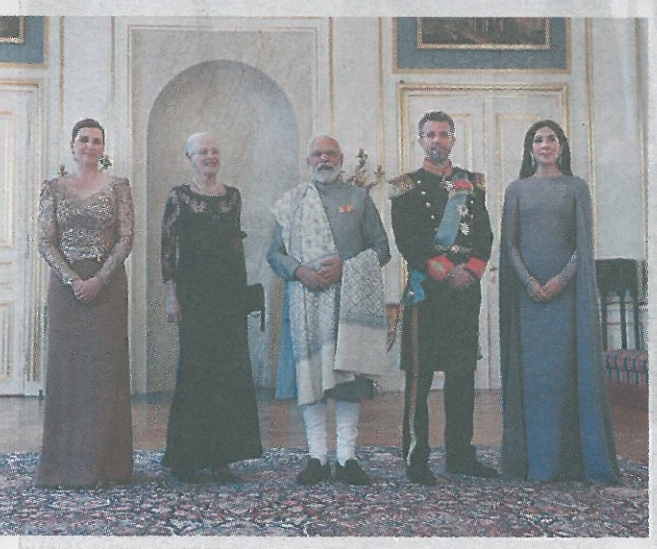


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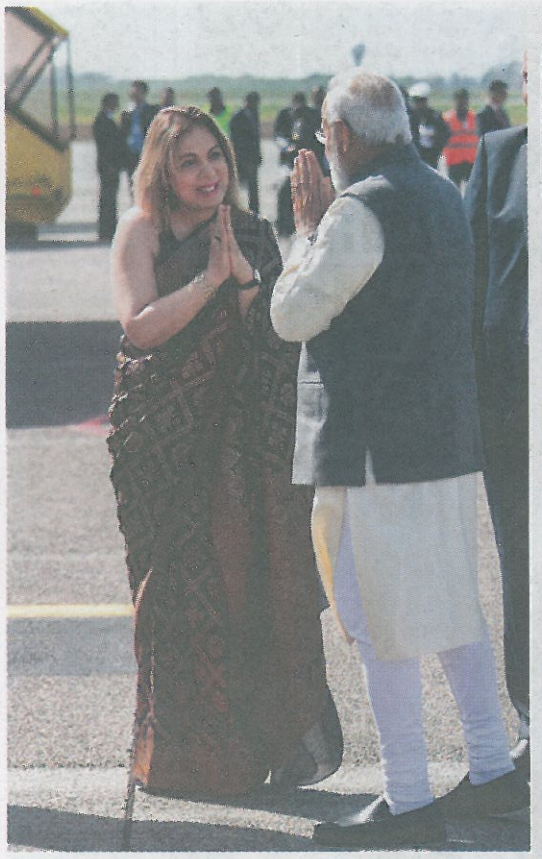
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SPECIAL SUPPLEMENT AUGUST 2022













Ambassador Kapur, who presented her credentials to Queen Margrethe II in the spring of 2021, has played a pivotal role in recent relations between Indian PM Narendra Modi and Danish PM Mette Frederiksen

INDIA: INCREDIBLE COUNTRY, CREDIBLE CREDENTIALS

Denmark could be a huge beneficiary of the Green Strategic Partnership agreed by the countries in 2020, confirms Pooja Kapur, the Indian Ambassador in Copenhagen

By Ben Hamilton

When Pooja Kapur, the Indian ambassador to Denmark, assumed her duties in March 2021, she would have been forgiven for thinking her stint in charge would be easier than her first leadership of a mission in Bulgaria. After all, corona restrictions were beginning to ease!

But life in Denmark has been anything but – to say it's been a baptism of fire would be an understatement!

In her first 14 months, she oversaw two Prime Ministerial visits – firstly Danish PM Mette Frederiksen to India in October 2021, and then Indian PM Narendra Modi to Denmark in May 2022 – along with several other ministerial visits.

All the while there has been the Green Strategic Partnership to consider, which since its announcement in September 2020, has been evolving exponentially.

HUGE TRANSFORMATION AHEAD

Ambassador Kapur has been extremely busy, but in early August she found time in her schedule to sit down with CPH POST to discuss the potential impact of the agreement, along with the undeniable impact India has been having on the international landscape – most notably in the area of green energy.

History is watching as India embarks on the most ambitious of transformations, with Denmark firmly wedged to its side.

These are exciting times, and Ambassador Kapur was kind enough to yield some insights into how the partnership looks from the Indian side. It's not fanciful, she confirms, to conclude that Denmark could end up being a huge beneficiary.

But the biggest beneficiary, given the sheer scale of the country of India, will be the world itself.

Ambassador, India is celebrating its 75th anniversary, or at least the 75th anniversary of its independence. But it's a far older country than that. Does the media sometimes forget that?

Yes, India is a new country but an old civilization. Its story goes back 5,500 years, yet history books often gloss over the Bronze Age Harappan civilization that flourished in the Indus Valley, dating back to 3300 BC. It was renowned for its urbanisation and evolved forms of art and trading – with the likes of Mesopotamia and Ancient Egypt. The contributions of ancient India were pathbreaking. It was the cradle of learning. The world's first university was established there in 700 BC, drawing 10,500 students from across the world. It was not surpassed until the emergence of the University of Nalanda again in India, in the fourth century BC. Ancient India was also the birthplace of mathematics – the number system you know today is actually Indian numerals brought to the West by Arab traders.

And the numbers still stack up well today.

Yes, we're the seventh largest country in the world by size, third largest economy in PPP terms, second most populous, soon to be most populous, the birthplace of at least three world religions – Hinduism, Buddhism, Sikhism – and the only country to have an ocean named after it (Indian Ocean), which tells you something about India's historical influence and significance. Today we have the world's largest and, I would like to say, most vibrant democracy. We have a free press, rule of law and an independent judiciary, as well as a savvy electorate who know exactly what they want. We attract a lot of FDI [see pages 12-13] and, at the same time, Indian companies are increasingly important investors abroad.

How would you account for India's rapid economic transformation since its independence?

At the dawn of the Modern age, India accounted for about a quarter of global







Ambassador Kapur enjoys an excellent rapport with most Danish ministers, including (left-right) Jeppe Kofod (foreign), Magnus Heunicke (health) and Dan Jørgensen (climate, energy and public utilities)






Ambassador Kapur's schedule is always full, whether it is meeting prominent Danes with wide-ranging responsibilities such as Margrethe Vestager (left), the European Commissioner for Competition, or MEP Søren Gade (right), the chair of both the Fisheries and Transport and Tourism Committees, or attending briefings with Maersk Executive Vice President Henriette Thygesen (top centre) or Dansk Industry general-secretary Lars Sandhal (bottom centre)

GDP. Christopher Columbus stumbled upon the Americas while looking for a sea route to India. He died thinking he had discovered it – hence the name West Indies. However, by the time India attained independence in 1947, its share was barely 3 percent with a growth rate of 0.01 percent.

Fast-forward to the present, we are the fastest growing big economy in the world: 7.5 percent is the expectation this year according to the IMF & World Bank. So how have we developed so rapidly: well, our primarily agricultural society more or less leapfrogged straight into the digital age. That's not to say we don't have robust industry – we are the world's sixth largest manufacturer and still a very important agricultural producer. Today, the Indian economy is primarily services-driven, with IT leading the way. We're the world's largest outsourcing destination for the IT industry, accounting for 67 percent of this 125 billion US dollar market. We've also moved up the value chain and are now a very important R&D hub, the third largest hotspot for technology businesses, the third largest FinTech hub, and the third largest startup hub – we produce one unicorn every eight days!

And you're also in the space race?

We're an acknowledged space power, launching satellites for many developed countries. We produce about 1.35 million engineers every year, several of who work abroad for IT giants and the likes of NASA. In India, there's a focus on scientific and mathematical knowledge, which is important. We're also the home of frugal innovation. We have sent a successful mission to Mars for less money than it cost to make the Hollywood film 'Gravity'!

So presumably there has been a lot of reform to make this happen?

In the last few years, under the visionary leadership of Prime Minister Shri Narendra Modi, there have been massive reforms, aimed at transforming the polity, economy and society towards a more developed and inclusive 21st century vision. On the economic front, demonetization and having one federal VAT around the country were bold measures, and moving up every rubric of the Ease of Doing Business index has helped tremendously. Assisted by initiatives such as our unique biometric ID system, Aadhaar, the most evolved in the world, to which 1.2 billion citizens are signed up to. Meanwhile, the Jan-Dhan Yojana scheme ensures banking no longer eludes the poor – as many as 460 million were given their own accounts, and that has made it much easier to ensure aid money reaches the intended beneficiaries.

You mentioned the 3 Ds of democracy, demography, demand. Do they play a large role?

Absolutely. We are the world's largest and most vibrant democracy with robust institutions and a truly democratic ethos. Demography-wise, India has the youngest average age in the world. Just 29 years. So that's a massive workforce at a time when the world needs labour. At the same time, there is also the challenge to skill them adequately, not only for contemporary roles, but roles that are yet to be invented. Regarding demand, our economy is essentially driven by domestic demand. And because domestic demand is always so huge, this enables our companies to weather global crises.

Does the scale of India ever feel overwhelming from a point of governance?

It's not overwhelming to Indians because we're used to it. I suppose when you come from a big city, you're used to it. I recently went to Skagen where two seas meet, and our tour guide warned the group there would be a lot of people there. But to me, he said, well, maybe not that many, compared to India. And he was right! So no, it is not intimidating, but we know it's a great responsibility.



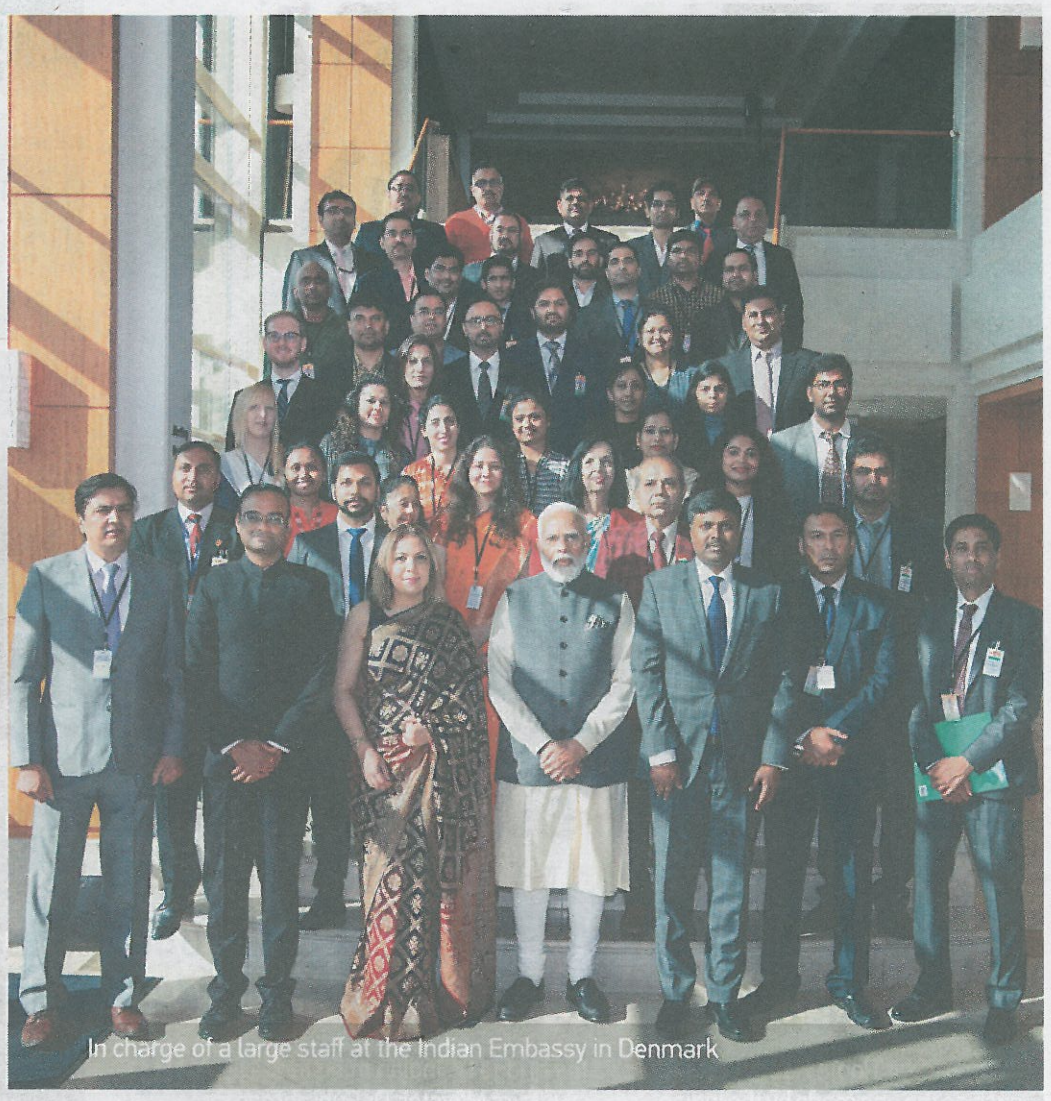




With captains of industry (clockwise from top left) chief executives Jens-Peter Saul of Rambøll, Torben Möger Pedersen of PensionDanmark, Henrik Andersen of Vestas, and Niels B Christiansen of the Lego Group



With kindred green spirit and former Danish minister Connie Hedegaard, the European Commissioner for Climate Action 2010.14



In charge of a large staff at the Indian Embassy in Denmark



Pooja Kapur regularly mentors for the Ambassador for a Day initiative



A little like the Green Strategic Partnership agreed by Denmark and India, the importance of which was underlined by the official visit of Indian Prime Minister Shri Narendra Modi to Denmark in early May. Do you think it's fair to say the partnership has huge economic potential for both countries?

For Danish companies, it is certainly a huge opportunity. Denmark sees itself as a green superpower and it does have excellent niche technologies. It also so happens that these fit in very well with India's requirements – particularly in the areas of water efficiency, cleantech, waste to wealth, sustainable urbanisation, renewable energy, etc. So Danish companies certainly have the technologies we want, and I also think Danish companies have now learned how to do business in India. They operate with an Indian partner or in clusters, with governmental support on both sides. So yes, they have been punching above their weight and I see no reason why Denmark should not get a substantial share of what is on offer.

Prime Minister Modi has said that India has the scale and Denmark the skills, but don't you think it's inevitable soon that India will have the scale and the skills?

India has the scale as well as the skills and we are cooperating with Denmark to acquire even more skills and technologies for the green transition. There is a beautiful synergy between Denmark's skills and technologies and India's requirements in the sectors I mentioned earlier. It is interesting to note that Denmark also uses Indian skills. Did you know that in the last decade, virtually every highway and bridge built in Denmark has been designed in India? Companies such as Ramboll and COWI are in turn involved in some mega infrastructure projects in India like the Mumbai sea link, Navi Mumbai highway, and some of the country's largest bridges, metros and airports, and like so many other Danish companies, have Research & Development operations in India.

How big is this partnership going to be over the next two decades? In a way India's interest in green energy recalls the US steel magnate Andrew Carnegie and how he massively upscaled production in the late 1800s in Pittsburgh, far surpassing output in Europe. Surely there's this sense that the same might happen in India in terms of green energy?

Right now, we're the only G20 country on track to meet its Paris commitments, which is all the more remarkable given that our development hasn't peaked yet, whereas Europe and other developed countries have peaked. We're on target to achieve non-fossil fuel energy capacity of 500 gigawatts by 2030, meet 50 percent of our energy requirements from renewable energy by 2030, reduce carbon emissions by a billion tonnes by 2030, reduce carbon intensity of our economy by more than 45 per cent by 2030 and achieve net zero by 2070. These are massive commitments. Take the 50 percent of energy from renewable sources pledge and imagine the scale of 1.4 billion people in an economy growing at a rate of 7.5 percent annually – its quite mind-boggling!

Yes, that's quite an energy bill. Switching lights for a second, can I ask what's been your impression of Denmark and the Danes so far as ambassador?

It's a fabulous country. And the Danes are great people. What I find particularly impressive is the enviable work life balance. Also that Danish people speak excellent English. It makes it easy to get things done. They are generally open-minded and business-oriented. Denmark is a country I've only just started to discover from a tourism perspective. I also hope to visit Greenland and the Faroe Islands soon. And I need to start biking!

What impresses you culturally?

Well, Danish design, of course. I've been building quite a personal collection of Danish brands! I also find the culinary tourism exciting. How a country with a simple, traditional cuisine has been so creative and upscaled it to the extent that it regularly boasts having the best restaurant in the world and a large number of Michelin star restaurants is particularly impressive and worth emulating.

You're number one for Yoga, though. The photographs of the International Day of Yoga in June were fantastic [see page 19] by the way. In my 10 years observing the diplomatic corps in this city, that was the best ever example





Ambassador Pooja Kapur has served as the bridge on Indian ministerial visits such as the one made by the Indian External Affairs Minister, Dr Subrahmanyam Jaishankar, in September 2021

of an Embassy infusing itself into the Danish fabric!

Thank you! I'm glad your readers liked them. We want to represent our country in a way that is interesting as well as accessible. Yoga is India's gift to the world and also often jokingly, called India's most popular export.

I know you have multiple degrees and from different prestigious universities, including Oxford and Ecole Nationale d'Administration, but are you self-taught in the way you promote India? Did you learn how to do that at university?

I went to three great universities and read subjects all related to my area of work: political science, public administration and diplomacy. But what you learn at university is rather different from diplomacy in practice! Nevertheless, studying in France and the U.K. yielded great insight into the Gallic and Anglo-Saxon ways of thinking and world-views, which have been invaluable.

And they're very different from the Indian mindset.

Quite. I remember being told by a Belgian gentleman who ran a museum in New York that none of the talks he enjoyed with great minds from top universities could rival the philosophical content of a conversation he once had with an Indian man he met in a third class train compartment with no formal education to his credit. I suppose being an old civilization makes a difference.

Tell me about the Indian diaspora.

We have a huge Indian diaspora of over 32 million people across the globe, of which approximately 17,500 live and work in Denmark. They constitute an important bridge in our relationship with Denmark and the countries they have chosen to make their home. In the 1960s, 70s and 80s, when graduates left India after studying at leading institutions, many bemoaned the so-called brain-drain, but in recent decades increasingly, the diaspora have been contributing very positively to India's growth story. As the old saying goes: you can take an Indian out of India, but you can't take India out of the Indian.

What is India's biggest asset looking to the future?

Well, I think India will play an increasingly important role in the world because of its 'soft power': from the non-violence of Mahatma Gandhi, the humanism of Rabindranath Tagore, to Yoga and Ayurveda, our cuisine and culture, not to mention Bollywood movies. Like Joseph Nye once said: "In the information age, soft power wins." Did you know that India has never once invaded another country, despite being a huge influence in the region around us? This, and the way we are so welcoming to foreigners, conjures up great love and respect for the country. We are a very diverse country – a multiverse of multiple worlds, but with an amazing ability to absorb, assimilate and maintain unity in diversity.

Far more diverse than Europe?

I suppose. I've served in various European locations, and I remember the Bulgarians telling me how different Scandinavia would be. But really, I find more commonality than differences.

So India's prospects look good?

Absolutely! More than good!

Rödl & Partner

SUCCESSFUL TOGETHER



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*(*Statutory Audit not performed by Rödl & Partner)*

We follow a "One-Stop Shop" concept, based on a balance of expertise across the individual service lines, combining them seamlessly in interdisciplinary teams.

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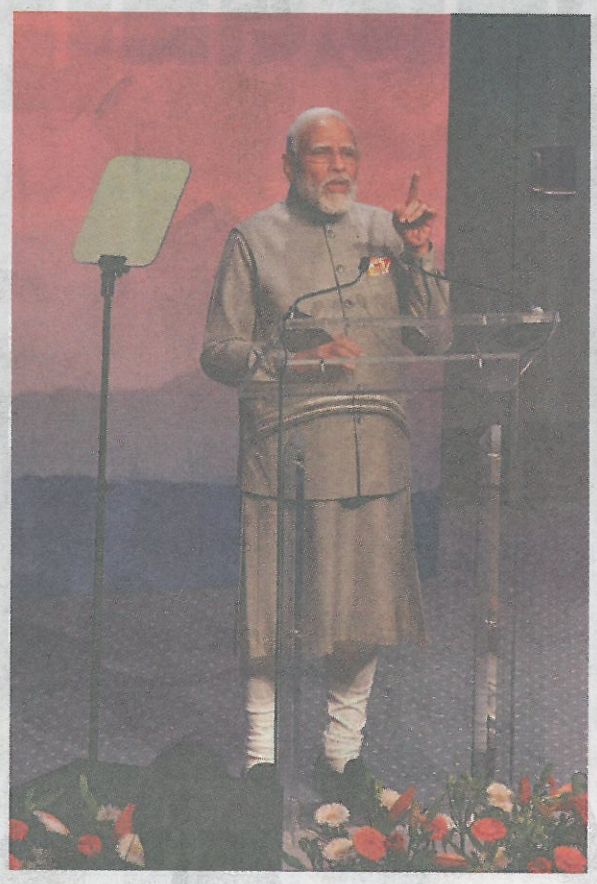
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PM'S OFFICIAL VISIT GIVEN THE WARMEST OF RECEPTIONS



When PM Narenda Modi touched down at Copenhagen Airport to commence a two-day official visit, it was all smiles as he was greeted on the tarmac by his Danish counterpart, Mette Frederiksen, who herself visited India last October. The pair then went on a stroll for an informal opening to their meeting





PHOTOS: Hasse Ferrold & Indian Embassy





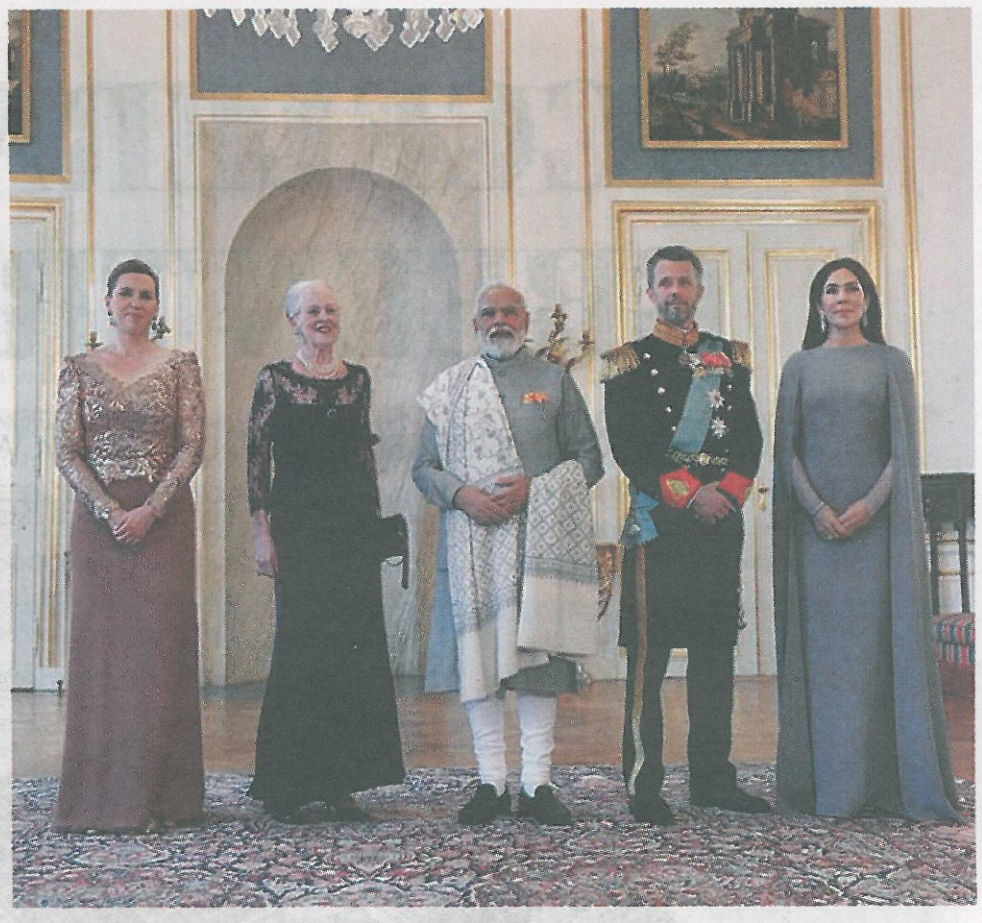
At Marienborg Castle in the Greater Copenhagen suburb of Lyngby, the PMs then addressed the assembled media to outline the itinerary ahead, but despite the busy schedule, PM Modi found time to personally meet members of the large India diaspora in Denmark



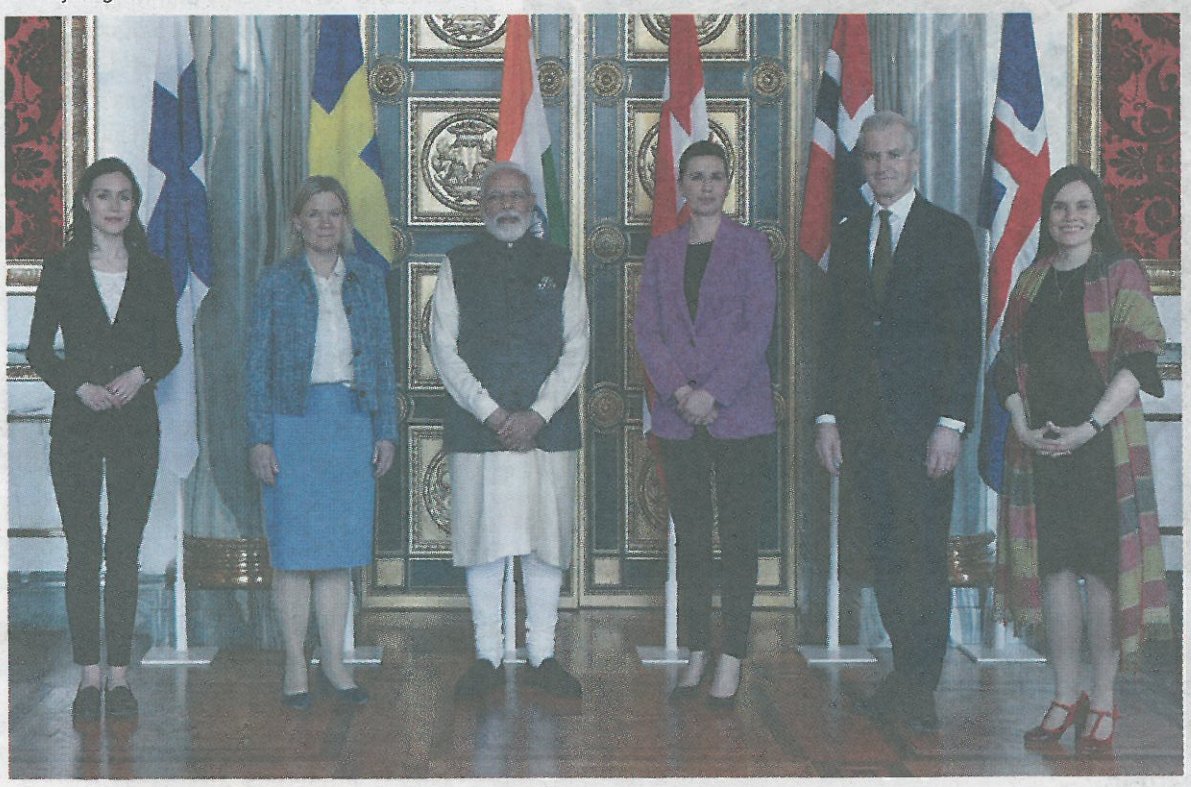


Overall, the official visit was good business for both India and the Danish private sector. At Marienborg (left) a representative from Haldor Topsoe was at hand for one of the formal signings with Ambassador Kapur (right)





Swiftly moving from the castle to the palace, PM Modi was shown around the royal residence Amalienborg by Queen Margrethe II (left), before being introduced to the rest of the family (right)





PM Modi also visited Christiansborg for a meeting of the Indo-Nordic Summit, where Modi and Frederiksen were joined by Swedish PM Magdalena Andersson, Norwegian PM Jonas Gahr Støre, Finnish PM Sanna Marin and Icelandic PM Katrín Jakobsdót. And the two PMs also visited the Dansk Industri Business Forum, where they were joined by Crown Prince Frederik and Lars Sandahl, the director-general of DI (right)





The auditorium at Bella Center was packed as both PM Modri and Ambassador Kapur addressed the more than 1,000 members of the Indian diaspora present

ACCELERATING THE GREEN TRANSITION

How the energy partnership with Denmark will play a key role in establishing India as one of world's largest markets for renewable energy



THREE PRIORITY AREAS

- **Integrated approach to offshore wind power deployment** applying international experience on planning, regulation, integration into the power system, efficient tendering mechanisms and the mobilisation of investment and finance.
- **Power sector analysis and medium and long-term energy planning using relevant modelling tools** to identify least-cost potentials and future pathways to achieve India's clean energy target costs efficiently, maintaining a high security of supply whilst applying to national policy objectives.
- **Integration of increasing levels of renewable energy in the power system** through optimised system and power plant flexibility, forecasting and dispatching, advanced transmission planning, consolidated grid codes and grid standards, efficient design of the power market, and other measures.

The IEA estimates that one of the world's largest markets for renewable energy in the coming years will be India, where electricity consumption is expected to triple by 2040. Denmark is a world leader in renewable energy and a laboratory for green solutions. The country has one of the world's most ambitious climate targets: the reduction of greenhouse gas emissions by 70 percent by 2030.

BOLD G2G MOVE

The India-Denmark Energy Partnership (INDEP) is a five-year program (2020-2024) executed under the aegis of India's Ministry of New and Renewable Energy and Ministry of Power, as well as the Danish Ministry of Climate, Energy & Utility and Danish Energy Agency (DEA).

The overall objective of this partnership is to share knowledge and build joint initiatives within the areas of energy policy for clean energy transition and energy security; cross-sectoral energy planning and modelling; renewable energy integration with a focus on green hydrogen pathways; and energy storage and decarbonisation strategies for green growth partnership.

G2G collaborations are critical to accelerating the green energy transition while ensuring that Indian energy systems are modernised, more resilient and efficient.

KEY KNOWLEDGE-SHARING

The Memorandum of Understanding (MoU) on Indo-Denmark Energy Cooperation was signed on 5 June 2020 to promote strategic and technical cooperation.

The MoU provides for collaboration in areas like offshore wind, long-term energy planning, forecasting grid flexibility, variability in renewable energy production etc.

For implementation of the identified areas, a Joint Working Group (JWG) has been established under the MoU. Phase 1 of the INDEP partnership is based on technical knowledge-sharing within three priority areas (see factbox).

IMPORTANT DATA PROVIDER

INDEP under the leadership of the Indian Central Electricity Authority (CEA) and Danish Energy Agency (DEA) developed and then published the first Indian Technology Catalogue (ITC) in 2022. The primary purpose of the ITC is to provide standardised data for the analysis of electricity systems, including economic scenario models and high-level energy planning studies. The ITC will aid in power sector planning, analysis and policy formulation by governments.

The first ITC focuses on key commercially mature technologies in the current Indian power system. Battery and offshore wind power technologies are analysed in detail as they are critical for India's energy transition. Upcoming catalogues will also focus on technologies with limited deployment that are in R&D stages.

ENHANCING COLLABORATION

INDEP has also been instrumental in launching the Financial Modeling of Offshore Wind in India (FIMOI) initiative within the Centre of Excellence for Offshore Wind and Renewable Energy. The FIMOI initiative is a financial LCOE model for evaluating the cost of such things as energy, LCOE tariffs and VGF estimations for offshore wind energy projects

The model is controlled by a user interface that offers many options for parametrising the costs, energy generation, financing structure and PPA contract terms. INDEP has also aided in collaborations around cross-sectoral energy planning, as well as energy sector modelling with a focus on green hydrogen pathways for India and Denmark.

A Centre of Excellence to explore potential green hydrogen collaborations has also been established, prioritising knowledge-sharing in R&D relating to electrolyser technology, safety standards, and the labelling of green hydrogen and its derivatives for trade facilitation etc.

The India-Denmark Energy partnership has great potential for accelerating the institutional collaboration for innovation, R&D and future technology development in clean energy transition. It will be instrumental in facilitating enhanced collaboration between government institutes, agencies, private players, think-tanks and academia, on both sides.



75 YEARS YOUNG

Indian Danish Chamber Of Commerce chair offers hearty congratulations to a country that has started to realise the dreams set out by its founder

By Søren Holm Johansen, IDCC Chairman



75 years is no age – so it comes as no surprise that we are witnessing an India that is energetic, dynamic and forward-looking, actively taking part in tackling global challenges.

EXCITING TIMES

From an Indian-Danish business perspective, we are excited about the prospects and opportunities that increased collaboration between our countries bring about. We saw the great relations unfold in real life with the mutual state visits by Prime Minister Mette Frederiksen in India and Prime Minister Narendra Modi in Denmark – cementing the continued progress of the Green Strategic Partnership.

The members of Indian Danish Chamber of Commerce (IDCC) are eager to contribute and assist Danish and Indian companies with bringing plans and ambitions to fruition – furthering sustainable job- creation, growth and, importantly, addressing the adverse effects of the climate crisis.

BUSY MONTHS AHEAD

IDCC takes an active part in nurturing Indian-Danish developments. We are happy to have signed an agreement with CII, the Confederation of Indian Industries, laying strong foundations for increased collaboration, and we have increased our outreach to Indian businesses.

IDCC is driven by our members' agenda and facilitates the sharing of knowledge and hands-on solutions to issues important to them. To support the Indian-Danish business agenda, IDCC zoom in on a number of common topics that our members share – Indian and Danish companies alike.

In the coming months our Knowledge Networks are centred around HR & Retention, Corporate Sustainability & ESG, Sales and Marketing, and Shared Services and Manufacturing. We will also be facilitating programs that embrace the Indian diaspora in Denmark through social events and meets.

CONGRATULATIONS, INDIA!

On 15 August 1947 India's first Prime Minister said: "And so we have to labour and to work, and work hard, to give reality to our dreams. Those dreams are for India, but they are also for the world." With the pressing need for a green transition in mind, Nehru's words are as true today, as they were then.

As Chairman of the Board of IDCC, I wish to extend my heartfelt congratulations to India and the Indian people on the important and joyous occasion of the 75-year anniversary of India's independence.



INVESTED TO BE THE BEST

Why companies are queuing up to be a part of India's remarkable growth and resilience

By Drushti Joshi & Apekshita Alkesh, Invest India



The world is no stranger to India's incredible story of growth, perseverance and strength in times of challenge and adversity. A land full of promise, it is now delivering at a pace that would put the world's best logistics planners to shame – this is a tale for the ages. At a time that is both absurd and remarkable in equal parts, the Indian economy, much like its people, has emerged resilient, to the extent that its growth story scales new heights every year.

RECORD LEVELS OF FDI

In the last two years, as the economies of the world began to tackle the challenges posed by the pandemic, India resurged. In 2020, despite the emergence of corona, it surpassed the 51 billion kroner it received in Foreign Direct Investment in 2019, achieving a record-breaking figure of 64 billion. Another 45 billion followed in 2021 despite the challenges of the pandemic.

To put this figure into perspective, India has over the last seven years received US$ 440 billion: nearly 58 percent of the total inflows over the last 21 years. As of 2020, it ranked third on the list of most suitable manufacturing locations compiled by the globally-reputed firm Cushman and Wakefield's Global Manufacturing Index Report.

This rapid growth over the last few years is unsurprising, historically speaking. Between 1950 and 1990, the first four full decades following its independence, the Indian economy was pegged at US$ 1 trillion. But then the next trillion followed in just seven more years, and the US$ 3 trillion mark by 2002.

It is now estimated that by 2030, the Indian economy will have crossed US$ 10 trillion. Although much of it is driven by the export of services, the manufacturing landscape in India is rapidly developing under Prime Minister's Narendra Modi's visionary Make in India programme.

GEARED TO SUCCESS

This expansion into the manufacturing mindset was spearheaded by a number of reforms that foster Ease of Doing Business in India. To understand this burgeoning manufacturing destination, it is important to trace the journey of an investment to ground itself in India.

To begin with, FDI is permitted via the automatic route for the majority of the sectors, which means that no government approval or clearance is required in order to enter India.

Secondly, the majority of what an investor requires to set up shop is digitised for public consumption, to the extent that should they desire, they can finalise their land parcels and obtain all approvals while being in the location they are based out of.

Take the example of the GIS-enabled National Land Bank, now integrated with Industrial Information System (IIS), which allows investors to view maps as well as locations for their proposed facility, including on a mobile application. Apart from viewing real-time images of the parcels, the investors can also get information about connectivity, infrastructure and natural resources availability.

Further still, the investors will soon be able to obtain clearances across Central and State governments via the National Single Window System (SWS), a landmark move by the government that will bring about transparency, accountability and responsiveness in the ecosystem, with all information available from a single dashboard.

Furthermore, the Indian Government recently allocated USD 26 billion US dollars over the next five years under the Production Linked Incentive Scheme (PLI) in 14 key sectors to boost manufacturing, form resilient supply



chains, make industry more competitive and boost export potential.

FOLLOW THE UNICORNS

Another noteworthy development in the last decade is the creation of a booming startup ecosystem in India, which continues to grow and flourish by the day. Currently the third largest in the world, more than 600 districts of India boast at least one startup.

India is also the second largest recipient of venture capital funding in the APAC region and has the third highest number of unicorns (currently 88), valued at a total of US$ 296 billion.

Moreover, the government has continued to support the establishment and growth of startups by establishing a Startup India Seed Fund with a corpus of US$ 126 Million. This has proven to be a great motivator for the large young population of India, who have an unlimited creative potential and a high-risk appetite.

HUGE HUMAN RESOURCES

Since 2018, India's working age population has grown larger than its dependent population and it is estimated that about 90 percent of India's entire population will be between the ages of 18 years to 45 years over the next few years. With such a large young population to house, India is witnessing a golden period of construction.

This is also a phenomenal opportunity for businesses as they can access unparalleled manpower and human resources, now armed with secondary and tertiary educations.

The Indian government has launched and implemented several initiatives to ensure its youth population is highly skilled and ready to be employed. The National Skilling Mission, which was launched in 2015, in turn established the National Skill Development Corporation (NSDC) along with Central schemes such as the Pradhan Mantri Kaushal Vikas Yojana (Prime Minister's Skill Development Plan).

Each of these initiatives and programs allows India's youth to equip themselves with the necessary quantitative and qualitative skills to increase their employability in the market – thereby improving India's percentage of employable youth.

HELP WITH EVERY STEP

However, sometimes resource availability is not the only factor that determines an investor's decision to expand into a certain country. For a large and diverse country like India, investors need sustained and dedicated handholding ad guidance. For this, the government scaled Invest India – India's national investment promotion agency (IPA) – to aid foreign investors.

The mandate was defined as a one-stop shop to assist investors through each step of their investment journey – from opportunity assessment and market strategy to issue redressal and investor aftercare.

This has allowed foreign investors to use Invest India as their gateway into the country as well as their guide, as a dedicated relationship manager is assigned to them upon arrival to help them with all queries.

Additionally, India also boasts of one of the most competitive tax policies for overseas investors. Corporate tax rates were reduced from 34.9 to 25.1 percent for existing corporates and 15 percent for newly incorporated manufacturing companies in the 2022 Budget reforms.

IDEAL FOR INVESTMENT

Each of these initiatives under the Government of India has culminated in a strong and consistent relationship between India and Denmark's foreign direct investment. Now, over 150 Danish entities have placed their faith in India and have established Indian counterparts to further expand their global presence.

Vestas, a Danish manufacturer of wind systems and a global market leader in the wind energy industry, pioneered a major success story to encourage other Danish companies to also set up base in India (see factbox).

To Danish and other international companies, India serves as an important investment destination, not only because of the severe ease of doing business reforms, large pool of human resources and bountiful supply of one-to-one support, but also because of its democratic set-up and governance model based on rule of law.

For those who believe in operating values-based business as well as governance, India is an unparalleled marketplace and potentially their next destination. These companies are keen to explore a grand and beautiful country with a storied past and a bright future, and they are ready to be a part of the next chapter of New India's growth story!

INVEST INDIA
NATIONAL INVESTMENT PROMOTION AND FACILITATION AGENCY

VESTAS: AS QUICK AS THE WIND

After the launch of the Make in India campaign in 2014, Invest India received a query from Vestas through the portal.

The company was seeking assistance in obtaining about 20 licenses and permits for setting up a greenfield blade manufacturing unit – as promised to PM Narendra Modi by Vestas Chair Bert Nordberg and Vestas President Anders Runevad. Since their project deadline and the turnaround time was short, it was imperative for the company to receive approvals on time.

The different governments and departments stepped in to ensure critical clearances in no time at all. In fact, while Vestas had taken a lead time of 60 days, the team was able to start construction within 22 days. Similarly, power availability at the factory took just six months, as opposed to the industry average of 18.

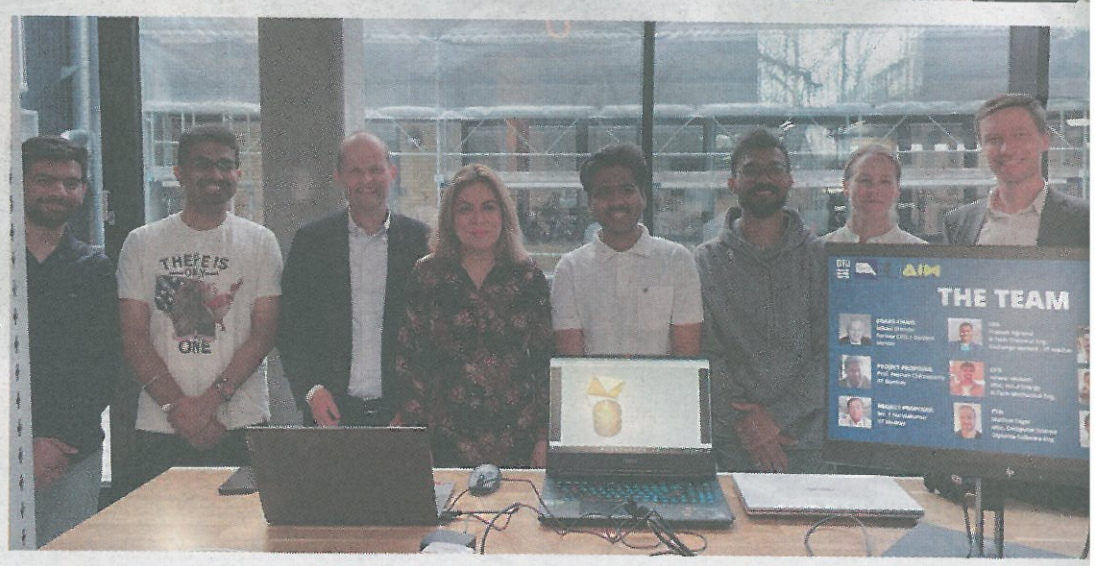
From providing a location assessment of 29 states on over 30 parameters to offering a 15 percent discount on electricity for the first five years of production, Invest India, the Ministries and State Governments worked together to ensure the seamless transition of India toward greener forms of energy.

The team also understood the need to upskill employees for operating wind farms – and hence introduced Vestas to the Skill Council with whom they later signed an MoU. Through these efforts, Vestas was able to complete the project and establish a unit in 15 months – the shortest time ever taken to establish Vestas anywhere in the world.









Hope springs, 2morrow it 0verflows

To realise its potential, safeguarded utilities will be essential. Fortunately Denmark is at hand to play a large role in the area of watertech

By Pennan Chinnasamy, Indian Institute of Technology, Bombay University & Marie Louise Pollmann-Larsen, Project Manager at DTU Skylab

As one of the world's fastest growing economies, India needs to safeguard the supply of basic utilities, such as water and energy, to help it fulfil its potential. A sustained water supply is vital, according to the Indian Government, which sets out plans in its Jal Jeevan Mission to ensure that every rural household has its own piped water supply and works tirelessly to improve water management scenarios while developing sustainably as per the SDGs. However, climate change and ongoing water management limitations are impacting water resources, which could end up limiting India's growth plans.

THE NEED IS PARAMOUNT

More than 50 percent of the population does not have access to water in their homes – just one of several water issues faced by India. Others include groundwater depletion, droughts, floods, pollution and sanitation issues. There is a lack of monitoring of both quantity and quality parameters, the frequent leakages experienced by the supply networks, automation in irrigation, and the water supply and instrumentation for flood warning systems.

The Water-Energy-Food nexus requires improved water management strategies for efficient energy use and increased food production, and India is accordingly embarking on large-scale reforms, spearheaded by large water infrastructure investments. To succeed, it needs the same smart water resource management solutions used in developed nations. This requires targeting solutions and business plans with the potential for implementation and scaling.

DENMARK'S PIVOTAL ROLE

The transformation of the Indian water sector falls in line with the Green Strategic Partnership signed by India and Denmark.

Denmark is a world leader in achieving water circularity, improving sustainable water use, implementing smart technologies for monitoring and managing water resources, reducing water wastage, and designing efficient water recycling and reuse strategies. In Denmark, good synergies exist between academia (such as DTU and Aarhus University), utilities agencies (like Aarhus Vand) and industry (the likes of Grundfos and Danish Hydraulic Institute).

This year's International Water Association (IWA) World Water Congress & Exhibition in Copenhagen (Sep 11-15) is a unique platform for multiple stakeholders to showcase potential solutions for water issues, discuss water networks and engage in collaborations to solve regional and national water issues and to build the capacity of new technologies for water solutions.

STRONG INDIAN DELEGATION EXPECTED

In recognition of how important the event is, a strong delegation of 105+ Indian stakeholders – ranging from Government agencies (such as NITI Aayog and Innovation Centre Denmark) to water policy makers, water managers, industry representatives, students and academics (from the likes of IIT Bombay) – are attending the IWA World Water Congress. The delegation is looking forward to discussing potential water management solutions, building capacity and to sharing knowledge.

These engagements will also aid Danish stakeholders to explore long-term collaborations with India and work together in creating sustainable development solutions in line with the Green Strategic Partnership. This will create wisdom, advance technological solutions and extend interdisciplinary collaborations with the global society.

MEET THE INDIAN ENTREPRENEURS!

Five selected teams of young entrepreneurs from India will join the delegation as a result of their accomplishments during the innovation program 'Next Generation Water Action' (NGWA). The teams have inspiring and innovative ideas about how to tackle the future of water management. Ahead of the congress, interested parties are welcome to meet the teams at DTU Skylab on September 8. Pre-register for one of the limited free spots via the NGWA Tech Bazar & Reception.

The teams will be joined by young talents from IIT Bombay, IWA Young Water Professionals India, Atal Innovation Mission and the Innovation Centre Denmark in Bangalore, who have since 2018 been partnered with DTU in a bid to generate and accelerate water innovations.

NGWA – which includes more than 200 young talents from India, Korea, Mexico, Kenya and Denmark – has 50+ partnerships with key players in the industry. It aims to not only accelerate specific new water solutions, but to inspire new ways of collaboration across generations, sectors and nationalities in hybrid innovation programs. DTU Skylab leads the program together with DTU Sustain and a number of partners and contributors, including IWA, the IWA Denmark Congress Steering Committee, IWA Young Water Professiona Grundfos and the Grundfos Foundation, ar Rambøll Water and the Rambøll Foundation.

STRENGTHENING STARTUP ECOSYSTEMS

During the visit to Denmark of Indian P Narendra Modi in May, a Letter of Intent wa signed by DTU President Anders Overgaa Bjarklev and the Managing Director and CE of Invest India, Deepak Bagla. The commo objective is to strengthen startup ecosyster and entrepreneurship in close collaboratio between Denmark and India.

The agreement was part of the Joint Statemer during the official visit of the Indian PM. Th partnership with Invest India is an ambitiou milestone to further foster the impact of mult sectoral partnerships, technology acceleratio and innovation activities, including innovatio programs such as NGWA.



NGWA

Read more about Next Generation Water Action at nextgenerationwateraction.com or via the DTU channels

UNLEASHING INNOVATIVE IMPACT

Since 2017, when UNLEASH held its inaugural Global Innovation Lab in Denmark, the vision to mobilise change has been bigger and bolder than ever. In 2022, UNLEASH heads to India.



The Unleash Chair, Fleming Besenbacher (right), formerly oversaw the boardroom of the Carlsberg Foundation

In August 2017, UNLEASH brought together 1,000 young people from around the world in Denmark for 10 days to co-create new solutions for the UN Sustainable Development Goals (SDGs). In the five years since the inaugural Global Innovation Lab, UNLEASH has grown into a global movement, holding editions in Singapore in 2018 and Shenzen, China in 2019.

During the COVID-19 pandemic, at a time when urgent capacity building was required, UNLEASH held a series of digital activities among global youth. As in-person events return, India is the natural destination for UNLEASH's annual Lab to be reignited. UNLEASH's largest youth cohort is from India and the Lab taking place from December 3–11 is being held in Karnataka, India's foremost state for technology and innovation.

Emphasising the significance of the Lab and the potential for positive change that it holds, Danish PM Mette Frederiksen and Indian PM Narendra Modi revealed in October 21 that the Innovation Lab in India will support the role of the youth in fostering the entrepreneurship necessary for reaching the SDGs.

FOSTERING PARTNERSHIPS

In generating impact and sustainable change, partnerships and collaborative efforts are required at every level. Already in 2022, UNLEASH has established a series of partnerships with cutting-edge organisations in India. Indeed, the innovation lab will primarily take place at Infosys's Mysore campus, the world's largest corporate university, which is a melting pot of innovation and creativity.

Moreover, HCL Group and UNLEASH recently announced a year-long collaboration to mobilise youth and develop innovative solutions to promote aquatic ecosystem conservation as part of the 2022 UNLEASH program. Specifically, the partnership will allow youth to develop solutions encompassing SDG 14 (Life below water) and SDG 15 (Life on land), whilst exploring synergies with other SDGs as well.

Finally, UNLEASH has signed a letter of intent with NITI Aayog/Atal Innovation Mission, the Government of India's flagship initiative to promote a culture of innovation and entrepreneurship. The partnership will advance innovation for the SDGs and create awareness of UNLEASH in India.

INCUBATING YOUNG TALENT

Over the last five years, the Lab in Denmark has created a global community of 5,000 changemakers from 167 countries. Many of them have gone on to create long-lasting impact for hundreds of thousands of people around the world.

Both passionate and determined to make the world a better place, Jigyasa Labroo and Pranav Sridhar (see opposite page) are two entrepreneurs from India who were among the 1,000 global Talents participating in the 2017 Lab in Denmark. They went on to build successful, for-mission entities that provide health and education solutions. An integral part of the global UNLEASH community, Jigaysa and Pranav will welcome 1,000 changemakers to the Global Innovation Summit in Karnataka, India and as ambassadors, draw on their experience to help the 4th cohort find solutions to the most pressing challenges that hinder the planet's sustainable future.

UNLEASH

UNLEASH 2022 in numbers

- 5 Years since first Global Innovation Lab held in Denmark
- 5,000 Talents in Community
- 700 Solutions
- 20,000 Application sign-ups received for Lab in India
- 170 Countries where individuals applied from
- 25+ Local UNLEASH Hacks across the world, providing participants with tools for local impact
- 85 Teams selected to join UNLEASH Plus, an incubator program supporting teams with an existing prototype to become impactful ventures
- 1st Regional Lab being held in Greenland in August

ALL ABOARD THE GOOD SHIP INS TARANGINI!





The arrival of the INS Tarangini in Aalborg in August was too good an opportunity to pass up to underline blossoming the India-Denmark maritime co-operation







Ambassador Pooja Kapur (left), who had her arms firmly on the wheel, welcomed all manner of guests, ambassadors, naval commanders, CEOs, journalists and prominent Indians, including the new US Ambassador Alan Leventhal (top right with his wife) and Aalborg Mayor Thomas Kastrup-Larsen (bottom right)







Among her esteemed guests were (left.right): former Dansk Folkeparti leader Kristian Thulesen Dahl, who is the new CEO of the Port of Aalborg, and Kamilla Bittmann, the CEO of Erhverv Norddanmark; the cadets of the INS Tarangini; and Hans Hermansen, the CEO of CPH POST

ASSUME THE LOTUS POSITION, DENMARK!





The 8th International Day of Yoga (#IDY2022) was the biggest celebration of the mediative fitness activity ever witnessed in Denmark. The Indian Embassy, and particularly Ambassador Pooja Kapur, rose to the occasion, holding demonstrations of yoga at many of the country's iconic landmarks, including Copenhagen's most famous street, Nyhavn, and Rådhuspladen, where at nearby Dansk Industri, a great many dignitaries joined Ambassador Kapur, including (LEFT: from third left: left to right) Hungarian ambassador Gabrielle Jacob, South African ambassador Fikile Sylvia Magubane, Lotte Machon, the state secretary for development policy at the Foreign Ministry, and Philippines ambassador Leo Herrera-Lim. Also present (RIGHT) was DI chief executive Lars Sandahl Sørensen. In over 20 years of covering the activities of the diplomatic corp in Denmark, it's hard to recall a day when an embassy so successfully engrained its culture into the fabric of Danish society





The DI yoga session (LEFT) looked intense! And then (RIGHT) Ambassador Kapur ventured outside for a demonstration outside City Hall at Rådhuspladen





The International Day of Yoga was also celebrated in multiple cities, including Aalborg, Aarhus, Vejle, Vedbæk, Birkerød, Sønderborg and in Ilulissat in Greenland – a gathering that took place on the same day to celebrate the island's national day. Meanwhile, in the capital, there were demonstrations in Frederiksberg Have and Nyhavn. Where Ambassador Kapur, who led from the front at almost every event held in the capital, gets her energy from is a mystery ... To be fair, it's probably yoga