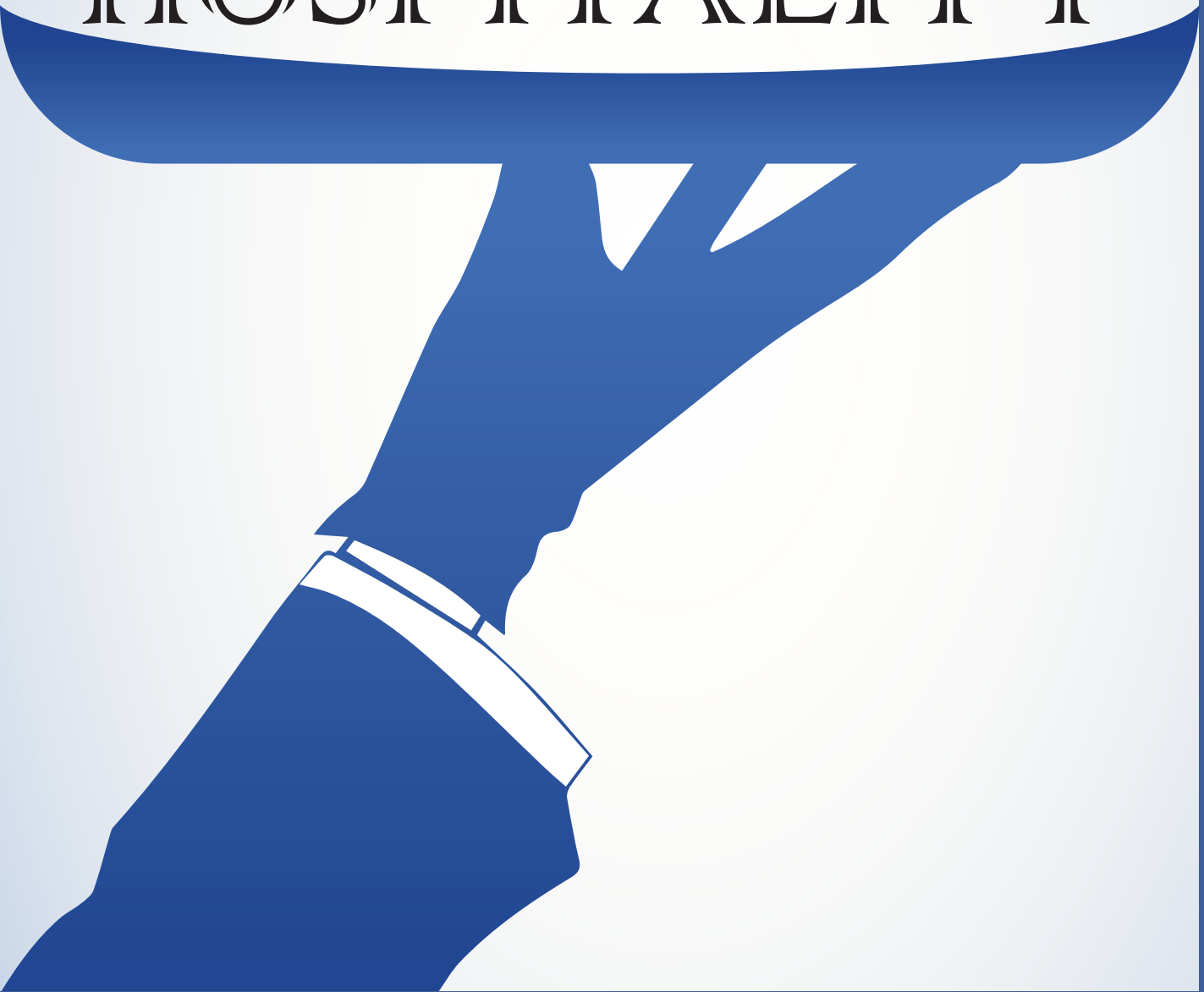


In the case of Argentina and the Latin-American region, we have not only the amplified market of MERCOSUR and other integration mechanisms, but also the possibility of the approval of the MERCOSUR-European Union Agreement. These elements give us a bigger market than each country by itself.

Although there are some imbalances/gaps in the level of productivity with some Asian countries, the region has a good level of maturity and capacity in the management and absorption of new technologies, high level development of its human capital, the know-how on BPO and CRM, high level of entrepreneurship and a well-developed academic and technological environment.

The first step to benefit from these new opportunities is to build confidence, establish the region as a reliable partner and enhance production.

HOSPITALITY



No Hotel or Restaurant can add Service Charge in the Food Bill: Consumer Affairs Ministry

The Central Consumer Protection Authority (CCPA) has issued guidelines for preventing unfair trade practices and violation of consumer rights with regard to levying of service charge in hotels and restaurants.

The guidelines issued by CCPA stipulate that hotels or restaurant shall not add service charge automatically or by default in the food bill. No collection of service charge shall be done by any other name. No hotel or restaurant shall force a consumer to pay service charge and shall clearly inform the consumer that service charge is voluntary, optional and at consumer's discretion. No restriction on entry or provision of services based on collection of service charge shall be imposed on consumers. Service charge shall not be collected by adding it along with the food bill and levying GST on the total amount. The guidelines can be

accessed by clicking on the link.

If any consumer finds that a hotel or restaurant is levying service charge in violation to the guidelines, a consumer may make a request to the concerned hotel or restaurant to remove service charge from the bill amount. Also, the consumer may lodge a complaint on the National Consumer Helpline (NCH), which works as an alternate dispute redressal mechanism at the pre-litigation level by calling 1915 or through the NCH mobile app.

The consumer may also file a complaint against unfair trade practice with the Consumer Commission. The Complaint can also be filed electronically through e-daakhil portal www.e-daakhil.nic.in for its speedy and effective redressal. Furthermore, the consumer may submit a complaint to the District Collector of the concerned district for investigation and subsequent proceeding by the CCPA. The complaint may also be sent to the CCPA by e-mail at com-ccpa@nic.in.

A number of complaints have been registered in the National Consumer Helpline (NCH) by consumers with regard to levying of service charge. The issues raised by consumers include restaurants making service charge compulsory and adding it in the bill by default, suppressing that paying such charge is optional and voluntary and embarrassing consumers in case they resist paying service charge.

Various cases relating to levying of service charge have also been decided by consumer commissions in favor of consumers, holding the same as an unfair trade practice and in violation of consumer rights.

IFESTYLE





Ages Old Himalayan Medical System from Tibet

The Traditional Tibetan Medicine, known as Sowa-Rigpa, a knowledge and science of healing has been practiced for more than two thousand years in Tibet and the Himalayan regions. The fundamental principle of Tibetan Medicine is to balance the three bodily energies (Rlung, Tri-pa and Bad-can) by maintaining the five elements (earth, water, fire, air, space) in equanimity form to keep the body and mind in health. This medical practise is still alive in its original lineage and meeting the urge of today's need.

Recently, I had got a meaningful time to share and advance this profound wisdom to the West and most surprisingly, I found many many people are in thirst to learn and explore this treasures of knowledge for a healthy way of living mainly focus of balancing the mental, physical, nutritional, behavioural, spiritual, and environmental between the five elements and the three bodily energies. I am sure in future that Tibetan Medicine can meet the West.



Q-1: Does Tibetan Medicine has the medicine for all diseases like fever or cancer or migraine or Diabetes?

Ans- Yes, Tibetan Medicine has many different types of medicines for different ailments.



Q-2 : How is Tibetan medicine different from Western Medicine? in terms of price, cure and side effects?

Ans- Tibetan Medicine is cost-effective and definitely has fewer side effects than Western medicine. It helps to cure the disease by eradicating the root causes and mainly focuses on the holistic health care of the patients.



Q-3: What's the process of Tibetan Medicine to check the patients?

Ans- Tibetan medicine will use three methods to assess the patients.

1. Questioning: about your lifestyle, diet, thinking and so forth.
2. Observation: of urine samples, tongues and skin
3. Touching: feeling the radial artery pulse and diagnosis the disease



Q-4: How accurate is your assessment of any diseases which you check from nerves?

Ans- A: Approximately 90% of the symptoms and diseases have been accurately diagnosed.

Q-5: How and where people can find Tibetan Medical Institute? and are this medicine available in the pharmacy?

Ans- A: Tibetan Medical & Astro Institute are located in almost all the states specifically in Tibetan Settlements in India and Nepal.

People can find through websites (www.men-tsee-khang.org) of Tibetan Medical & Astro Institute (Men-Tsee-Khang)

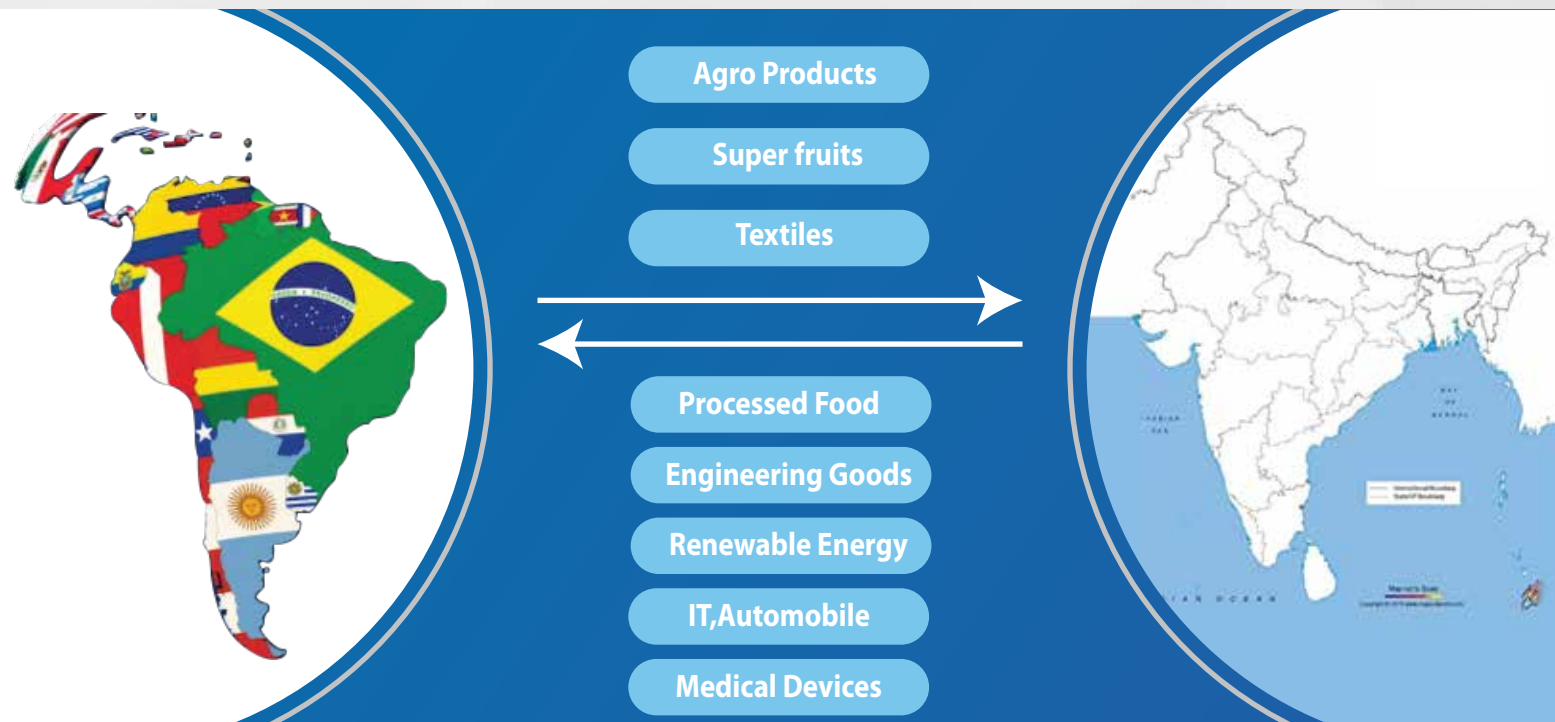
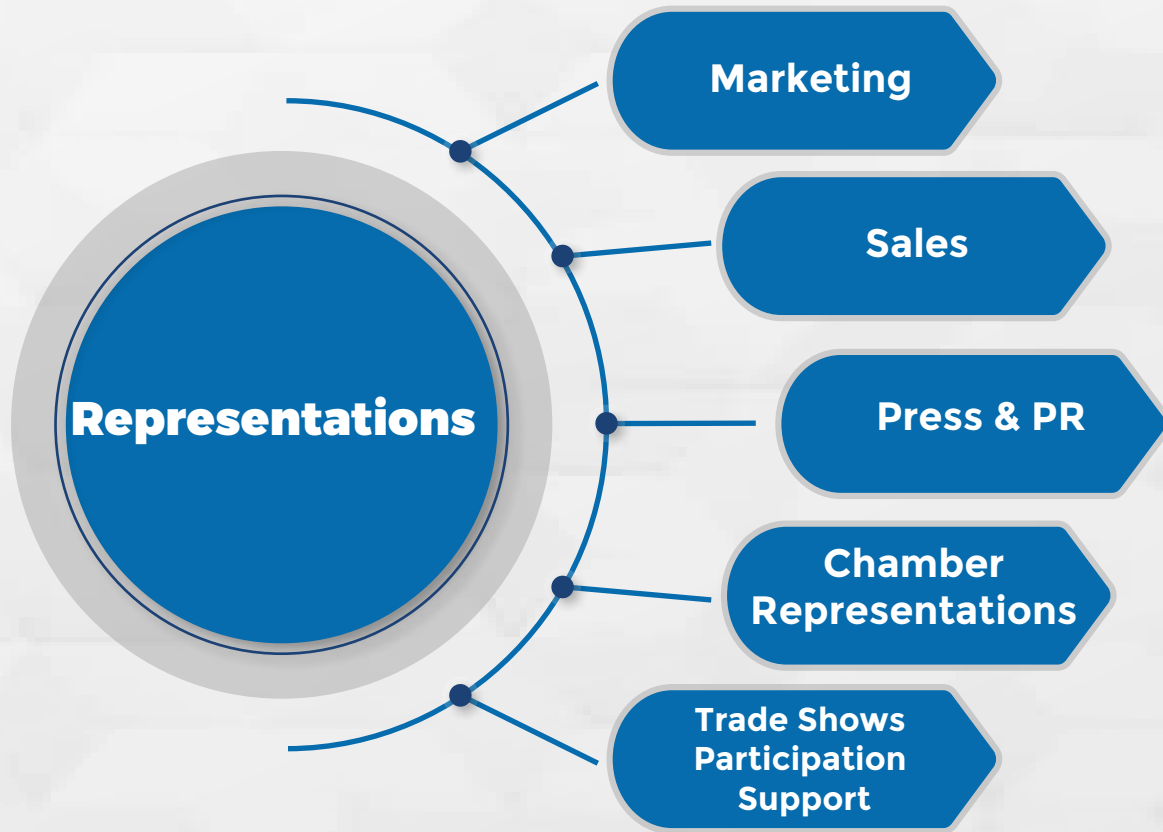


Q-6 What is your advice as Representative of Tibetan Medical Institute on ongoing Mental Health?

A: The thought of being more self-centered or selfish will bring more attachment towards oneself and one's own well-being which creates more negative thoughts that can affect mental health.

- Too many expectations in life can aggravate more poisons of desire, hatred and delusions that destroy peace of mind.
- To tackle mental health problems, one has to understand the root cause of their mental illness.
- Need to pacify the negative thoughts and change the way of thinking towards positive and realistic ways.
- According to Buddhist philosophy, everything in life is considered impermanence, of constant change. So one should not be overly attached to anything.
“Impermanence is a principle of harmony”

Dr. Lhundup Dorjee, Men Tsee Khang (Tibetan Medical & Astro Institute)



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BEVERAGES



APEDA at London Wine Fair for Boosting India's Wine Exports

In a bid to give a boost to the export of Indian wine, the Agricultural and Processed Food Products Export Development Authority (APEDA), which works under the aegis of the Ministry of Commerce and Industry, facilitated participation of ten exporters in London Wine Fair, 2022.

The London Wine Fair organised during June 7 - 9, is regarded as one of the world's most important wine trade events. Indian exporters who participated in the London Wine Fair are Resvera wines, Sula vineyards, Good drop wine cellars, Hill Zill wines, KLC wines, Soma wine village, Grover Zampa vineyard, Plateaux Vintners, ASAV vineyards and Fratelli vineyards.

Given that India is the third-largest market for alcoholic beverages in the world, there are 12 joint venture companies having a licensed capacity of 33,919 kilo-litres per annum for the production of grain-based alcoholic beverages. Around 56 units are manufacturing beer under license from the government of India.

India has exported 2.47 lakh metric tonne of alcoholic products to the world for the worth of USD 322.12 million during 2020-21.

The major export destinations of Indian alcoholic products in 2020-21 were United Arab Emirates, Ghana, Singapore, Congo, and Cameroon.

Maharashtra has become an important state for wine

manufacturing as there are more than 35 wineries in the state.

Around 1,500 acres are used for grapes cultivation for wine production in Maharashtra. To promote wine manufacturing, the state government has declared the wine-making business a small-scale industry and has also offered excise concessions.

The demand of India's alcoholic beverages products like beer made from malt, wine, white wine, brandy, whiskies, rum, gin, etc. has increased manifold in the global market.

APEDA has conducted several workshops and wine tasting events at various international trade fairs for creating awareness about the potential of Indian wines.

Indian Wine industry has grown at compound annual growth rate of 14 per cent during 2010 to 2017 making it the fastest growing industry under alcoholic beverage in the country.

A r t

inside



COSMO
Arts

**Awesome to
WOW-some! An
art exhibition by
Cosmo Arts**

Cosmo Arts transfuses the spirit of 'She-energy' during WOW art exhibition

New Delhi, September 14, 2022: Cosmo Arts India Gallery celebrated the power within every woman during a special event at the Alliance Francaise de Delhi, Lodhi Estate on 11 September 2022. Eminent personalities like Padmashree Shovana Narayan, renowned kathak dancer, Jjulia Gangwani-Secretary General of INPEFA (Indo Peruvian Friendship Association) & Director of JJ Enterprises, Sumitra Goenka successful entrepreneur and media Spokesperson, Sadhna Mehta Founder Inner quest, Madhavi Advani, luxury branding consultant added light to the event.

Cosmo

Arts

India Gallery Director Dr Meenu Kumar to transfuse the power of 'she-energy'.

Dr Meenu Kumar organized an Art Exhibition, WOW – Wings of Women, during 4-11 September at Alliance Francaise De Delhi to enable contemporary women embrace the socio-creative move. The solo show, which eyed to ignite the untapped potential within each and every woman, exhibited the idea that women should advance and accomplish goals that will help them grow and flourish in life.



“ Recognizing

the true potential within a woman should not be a one-day event; it rather needs to be done every day. WOW – Wings of Women, the art show by the Cosmo Arts India Gallery celebrates women and resonates a strong message that women have immense power embedded deep within them; they just need to believe in themselves to march through,” stated Dr

Meenu Kumar, adding, “The artworks of this exhibition are yogic because they are transformational,

transcendent, and even tempting. Without one's own inherent power, one cannot achieve cosmic comprehensiveness. The ceremony graced by the presence of the torchbearers of women power like Padmashree Shovana Narayan and Jjulia Gangwani echoed the same sentiment.”

Dr Meenu Kumar is an Indian feminist artist, social activist, and art critic, who also authored numerous books on art and multimedia. Her creative strokes fill the senses of art-enthusiasts sublime bliss, where a variety of emotions and ideas are cultivated by surreal imagery –

emotions seeping out into the depths suddenly connect with a profound message. Her expression of WOW – Wings of Women is to showcase the subtle but infinite life! The artist has chosen the medium, acrylic on canvas with dexterous pen and ink strokes which allude to the intricacy of a woman's life.

“If you don't spread your wings, you won't know how far you can fly. I firmly believe that women have this superpower and that everyone possesses the ability to achieve success.

All we need to do is recognise our potential and make the required efforts to realise it. It's time to achieve our objectives and demonstrate WOW— wings of women,” mentioned Padmashree Shovana Narayan, renowned indian calssical dancer (kathak dance).

Dr Meenu has been in the endeavour to portray the emerging Indian women who are not limited to one



boundary of a nation but are rather worldly and have manifested both ancient and contemporary ethos, faced disruptive energies and forces, and yet have evolved as a supreme power. The exhibition displayed sculptures, art installations, and paintings by Dr Meenu Kumar that are themed around women's emancipation and inspire women to break out of their shells. The Art was ecologically sustainable, the artist played beautifully with vaired media like papermache and cardboards and unbelievable input like atta with a secret ingredient and carried a strong message for friends of environment !!

Wow has been definitely been an art in harmony with the idea of feminism embedded in the principles of sustainability and yet leaves us awestruck with a feeling of Wowwww !!

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- ◊ The Images Have Punch
- ◊ In-Depth Articles
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- ◊ Genuine Reviews
- ◊ With a printed magazine, you can include full page adverts that catch the eye, and you can also add inserts. Inserts are thin, flyer-like adverts inserted between the pages of your magazine.
- ◊ No Necessary to be Tech savvy

