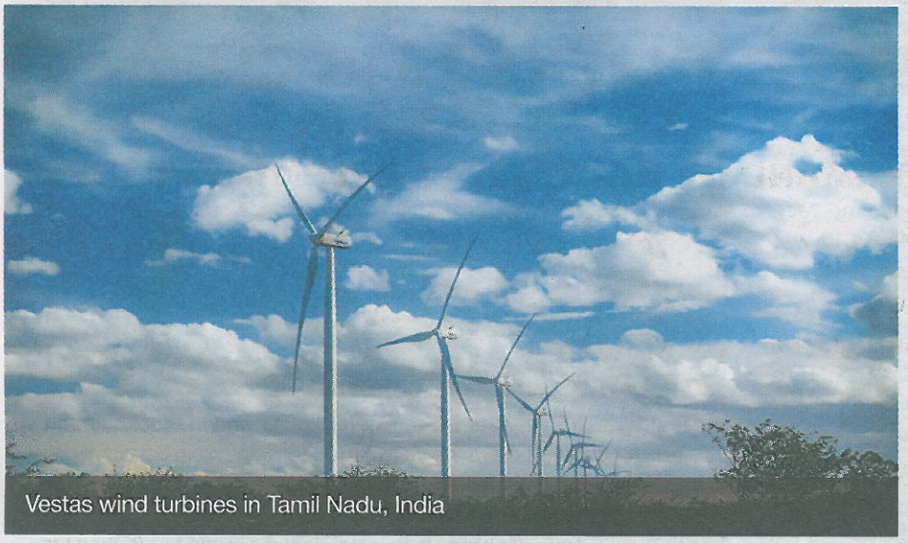


Meeting between Indian Prime Minister Narendra Modi and Danish Minister of Foreign Affairs Jeppe Kofod



Barapullah Drain, New Delhi, cleaned by Danish company DESMI



Vestas wind turbines in Tamil Nadu, India

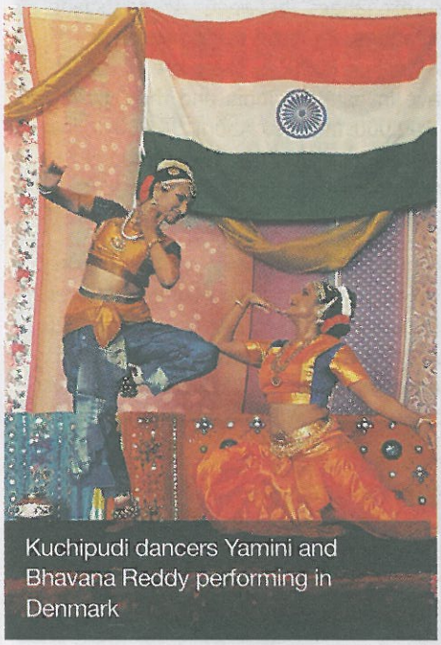


The Forest Tower, Næstved, Denmark, constructed with weather resistant steel components from TATA Steel

CPH POST

INDIA

SPECIAL SUPPLEMENT AUGUST 2020



Kuchipudi dancers Yamini and Bhavana Reddy performing in Denmark



Signing of Sister-City agreement between Aalborg and Tumakuru in Karnataka, India

Ambassador of India to Denmark

Ajit Gupte



On the occasion of the 74th Independence Day of India, it gives me great pleasure to extend warm greetings and felicitations to the Indian diaspora in Denmark, as well as my best wishes to the friendly people of Denmark.

Last year, we celebrated the 150th Birth Anniversary of the Father of the Nation Mahatma Gandhi, whose philosophy of Non-Violence and Civil Disobedience motivated tens of millions to join the freedom struggle. The birth of modern and independent India on 15 August 1947 was a historic moment. We take the opportunity today to cherish the sacrifices made by freedom fighters, as well as remembering our leaders, who built a durable foundation of a democratic and secular India, which is known around the world for its 'Unity in Diversity'. Freedom of expression, tolerance for different languages, castes and religions, as well as a vibrant media and strong judiciary have ensured India's endurance as a successful and widely-acclaimed democracy. The last general elections successfully held in April-May 2019 was the largest democratic exercise the world has ever seen, with over 600 million voters casting their vote.

In the last decade, India has been among the fastest growing economies in the world. India's extraordinary economic growth has enabled us to lift hundreds of millions of people above the poverty line. India has also emerged as one of the most attractive investment destinations and Foreign Direct Investment (FDI) inflow into India jumped 18% to US$ 73.46 billion in the 2019-20 financial year - the highest in 4 years. According to the World Investment Report 2020 by UNCTAD, India jumped from 12th position in 2018 to 9th position in 2019 among the world's largest FDI recipients.

The Government of India is dedicated to improving the quality of life of its people and schemes like UJJWALA (to provide LPG cylinders), SAUBHAGYA (to ensure electricity for every house) and SWACCH BHARAT (Clean India) have immensely benefited the poor and downtrodden. To provide relief during the pandemic, Government has implemented programmes such as the Aatmanirbhar Bharat Abhiyan (Self-reliant India), an economic stimulus relief package worth around US$ 308 billion and Pradhan Mantri Garib Kalyan Yojana (PM's poor welfare scheme) under which a US$ 24 billion relief package was recently announced.

In Nov 2020, India and Denmark will observe the 400th Anniversary of Denmark establishing a trading enclave in Tranquebar. We appreciate that Denmark has renovated the historic monuments in Tranquebar and Serampore, which are now attracting a lot of tourists. We are also celebrating the 70th Anniversary of Diplomatic Relations this year. The foundation for a robust relationship between India and Denmark was laid in 1957, when then Prime Minister Jawaharlal Nehru visited Denmark. Denmark has been a close development partner of India and contributed to our 'White Revolution', which has made India the largest producer of milk in the world today and in our Wind Energy Sector. The focus in the last two decades has shifted from development assistance to deepening trade and investment ties.

In the last 3 years, India-Denmark relations have been elevated to a higher level. Our Prime Minister Narendra Modi met the former Danish Prime Minister Lars Løkke Rasmussen in the recent past - for the first time in 9 years at the India-Nordic Summit in Stockholm on 17 April 2018 and again, at the Vibrant Gujarat Summit in Gandhinagar on 18 January 2019. Indian Prime Minister has given the MANTRA for broadening cooperation in future *"Denmark has the skills, while India has the scale"*. Both countries have established a broad foundation for cooperation by starting a dialogue between Ministries through 9 Joint Working Groups in sectors such as Renewable Energy, Agriculture & Animal Husbandry, Food Processing, Science & Technology, Shipping, Labour Mobility, Environment, Urban Development and Digitization. A record 17 meetings of the Joint Working Groups have been held in the last 2 ½ years. In addition, both countries have signed 14 important MOUs/Agreements in relevant areas. Danish Foreign Minister has visited India on 3 occasions, in Nov 2017, December 2018 for the 2nd Meeting of Joint Commission and recently in Jan 2020. There are intensified exchanges between Academicians, Scientists and cultural organizations. Bilateral trade has continued to grow and reached US$ 3.68 billion in 2019. There are about 200 Danish companies, which have invested in India and they provide direct employment to over 100,000 Indians. About 30,000 Indian professionals in the IT sector are supporting the Danish Industry to develop the latest products and services and have continued doing so during the pandemic.

India and Denmark have continued their high-level contacts during the pandemic, through a virtual Joint Commission Meeting between External Affairs Minister and Danish Foreign Minister on 12 May 2020 and a warm and friendly telecon between Prime Minister Narendra Modi and Danish PM Mette Frederiksen on 14 May 2020. Both leaders have agreed to work together to establish a 'Green Strategic Partnership'.

The future for bilateral relations is bright and I am confident that Indians in Denmark will contribute actively to strengthen relations in various ways. I am sure that Indian citizens will also work sincerely to make an important contribution for the development and prosperity of Denmark.



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FRIENDSHIP AND THE WAY FORWARD

Bright future ahead in the green sphere and further afield

In November 2020, India & Denmark will celebrate the 400th Anniversary of Danish Admiral Ove Gjedde's landing at Tranquebar to establish a trading enclave. Both countries are also celebrating the 70th Anniversary of diplomatic relations this year.



Danish Minister of Foreign Affairs Jeppe Kofod attended Raisina Dialogue in New Delhi from 14-16 Jan 2020 during which he also met External Affairs Minister Dr S Jaishankar and discussed bilateral relations.

SKILLS AND SCALE

Today, Denmark is the 29th largest investor in India with total trade between the two nations amounting to 3.68 billion US dollars in 2019. Denmark has invested 611 million US dollars in FDI, from April 2000 to March 2020, across sectors in India through major investment companies, some of which have been doing business in India for a century. These companies include AP Møller-Maersk Group, Danfoss, Grundfos, Vestas, Egmont International Holding, Novozymes, Novo Nordisk and Carlsberg – a few names among the 200 companies present in India.

Prime Minister Narendra Modi has signalled India's commitment to strengthening bilateral relations with Denmark, saying: "Denmark has the skills, *India has the scale*." The Danish government too has introduced the logo and slogan 'Forward Together' to commemorate the 400 years of friendship.

India and Denmark have also strengthened their commitment to develop a novel Green Strategic Partnership – a partnership that will bring together Governments, businesses, investors, civil society and academia to solve complex and pressing social and environmental challenges. The innovative solutions to these challenges will be scaled up globally with a focus on competitiveness and sustainability.

GREEN FOCUS

The COVID-19 pandemic has strengthened this resolve further. PM Modi and PM Frederiksen have recently shared a joint vision on a significantly stronger relationship between India and Denmark in a post-COVID world, with joint priority to ensure green growth and green jobs after the crisis.

India and Denmark have also initiated an Indo-Danish innovation collaboration in 2019. Innovation Fund Denmark (IFD) and Department of Science and Technology (DST), the Ministry of Science & Technology, and the Government of India announced a joint call for project proposals in 'Bioresource & Secondary Agriculture' and 'Cyber Physical Systems' last November.

This focus on Bioresource & Secondary Agriculture will help in ensuring the resource-efficient, environment and climate friendly production of competitive and healthy food and other biological products.

Regarding cyber physical systems, the focus on user-friendly solutions in areas like big data analytics, artificial intelligence, cognitive computing and cloud computing. The successful projects from this call-for-proposals will be jointly funded by India and



Ambassador Ajit Gupte and his wife conveyed New Year Greetings to Queen Margrethe II in early January

Denmark for a maximum duration of three years to further develop the innovative ecosystem in both nations.

ENERGY ENTERPRISE

Highlighting this ongoing partnership, Mr Deepak Bagla, MD & CEO, Invest India (the National Investment Promotion & Facilitation Agency of India) said: "Denmark and India have proved to be natural partners for mutually inclusive green growth with innovation at the core of this bilateral relationship. Invest India is looking to strengthen this collaboration to aid both countries in utilising the power of technology, research and innovation to tackle shared challenges in areas such as climate change, renewable energy and urban development."

Moving forward, some key areas of collaboration for India and Denmark continue to be energy, environment (water), urban development and climate change. At the forefront, the emphasis on going green will create jobs and employment whereby new startups and innovative ideas can prosper in both countries.

An Indo-Danish Centre of Excellence for Renewable Energy will also be set up in India in the coming months. Importantly, the renewed Indo-Danish cooperation is expected to prepare the Indian energy ecosystem for the integration of 450-gigawatt renewable energy by 2030. As recently as June 2020, India and Denmark have signed an MoU on Energy Cooperation that seeks to develop long-term cooperation in areas such as offshore wind, long-term energy planning, forecasting and flexibility in the grid, which will greatly benefit the Indian electricity ecosystem.

HUGE COMMITMENT

The private sector has a significant role to play in implementing the ambitious goals embodied by Indo-Danish Cooperation. The 200 Danish companies present in India have significantly contributed to these goals and to the development efforts in the country. For example, the AP Moller-Maersk Group has led development through significant investments in port infrastructure in the country.

In this regard, Invest India is currently working with ten such marquee investors across the Energy, Chemicals, Food Processing, Biotechnology, Ports and Shipping, Retail, ITBPM and Logistics sectors, supporting their India operations and expansion plans.

Moreover, these companies have committed to investing over 300 million US dollars in India, creating 2,215 jobs in the country over the coming years. Invest India is working in parallel with the Innovation Center Denmark in India on introducing Danish SMEs to the Indian market across sectors with an emphasis on spurring innovation, R&D and sustainable growth.

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A BLOSSOMING GREEN PARTNERSHIP

By Mr Sune Kaur-Pedersen, senior advisor, Ministry of Higher Education and Science



A 14 member delegation from National Fisheries Development Board (NFDB) at DANFISH International 2019 in Aalborg, Denmark during 9-11 Oct 2019. The Embassy arranged site visits of the Delegation to various aquaculture farms to explore potential bilateral cooperation in aquaculture and fisheries.

Science & Technology (S&T) is a key thrust area of the Indo-Danish bilateral relationship. Several projects have been formulated and initiated since the S&T agreement of 2018. broadened the scope of cooperation. Many more are expected in the coming years as the bilateral relationship develops.

PROGRAMS AND SCHEMES

Right now collaborative projects of 4-6 million kroner (47-70 million Indian rupees) in selected thematic areas are funded by Innovation Fund Denmark with India's Department of Science & Technology and the Department of Biotechnology. Five projects have been initiated in the areas of water and energy so far. Four to six new projects are expected to be funded later this year in the areas of bioresources and ICT.

Funding in the range of 200,000 to 1 million kroner (2.4-12 million Indian rupees) for networking activities, and the preparation of project proposals and publications by researchers at higher education and research institutions, are provided respectively by the Danish Ministry of Higher Education and Science via its International Network Program and by the Indian Ministry of Human Resource Development via its SPARC scheme.

Both Governments are keen to see the relationships deepen between the Danish and Indian S&T stakeholders. The Danish government is for instance funding a unit called Innovation Centre Denmark located at the Embassy of Denmark in India to support and promote the S&T collaboration.

THE KEY STAKEHOLDERS

The Indo-Danish S&T activities involve both research and higher education institutions, companies and, in some cases, also public authorities and agencies. Under the latest bilateral call, six out of Denmark's eight higher education and research universities, including the DTU and the University of Copenhagen, participated in applications. On the Indian side the majority of participants are from institutions under MHRD such as the Indian Institutes of Technology. Several government research institutions under different ministries and departments are also participating.

From the private sector, 19 Danish and six Indian companies participated in applications under the call. A key issue for both governments is to identify the ways to engage the private sector further in the S&T collaboration. Strong public-private partnerships are important to accelerate the development of technology and scale-up of the implementation of new solutions in society, as well as for economic growth and the creation of jobs.

GREEN TECHNOLOGIES – THE PATH AHEAD

The S&T collaboration supports the overall bilateral relationship by promoting and strengthening relations among the key stakeholders mentioned. S&T activities support areas of mutual interest and complement the work in specific thematic areas and sectors.

At the moment it is a key concern to get out of the impasse of the COVID-19 Crisis. Combating climate change and the green transition of the economy are also key issues for our own nations' and the world's future development, and both governments are gearing up for new investments.

S&T shall surely be a centrepiece in the venture. S&T can give insight into both the effects of climate change and the creation of the innovative green technology solutions necessary to address national and international targets, to tackle the national and global environmental and climate challenges, and to ensure sustainable growth.

Partnerships are needed at all levels of society and across nations. They shall involve both companies, institutions, governments and civil society organisations. It is a key focus of the Danish government to create and stimulate the right environment and incentives to set a Green path for the Indo-Danish relationship. Hopefully, Denmark and India can find each other in a true and mutually rewarding Green Partnership in the coming years.

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1 YEAR ANNIVERSARY

HYBRID: A FUTURE TOGETHER

Denmark and India join forces in the field of renewable technology



Poul Sørensen (Professor, DTU Wind Energy), Dr Kaushik Das (Researcher, DTU Wind Energy), Dr K Balaraman (Director General, NIWE) and Mr Sajan Anthony Mathew (Director, NIWE) planting a tree at the NIWE campus to commemorate the kickoff of the HYBRIDize project in India

We live in a time when climate change is acknowledged as one of the biggest threats to mankind. There is a positive consensus around the world leading to ambitious efforts to combat the climate challenge. Electricity generation using renewable technologies is one of the most important steps to achieve the CO2 reduction goals.

This realisation has led to governments having green energy policies to convert conventional fossil fuel-driven power systems into renewable energy-driven power systems. In this direction, India has targeted the installation of 175 GW of renewable generation by 2022, and the European Commission has outlined a vision for a 100% reduction in carbon emission by 2050.

MANY CHALLENGES

However, there are many techno-economic challenges to realise these ambitious goals. For example, if power grid reinforcement is required to integrate high volume of renewable generations, it may become an expensive solution that could take many years of planning and installation.

Renewable energy such as wind and solar power are variable and intermittent by nature. Consequently, there might be hours when this renewable source is not available to meet the power demand. Flexibility is a major requirement in power systems reliant on a high share of renewables to maintain the high quality of the power supply whilst preventing load shedding. Additionally, there is a reverse correlation between wind and solar power, meaning that generally it is more windy during the night and less windy during sunny hours.

WHY HYBRID MAKES SENSE

All these features have given us the possibility of combining wind, solar and storage technology in the beautiful idea of

hybrid power plants. Although the idea is simple, it has become economically viable due to ever-reducing prices of wind, solar and battery storage technology with hybrid.

Hybrid power plants have many advantages, such as reduced grid infrastructure required to integrate wind and solar power, since separate grid connections are not required. The joint development of wind and solar power can also potentially reduce development costs as well as operation and maintenance costs, thereby making electricity cheaper for society.

These and many other such advantages have led to increased interest in hybrid power plants around the world. India was among the first to realise this potential, and as a result MNRE published and adopted the National Wind Solar Hybrid Policy in May 2018. Denmark, meanwhile, is among the global leaders in Wind Hybrid technologies, and this has led to strong collaboration between India and Denmark.

SENSIBLE COLLABORATION

The Department of Wind Energy at Technical University of Denmark (DTU Wind Energy) has signed a Memorandum of Understanding with the National Institute of Wind Energy (NIWE) for a collaboration in the field of wind energy – especially regarding hybrid power plants.

This collaboration has led to the Indo-Danish research project HYBRIDize led by Professor Poul Ejnar Sørensen at DTU Wind Energy, which is funded by Innovationsfonden in Denmark and Department of Science & Technology in India. HYBRIDize aims to reduce the cost of designing and operating a hybrid power plant whilst maximising profits for the hybrid power plant owner, which could eventually help in reducing electricity prices and transforming the power system into one reliant on renewables.

In the meantime, hybrid power plants have been trending all over the world (for example, in the US, the UK, Brazil, Netherlands etc) leading to recognition by the Global Wind Energy Council that they are one of major technical solutions driving wind market growth. Danish academia and industry have also come together to form a Danish Wind Hybrid Power Plant Forum with the aim to nurture better knowledge transfer and collaboration in the area of hybrid technology in the future.

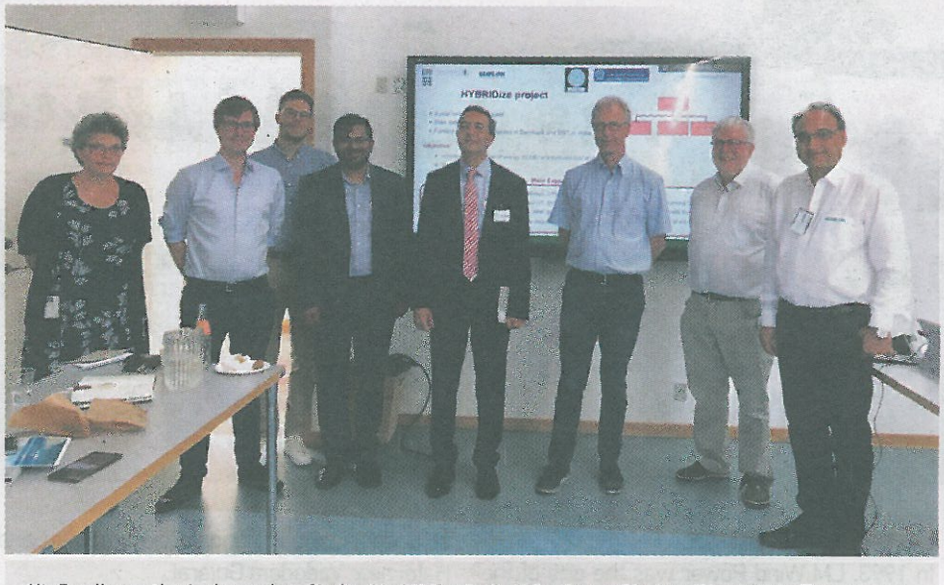
RAPID PROGRESS

India has recently awarded tenders for 1200 MW of hybrid power plants with specific roles, such as peak power plants and firm power plants. Many more such tenders are expected in the near future.

Researchers at DTU Wind Energy, Kaushik Das and Poul Sørensen, are working with fellow researchers to analyse the viabilities and support requirements of the Indian government regarding these hybrid power plants.

Preliminary results show that hybrid power plants have higher potential and business viability in India in comparison to individual wind and solar power plants. However, government support is essential now in the form of subsidies until the cost of the technologies and installation in India is reduced further.

But, all in all, the Indian government's policy to promote hybrid power plants is a step in the right direction towards fighting the challenges of climate change.



His Excellency, the Ambassador of India, Mr Ajit Gupte, Dr Peter Hauge Madsen (Head of the Department, DTU Wind Energy), Poul Sørensen (Professor, DTU Wind Energy), Dr Anca Hansen (Associate Professor, DTU Wind Energy), Dr Kaushik Das (Researcher, DTU Wind Energy), Dr Rasmus Mosbæk (CEO, Hybrid Greentech), Dr Pukhraj Singh (Global Head of Electrical Systems, Suzlon) and Mr Pascal Häfeli (Suzlon) during the kickoff of the HYBRIDize project at DTU Wind Energy



The Danish Wind Hybrid Power Plant forum meeting hosted by DTU Wind Energy was attended by more than 30 leading Danish companies and universities

BLADES IN INDIA

Flashback 25 years: How the Danish wind industry's global expansion begins in India



BLADE BEGINNINGS

In 1993, LM Wind Power was the one of the first international wind component suppliers to establish operations in India, and in 1995 the company produced its first blade at Hosakote near Bangalore — the LM 13.4. blades produced today are giants in comparison.

Guruprasad Krishna Murthy, Senior Manager - Human Resources & Administration, who has been with LM Wind Power in India since the very beginning, muses thoughtfully over the increase in blade sizes over the years: "In 2005, the LM 13.4 metre blade was a miniature compared to the then longest blade type LM 40.1, and only a decade later, the LM 40.1 blade is a miniature compared to the LM107."

Today, as LM Wind Power celebrates 25 years in India, the country remains a key market for LM Wind Power and for GE Renewable Energy, our parent company and its customers.

LM Wind Power has a long history in India where we have contributed to the development of a highly efficient local wind industry supply chain and the creation of hundreds of jobs. We started at small facility in Hosakote near Bangalore in 1993 and today we operate two state-of-the-art manufacturing setups at Dabespet near Bangalore Karnataka and Halol near Vadodara Gujarat.

A SUCCESS STORY

Recognising the need to innovate and leverage our immense people potential, we started an 'engineering centre' in the city of Bangalore in 2007 with 15 engineers. Currently more than 3,200 people work at our two plants and technology centre in India. Over the years, we have expanded several times and we are committed to growing our business further, whilst supporting our customers in delivering clean, reliable and affordable energy to Indian communities.

Our plants in India have exported blades for over a decade to countries across the globe: the US, Australia, Brazil, Egypt, Japan, Spain, Sweden and Vietnam, to name a few.

Hemkant Limaye, Senior Director, Global Marketing, has experienced this journey at close quarters for the past 13 years. He observes that the combination of a large pool of highly skilled people, a mature manufacturing setup and the government's commitment towards climate goals present significant opportunities for continued growth.

"As India aims to become more self-reliant in manufacturing, LM Wind Power is a true 'Make in India' success story within the renewable energy sector," he says.

APPROACH TO SUSTAINABILITY

As the wind industry grows in India and around the world, we must do so in a sustainable way. We may be in the green energy industry, but that doesn't give us a free pass regarding the environmental impacts of our manufacturing footprint.

That's why, in 2018, LM Wind Power became the first carbon-neutral business in the wind industry, committing to balance emissions from its operations by reducing emissions as much as possible, and taking responsibility for the rest by supporting carbon reduction projects within India and around the world.

In this global energy efficiency drive, our Dabaspet, India team is setting the pace. The Dabaspet team installed an Energy Management System (EMS) to monitor the power consumption of all key plant equipment. They also installed LED lighting in offices and the canteen. And finally, they improved ventilation control, sometimes by simply switching off the ventilation manually when it wasn't needed.





EMISSIONS CUT IN HALF

"Our energy efficiency program has reduced our CO2 emissions by 40 percent, and we've saved 320,000 US dollars by purchasing green wind and solar electricity," said Balaji R, the Associate Maintenance Manager at the Dabaspet plant. "So, saving energy and going green is not just good for the planet in terms of lower emissions: it also makes good business sense."

At the same time as we work to reduce emissions from our operations, we are engineering the blades of the future, which will be conceived with sustainability in mind and with a view to being able to enter into a circular economy.

One business can't change the world alone – explore LM Wind Power's '10 Steps to Becoming a Carbon Neutral business' to find out how your company can take action to reduce its impact on our shared home, Earth (lmwindpower.com/gocarbonneutral).

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GREEN STRATEGIC PARTNERSHIP

Reaching the SDGs through collaboration



Ambassador Ajit Gupte with Danish Minister for Foreign Affairs Jeppe Kofod and Søren Holm Johansen, Executive Director of Ramboll Group & Chairman of Indian Danish Chamber of Commerce (IDCC) at the Annual General Meeting of IDCC at DI on 27 Feb 2020.

Denmark is a global frontrunner in sustainable solutions, and we measure well on the SDG goals too. Being a small country, however, we recognise that our national efforts do not have a significant direct effect globally – the marathon-turned-sprint that the entire world is partaking in to reach the SDGs. Instead, we hope to inspire by being a role model.

It has been stated repeatedly that the world will not reach the SDGs without India. With a population of 1.4 billion people, fast-paced urbanisation, a growing middle class and the increased consumption that follows, this is still as true as ever. India recognises this and Foreign Minister Sushma Swaraj in 2018 assured the UN General Assembly that "India will not let you fail."

Denmark should indeed continue to offer best practices that show that sustainable solutions are also good business. But we should also make it a priority to adapt our sustainable solutions to countries such as India, where low-hanging fruits and scalability enable a much larger impact. By way of collaboration, India can experience a developmental leapfrog to the benefit of everyone.

GREEN STRATEGIC PARTNERSHIP

On May 14, the two countries' Prime Ministers, Narendra Modi and Mette Frederiksen, agreed to work towards creating a robust Green Strategic Partnership. This is the culmination of a



Minister of Foreign Affairs, Mr. Jeppe Kofod, at IDCC Annual Meeting January 2020.

bilateral relationship that has witnessed significant improvements over the last few years.

A recent Seminar on the topic, hosted by IDCC, Embassy of India Copenhagen and DI, proved that the interest and support for such a framework is in place. More than 300 companies and organisations joined the session where top officials, high-profile CEOs and the Minister of Foreign Affairs, Jeppe Kofod, shared their views and perspectives on the topic.

Today, some 200 Danish companies have a presence in India, employing around 100,000 people. Many of those companies are already bringing sustainable solutions to India, working in sectors such as renewable energy, water, food and infrastructure.

India's booming Startup ecosystem and well-educated, young population are a great match for Danish experience within sustainability. A robust Green Strategic partnership can be a significant tool for the implementation, as well as co-creation, of sustainable solutions in India – for the benefit of the world.

INDIAN DANISH CHAMBER OF COMMERCE

IDCC is a non-profit, member-driven organisation that aims to strengthen bilateral trade and investment. By focusing on network, knowledge and access, we support our members and promote sustainable long-term growth and prosperity in India and Denmark.

In 2016, our founding members – Ramboll, FLSmidth, Danfoss, COWI and LM Wind Power – recognided the need for an Indo-Danish platform based out of Copenhagen. These companies all have historic ties to India, dating back as far as 1904. For decades, they have set a precedent in India for Danish quality and inclusive, sustainable development – a path now being followed by an ever-growing number of Danish companies.

IDCC consists of a network of executives with hands-on experience of the Indian market as well as our extended network of partners. We facilitate exchange of knowledge and experience among members and promote collaboration, action and interaction. We bring people together in focus networks where IDCC members can pursue common agendas relating to specific sectors.

As an objective stakeholder and a close partner to the Indian Embassy in Denmark and the Ministry of Foreign Affairs of Denmark, we facilitate access to Indian decision-makers and communicate our members' work in India. Together we send a clear message to the Indian government that Danish companies are committed to the Indian market and the sustainable development of India.

Want to know more?

Please feel free to contact us at info@idcc.network or +45 3168 8841.

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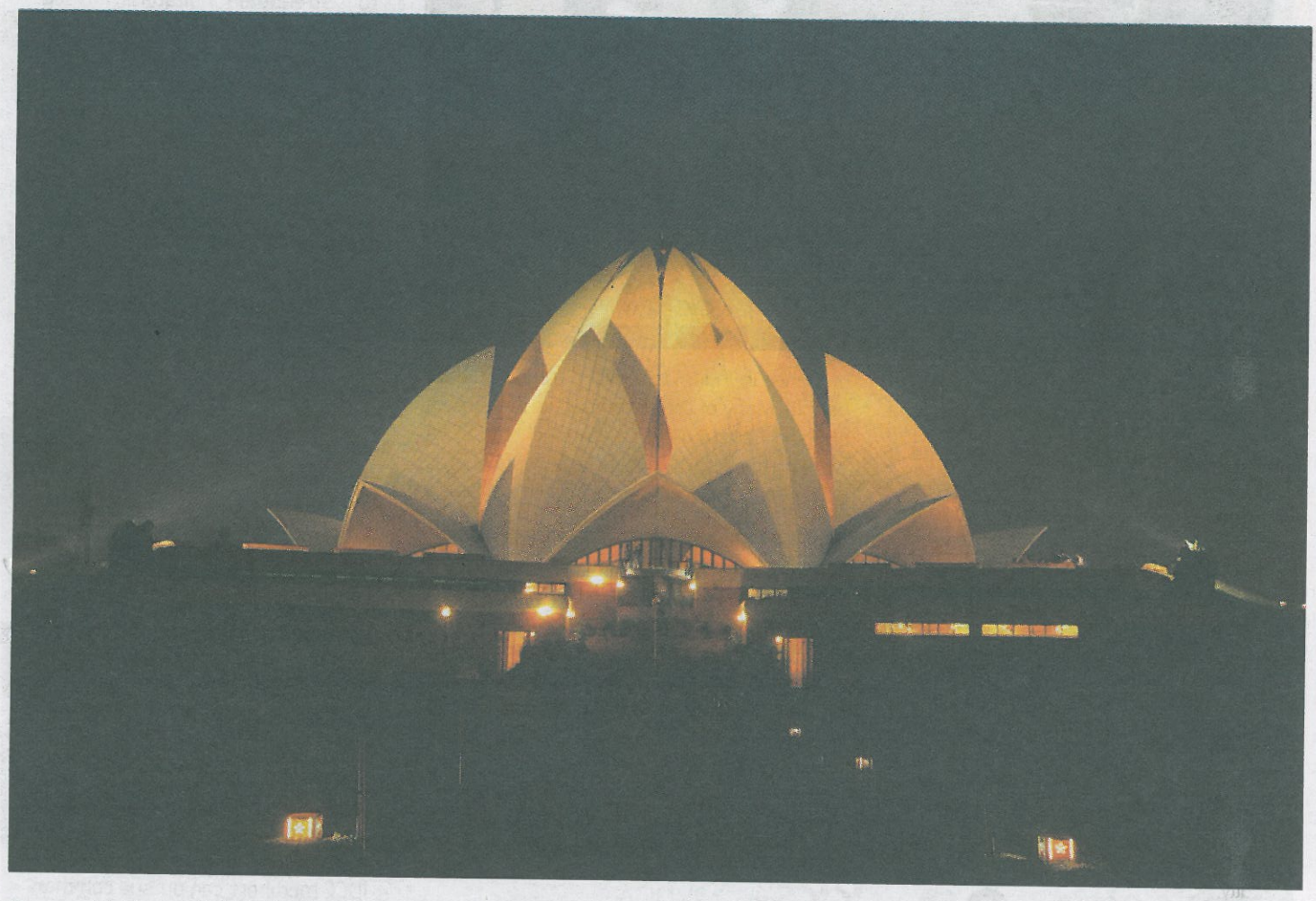
THE LARSEN & TOUBRO JOURNEY CONTINUES

A typical day in its 82-year odyssey reveals the extent of its influence, from Denmark to India



Lone Heidegaard's flight begins its descent into Delhi. She looks out for a bird's eye view of the sprawling metropolis. Lone is excited about the day ahead. She has been working on a multi-million euro deal with one of the Indian green-city projects, where she will introduce state-of-the-art Danish technology to be implemented by Larsen & Toubro (L&T) teams.

As she navigates her way through the sprawling airport she thinks of how Danish design and engineering firms are involved in such strategic projects in India working with L&T. Major airports in India such as the ones in Delhi, Mumbai, Bangalore, Hyderabad are all built by L&T.

Lone heads towards the Metro station. This is not her first visit and she knows that taking the underground Metro network will get her across the city faster.

AMBITION FUSING TOGETHER

Such landmark facilities, such as the airports and the Metro, require power and electricity to keep running 24/7 with zero downtime.

A lot of research is going on to find alternate sources of renewable energy around the world. India is amongst the seven elite countries funding the 20 billion dollar International Thermonuclear Experimental Reactor (ITER) program in Cadarache, France. This, one of the world's largest research projects, is seeking to demonstrate the scientific and technical feasibility of fusion power.

The L&T Heavy Engineering division recently flagged-off the most complex and final assembly of Cryostat, the largest stainless-steel, high-vacuum pressure chamber in the world. This is an important milestone in the global nuclear fusion arena as well as a moment of pride for the Make in India initiative.

The Cryostat assembly referred to as the Top Lid, weighing 650 MT (metric tonnes), is to be installed with other Cryostat segments for ITER (International Thermonuclear Experimental Reactor) in a reactor pit in southern France. L&T has already delivered the Base section, the Lower Cylinder and the Upper Cylinder for the Cryostat.

The Cryostat's function is to provide cooling to the fusion reactor and to keep very high temperatures at its core under control. The era of green sustainable power is almost here.

PEACE OF METRO AND MIND

At the Metro station, as she had done while



walking through the airport, Lone marvels at the cleanliness and level of maintenance in a place that millions of people traverse daily. A Danish facilities management company provides its services to key sectors. LTI teams in turn keep their IT systems running and provide critical 24/ 7 support that keeps their treasury and customer information systems up to date.

Lone surfaces at Nehru Place Metro Station and decides to take a cab for the last stretch. Her cab passes the Bahai Lotus Temple built by L&T. The temple is one of the first of its kind to use solar power electricity. Denmark Wind Energy and other renewables provide a significant portion of the power needs. L&T Technology Services works with Danish Energy companies to optimise wind turbine life cycle.

Her main meeting for the day completed successfully, Lone heads to meet her colleagues at L&T Business Park at Mathura Road. She always enjoys this opportunity to meet her colleagues in India face-to-face and today they have much to discuss and plan for.

Later in the evening, Lone checks into her hotel. The grandeur reminds her of a similar experience at the ITC Grand Chola Chennai built by L&T. While checking in she swipes her card and gets a password on her phone within moments. A double-layered security system installed by a Danish digital payments company protects her from fraud and theft from her credit/debit cards. LTI works 24x7 to keep payment solutions and systems running at this Danish company. She has also done the usual last-minute shopping on the way back. She knows the safety of her transactions was guaranteed. Group company teams from L&T Nxt / LTI / LTTS and Mindtree meanwhile are developing and supporting project management softwares as well as transferring IT infrastructure setups to reliable cloud-based technologies at home in Denmark.

MESSAGE IN A BOTTLE

After breakfast the next day, Lone books a cab and heads for the airport. The hotel reception offers her a complimentary reusable water bottle. These small gestures go a long way in any relationship.

The water in the bottle reminds her of the many Danish companies engaged with L&T on water projects. L&T helps to design, build, operate and maintain water infrastructure for water treatment plants, wastewater management, industrial and effluent treatment, lift irrigation, and urban and rural water supplies. L&T-NxT has developed and deployed many innovative digital solutions and technologies using Internet of Things (IoT) technology, artificial intelligence, machine learning, smart geospatial data, and augmented and virtual reality for the water industry.

Lone's day in Delhi, as that of numerous others across the two countries, reaffirms that L&T's 82-year-old Danish-India partnership journey will only get more exciting as technology, skills and scale bring the two countries closer.

LARSEN & TOUBRO

Larsen & Toubro was founded in 1938 in India by two Danish engineers: Henning Holck Larsen and Søren Kristian Toubro.

The company began its journey with engineering and construction projects and expanded into global operations, setting benchmarks of quality, scale and complexity.

L&T group companies LTI, Mindtree, L&T NxT & L&T Technology services primarily work with leading Danish companies in the areas of digital consulting, Information Technology and engineering services.



INDIAN STARTUP ECOSYSTEM IN FOCUS

Huge ambition and possibilities of growth make the country's sectors one of the most enticing in the world

India is one of the biggest and fastest growing digital markets in the world. The adoption of technology and the digital economy is expected to play a vital role in transforming business enterprises in the future and achieving the target of a 5 trillion US dollar economy. With over 1 billion mobile subscriptions and 560 million internet subscriptions, India is home to the second largest mobile subscription and internet subscriber base in the world.

TRILLION DOLLAR DIGITAL ECONOMY

India has set its sights on having a 1 trillion US dollar digital economy powered by Startups by 2025. Startups can create a major impact in fuelling the trillion-dollar digital economy in India and creating an 'Atmanirbhar Bharat' in a post-pandemic world.

India currently has the third largest startup ecosystem in the world. Close to 25% of its 32,000+ Startups are core technology operations in areas such as AI, Robotics, Cloud Computing, IoT, Digital Health, and Financial and Education Technology. With increasing emphasis on innovation and entrepreneurship across the country, the contribution of Startups towards GDP is expected to grow multifold in the coming years. Indigenous Startups will not only create jobs and wealth in the country, but will also act as major boosters for meeting developmental goals of equitable growth.

Startups and MSMEs account for 25% of the services gross domestic product (GDP) of India and one-third of the manufacturing GDP. Companies and corporations rely on Startups and MSMEs, as they are part of the supply chain and distribution, both upstream and downstream, and play a crucial role in developing innovative technologies to replace older operations.

STARTUP INDIA: BUILDING BRIDGES

The Indian Government with its entrepreneurship-focused initiative has led to sustainable inclusive growth in the Indian startup and MSME ecosystem. Startup India was launched on 16 January 2016 by the Honorable Prime Minister of India to build a strong ecosystem for nurturing innovation and Startups in the country and to drive sustainable economic growth and generate large-scale employment opportunities. Through this initiative, India is evolving into a job creator, wherein 3,82,249 jobs have been created by 30,325 Startups.

Startup India has been instrumental in creating a conducive growth environment for Startups, and it has also succeeded in tapping a regional ecosystem, as 29 States and UTs have dedicated startup policies that promote and support Startups in their respective regions. Startup India also has 10 international bridges to promote global collaboration with India. A Startup Bridge enables Startups, investors, incubators, corporates and aspiring entrepreneurs of two countries to connect with one another and provides them with resources to expand and become globalised Startups. The bi-directional, international bridges enable promising Startups of other countries to access to Indian markets and vice versa. The bridge acts as a one-stop shop for all stakeholders to promote knowledge exchanges and joint programs. These bridges are the first point of contact for foreign Startups entering India and Indian Startups expanding to foreign markets.

THE IMPORTANCE OF ENABLERS

The growth and development of the ecosystem in India have only been possible due to the presence of enablers such as accelerators, incubators, corporates, funds and mentors. The enablers play an important role in providing Startups with expansion advice and decision- making tools, as well as being critical to driving growth. From advising on government policies to acting as market catalysts, enablers help innovators from inception till maturity.

INVEST INDIA
NATIONAL INVESTMENT PROMOTION & FACILITATION AGENCY

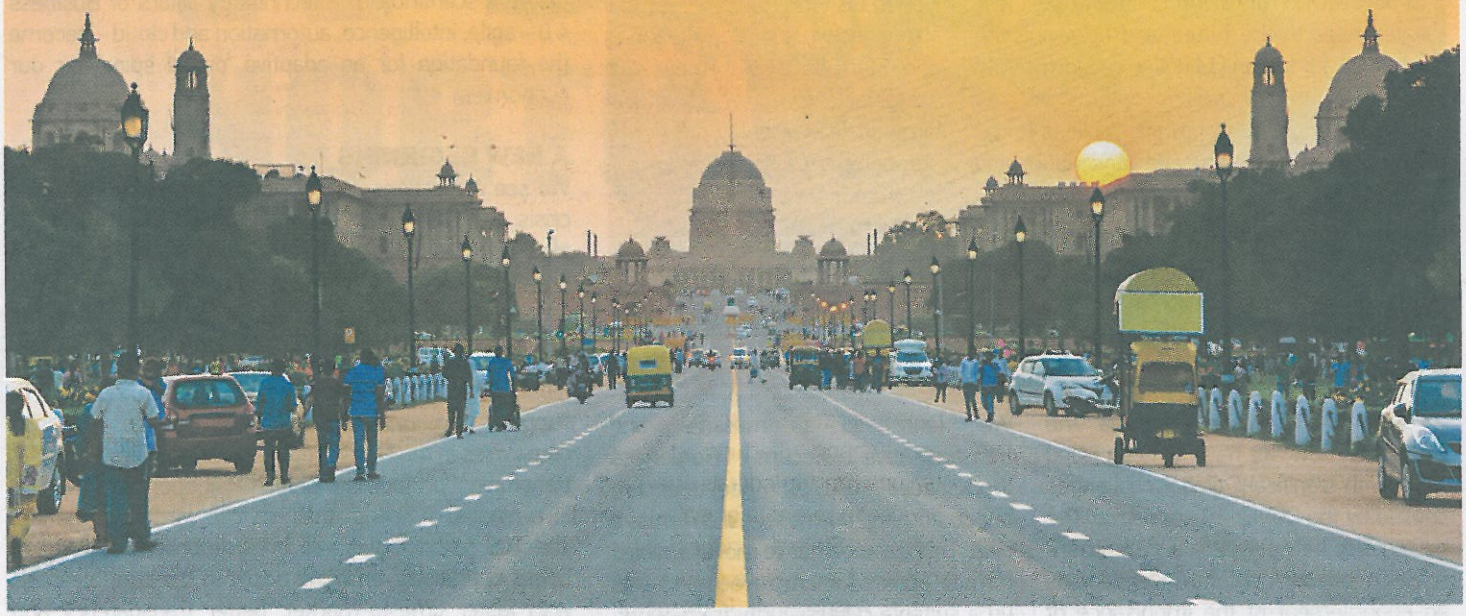
Denmark is an ideal market acting as a gateway to the EU for Indian Startups. Over the years, there has been an increasing push by both Indian and Danish governments to develop innovative solutions to global development challenges. Denmark offers many opportunities for public funding schemes, access to local and international investors, accelerator hubs, and internationally-focused business development organisations. The similarities between the two startup ecosystems are the cornerstones of the India-Denmark Startups collaborations. Keeping this in mind, Startup India, Invest India (the National Investment Promotion & Facilitation Agency of India) and the Embassy of India in Denmark have launched the Indo–Danish Innovation Series.

The Indo–Danish Innovation Series is a novel, focused one, consisting of many mentorship programs that cover various essential topics to prepare Indian and Danish Startups for market expansion, providing an in-depth understanding of the strategies to be adopted. Some of these sessions will be centred around strategic planning, go-to-market strategies, structuring organisational process, team building, and more. These sessions will also be recorded and put on the Startup India website as a handy guide to help Startups with in-depth knowledge while exploring new markets. The Indo-Danish Innovation Series is only one step towards a broader, more collaborative and growth-driven startup partnership between India and Denmark.

#startupindia

NORDIN THE STRONGEST DANISH SME MARKET ACCELERATOR TO INDIA

Last year NORDIN successfully completed its first project to strengthen cooperation among SMEs. Of the 11 companies selected, 8 completed the program and 7 are presently active in India. Now our second cohort is underway. We have tweaked the program, increased the cohort size and aim for an even higher success rate.



With 24 companies to be selected and accelerated into the Indian market, NORDIN is perhaps the most ambitious market access and innovation program ever for Danish SMEs looking to South Asia.

A CLEAR PURPOSE

The purpose of NORDIN is clear: to pave the way for Danish B2B-solutions that cater to the UN Sustainable Development Goals. This is where we believe Danish companies have the highest growth potential in India. Denmark has a global brand within green innovation and provides solutions with a great return on investment.

Even in price sensitive markets like India, it is simply good business to save water, recycle waste and shift towards renewable energy. Finally, if you want to make a real impact, India is a great place to start. There is hardly anywhere in the world with a greater scaling potential.

ROOTED IN TRUST

The success of the first cohort is a testimony to the efficacy of the NORDIN methodology that seeks to address head-on the fundamental issues facing Danish SMEs in India.

Tom Sebastian, who manages the Indian side of the platform, elaborates: "Business in India is rooted in trust, something that is hard to nurture when you're an SME in Denmark with no local presence. Trust and relationship building is a key focus at NORDIN, where our local network and long term engagement with SMEs provides access to the right partners and clients."

NORDIN brings to the table a closely supervised, highly operational, long term approach. It works.

GOALS WITHIN REACH

The outreach to cohort two companies started in March, just before COVID-19 closed down the country. Yet, despite these difficulties, the project is on track in terms of onboarding. So far, 12 great companies have been selected (check nordin.io for further information), and another 10 companies are lined up for interviews. The ambitious target of 24 companies for October 1 is within reach.

NORDIN is a project collaboration between Asia House Denmark, the Confederacy of Danish Industry, Green Innovation Group and Innovation Centre Denmark in Bangalore, and it is funded by the Danish Industry Foundation. It's also a true Indo-Danish collaboration: a motley crew of engineers, economists, historians and anthropologists from both countries – all with a long personal history of working in the cross section of India and Denmark.

For more information, check out the website nordin.io or contact project manager Peter Johansen, Asia House.

NORDIN

TATA CONSULTANCY SERVICES

PROUDLY WORKING TOWARDS A GREEN AND DIGITISED ECONOMY FOR DENMARK

By Mr. Sapthagiri Chapalapalli, Head Europe Tata Consultancy Services



Tata Power Solar's 25 MW solar farm in Sønderborg, Denmark

Over the past few months and even now, we have all been faced with significant global challenges caused by the COVID-19 pandemic. The partnership between India and Denmark remains unwavering, however, and is an endorsement of the importance of collaboration between nations in times of crisis.

Tata Consultancy Services (TCS) congratulates the people of Denmark, its leadership and the healthcare workers for Denmark's very successful approach to this pandemic. Prime Minister Mette Frederiksen has led a remarkably inclusive approach that has brought government and people together.

PLAYING ITS PART

As a local, a committed corporate citizen of Denmark, TCS has also contributed its part and worked together with local companies to ensure business continuity especially for essential industries – be it banking, healthcare, utilities, retail, public sector or transport.

Like others across the globe TCS as an organisation has had to adapt and at a fast pace. At the heart of our own effort to help combat the pandemic was an unprecedented internal transformation inside TCS.

We launched a massive and transformative Secure Borderless Workspaces™ (SBWS) model to ensure our customers' businesses didn't miss a beat. This transformative model enables remote access for employees and sets up a suitable cybersecurity framework, as well as all project management practices and systems needed to ensure that work allocation, monitoring and reporting continues as normal.

CRITICAL TIMES

Such highly distributed, location-independent work models are critical in making the future of work in a post-Covid world a reality. Due to the clear advantages of SBWS we have now announced a new 25 by 25 vision. By 2025, only 25% of TCS's workforce will work out of TCS facilities at any time and will spend only 25% of their time in the office. Within project teams, only 25% of employees will need to be co-located.

While we need to keep our eyes on growth, transformation and sustainability, we believe that enterprises and governments need to focus on safeguarding resilience and adaptability. We need to ensure continuity of technologies that allow for remote and cognitive operations – these become a critical enabler in the face of a sudden shutdown. At TCS we believe in a concept called Agile Enterprise which helps us embrace risk and prepare for different scenarios. The technology pillars of Business 4.0 – agile, intelligence, automation and cloud – become the foundation for an adaptive 'digital spine' for our economies.

A NEW BEGINNING

We see our actions not as a short-term response to a crisis, but as a new beginning, and believe many are also keen to adapt whilst bringing about their own transformations. Strengthening Danish business is not only about persevering, but also about building towards a new, greener and more digital future.

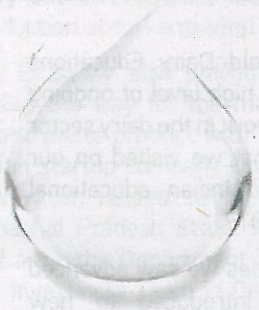
Most recently for example, TCS was chosen to support Tryg, one of the largest non-life insurance companies in the Nordic region, in its accelerated digital transformation journey. Danish Rail operator DSB has also trusted TCS with their shift towards automation. The TCS technologies will bring improved stability to DSB's operations, enabling agility in the core business with faster time-to-market, better transparency and control. We also work with Danish telecommunications company TDC Group to improve their IT-infrastructure and provide the best customer experience with the help of TCS's Machine First delivery model.

IN PERFECT SYMMETRY

Digital transformation and the shift towards a green economy are interconnected. In Denmark, which has been at the forefront of green initiatives for decades, we also see new initiatives by the government such as the Green Housing agreement, and the Climate proposals for energy, industry and waste – all parts of the same solidarity and solutions-based approach. These changes tie in with ambitions at an European level, especially in the areas where Denmark already leads – head and shoulders above other industrialised economies.

The EU has recently announced their priorities for the coming years and have specifically named the Green Deal, digitisation and building resilience as the three key pillars for the coming years. This new economic model is being developed because in the very near future we will all have to think differently. IT infrastructure, our 'digital spine', will be needed to literally support this green, digital, and resilient future. At TCS we share the vision of Denmark and the EU and we look forward to building this future together.

NOWA
NORTH WATER



FRESH
WATER
EVERYWHERE

contact@nowa.gl



A 17-member AMUL dairy delegation from Banas Dairy, Gujarat visited a farm in Copenhagen on 16 July 2019 accompanied by Søren from Kold College

CREAM OF THEIR EFFORTS

By Søren Nyvold Dehn, Head of Education Exports, Kold College

The combined focus on green solutions and sustainability between the biggest dairy producing country in the world and the only dairy school in Scandinavia is guaranteed to have a profound impact on the world our children are going to inherit

The delegation from Kold Dairy Educations was impressed with the high level of ongoing research and academic work in the dairy sector at various institutions that we visited on our first fact-finding tour to Indian educational entities in the spring of 2019.

Even at remote Universities we saw advanced equipment and were introduced to new patents, for example, on bacteria strings and starter cultures. We signed a number of MOUs, to which Kold Dairy Educations can contribute with hands-on implementation of ideas developed from Indian dairy education.

Whilst the research of Indian universities has presented solutions to keep dairy production more sustainable in order for us to give our children a planet equipped for the future, we found that we at Kold College were able to work with these academic recommendations in a practical way, for example, on how improved pumps can optimise the output of milk (per litre) and thereby lower wastage, how to use traditional bi-products like whey in other places in the dairy value chain, etc.

HEAVY COVID-19 INFLUENCE

Our Indian-Danish activities in 2020 have been heavily influenced by the COVID-19, with a larger part of the teaching done virtually. Together with a private Indian dairy company we have developed three courses.

The latest is a combination of introductory videos, tests and live Q&A sessions with dairy staff and experts from Kold College. The course has been focusing on improving the efficiency and minimising wastage with different dairy processes in the middle. The modules are typically made with a partner from the private sector: for example, the module on yoghurt in cooperation with an ingredient producer, amd the module on plant-based dairy with an equipment producer.

GREEN FOCUS IN MIND

At Kold Dairy Educations' specialised dairy education with a focus on practical implementation, we enjoy the feedback we get from working with both the highly advanced dairy education and enormous private dairy sector of India.

This cooperation will make significant contributions to minimising wastage and the efficient use of raw milk in order to add value for the dairy industry.

MAKE IN INDIA AND ATMANIRBHAR BHARAT

Reaching the SDGs through collaboration

By Dr Balwant Rai, President, Joint Board of Research Health Education and Research Society, Denmark

The Joint Board of Research Health Education and Research Society is a 3,000-member network dedicated to promoting the global accessibility, harmonisation and efficacy of healthcare that addresses biology, science, diagnostic and treatment technologies as well as the psycho social components of health and illness.

Just as an inventor has different patents and collaborations with top research centres, the society has a multitude of different projects (in connection with top research groups) related to healthcare, medicine, new drug development and technologies, and smart technologies.

PPE: FROM ZERO TO NUMEROUS ZEROS

Recently the Government of India launched Atmanirbhar Bharath with MAKE IN INDIA – a particularly relevant move during these COVID-19 pandemic times, especially for personal protective equipment (PPE) kits and drug development.

The growth of India's PPE sector from zero before March 2020, to 1,500,000 pieces a day by the beginning of May 2020, is an excellent example of what a self-reliant country India is, according to the Invest in India report. The PPE industry in India grew rapidly to become worth 980 million US dollars in just two months, making it the second largest in the world, according to the Invest India report.

Thanks to an Indian inventor's development of a special antiviral, antimicrobial and antibacterial patented coating technology (VIRODEFENDER-NCTM and FRONTIER DEFENSE-NCTM), manufacturers of PPE products were able to provide extra protection against microbes on their facemask, gloves etc. These technologies were tested via third party labs to prove the effectiveness of the technology.

KEY ROLE OF EMBASSY

As a diaspora, we are very thankful to the Prime Minister's Science, Technology and Innovation Advisory Council for guiding us regarding the availability of testing labs and the facilitation of clinical testing. This proprietary antiviral nanoparticle-based solution can help to prevent the spread of COVID-19 and other viral infections, and it was shared with many Indian manufacturing companies.

Ratan Textiles Pvt Ltd. (Jaipur) was recommended by Handicraft Export Promotion Council (HEPC), while EcoSuut Fashions Pvt Ltd (Faridabad) and Biharilal Fashions (Mumbai) were recommended by Apparel Export Promotion Council (AEPC) of India for manufacturing PPE kits including facemasks (cotton and reusable) coated with novel antiviral and antimicrobial technology (VIRODEFENDER-NCTM and FRONTIER DEFENSE-NCTM).

The novel antiviral and immune enhancer drug (CORVTM) and its clinical trials were made possible because of the Embassy connection. The Embassy helped find the partner Baidyanath Ayurveda in India to carry out clinical trials and the eventual production of this anti-viral drug.

The Embassy also played a key role in paving the way for the manufacturing of a toothpaste product with the help of the Indian startup company Orange Herbs Pvt Ltd, which helped set up production in Himachal Pradesh State. As well as the Embassy, the Department of Ayurved and the Investindia Team in Delhi also played key supporting roles.

EVERY INDIAN'S RESPONSIBILITY!

The Government of India has implemented different steps to further encourage investment whilst developing a good business climate. India is playing a very important role in making these programs very successful. The Make in India and Aatmanirbhar Bharat initiatives are long-term programs that will help to achieve the dream of transforming India into an innovation and manufacturing hub.

As an Indian diaspora living and working in Denmark contributing to nation-building through the local mission, we feel immense pride and satisfaction. India's expanding economy is attractive to entrepreneurs and international players, offering tremendous opportunities. Ultimately it is every Indian's responsibility to leverage the emerging economic potential by contributing through such engagements.



GROWTH POTENTIAL OF AYUSH

With a dedicated Ministry and untold advantages, India is surely the best equipped country in the world to help companies flourish

By Invest India Wellness team

The AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) market currently stands at a whopping 10 billion US dollars and is projected to see an impressive 50 percent increase over the course of the next five years. Having no FDI limits, this sector has massive potential for exponential growth – especially in times of public health crises.

DEDICATED MINISTRY

India is one of the few nations in the world that has an entire Ministry dedicated to the research and development of such 'alternative' medical practices, which ensure the efficient fostering of developments in the field. Founded in 2014, the Ministry of AYUSH has taken numerous steps to promote the research and understanding of practices that are indigenous to India and her history. The Ministry has recognised the massive potential for FDI and exports in this industry, and it has cultivated an environment that consists of vast research infrastructure and practice institutions that are at the disposal of both local and foreign investors.

With over 3,000 hospitals and 500 colleges dedicated to the proliferation of AYUSH practices, India has emerged as a world leader in this sector of medicine. Multiple wellness parks have been established around the country that stress the importance of AYUSH practices. These have played a major role in pushing the idea of such medicine to the urban population. Having ancient roots in such practices, the rural population of India has always looked to Ayurvedic home remedies, which further strengthens the position of the sector.

INDIA AT THE HELM

Current market leaders such as Dabur, Himalaya and Patanjali have proved that the success of such medical practices in India is a tried and tested concept with scope for further growth. Yoga, acupuncture and other such wellness practices are gaining immense popularity – especially in the developed countries that make for an even more exciting foray into the market.

The global market registered a CAGR of 19.9 percent over the forecast period, and at the helm is India with a stronghold in both local production and exports. The demand for non-chemical solutions to various health issues along with skincare is increasing across the globe and in India. Patanjali, Dabur and other leaders have already made forays into these industries and expedited their growth.

ALL THE COMPONENTS

India is the world's second largest exporter of Ayurveda and alternative medicine in the world and is continually promoting its export interests. Given India's incumbent ancient knowledge and well-developed distribution channels, this export market will only continue to grow due to an increase in demand from international markets.

The Asia Pacific market, where Indian exports already have a strong grip, is expected to rise exponentially over the next five years. In addition to this, the Latin American and African markets are expected to see significant growth that should be looked at as areas of opportunity for both Indian AYUSH conglomerates and potential FDI firms looking to take advantage of India's well-established success in the industry.

Furthermore, the AYUSH Ministry announced in late 2019 the launch of an AYUSH research and Export Council that will focus on the facilitation of India's export capabilities and constantly work on the promotion of research and development surrounding the industry. India is one of the only nations to have government sectors dedicated to the promotion of these practices and, considering the growth potential of this market, this is truly the best place for FDI.

POST-COVID OPPORTUNITIES

Unprecedented global emergencies such as the COVID-19 pandemic are having long-lasting effects on almost all sectors of the economy. Indian alternative medicine giant Patanjali has introduced Coronil, an immunity booster that they claim has shown extremely positive results in helping COVID patients recover. This is a huge area of opportunity – especially in a post-COVID world where people will look to such alternative home remedies to prevent them from having to resort to allopathic care.

Thanks to India's stronghold in the field of Ayurvedic immunity-boosting practices, it is in an extremely strong position to cater to present and future international demand that foreign investors can take advantage of. The government of India has introduced multiple schemes to promote AYUSH activities and has also set up individual research councils for each of the AYUSH systems, thus exemplifying its interest in developing this growing industry.

SUPERBLY EQUIPPED

Overall, India's deep-rooted, ancient knowledge coupled with its modern approaches to the development of AYUSH practices makes it one of the best destinations to enter or further the industry.

An ever growing market coupled with zero FDI limits and government support will make for an easy transition. The availability of established infrastructure and skilled manpower with incumbent knowledge makes India all the more desirable for FDI. And a massive local market with a growing middle class population makes India a lot more desirable. Multiple government schemes that further this cause have been established to create a lot more credibility in the local market.

Increasing demand from India's top AYUSH export partners – namely the USA, Japan, the UAE and other developed nations – ensures stability both locally and internationally.



DESMI



Combat the challenge of cleaning up ocean-bound plastics with End-to-End solutions

DESMI A/S, a bellwether in the realms of pumping and oil spill technology, made its landing on the shores of India in the year 2013. Witnessing the rise of the Indian Economy in the world order, DESMI was quick on its feet to set up DESMI India, a sprawling manufacturing facility in Hyderabad in the state of Telangana. In its 4000 square metres of integrated manufacturing / assembling facility, it has been meeting the demand of its customers in the field of pump solutions, refuelling systems and oil spill management.

With an aim to have a $5 trillion economy by 2024, India has thrown open many opportunities to the world to not only enable its industries through their advanced technologies, but also to make the country independent through the transfer of such technologies.

The Indian Government realised that the impact of its burgeoning population and extensive industrialisation was leading to depleting levels in the country's water bodies and their pollution in many ways. In its effort to revive them, the government has launched an array of initiatives targeted at cleaning the water bodies. DESMI was swift once again to assist the efforts of the Indian government by offering its unique range of marine-surface cleaning solutions.







Clean-up Systems for rivers, canals, drains, lakes, coastal areas & ports	Danish Technology, Made in India	Environmental Conscious Solutions	Social Economic Benefits	Trainings for Customers, Partners & Other Stakeholders
Service Partner	Green Technologies	Free Consultancy	Clean Waterways	High Focus on HSEQ

The Municipal Corporation of Delhi today uses DESMI equipment in the cleaning of its major drains. DESMI's proposal for the installation of its equipment is being actively considered by the relevant Ministries, Municipalities and Coastal Zone Management authorities. DESMI, in collaboration with the Indian Institute of Technology Delhi, has established a Center of Excellence in order to both conduct research into developing an economic model for complete marine trash management technologies and a "Waste to Energy" technology park in Delhi. This has been conceptualised in order to combat the issue of rising landfills in Delhi, thanks to the active support of the Department of Biotechnology, *Hon. Dr. Vijay Raghavan*, the Principal Scientific Advisor to the Government of India & *Hon. Anil Baijal*, Delhi's Lieutenant Governor.

If you are a Municipality or a Corporation and wish to clean your water bodies, then contact DESMI today!

Email: desmi@desmi.com Tel: +91 77018 36529/WhatsApp +45 9137 3462

For more information on DESMI solutions, please visit **www.desmi.com**



BONDING WITH BAPU: A TOTAL IMMERSION IN INDIAN CULTURE

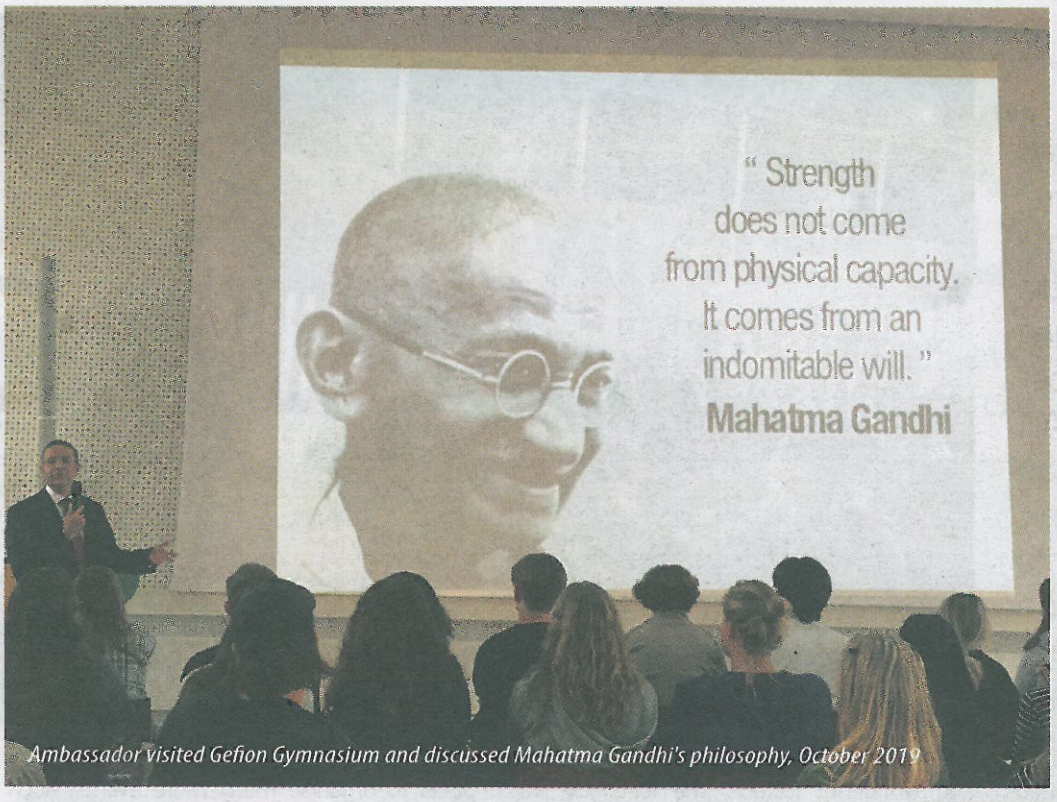
Familiarising Danish youth with Mahatma Gandhi's life philosophy, the Indian film industry, literature, music and Yoga

As part of the 150th Birth Anniversary Celebrations of Mahatma Gandhi, The Embassy of India organised various events including talks on Gandhiji and tree-planting ceremonies at more than 20 educational institutions throughout 2019 and 2020. A Cycling for Peace was held on 3 June 2019 while Gandhi Jayanti was celebrated on 2 October 2019 in front of the statue of Mahatma Gandhi at Gandhi Park in a ceremony attended by members of the local Indian community as well as Danish friends of India.

HONOURING GANDHI

Ambassador Ajit Gupte and colleagues visited and planted trees as part of the 150th Anniversary Celebrations of Mahatma Gandhi at more than 20 educational institutions including Jersie Privatskole, Gladsaxe Gymnasium, Kold College, IBC Kolding, Gefion Gymnasium, Niels Brock Gymnasium, Frederiksværk Gymnasium og HF and Køge Gymnasium in Zealand, as well as at Skanderborg Gymnasium and Aarhus Statsgymnasium in Jutland from August 2019- March 2020. Ambassador Gupte conveyed the importance and today's relevance of Gandhi's message of non-violence and discussed the economy and democracy of the second-most populous country in the world with the students.

Counsellor John Ruolngul launched a Hindi online course prepared by the Contemporary India Study Centre at Aarhus University. Other events included the inauguration of 'India Corner' at Copenhagen Business School, culinary events, musical concerts, lectures, screenings of movies, virtual Kuchipudi and Yoga sessions, etc.



Ambassador visited Gefion Gymnasium and discussed Mahatma Gandhi's philosophy, October 2019



MUSIC AND MOVIES

On 21 February 2020, the Embassy organised a musical concert featuring the Indian classical violinist Shubham Sarkar, tabla maestro Pradip Kumar Sarkar and Danish guitar virtuoso John Sund in collaboration with Brorsons Kirke before a full house audience of more than 150 Danes.

Additionally, two concerts were held at Frederiksværk Gymnasium og HF and Rungsted Gymnasium, where several hundred students enjoyed the uplifting sounds of the Sarkars' tabla and violin.

The Embassy presented the beautiful state of Manipur, India on 23 February 2020 through an inspirational movie portraying the rise of Mary Kom, the spirited daughter of a Manipur rice farmer, in the world of amateur women's boxing. She fulfilled her dream of becoming a World Amateur Champion, not once but five times over. The screening of 'Mary Kom' was held at Husets Biograf, which also hosted a full-house screening of 'Hotel Mumbai' in January 2020.

ANNIVERSARY PLANS

The Embassy had big plans for celebrating the 70th Anniversary of Diplomatic Relations between India and Denmark in March 2020, before the current pandemic disrupted the plans. Originally, three large concerts were booked in Copenhagen, Aarhus and Aalborg with hundreds of esteemed guests, including His Royal Highness, Crown Prince Frederik of Denmark.

The Indian Embassy however found new and innovative ways to showcase India's

THE JOYS OF INDIA'S CUISINE

The Embassy observed World Pulses Day in collaboration with Dansk Vegetarisk Forening (Danish Vegetarian Association) on 10 February 2020 at Kulturhuset Kilden. The program included an introduction to some Indian cuisine, a presentation on the health benefits of using pulses in one's diet and talks about international cultural understanding through delicious vegan food.

Today it is necessary to recognise the importance of pulses (chickpeas, dry beans, lentils, dry peas etc) as a global food. The richness of Indian cuisine showcases how you can make delicious vegan and vegetarian food and inspire healthy and sustainable eating habits. Indian recipe booklets were given out at the venue.


Over 250 enthusiastic students of Niels Brock Gymnasium greeted Ambassador of India for a lively lecture, November 2019

The Embassy donated books on Indian culture, art, history and economy and inaugurated an "India Corner" at Copenhagen Business School on October 29, 2019. Ambassador Ajit Gupte spoke about India's emergence as an economic and political power to a number of inquisitive international business students.



Ambassador of India, Mr. Ajit Gupte visited Køge Gymnasium and spoke to 250 student in February 2020

rich and diverse culture and keep it alive in the time of COVID-19 by organising various online events. The Embassy organised virtual Kuchipudi sessions, online Yoga, breathing exercises and meditation classes for online audiences in cooperation with local yoga studios and instructors.

DANISH KIDS IN KOLKATA!

In an attempt to familiarise Danish high-school kids with yoga and its health benefits such as reduced stress and increased focus, six yoga sessions were organised. Several hundred students participated and learned how to deploy yoga to relax during the stressful exam period.

The students were, furthermore, introduced to the Indian movie industry and several online movie screenings were organised. The students were temporarily transported to Kolkata while they were watching the captivating movie 'Kahaani'. The screenings were followed by Q&A sessions with Ambassador Ajit Gupte who answered all of the engaged students' questions on Indian traditions. culture, food, differences and similarities between India and Denmark.

Ambassador Gupte also gave an online presentation and spoke to over 400 students from Svendborg Gymnasium about Gandhiji, India's Constitution and the current socio-economic issues. He also recommended simple traditional Indian practices of Yoga and Ayurveda for boosting the immune system, which are also good for the respiratory system, positive thinking and combating stress.

The School Principal greeted this initiative by saying: "Thank you for the exciting and wonderful lecture. The feedback was overwhelmingly positive – it was exciting to hear the story of Gandhi and how India is coping with COVID-19. We would be happy to explore the possibility of arranging further talks in the autumn this year, when the situation normalises. Please note that a group of our students have planned a visit to India in February 2021, if the situation allows. Thank you for the good talk and we hope to have a real-life reunion soon."

WATCH THIS SPACE!

Finally, Ambassador Gupte had a chance to address over 9,000 people online worldwide, as a part of the festival 'Anubhav-2020' organised by SPIC MACAY (Society for Promotion of Indian Classical Music and Culture amongst Youth) on 6 June 2020. He recollected various cultural initiatives and programs organised by the Embassy in an attempt to promote and popularise Indian culture.

In the second half of 2020, the Embassy plans to organise many more events, such as the opening of the India Corner at the Aalborg University, the ceremonial unveiling of Mahatma Gandhi's portrait at the Aalborg Mayor's office, participation at Kulturhavn, Denmark's largest harbour festival held in Copenhagen, and Aarhus Festuge, Det Turkise Telt, in Aarhus this September. Stay tuned and follow IndiaInDenmark on social media for more updates.





Online interaction with Rungsted Gymnasium students and their teacher, Randi Sabroe, May 2020

PROJECTING INTERNATIONAL YOGA DAY TO THE WHOLE COUNTRY

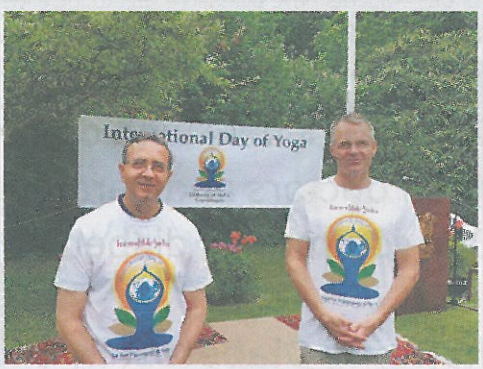
Indian Embassy's celebration encompassing five different cities brings the masses to the mats – in strict adherence with restrictions of course





The event was co-ordinated by the Embassy and co-organisers like The Art of Living, Amrita Yoga, Astanga Yoga Copenhagen, Brahma Kumaris and Dansk Yoga Forbund. Also taking part in the day was The Yoga Flat based in Christianshavn, which prepared a beautiful online kirtan session.



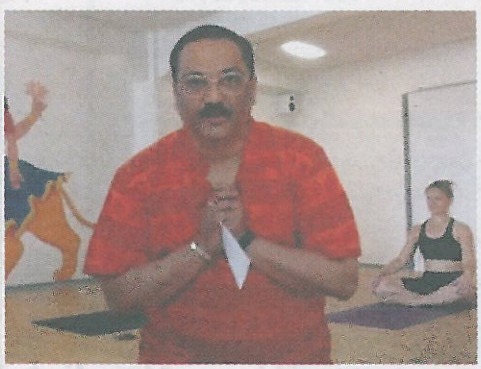




As big a crowd as possible turned up to enjoy the proceedings in Copenhagen, including Indian Ambassador Ajit Gupte (centre and right). Among his guests were Jesper Møller Sørensen, the State Secretary at the Foreign Ministry (centre), and Hans Hermansen, the CEO at CPH POST (right)







Among those taking part were yoga practitioners and Indian Associations in (left-right) Aarhus (Indians in Aarhus and Hashsham Kwaja), Vejle (Indian Association of Denmark and Eva Millere) and Aalborg (Indians in Aalborg and Yogahuset in Aalborg). The Embassy collaborated with the restaurants 'The South Indian' and 'Urban Indian' to organise a Lucky Draw at the end of the online event.



ROSHINI
Roshini is 12 Years old
Have type 1 diabetes and lives in Bangalore

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