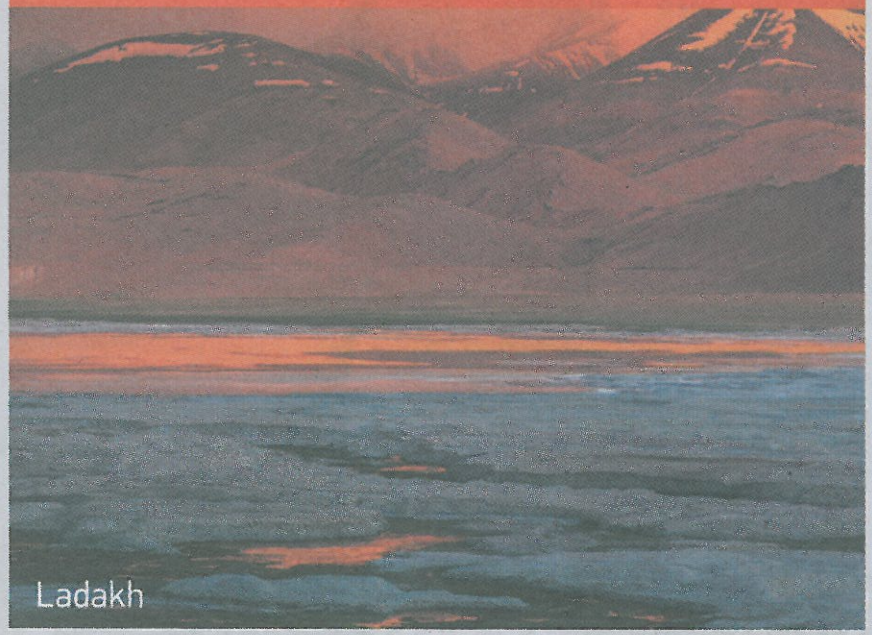
INDIA

SPECIAL SUPPLEMENT - AUGUST 2019



Ladakh

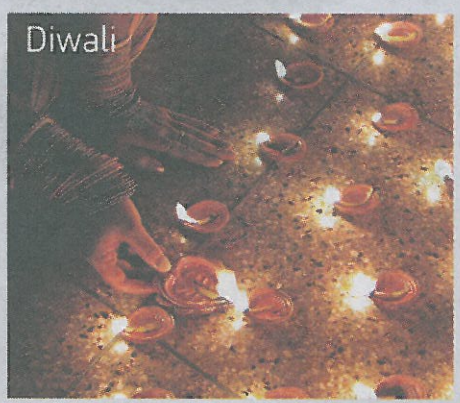


Chandrayaan-2 Lunar Mission

CPH POST



Anita Lerche in Nyhavn



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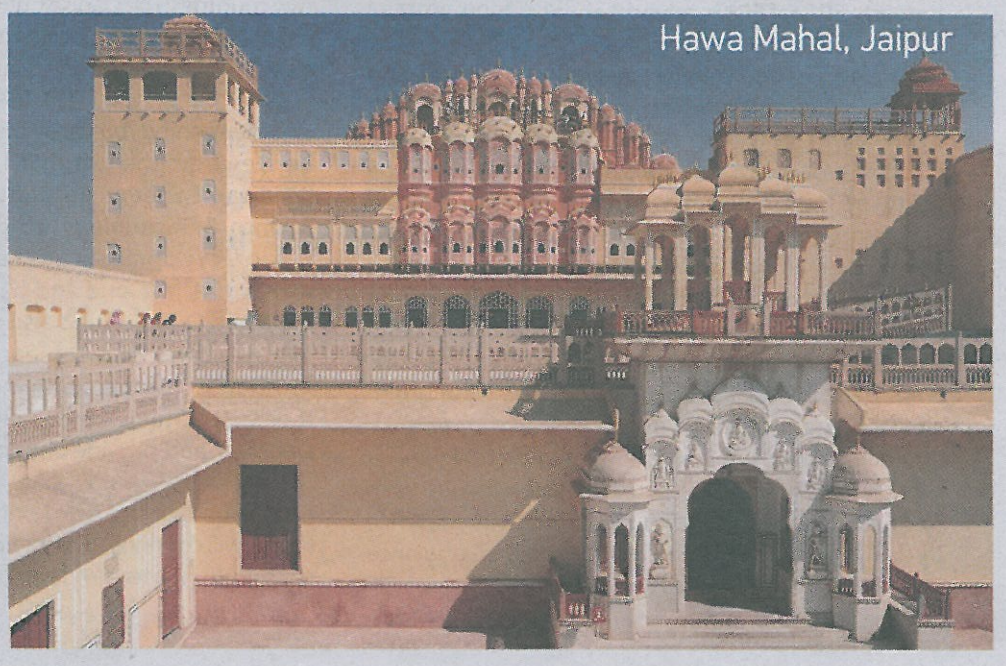

Hawa Mahal, Jaipur

Ambassador of India to Denmark

Ajit Gupte

On the occasion of the 73rd Independence Day of India, it gives me immense pleasure to extend warm greetings and felicitations to all Indians living in Denmark as well as my good wishes to the friendly people of Denmark.

On this occasion we remember the Father of the Nation, Mahatma Gandhi, whose 150th Birth Anniversary we are celebrating this year, as well as all the freedom fighters who laid down their lives and contributed in the struggle for India's independence. The birth of modern and independent India on 15 August 1947 was a special and historic moment. It is an occasion to express our gratitude to our leaders who laid the foundation of a democratic and secular India, making it a pluralistic, multilingual and multi-ethnic society. India prides itself in its unity in diversity which has been nourished with tolerance, equality and justice. India is the largest functioning democracy in the world. The recent 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 recent years, India has been the fastest growing economy in the world. India's GDP growth rate is among the highest in the world for major economies, with real GDP projected to grow at around 7% in the next few years. India's extraordinary economic growth, which has made it one of the major actors in world economy, was achieved over just the last two decades. India has emerged as one of the most attractive investment destinations and received the highest-ever Foreign Direct Investment (FDI) inflow of US$ 64.37 billion in 2018-19. A total FDI of US$ 286 billion was received during the past five years, which is nearly 50% of FDI received between 2000-2019.

India and Denmark have enjoyed a historical and friendly relationship which dates back to the 17th Century when a Danish explorer reached Tranquebar, on the east coast of India, which remained the centre of Danish activities in India till 1815 when it was transferred to the British. In 1755, Denmark also acquired Serampore in West Bengal which was used as a trading post till 1845. The foundation for a robust relationship between India and Denmark was laid in 1957 when then PM Jawaharlal Nehru visited Denmark. Since then, bilateral ties have grown from strength to strength and have come a long way. In the last two-and-half years, there have been intensified high-level exchanges. There have been 8 Ministerial visits from Denmark to India, and 3 from India to Denmark; twice by the Minister of Food Processing Industries and once by the Minister for Science and Technology.



Underscoring the growing bilateral relations in recent years, Indian PM Narendra Modi and the former Danish PM Lars Løkke Rasmussen met twice 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 where the two leaders emphasized the huge potential for expanding bilateral trade and investments between the two countries. The Danish Cultural Centre in New Delhi, tasked with bringing India and Denmark closer at the cultural and people-to-people level, was also officially opened on 19 January 2019 in the presence of the Danish PM.

The deepening bilateral relations between India and Denmark can be seen from the fact that 10 Joint Working Groups in sectors such as Renewable Energy, Agriculture & Animal Husbandry, Food Processing, Science & Technology, Shipping, Labour Mobility, Environment and Urban Development have been held and 11 MOUs/Agreements signed within the last one-and-half years. Robust economic ties between India and Denmark are also characterised by a healthy US$ 3.58 billion bilateral trade engagement in 2018 and the presence of more than 130 Danish companies in India. About 25 Indian companies mainly in the IT, Renewable Energy and Engineering sectors have a presence in Denmark and provide employment to many Danes.

I am confident my fellow citizens, who consider Denmark their second home, will continue to work sincerely and with diligence, making a valuable contribution to its development and prosperity.



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Chandrayaan-2, lifting off from the Second Launch Pad at the Satish Dhawan Space Centre, Sriharikota on Monday, 22 July 2019.

INDIA SUCCESSFULLY LAUNCHES CHANDRAYAAN-2 MISSION TO THE MOON

On 22 July 2019, India's Geosynchronous Satellite Launch Vehicle GSLV MkIII-M1, successfully launched the 3840 kg Chandrayaan-2 spacecraft into an earth orbit.

The spacecraft is now revolving round the earth with a perigee (nearest point to Earth) of 169.7 km and an apogee (farthest point to Earth) of 45,475 km. The flight marked the first operational flight of the GSLV Mk III. Indian Space & Research Organisation (ISRO) Chairman Dr K Sivan said that the successful launch is the beginning of the historical journey of India towards the Moon and landing at a place near the South Pole to carry out scientific experiments to explore the unexplored. Chandrayaan-2 is India's second mission to the moon and comprises a fully indigenous Orbiter, Lander (Vikram) and Rover (Pragyan). The mission objective is to develop and demonstrate the key technologies for end-to-end lunar mission capability, including soft-landing and roving on the lunar surface. On the science front, this mission aims to further expand our knowledge about the Moon through a detailed study of its topography, mineralogy, surface chemical composition, thermo-physical characteristics and atmosphere leading to a better understanding of the origin and evolution of the Moon.

India has a total of fifty operational satellites that provide navigation services, weather forecasting, help smart cities, aid satellite television and even help in banking operations, today `touching lives and saving lives is the Hallmark of ISRO' says Sivan. India has end-to-end capabilities in space making its own satellites, rockets and launching them from India. Many foreign companies use India's rockets to launch their satellites. The South Asia satellite launched in 2017 is a unique friendly bird in the sky that helps connect India's neighbours and India provided this communications satellite at no cost to the South Asian countries.

After leaving earth orbit and on entering Moon's sphere of influence, Chandrayaan-2 will perform a series of complex braking manoeuvres to soft land in the South polar region of the Moon on 7 September 2019. Following this, the Rover will roll out from the lander and carry out experiments on the lunar surface for a period of 1 lunar day, which is equal to 14 Earth days. The mission life of the lander is also 1 lunar.

India also has plans to send a planetary explorer to Venus, have another robotic mission to Mars in the next few years. The mother of all missions Gaganyaan is also well on its way where, by 2022 India hopes to send an Indian astronaut into space on an Indian rocket from Indian soil.



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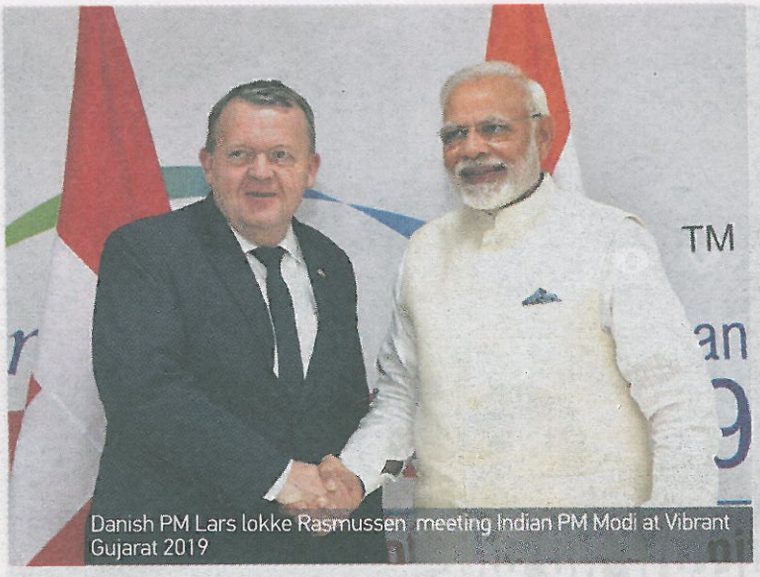

Danish PM Lars lokke Rasmussen meeting Indian PM Modi at Vibrant Gujarat 2019



A.P. Moller Maersk CEO Soren Skov meeting Indian PM Modi at Vibrant Gujarat 201

INDIA'S CLIMATE CHANGE POLICY: TOWARDS A BETTER FUTURE

By Shyam Saran

Prime Minister Modi has been one of the world leaders who has taken a keen interest in Climate Change issues. Under his leadership India decided to adopt a more pro-active, ambitious and forward looking approach in the run-up to the Paris Climate summit. This is reflected in the country's INDC. It links India's commitment to ecologically sustainable economic development with its age old civilizational values of respecting Nature, incorporating a sense of inter-generational equity and common humanity. The targets India has voluntarily committed itself to are unprecedented for a developing country. The energy intensity of India's growth will decline by 33-35% by 2030 compared to 2005 base year, which means that for every additional dollar of GDP India will be using progressively and significantly lesser amount of energy. There is confidence that based on the achievements of the National Mission on Enhancing Energy Efficiency, this target will be met.India being one of the world's largest emerging economy, which already has a large energy footprint globally, this constitutes a major contribution to tackling global Climate Change. The INDC has set a target of 175 GW of renewable energy by the year 2022 on the strength of the outstanding success of the National Solar Mission. It is reported that this capacity may well be achieved 10 years in advance. The government may raise India's target to 227 GW for 2022. The target of achieving 40% of power from renewable sources by 2022 is likely to be achieved several years in advance. The figure is already 21% as of date. India is actively reducing the component of coal based thermal power in its energy mix. It is not widely known that the country has a very high cess on coal, of the order of Rs.400 per tonne, proceeds from which go into a Clean Energy Fund. India is also committed to not building any new thermal plants which are not of the most efficient ultra-supercritical category.

India played a major role in assuring the success of the Paris Climate summit and Prime Minister Modi's personal intervention in the adoption of the landmark Paris Agreement was acknowledged by several world leaders. His initiative on the setting up an International Solar Alliance for promoting solar power worldwide was welcomed.

India is advancing on a broad front to ensure a clean energy future for its people, drawing upon its ingrained civilizational attributes and putting in place a wide range of policy interventions under the legal framework of the Energy Conservation Act, covering 15 energy intensive industries and the Energy Conservation Building Code, covering all new urban infrastructure. 32 states of the Indian Union have formulated and begun implementing their own State Action Plans on Climate Change(SAPCC). There is also an active and vibrant civic society which is promoting citizens' awareness of the threat of Climate Change and what each of us can do as individuals to meet this threat. It is hoped that India's leadership in dealing with its own challenges of Climate Change and Energy Security will act as a spur to other countries to raise their own contributions to meeting this global and existential challenge. Failure to do so condemns humanity to an uncertain and possibly catastrophic denouement.

INVEST INDIA
NATIONAL INVESTMENT PROMOTION AND FACILITATION AGENCY

Mr. Shyam Saran was a former Foreign Secretary of India



In a country estimated to have the second-highest number of people with diabetes in the world, improving the level of care requires an intensive and long-term programme.

Novo Nordisk India's **"Impact India: The 1000-Day Challenge"** aims to deliver concerted, high-impact actions for healthcare practitioners, patients and society at large, to reduce the country's average HbA_{1c} by 1% by 2021.

To learn more about **IMPACT INDIA:** The 1000-Day Challenge, visit: http://nnef.in/impact-india

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DANISH INDUSTRIES (DI) CONNECTING AND ENABLING BUSINESSES FROM MUMBAI



By Kunal Singla, DI India Office

Since its inception in 2008, DI India strives to guide Danish companies ambitious about expanding their operations in the attractive markets of the East. From navigating the regulations of India's markets to ascertaining the right partners necessary to establish a successful business, DI India helps Danish companies access the massive and increasingly well-off consumer base that India offers.

It has 11 years of experience with a dedicated team on board, DI India keeps track of such foreign policies and offers a range of services- often tailor made to their clients' specific needs - to help Danish companies adopt the best practices and make use of these bilateral agreements to their full potential.

DANISH RENEWABLE ENERGY COMPANIES ENTERING INDIA

Till date, more than 130 Danish companies have invested in India including in fields such as agriculture, renewable energy, food processing and shipping. Moreover, the export of goods and services to India has increased by 25% since 2016. DI India is taking active charge in attracting Danish companies into this expanding market. The most notable among st their clients are Novenco, BWCS, Skamol, Haarslev and R&D Engineering, all companies in different parts of the value chain for renewable energy and energy efficiency. With this experience along with a steadfast commitment, DI India is very keen in guiding Danish companies to make full use of India's booming renewable sector.

D I

Confederation of Danish Industry

SIGNIFICANT ACTIVITIES IN THE DI INDIA OFFICE

DI India's office in Mumbai consists of a team of Danish and Indian employees with experience in working with the Danish and Indian markets. Feel free to reach out or drop by the office in Andheri, Mumbai for a cup of Indian chai and Danish cookies!

RAPID GROWTH IN SEVERAL INDUSTRIES

Other industries that India showcases a huge potential for are the industrial, IT, online retail markets and E-commerce industry. DI India also identifies the food industry as a huge potential market for Danish companies. On the backbone of this development, DI India's office has arranged a focused matchmaking delegation to Mumbai for Danish food companies later this year in October leading up to a major delegation for the large World Food India investment summit in November 2019. The delegation will provide matchmaking and build commercial relations between Danish food exporters and some of India's largest food importers and buyers. One such concrete initiative has already been set by the 'NordIN' project- an Indo-Danish /SME accelerator program.



COPENHAGEN POST - DENMARK'S LEADING SOURCE FOR NEWS IN ENGLISH!





WHO ARE WE?
COMMUNICATION TO EXPATS IN DENMARK.

More than 250,000 expats exist in our target audience. They include diplomats, university researchers, corporate professionals, teachers, students, relatives and tourists, as well as online visitors from outside Denmark. The common denominator: they do not read or understand Danish.

CPH POST operates with an editorial staff of journalists with skills obtained in an English-speaking country, who have had residence in Denmark long enough to understand the country and its inhabitants.

CPH POST operates **CPHPOST.DK**, a free online news service with articles about Denmark, as well as Danish enterprise outside its borders. The website receives more than 200,000 unique visitors per month and has an extensive archive.

CPH POST also publishes a 24-page printed edition around 20 times a year, along with regular supplements on education, relocation, diplomacy and cultural events, as well as special editions about countries and their relationship to Denmark. The print edition is published on Thursday with a print run of 10,000-12,000 and distributed to complimentary recipients in the corporate world, the diplomatic corps and international community, along with hotels, agencies and Anglophone establishments.

The DAILY POST is a free news bulletin distributed by email each day to complimentary recipients every lunchtime in the form of an A4 brief of the news of the day and relevant events taking place. A quick glimpse is all you need to know about the day's weather, breaking news and cultural events.

Used by several corporations on their intranet as a service to their non-Danish staff, **The DAILY POST** serves the international community in real-time, whilst delivering commercial information/ advertising to a group of consumers that is otherwise difficult to reach.

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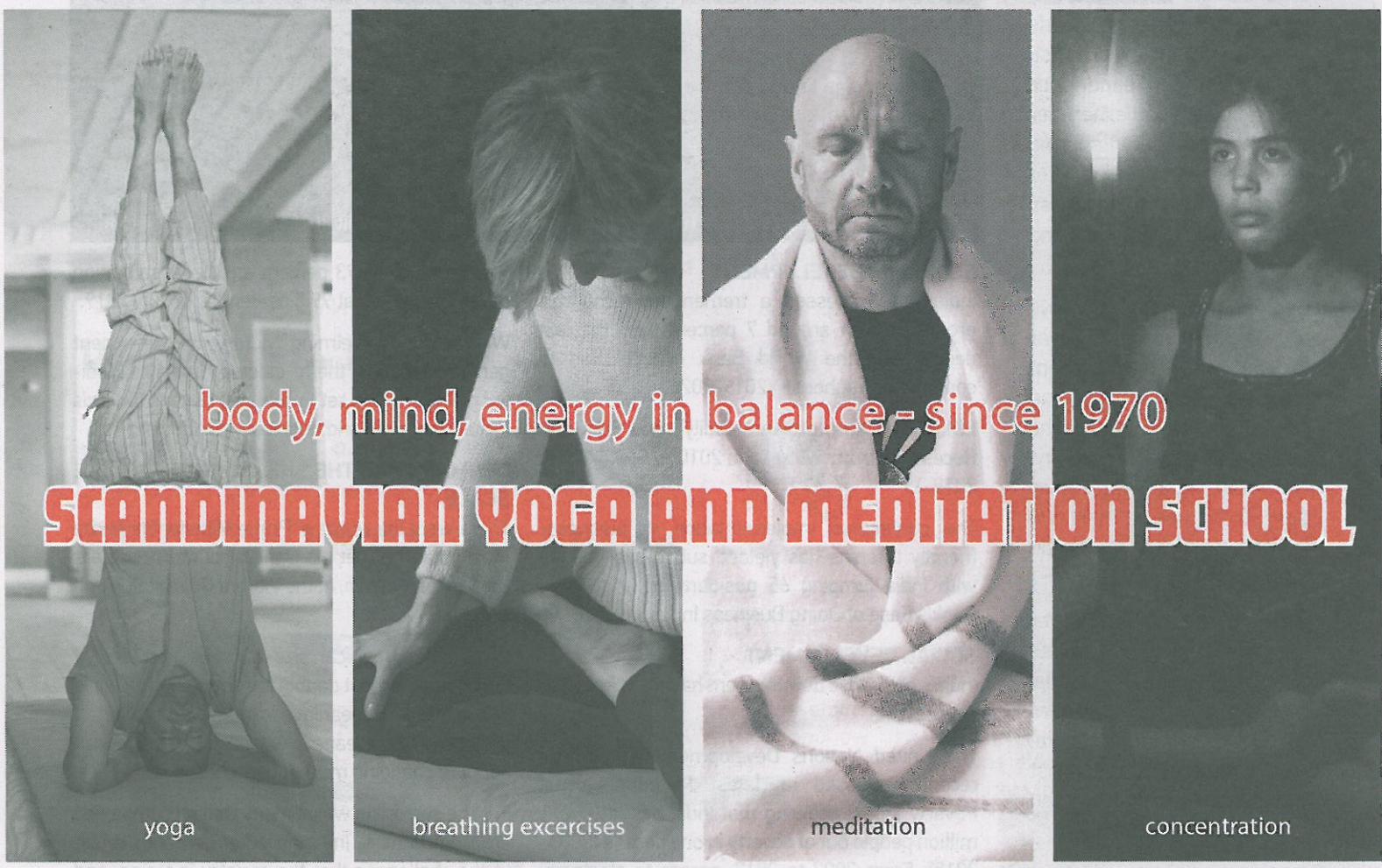

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DOING BUSINESS IN INDIA

Denmark has the skills, India has the scale

INDIAN DANISH CHAMBER OF COMMERCE

IDCC

The Indian Danish Chamber of Commerce (IDCC) was launched in 2016. We are a non-profit, member-driven organization that aims to strengthen bilateral trade and investment. We do so by facilitating experience sharing between member companies and by sharing business opportunities to the broader Danish business community at seminars and conferences.

Despite our young age we have grown significantly over the last year – a development that reflects the growing interest in India within the Danish business community. We now represent more than 30 companies that have major exposure to the Indian market.

Several of our member companies have decades of experience in India. Together with our partners in Denmark and India, we represent the largest knowledge base in the Indian market in Denmark.



Indian Food Processing Minister Harsimrat Kaur Badalat world food summit 2018

ECONOMIC DEVELOPMENT

India has witnessed a tremendous economic growth rate of around 7 percent over the last decade and the World Bank expects this to continue throughout FY2019-2020.

FDI inflows have grown steadily since the Great Recession: from $27.4 bn in 2010 to $64.37 bn in 2018-19.

The continuous implementation of business-friendly reforms has yielded substantial results with India jumping 65 positions up the World Bank's Ease of Doing Business Index since 2014.

SOCIAL DEVELOPMENT

India's economic development has also proven to be inclusive.

The United Nations Development Programme recently released its latest Multidimensional Poverty Index, showing that India has lifted 271 million people out of poverty in one decade (2005-2015). From 2007 to 2017, access to electricity rose from 70 to 93 percent and basic sanitation coverage peaked at 99.5 percent as of July 2019.

With an overwhelming victory in the recent general elections, the re-elected Narendra Modi-led government is set to continue its path towards inclusive growth and business-friendly reforms.

DENMARK HAS THE SKILLS, INDIA HAS THE SCALE

These were the words of Prime Minister Narendra Modi when he met his Danish counterpart, Lars Løkke Rasmussen, at the Vibrant Gujarat Summit in January 2019.

With a geographical size of three-quarters of Europe and almost double the population, scale in the simplest of meanings is indeed accurate, but scalability also means how well your product can adapt to changing market demands.

For the sectors in which many Danish companies are frontrunners, India's market demands relate to the challenges that the country is facing, and



New Chairman of Indian Danish Chamber of Commerce Soren Holm Johnson, Ambassador Peter Takso Jensen, Ambassador Ajit Gupte and Ex chairman Henrik Schurmann



External Affairs Minister Sushma Swaraj & Danish Foreign Minister Anders Samuelsen co-chaired the 2nd session of Joint Commission Meeting on 17th December 2018 in New Delhi

these are quite similar across the country. This is true because the socio-economic and demographic tendencies that create the challenges are also common.

In other words, mass urbanization, for example, will often lead to similar challenges regardless of the city experiencing it. The same is true for socio-economic tendencies, when, for example, a growing middle class consumes much more.

Combining the size of India and the static market demands, India is indeed a market of scale and Danish companies do indeed have the skills that India is looking for.

Many of the areas that India is looking to develop are sectors in which Danish companies are regarded global frontrunners:

PRIORITY SECTORS IN INDIA

Renewable energy
India recently announced plans for 500GW renewable capacity by 2030 and launched its first offshore wind energy project off the coast of Gujarat.

Water solutions
India is facing severe water challenges and 21 cities are expected to run out of groundwater by 2020. Danish competencies and know-how can assist India in solving the challenges they face.

Waste management
Economic development and increased consumption entail more waste. India's waste generation per capita is still low but is expected to increase significantly as the inclusive development continues. In cities where consumption is highest, municipal solid waste generation is a significant challenge.

Cold chain and food processing
Changing food habits, rising disposable incomes and a significant supply-side advantage make the Indian Food Tech market very compelling. Despite high food production, the food processing levels are still very low. Furthermore, the Indian government is investing heavily in development of cold chains to combat the high food waste.

IDCC EVENTS

IDCC regularly plans Seminars on relevant topics related to doing business in India. Here's an overview of some of them:

Mergers and Acquisitions in India, IDCC & Danske Bank, March 2019
Inorganic growth can be a good way to expand on the Indian market, but what do you need to be mindful of? At this seminar, several experts from India shared their experiences with 50 people at Danske Bank.

Renewable Energy in India, Ramboll, November 2018
India's ambitious plans for renewable energy development spurred significant interest in Denmark, but also quite a few questions. The Danish Ambassador to India, Peter Taksøe-Jensen, his Indian counterpart, Ambassador Ajit Gupte, and a range of IDCC members shared the latest information and answered critical questions from the audience.

Public Tenders in India, FLSmidth, May 2019
The members' only meeting focused on public tenders in India. Anders Bech, President, FLSmidth India, joined us in Denmark to share the vast experience that the company has in the field.

Read more and contact us for more information:
www.idcc.network
info@idcc.network

DANISH COMPANIES ARE READY TO HELP INDIA WITH INNOVATIVE SOLUTIONS



Embassy along with Export Association of Denmark conducted a business seminar in Silkeborg on 21st Feb 2019

DANISH EXPORT ASSOCIATION

Danish Export Association represents a wide range of Danish manufacturers, consultants and service providers within key industries, e.g. food tech, water technology, fishery, bio energy and renewable energy. The companies are present on different markets all over the world and are well-known within their industries for supplying technology, equipment and services that help customers solve their challenges.

FOOD – CHALLENGES WITHIN COLD CHAIN AND REFRIGERATION

In the Indian food sector, major challenges lie within the cold chain and refrigeration, transportation and storage, increased food safety, automation of processes and upgrade of current equipment. Danish food products and food technology are well-known for extremely high efficiency, food safety, and excellent hygiene. High costs for energy and water has made Danish companies pioneers in sustainable and low-cost solutions. The companies are global leaders with world-class cleaning technology, refrigeration and cooling, innovative and efficient machinery and equipment to secure minimum waste and high output.

FISHERIES – A GROWTH SECTOR IN INDIA

Danish companies are widely recognized internationally for supplying technology, equipment and services of high standards to the fishing industry. The solutions offered by Danish suppliers are often tailormade, environmentally friendly and energy efficient, which can help Indian companies to reduce operational costs and become more efficient in meeting the growing demand for nutrition.

WATER – RESOURCES ARE SCARCE

India is under great pressure to find solutions to scarce water resources, untreated waste water and large water losses. Denmark is a pioneer when it comes to water management and exploiting water as a resource. Therefore, Danish companies have developed sustainable and energy efficient solutions that combine quality with energy and cost efficiency. This makes Danish suppliers valuable partners that offer a high level of know-how and experience within all facets of the water industry.

BIO ENERGY AND RENEWABLE ENERGY – HIGH PRIORITY SECTORS

In India the Government attaches high priority to solving the problems that the society is facing concerning waste – both organic and non-organic. One of the solutions is waste-to energy which also provides the society with energy. The knowledge that Danish companies can provide to this sector is excellent and with Danish quality and a reputation as being a 'green nation', Danish companies can supply proven technology to India within the renewable sector.

India's wind energy industry is experiencing heavy growth, e.g. many wind turbines are up for repowering. Danish suppliers within the wind energy industry have considerable experience and knowledge. Several large Danish players within the industry are already located in India.

Danish Export Association is non-profit, member-owned and member-driven and has more than 600 members, supplying different industries.

Meet us here:
www.dk-export.com

R&D IS AN ENGINE IN THE NEW PARTNERSHIP WITH INDIA

Sune Kaur-Pedersen, Ministry of Higher Education & Science



Desmi at Barapullah drain cleaning project in Delhi

As part of the implementation of the agreement, a Joint Working Group was set up with the task to give direction, as well as to ensure continued progress in the bilateral STI collaboration. It was also decided to initiate activities in selected areas. The most important was the launch of the joint Indo-Danish funding call, which today is an important aspect of the new partnership with India. Here is a brief overview of the projects initiated so far under the agreement.

THE BARAPULLAH DRAIN PROJECT

The first project was signed on 17 August 2018. It is a public-private partnership between the Danish company DESMI RO-Clean, the Department of Biotechnology and the Indian Institute of Technology, Delhi. The project demonstrates a technical solution that significantly reduce the plastic and solid waste from the Barapullah drain - Delhi's second biggest drain - going into the Yamuna river. The project is already up and running and has collected over 70 tons of waste since Feb 2019.

OTHER PROJECTS UNDER THE FIRST FUNDING CALL

In addition five more projects in the areas of 'water' and 'renewable energy' with a value of more than INR 300 million /DKK 30 million were financed by Innovation Fund Denmark together with the Department of Science and Technology and Department of Biotechnology, Government of India under the first bilateral funding call.

Two of the three funded projects in renewable energy deal with issues relate to the production and distribution of renewable energy, while the third project demonstrates and analyzes the performance of an off-grid cold chain system for farmers.

In the area of water, one project aims to develop a biochemical sensor that can detect pollutants and thus help authorities and others to monitor the water quality, while the other project aims to develop an algae platform that can help 'valorize' water from industrial processing. Waste water from industry can often be recycled and reused. It can, for instance, be turned into sources of energy. This is what the project explores.

THE PERSPECTIVE

The STI agreement constitutes an excellent foundation for continuous interaction between India and Denmark within all fields of science and technology. The funding of concrete projects help increase the interaction among our Government officials, research communities and technology-based companies.

By promoting linkages and partnerships among such STI-stakeholders, the Governments help facilitate and fund new solutions to overcome societal challenges in areas like environment, energy and water.

The Indo-Danish funding calls are an engine, which will generate new projects of mutual interest for all stakeholders. The second funding call is expected to be published shortly.

By funding technology development, the Governments are trying to support growth and creation of jobs, both in India and Denmark. A key area of interest is to get the companies more deeply involved in joint research and project collaboration.



Mango Promotion in Denmark

PROMOTION OF INDIAN MANGOES IN DENMARK

Indian mangoes are a sought-after delicacy in many countries around the world. A recent initiative between the Indian Embassy in Copenhagen, global freight forwarder Kuehne + Nagel and selected partners in the fresh produce industry has highlighted the potential of importing Indian mangoes into Denmark.

एपीडा
APEDA

The Embassy of India initiated an Indian Mango Promotion drive in early 2018 to promote different varieties of mangoes in Denmark. Later in the year, a Seminar at the Indian Danish Chamber of Commerce led to a meeting between Ambassador and representatives from Kuehne + Nagel in both India and Denmark in which ways to establish a connection with selected partners in India, including APEDA (Agricultural & Processed Food Products Export Development Authority) and leading distributors of fresh produce in Denmark was discussed. In May-June 2019, Mission made a concerted effort to promote Alphonso and Kesar variety by sending samples to top Danish governmental officials and other stakeholders by sourcing them from local importers. Together with APEDA and Air India as the official carrier, 100 boxes of mangoes were imported from India on 2 July 2019 and distributed to various retail outlets in and around Copenhagen by one of the top fresh produce distributors in Denmark.

Earlier, through the concerted efforts of the Embassy, leading Danish firms participated in the APEDA-initiated Reverse Buyers and Sellers Meet (RBSM) for fresh vegetable and mangoes held on 29-30 May 2019 in Mumbai as well as in the RBSM on 26-27 June in Lucknow. On return from Lucknow after meeting many Indian mango exporters, one of Denmark's top importer and distributor of fresh produce is in the process of establishing relationships with Mango exporters in India who meet the certification and CSR standards of Danish Food Authorities. It is expected that by the start of the new Mango season in Spring 2020, orders will be placed for import of Indian mangoes to Denmark in a big way.

NORDIN

PAVING THE WAY FOR DANISH SMES IN INDIA

Only a few Danish SMEs have successfully established themselves in India. Now a new project – headed by Asia House and funded by the Danish Industry Foundation – is addressing the fundamental issues facing Danish SMEs looking to India by building an SME accelerator-platform in Bangalore



Conclusion of Smart Cities project in Asia House Feb 2018.

In September 2019, 11 Danish Foodtech and Greentech SMEs will be heading off to Bangalore to meet potential clients, partners, investors, mentors and industry experts. The purpose of the trip is clear: to pave the way for Danish products to enter a booming Indian market.

Danish SMEs have traditionally had a hard time accessing India for several reasons. Most often, Danish products need to be adapted to the Indian market and successfully demonstrated for Indian clients by a Proof of Concept (POC). However, SMEs rarely know what needs to be changed, nor how to navigate the complex process of implementing a POC in such a foreign market.

Furthermore, the SMEs are usually stretched for resources and unable to send key personnel to India for extended periods of time to figure out these details. Finally, the SMEs often don't have the adequate capital for a long-lasting investment in India, and Danish investors often view strategies directed towards India as risky.

The NORDIN-platform seeks to address these issues head-on. Tom Sebastian, who manages the Indian side of the platform, elaborates: "Indian business is run on relationships and the establishment of trust, and this is the main focus of NORDIN. It's not easy being an SME in Denmark and building such relationships without a local presence and access to trusted partners over a long term. At the heart of it, NORDIN brings this very long-term hand-holding, with access to business partners and clients, to enable a strong India presence".

The first stage of the NORDIN-project – which also includes Greentech Challenge, the Confederation of Danish Industry, and the Danish Innovation Centre in Bangalore – will support the selected companies though an eight-month program. Next year, another 26 companies will be selected for the second stage of NORDIN.

agnii IGNITING IDEAS

FROM SOURCE TO TAP AND BACK TO NATURE: DANISH WATER MANAGEMENT AND LEARNINGS FOR INDIA

By Jesper Goodley Dannisøe, Director at Danish Water Forum, and Anshul Jain, DWF-India representative

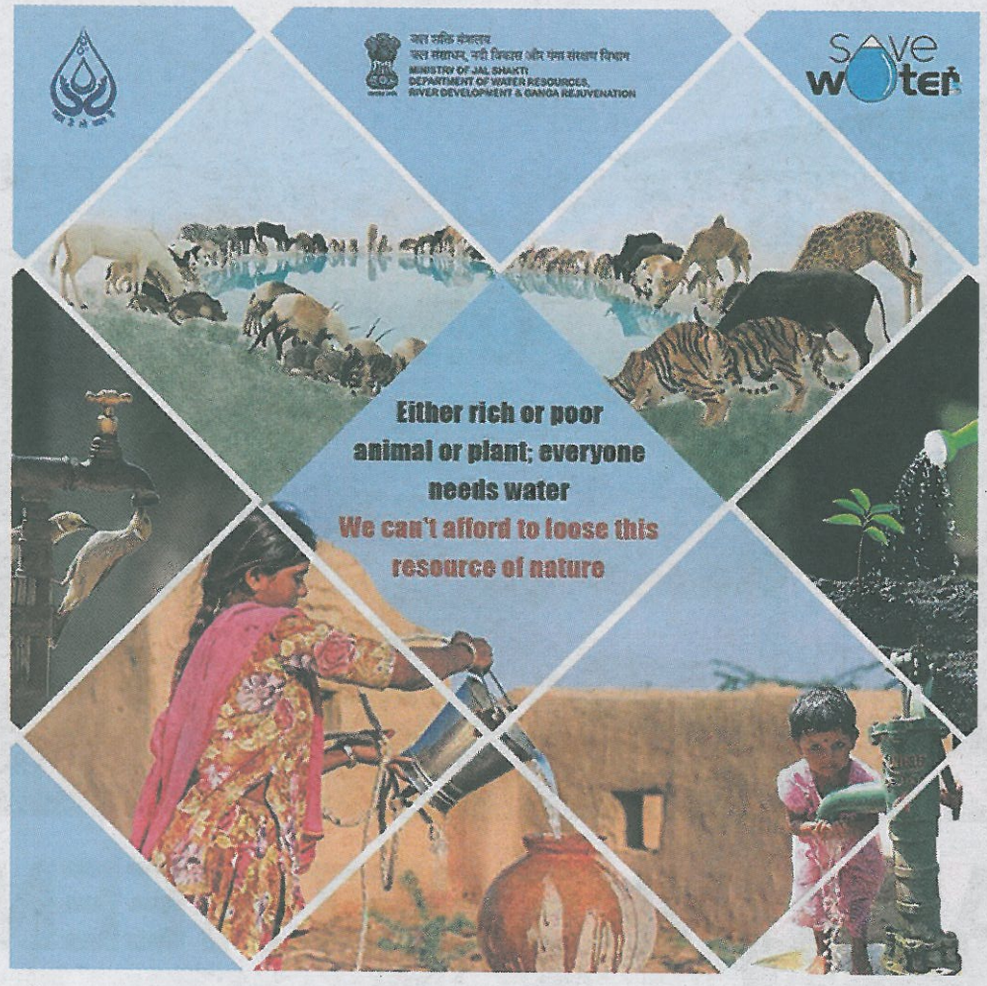


Replica of town water pumps in Denmark

Despite being one of the most precious sources we have, water is too often treated with no respect. The lack of respect comes in many forms: the pollution of water resources, water wastage, no or inefficient treatment when delivering the water back to nature, and the over-exploitation of resources like groundwater – mainly due to an inadequate understanding of the fragile ecosystem.

How did we end up here? We have exploited this precious resource to such an extreme level that many thriving rivers and lakes across the world are unfit for drinking or bathing. For urban water users, the limited respect comes from water being delivered un-metered at a very low cost – often far below the actual price for extraction, treatment, distribution, collection and final wastewater treatment. When a commodity is provided cheaply, it does not gain the deserved respect.

Water is not a scarce resource in Denmark, but we give it high priority to ensure our people are provided with water of a high and safe quality. After all, the solutions did not come overnight as Denmark, albeit many years ago, used to take its water for granted as well.



DWF

Danish Water Forum

Danish Water Forum will be happy to work with the Indian government in designing and imparting a short-term skilling course for the Indian plumbers.

Nearly 100 percent of the Danish water supply is based on groundwater and we therefore have legislation that protects the land to prevent pollution.

Since the establishment of the first public water utilities in Denmark, payment for water has been part and parcel of the set-up, remaining fundamental for the development of one of the most efficient water utility systems in the world. The pricing of water is based on the principle of full cost recovery, which means that the user pays a combined price for the production, distribution, wastewater treatment and maintenance costs. Fair water pricing goes hand-in-hand with household meters.

Drinking water consumption per capita in Denmark has declined since the 1970s from 140 litres/person/day to 100 litres in 2018. The decline has been driven by two main factors: prices and awareness. Water awareness campaigns have been launched with regular intervals, and today every kid in school knows the basics of preserving and valuing water.

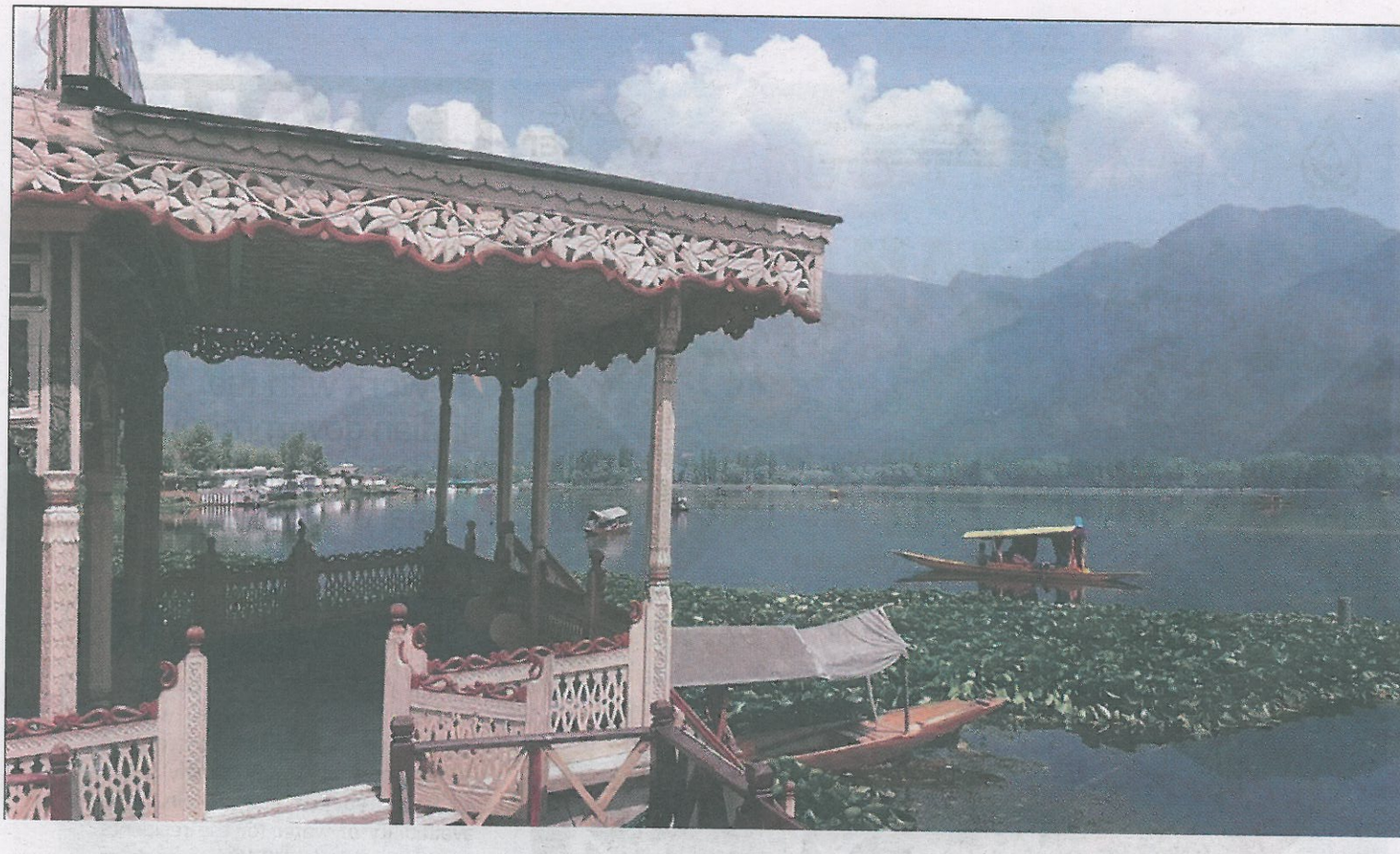
One of the global challenges facing water supply systems is leakages from the supply systems: non-revenue water (NRW). Besides wasting precious water, which cannot be sold, it also introduces a risk that the drinking water in the pipes could be contaminated. There is also the massive wastage of energy used to produce this wasted water. While NRW in Denmark is between 3 and 8 percent, many countries have NRW of up to 60-70 percent! As per Indian government data, the NRW average in India is around 40-50 percent. This means that if NRW can be reduced, up to double the amount of drinking water will be available for Indians, without laying any additional pipelines and almost at a negligible cost. There are several methods that can bring down NRW, starting with detecting the leaks.

The water distribution system in Denmark is equipped with sensors that can detect leaks, which enables the utilities to monitor and identify leaks or burst pipes, which means they can send out a response team to repair the pipe immediately. Danish Water Forum conducted a feasibility study in Rajkot, Gujarat in 2013 by using the sensor technology, and the study found that 30 percent of the households endured leaks. The main causes of the leakages were unauthorised household connections and leaking valves. Rajkot was accustomed to receiving an intermittent water supply every 48 hours, so just imagine what the availability of water for the residents would be were the NRW to come down to 5 percent. It might even be a 24/7 supply!

The current water situation in India calls for a wide range of actions to secure a water supply for the population, and it is obvious that plugging the main leaks in the supply pipes will provide an increasing amount of water for the public. However, to plug the leaks the utilities must be able to find them and have the resources to repair or replace leaking pipes. As was demonstrated in Gujarat, many of the leakages are linked to unauthorised household connections. The future will accordingly require a wide-scale training and re-skilling of the Indian plumbers to ensure they can handle the workload of detecting the leaks and then repairing and/or replacing the pipes.

Danish Water Forum will be happy to work with the Indian government in designing and imparting a short-term skilling course for the Indian plumbers.

Furthermore, the Forum is willing to contribute to the Smart Cities Mission of the Indian Government to generate a dashboard of water-related projects on the SmartNet platform, where all of this knowledge can be disseminated to the Local Municipalities.



DIRECT AIR LINKS BETWEEN INDIA AND DENMARK

Direct connectivity between Denmark and India was established when Air India started its direct flight between Delhi and Copenhagen from Sep 2017. The flight was launched with much fan-fare with an all women crew operating the flight from India and landing in Copenhagen on 16 Sep 2017. The aim of direct flights is to boost relations and encourage tourist flows between the two nations.

The route has been phenomenally successful with occupancies touching high levels consistently. The route has witnessed unprecedented growth from all segments of the travel fraternity. It has highlighted the tourism potential not only from Denmark to India but also enables Danes to travel to destinations in South East and Far East Asia. The route also attracts feeder traffic from Norway and southern Sweden. . Business class travel has seen a consistent occupancy level averaging more than 75% within a few months from commencement of flights.

Starting with 3 Flights per week, an additional flight was launched between Copenhagen to Delhi from May 2018. The focus is to connect the entire Scandinavian market with India under the Special Prorate agreement with SAS Airline which has a wide network in not only West European cities but also East Europe.

There is wide-spread demand from the ethnic community to have direct connectivity to various cities in India. Air India offers advantages of being a Star Alliance Partner, offers delicious Indian food and has a generous luggage allowance of 46 kgs in Economy Class and 60 kgs per passenger in Business Class

The growing popularity of e-visa facility, as well as wide publicity organized by the Tourism Board of India, Embassy of India in Denmark and Air India, has led to steady growth in the tourism sector between the Scandinavian region and India.

Air India, with support from Embassy of India, Denmark and State Tourism Boards in India, has also undertaken FAM trips to various parts of India – Tamil Nadu, Rajasthan, Uttarakhand and recently, to Jammu & Kashmir.

Air India now connects more than 75 cities in India and 43 International cities around the world on the network. With big marketing moves and initiatives jointly by Tourism Boards, we wish the route a big success.



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Yoga Day in Fælledparken on the sunny day of June 16th 2019



Rain Yoga in Vejle

YOGA

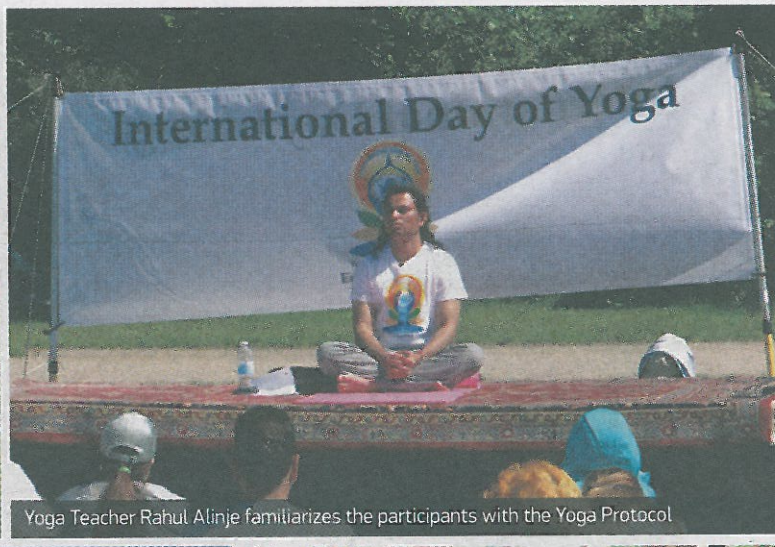
Standing the test of time as the most popular means of holistic well-being

Yoga has been gaining rapid popularity with increasing awareness about holistic well-being. In acknowledgment of its universal appeal, the United Nations declared June 21 as the International Day of Yoga in 2014. This year, the Embassy of India organized the fifth International Day of Yoga in three cities in Denmark – Copenhagen, Århus and Vejle – in June 2019. In attendance were a broad cross-section of Yoga practitioners, students, prominent members of numerous Indian associations, representatives of prominent Yoga institutes and members of the Danish Sports Yoga Federation.

In Vejle, spirits remained high on June 15, as Yoga enthusiasts challenged the weather gods by demonstrating what became 'Rain Yoga'. In picturesque Vejle City Hall, the response was equally enthusiastic. And then a record number of Yoga practitioners welcomed the occasion at Fælledparken in sunny Copenhagen on June 16.



Ambassador takes an active part along with all participants

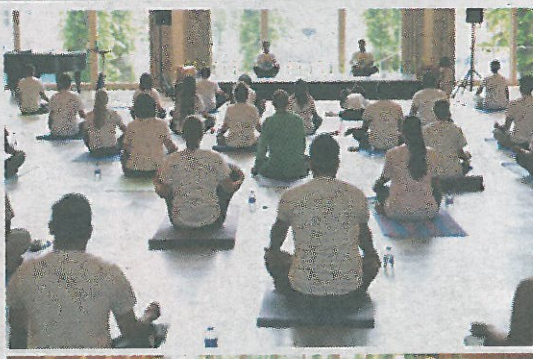


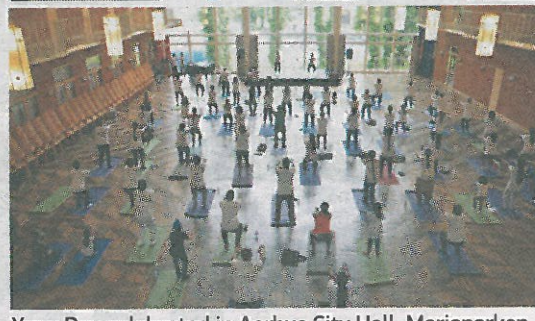
Yoga Teacher Rahul Alinje familiarizes the participants with the Yoga Protocol





The Ambassador of India in interview with a Danish TV channel





Yoga Day celebrated in Aarhus City Hall, Mariaparken

Yoga, an ancient practice that evolved in India several thousand years ago, literally means a union that symbolizes the ultimate state of harmony between the body, mind and spirit. The event in Copenhagen opened with Yoga instructor Rahul Alinje, who familiarized the audience with what is known as Common Yoga Protocol. The Protocol is a standardized routine devised by accomplished Indian Yoga gurus, comprising a sequence of Yoga asanas lasting for approximately 45 minutes. This was followed by short yet comprehensive workshops organized by representatives of Art of Living, Ashtanga Yoga, Brahma Kumaris and Amrita Yoga – different aspects of Yoga with the common goal of promoting a healthy mind and body.

The Embassy collaborated with Air India and several Yoga associations to organise a Lucky Draw at the end of each event. From free tickets to India and complimentary trial classes for Yoga, to vouchers for films and restaurants, an attractive set of prizes were given out.

While several new ways of attaining fitness and well-being come and go, the ancient practice of Yoga is becoming increasingly popular across the world.



Yoga Day in Fælledparken on the sunny day of June 16th 2019



Rain Yoga in Vejle



Indian Classical dancers Yamini and Bhawana Reddy performed during Holi celebrations on 27th April at Dokken



Roja Kannan in Aarhus on the final day of Aarhus Festuge on 9 Sept 2018

MORE THAN BOLLYWOOD

The Indian Embassy is on a mission to familiarize Danish audiences with the movies produced by an industry whose diversity stretches way beyond Bollywood

Indian cinema is the world's largest film industry, with an annual output of 1,500-2,000 feature films a year. Bollywood, synonymous with the Indian film industry, is one of the largest film production centres in the world, producing around 350 films every year. Though Bollywood, which represents around 43 percent of the Indian net box-office revenue, is the biggest film production centre in India, the Indian film industry is much more than Bollywood. Tamil and Telugu cinema represent 36 percent while regional cinema constitutes the remaining 21 percent.

This year, the Indian Embassy has attempted to redefine the way in which Indian movies are perceived by Danish audiences by promoting a number of films that showcase the variety and versatility that the Indian film scene has to offer.

On 24 February 2019, '*Uri – The Surgical Strike*' was screened at Herlev Teaterbiograf. The film is a mainstream Bollywood production based on surgical strikes conducted by the Indian Army in 2016 against terrorist launch pads in Pakistan-occupied Kashmir (PoK). The strikes were in retaliation for the Uri attacks



Marathi Film Festival, Cinemateket, March 2019

in which numerous Indian Army personnel were killed in cold blood by terrorists. Given that terrorism continues to be one of the biggest challenges in the world today, this well-directed film resonated with audiences regardless of their background. Around 200 members of the Indian diaspora and the diplomatic community attended the special screening.

The Marathi Film Industry was brought to the foreground with the first Marathi Film Festival, which was co-hosted by the Danish Film Institute at Cinemateket from 1-14 March 2019. In total, six films were screened. Leading the line-up was ***'Mr Deshpande Standing in Kulkarni Square'***,which addresses the challenges faced by families going through divorce and re-marriage and the impact it has on children. A very relevant topic for audiences around the world, this film, which also happened to have its world premiere on the same day, was received with great enthusiasm. The festival attempted to familiarize Danish audiences with an otherwise lesser known vernacular film industry from the State of Maharashtra in India. The Ambassador of India opened the festival along with the directors, Sumitra Bhave and Gajendra, who conducted a brief Q&A session after the screening.

More recently, on 6 June 2019, the Embassy organized the screening of ***'Hotel Mumbai'*** at Gloria Biograf theatre in collaboration with Sandrew Metronome Distribution, the distributors of the film in Denmark. Directed by the Australian director Anthony Maras and produced by American production houses, 'Hotel Mumbai' depicts the terrorist attacks on the famous Taj Hotel in Mumbai in November 2008. As an international project, this film had high production values and big name stars, including Dev Patel who many will remember from internationally acclaimed films such as 'Slumdog Millionaire' and 'Lion'.

> The movie '*Hotel Mumbai*' was screened in movie halls across Denmark in June and July 2019, drawing an appreciative response



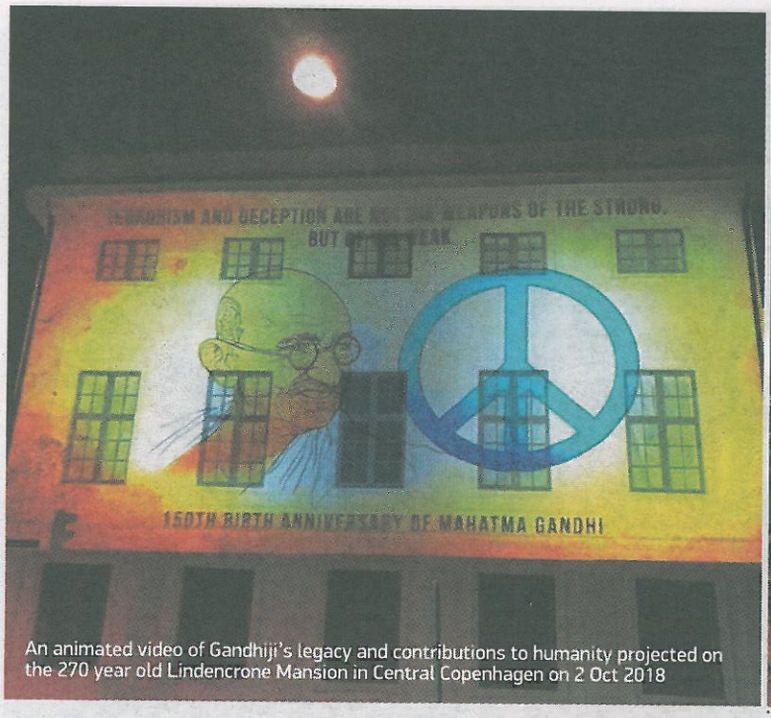
Shot from the film *Mr. Deshpande Standing in Kulkarni Square*, Marathi Film Festival, Cinemateket, March 2019



Uri – The Surgical Strike was screened at Herlev Teaterbiograf, February 2019



Hotel Mumbai screened at Gloria Biograf, June 2019



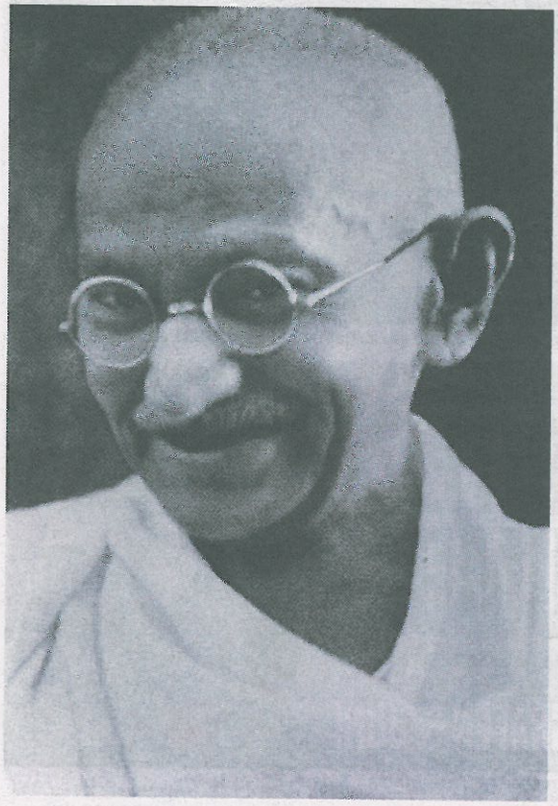
An animated video of Gandhiji's legacy and contributions to humanity projected on the 270 year old Lindencrone Mansion in Central Copenhagen on 2 Oct 2018



Carnatic classical singers, the Kanchana Sisters perform Vaishnav Jan To and Raghu Pati Raghav Rajaram

150 YEARS OF MAHATMA GANDHI

The Embassy pays homage through a number of events



Mahatma Gandhi is a name that resonates globally with non-violence. Born Mohandas Karamchand Gandhi in 1869, this famous Indian lawyer, nationalist and visionary is one of the most well-known figures in history. To mark 150 years of his birth anniversary, the Indian Embassy decided to pay homage to this great leader through a number of events planned through 2018-19.

In October 2018, Indian Embassies all across the globe recorded versions of Gandhi's signature bhajan (devotional song) 'Vaishnav Jan To' to come up with a medley celebrating his spirit. In Copenhagen, the popular Danish singer Anita Lerche released her version of the bhajan – a video shot in Nyhavn and Tivoli on October 2, Gandhi's birthday. A LED screening of various aspects of Gandhiji's life and philosophy at Lindencrones Palæ in central Copenhagen was also held on the same day.

A Seminar on '*Gandhi and his Philosophy*' was held in collaboration with the University of Copenhagen on 6 February 2019. Key Presenters were Ambassador Ajit Gupte, Professor Ravinder Kaur, the head of the University's Department of Cross-Cultural and Regional Studies, and Steen Folke, a former MP. The Embassy donated a number of books on Gandhi to the University library to mark the occasion.

Apart from his more known contributions to the world, Gandhiji was a passionate believer in Minimalism who practiced and encouraged simple and conscious living – whether of the self or the environment. Keeping this in mind, the Embassy reached out to various Danish high schools where Ambassador Gupte gave talks on Gandhiji and planted trees to commemorate the 150th anniversary of his birth. From April-June 2019, Ambassador Gupte visited and planted trees at gymnasiums in Rungsted, Kalundborg, Ørestad, Nørre and Ringsted



Danish singer *Anita Lerche* releases Vaishnav Jan To, October 2018



Ambassador of India visits Rungsted Gymnasium and plants a Magnolia tree, May 2019

as well as Zealand Business College. The Embassy plans to continue the outreach with more schools later this year.

Celebrating Gandhiji's passion for devotional songs, the Kanchana Sisters performed a rendition of Carnatic vocal music in front of an appreciative audience in Copenhagen on 29 May 2019. The acclaimed Carnatic classical singers' repertoire included Gandhiji's favourite bhajans: 'Vaishnav Jan To', 'Rajaram' and 'Raghu Pati Raghav'.

On World Bicycle Day on 3 June 2019, the Embassy organized 'Cycling for Peace' at Fælledparken where cycling enthusiasts and members of numerous Indian associations came together to embark on a cycling tour through the plush greens of Fælledparken. This was followed by snacks and a short talk by Ambassador Gupte on Mahatma Gandhi's contribution to sustainability and non-violence.

As we enter the second half of 2019, the Embassy plans on arranging many more events to honor the Mahatma, including the Vegetarian Festival in October in collaboration with Dansk Vegetar Forening (Danish Vegetarian Association).



Mr. Ajit Gupte, Ambassador of India with Dr. Ravinder Kaur, Head of Centre, Department of Cross-Cultural and Regional Studies, Steen Folke (Former MP) in Copenhagen University for the Gandhi Seminar, Feb 2019



Ambassador of India addressing students at Kalundborg Gymnasium, April 2019



Ambassador of India in Ørestad Gymnasium, May 2019



Mr. Ajit Gupte, Ambassador of India plants a Magnolia tree in Rungsted Gymnasium in May 2019

DANISH CULTURE BUILDS BRIDGES TO INDIA

By Eric Schoon, Translation: Stephen Gadd

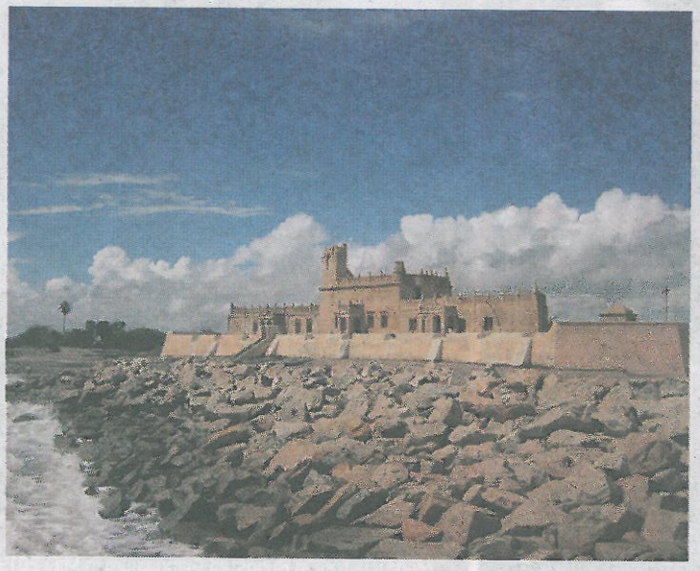


Classic diplomacy is not always the most effective way to mutual understanding between peoples. This is one of the main reasons that Denmark has opened a cultural institute in New Delhi

Ever since the idea for what is now called the Danish Cultural Institute was born in an occupied Denmark during 1940, the aim of the initiative has been to spread Danish culture in the world and use culture as a springboard for understanding between peoples.

At present, the Danish Cultural Institute has seven departments worldwide. They represent Danish culture in Belgium, Brazil, China, the Baltics, Poland, Russia and from January 19 this year, in New Delhi, India.

Copenhagen Post visited the newly-opened institute in May and talked to the institute's head, Thomas Sehested, about his vision for an expanded cultural co-operation between Denmark and the cultural giant that is India.



400 YEARS OF DANISH INTEREST IN INDIA

In 2020 it will be 400 years since Denmark began co-operation with the mighty country in the east by establishing Tranquebar on the coast of the Bay of Bengal in what is now the state of Tamil Nadu. More than 200 years was to pass before Denmark gave up its official presence and handed over its possessions – that apart from Tranquebar also included the trading station at Serampore (or Frederiksnagore) – to England in 1845.

Before Denmark left, we had also managed to found the first modern University in Asia. It was situated in Serampore that from 1829 had the status of being Denmark's third University town after Copenhagen and Kiel. Denmark carried on building energetically on the bridges that were constructed and has shown great interest in the development of the fast-growing country ever since.

OPENING OF DANISH CULTURAL INSTITUTE

The Danish Cultural Institute was inaugurated on 19 January 2019, at a separate address that is not part of the Danish Embassy with an impressive ceremony with participation of, among others, the DCI Secretary General Camilla Mordhorst, Prime Minister Lars Løkke Rasmussen and Chairman of the board of the Carlsberg Fund, Flemming Besenbacher – as well as a number of Danish and Indian cultural personalities.

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DANISH CULTURAL INSTITUTE

THE DANISH CULTURAL INSTITUTE IN INDIA



Thomas Sested DCI India , Dansih PM Lars Lokke Rasmussen, Carlsberg Chairman, Flemming Besenbacher and DCI Global CEO Camilla Mordhorst

The Danish Cultural Institute in India was inaugurated on 19 January 2019, by then Danish Prime Minister Lars Løkke Rasmussen and Chairman of the Carlsberg Foundation and Carlsberg Group, Mr. Flemming Besenbacher. It is part of the restarted cluster of European Cultural Institutes in India and, in 2020-21, Thomas Sehested, Director of the Institute, will become the acting President for EUNIC India.

"So, what are you working on at the Institute?" must be the most asked question posted to us since the Institute was opened. And it is a good question – what does meaningful, cultural exchange look like between countries that share a lot, but in many ways are also radically different? Since the Institute is located in Delhi, and our work takes place across the subcontinent, the question is even more relevant.

AGENDA SETTERS

Rather than being event managers staging a concert here, an exhibit there and a talk in a third place, we are working on identifying areas and agendas that are of mutual interest to Indians and Danes. And on the basis of these agendas, we invite artists, researchers and likeminded who have something to contribute to the Danish-Indian collaboration. The agendas are people focussed and often inspired and driven by the UN Sustainability Goals – under the general handle #cultureforchange.

IT'S A TWO WAY STREET

We are firm believers in mutuality – what we do has to be of relevance for both India and Denmark. If an Indian audience does not find what we do to be off interest and if Danes are disinterested in the Indian agenda we have surely missed the mark. So our task is also to create knowledge on India in a Danish context – here we are happy to have mutual interest and hence great collaboration with our friends at Air India and the Indian Embassy in Denmark.

An overview of some of our planned projects, will give an idea of the scope of the Institute's work:

GOLDEN DAYS FESTIVAL

The Golden Days Festival is one of the most established cultural festivals in Denmark. This year's theme is the 30th anniversary of the fall of the Berlin Wall and the Danish Cultural Institute in India, together with the University of Copenhagen, will host a talk on the consequences India faced post the fall of the Soviet Bloc at Cinemateket, Copenhagen on 11 September 2019 – followed by a film screening. This is our way of establishing India as an integrated part of the Danish public discourse – something that we often find is lacking.

UNGDOMMENS FOLKEMØDE

What unites youth? How is daily life for high school kids in New Delhi – and in Copenhagen? We are inviting teenagers from India and Denmark to workshop on similarities and differences, to make new friends and to understand how we might be of different nationalities, but are after all just people. The event is a two day session including a dance performance.

400 YEARS - 400 STORIES

In November 1620, a lease treaty was signed that allowed Denmark the right to establish a trading station, Tranquebar, in today's Tamil Nadu. 2020 marks 400 years of Danish-Indian connection and formal relations. To celebrate and raise awareness of how we have contributed to each other through trade, art, knowledge, food, science, ideas, invention and exchange and encounters we will, by November 2019, start to post stories – some known, but a lot lesser known ones on concrete examples of Indian-Danish facts. We want to ensure that we use the opportunity to look ahead rather than just looking back. We want to celebrate what lies ahead – because we have a lot to share in the future. The project will be in collaboration with Indian and Danish artists, organizations and businesses. Feel free to write to us on 400stories@danishculture.in if you have something we should know about.

REVITALIZING TRANQUEBAR

Together with various partners and NGOs we have some great plans ahead for the Tranquebar area itself. The project aims to create sustainable, long lasting development for the area to benefit the local population – and of course visitors from India and Denmark. To get updates on the project please follow us on Instagram and Facebook.

WHAT MAKES A GOOD CITY?

Together with Indian, Danish and international partners we are preparing a conference in Mumbai, where urban thinkers are invited for sessions and workshops on how to create safe spaces and environments in the fast growing Indian cities. More on https://safecity.in/urban-thinkers-campus/

CELEBRATING PROBLEM SOLVERS

The UN Sustainable Development Goals are integrated in our thinking. And what better way to cherish 400 years of togetherness than to work on the launch of UNLEASH, the global talent conference, in November 2020 in India? UNLEASH is inviting global youth to come up with local solutions for global problems – be it climate change, liveability and equality.

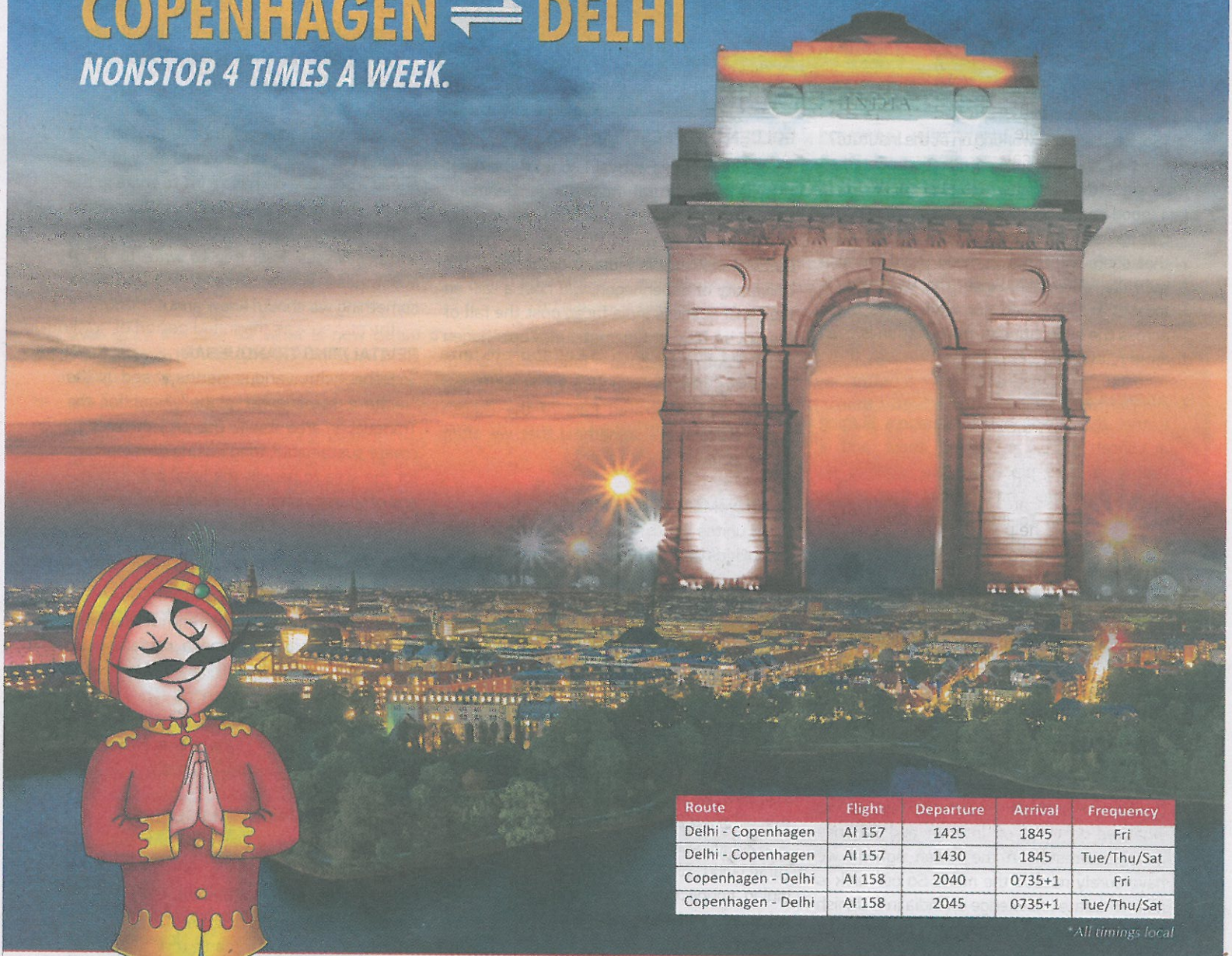


A toast of two cities!

Air India celebrates 2nd Anniversary

COPENHAGEN ⇌ DELHI

NONSTOP. 4 TIMES A WEEK.



Route	Flight	Departure	Arrival	Frequency
Delhi - Copenhagen	AI 157	1425	1845	Fri
Delhi - Copenhagen	AI 157	1430	1845	Tue/Thu/Sat
Copenhagen - Delhi	AI 158	2040	0735+1	Fri
Copenhagen - Delhi	AI 158	2045	0735+1	Tue/Thu/Sat

*All timings local

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