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TS-INDUSTRY WATCH

A Newsletter by Industries & Commerce Department,
Government of Telangana



Happy
New Year



Shri K Chandrashekar Rao
Hon'ble Chief Minister



Shri K T Rama Rao
Hon'ble Industries Minister

IN THIS ISSUE

- Page 1. From Principal Secretary's Desk, Important Collaborations
- Page 2. Events and Webinars
- Page 3. Events and Webinars, Investments, Focus Sector: Innovation
- Page 4. DICs, Industry Support, Entrepreneur Watch

FROM PRINCIPAL SECRETARY'S DESK



Mr. Jayesh Ranjan, IAS

Principal Secretary, ITE&C & Industries Dept.,
Government of Telangana

I am happy to unveil this issue of Industries newsletter in the new year. We recently signed MoUs with technology companies such as SAP, Sapio Analytics and BSE SME platform for providing handholding support of critical technology services to MSMEs. In fact, Sapio is distributing free Accloud software for one year to local MSMEs through our GlobalLinker platform. SAP will provide Ariba Marketplace, Unnati app and easy access to other ERP services. I would urge each of the companies to take maximum advantage and participate in the upcoming awareness sessions.

I am pleased to announce new investments in the EV and automotive space after launch of our State Electric Vehicle Policy. Companies such as Fiat Chrysler Automobiles, ETO Motors, Olectra Greentech, Mytrah Energy etc. are all set to invest in the state. AWS has finalized the largest investment in our state so far of Rs. 20,761 Crores to set up multiple data centres.

TSIC is working hard to bring access to innovation to farmers for procurement, to school children and for supporting PwDs and elderly population. RICH is also providing tremendous support to start-ups for new collaborations, expansion of their product lines as well as increase in sales.

We have faced a difficult time last year due to Covid-19. Now with the possible release of vaccine, I hope that the new year will bring new tidings. I wish everyone a happy and prosperous 2021.

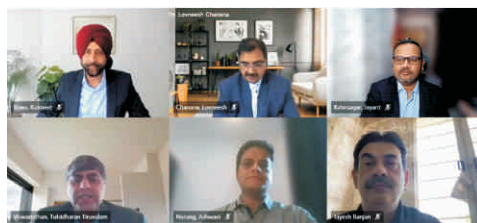
IMPORTANT COLLABORATIONS

SAP

The Government of Telangana partnered with SAP on 23rd Dec. Under the MoU, the State MSMEs will get easy access to the marketplace, skilling and ERP solutions of SAP. They will have open access to SAP Ariba Discovery where any buyer can post sourcing needs and any of the four million suppliers on Ariba Network can respond with their ability to deliver the goods and services required. The MSMEs will also be provided accessibility to 240 courses, under SAP India's Golden Peacock Award winning digital skilling initiative – Code Unnati. The focus of these courses would be Digital Financial, Soft Skills and Productivity Technologies that will digitally skill the workforce and help them adapt to the new working environments. MSMEs will be provided with affordable and accessible enterprise technology. With the help of Bharat ERP initiative, they will be able to adopt SAP's world-class ERP; Business One Starter Pack on the cloud. "SAP is committed to align with the nation's digital agenda by supporting MSMEs with the best suite of solutions to embrace innovation and make them globally competitive," said Kulmeet Bawa, President and MD, SAP Indian Subcontinent.

For more information:

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Sapio Analytics

The Government of Telangana along with GlobalLinker, partnered with Sapio Analytics for their Accloud platform on 9th Nov. Under this collaboration Sapio Analytics provided 20,000 free licenses of Accloud software for one year for the use of local SMEs in Telangana through the GlobalLinker platform. The cloud-based accounting & automation software (Accloud) will help MSMEs in ease of carrying out business functions like sales, purchase, inventory management etc. Mr. Ashwin Srivastava, CEO, Sapio Analytics, said "We are pleased to partner

with the Government of Telangana and present this comprehensive and easy to use software to the businesses in the state of Telangana. We believe that this will help businesses digitize their operations and find simple ways to be compliant with GST, while not giving too much time away from the core business."

For more information:

Malavika Jaggi- Global Linker - 9701274168

Hardik Somani- Sapio - 9664341513

Next generation accounting software for SMEs



BSE SME Index

Government of Telangana along with Global Linker, signed an MoU with BSE (Bombay Stock Exchange) on 19th Oct. The partnership with BSE, India's premier exchange came into picture to address a vital challenge of access to finance and increasing credibility of the MSMEs. BSE will provide intellectual & manpower support to create awareness about the importance and benefits of listing. Lack of awareness around this subject has led to a lot of preconceived notions that listing involves increased compliance levels, increased costs and more. Shri Ajay Thakur, Head BSE SME & Startups, said, "MSMEs are the backbone of the economy and therefore their growth is a prerequisite for the growth of the state and the country. This association will help in creating greater awareness about benefits of listing amongst MSMEs of Telangana."

For more information:

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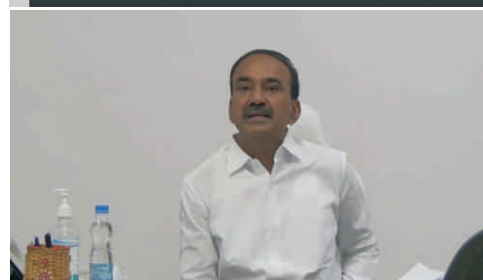


EVENTS AND WEBINARS

Pharm-Exe

CII Telangana organized Pharm-Exe, a virtual conference on 'Towards a Self-Reliant India and Pharmacy of the World' on 7 October 2020, with an objective to bring together eminent policymakers and industry leaders relevant to the context, on to a common platform to assist industries to evolve, become agile and embark on the next phase of growth with the help of technology and differentiated strategies.

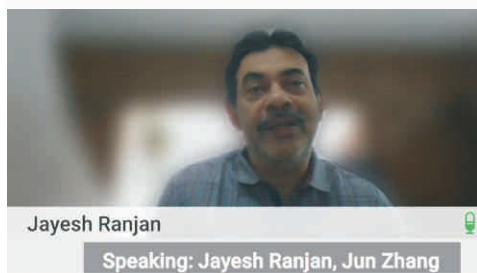
Addressing the conference, Shri Etela Rajender, Hon'ble Minister for Health Medical and Family Welfare Department, Govt. of Telangana in his inaugural address reiterated that Telangana is known as the 'bulk drug capital of India' and accounts for 40 percent of the total bulk drug production in the country. He also said that Industries in Telangana are going to play a huge role in bringing out new vaccines and manufacturing them in bulk for millions of people across the country as well as the world.



CII MSME Summit

Confederation of Indian Industry organized Telangana MSME Summit, a Conference on 'Empowering MSMEs and Bringing the Growth Back amidst the Changing Trade Dynamics' on 7 Nov 2020. Mr Jayesh Ranjan, IAS, Principal Secretary, I&C, ITE&C depts, Govt. of Telangana in his inaugural address suggested that making effective use of digitalization; with targeting newer domestic as well as export market and collaboration among MSMEs working in from same sector are the three key success mantras to achieve sustainable growth post COVID-19.

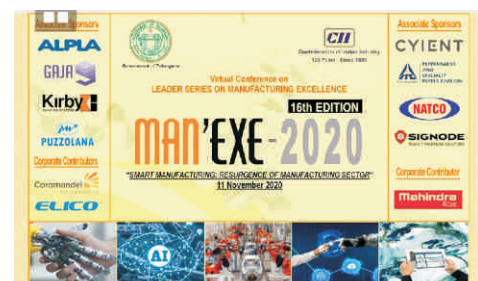
Mr. Jun Zhang Country Head- India, International Finance Corporation said that USD 8 billion fund was fast tracked for financing and so far, 4 billion USD has been dispersed to sustain businesses and preserve jobs after the outbreak.



Man-Exe-2020

CII Telangana in partnership with Government of Telangana organised Man'Exe-2020: 16th Edition with the theme "Smart Manufacturing – New Frontiers & New Opportunities" on 18 October 2019 at Hyderabad. The Conference deliberated technical sessions like; Automating into the future, Adaptive engineering for competitiveness, New Age Skilling.

Mr Jayesh Ranjan, IAS, Principal Secretary, I&C and ITE&C Depts., Govt. of Telangana said that earlier PSUs and its ancillary units have led the manufacturing revolution in Hyderabad, now the state capital has emerged as Smart Manufacturing Hub due to the strong presence of Pharma, Aerospace sectors. "Our Pharma Manufacturing is considered to be one the best in the country. Even though COVID had disrupted the supply chains of many sectors now they are back to the normal. State Government is committed to strengthen the manufacturing sector in the state as it would provide employment opportunities to many people."



Defence Conclave

CII Telangana organized 4th edition of 'DEFENCE CONCLAVE' with the theme 'Revisiting Strategies for Self-Reliance By Integrating India's Defence Value Chain' on 25 November 2020 on a Virtual Platform. The objective of the conference was to engage the key stakeholders of Defence production & procurement to deliberate on creating a roadmap for an Atmanirbhar defence sector.

The Conference was addressed by Dr G Satheesh Reddy, Secretary, Dept. of Defence R&D & Chairman, DRDO, Mr Jayesh Ranjan, IAS, Principal Secretary, I&C Dept., Govt. of Telangana; Colonel K V Kuber, Indian Army Veteran, Director – Aerospace & Defence, Ernst and Young LLP; Mr Rudra Jadeja, CEO, Kalyani Rafael Advanced Systems; Dr Mayank Dwivedi, Director – Industry Interface & Technology Management, DRDO Hqrs; Mr Ganesh Raghavan, VP & Head (BD), Tata Aerospace & Defence, Mr Ashwani Bhargava, Director-Supplier Management, Boeing India

International, Dr Chandan Chowdhury, Sr. Associate Dean, ISB, besides others.



Telangana Lifesciences: Vision 2030 recycling options for MSMEs

Minister Shri. K T Rama Rao released the "Telangana Lifesciences: Vision 2030" report prepared by Life Sciences Advisory Committee. Principal Secretary Shri Jayesh Ranjan, Life Sciences Director, Shakthi Nagappan, Life Sciences Advisory Committee Chairman Satish Reddy & other esteemed members participated in the inauguration.



FTCCI HR Awards 2019

Federation of Telangana Chambers of Commerce and Industry organized the first physical programme post lockdown the "HR Awards 2019" along with SarvHR Solutions, a reputed HR Consulting. The "FTCCI HR Awards" were given to recognize and honour organizations that have put people processes in the forefront of organizational achievements.

Many manufacturing and services companies from sectors such as pharmaceuticals, healthcare, IT services and others participated. The participants were categorized as Small, Medium and Large as per standard definitions.

Chief Guest Sri Jayesh Ranjan, Principal Secretary, Dept. of Industries and Commerce and ITE&C, Govt. of Telangana, appreciated FTCCI for recognizing and honouring Industries implementing Best HR Practices. He highlighted that manpower of any organization is key to their success.



EVENTS AND WEBINARS

NIMSME e-waste management & recycling options for MSMEs

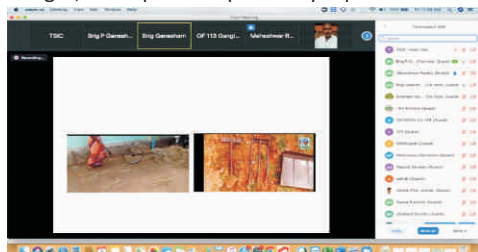
The SED of ni-msme organised a one-week long training programme on "e-Waste Management & Recycling Options for MSMEs" from 14th to 18th Dec at their campus. The programme highlighted the hazards of e-wastes, the need for its appropriate management and options that can be implemented at grass root level. Emphasis was laid on treatment technologies, their potential and financial mechanisms available for promoting such technologies in India and the various instruments that can be used for promoting measures by local governments for reduction of Green House Gases.



FOCUS SECTOR : INNOVATION

Telangana State Innovation Cell (TSIC)

TSIC conducted Innovator-Farmer E-Connect in collaboration with Centre for Sustainable Agriculture & Palle Srujana, where five innovators from Telangana presented their innovations to 100+ Farmer Producing Organisations to disseminate the best market-ready Farm-innovations to last-mile villages, and explore the possibility of procurement.



Telangana's first-ever Assistive Technology (AT) Summit was conducted on Dec 3rd, marking International Day for Disabled Persons, by TSIC in partnership with Incubators, Academia, Govt. Depts., NGOs, Voluntary Organisations - Social Alpha, Artilab Foundation, Assitech Foundation, IIT-Delhi, IIT-Hyderabad, BVRIT, Dept. of Senior Citizens & Disabled Welfare of Govt. of Telangana, T-Works, Youth4Jobs Foundation, Unmukt-The Senior Hub, KULT Warangal. It was attended by the Honorable Minister of Information Technology Shri K.T. Rama Rao. The exhibition saw 30 Innovators from communities - Start-ups, Students, National Institutes and Rural. Exhibition innovations were designed to enable PwDs & Elderly.



INVESTMENTS

Fiat Chrysler Automobiles

FCA chooses Hyderabad as its largest and only presence outside of its headquarters in North America. They will invest Rs. 1100 Crores and create 1000 jobs in the first year.



Amazon Web Services

AWS has finalized an investment of Rs. 20,761 Crores to set-up multiple data centres in Telangana. Establishment of data centres in the region will increase the operations of sectors such as e-commerce, public sector banking and financial services (BFSI) and IT.



ETO Motors

ETO Motors is set to establish an electric vehicle manufacturing unit with an investment of Rs. 150 Crores. The firm will bring employment opportunities to about 1500 people in the state.



Olectra Greentech

Olectra Greentech is setting up an electric bus manufacturing unit with an outlay of Rs. 300 Crores that will provide employment opportunities to 1500 people.



Mytrah Energy

Mytrah Energy is setting up an electric bus manufacturing unit with an investment of Rs. 2,000 Crores. The firm will add 7000 people to the state's workforce.



Hindustan Sanitaryware & Industries Limited

HSIL is ready to invest Rs. 320 Crores in two units in Telangana. Of this, Rs. 220 Crores will be invested in AGI Glaspac to manufacture specialty glass in Bhongir and Rs. 100 Crores will be invested in pipes and fittings unit at Sangareddy.

Granules India and Laurus Labs

Hyderabad has attracted two major investments in Genome Valley. Granules India is investing Rs 400 crore to set up a finished dosages unit while Laurus Labs is investing Rs 300 crore for a formulations manufacturing facility. Granules India will generate about 1600 employment.



25000+ Govt. School students registered for the Telangana School Innovation in collaboration with Unifex India, Inqui-lab Foundation and Telangana State Education Dept. The students were divided into 9000+ teams and underwent Design Thinking process with the help of teacher guides assigned to each school. 7098 innovative solutions were submitted from across 33 districts of Telangana.



TSIC facilitated two ZPHS School Innovators—Rajaanjali from Peddapalli district and Srija from Gadwal district as Girl-Changemakers-speakers for a session "My Voice-Equal Future" organized by Youngistaan Foundation (NGO) on the occasion of International Girl Child Day 2020. The event was attended by 20+ orphanages across Hyderabad.



Innovator Rajaanjali speaking at a session organised on International Day for Girl Child

DISTRICT INDUSTRIES CENTRES

NALGONDA

PROFILE: Nalgonda was originally known as Nilagiri. The district is bounded by Khammam and Krishna districts on the East, Hyderabad, R.R. district, Mahaboobnagar districts on the West, Medak and Warangal districts on North. Lime stone, laterite, quartz and lead clay are the major minerals found in the district. Other resources include milch animals and poultry. The major crops in the district are paddy, bajra, groundnut, redgram, castor, cotton, citrus and mango.

PRESENT SCENARIO: According to TS-iPASS, the total investment in the newly approved industries amounts to Rs. 183 crores. The total employment provided is 2355. In this district, major share of the investment in newly approved units has gone to rice mills, poultry and cotton spinning. 12 persons are employed per Rs. 1 crore of investment, on average. The main industries in the district include Rice mills, Cotton Spinning and weaving, Parboiled Rice mills, Vegetable oil manufacturing, Jobbing and machining.

POTENTIAL: There is a potential for the following industries: Stone crushing, Agricultural implements, biogas equipment, mini dairy, flour mills, stone ware pipes, Fly ash bricks, Paper products, Plastic products, leather tanning units.

NIZAMABAD

PROFILE: It shares its boundaries with Adilabad district to the north, Karimnagar district to the east, Medak District to the south, Nanded district in Maharashtra to the west. The major mineral resources in the district are Coloured granite, gravel, stone and metals. Other resources include milch animals and fisheries. The major crops grown in the district include paddy, sugarcane, maize, turmeric, cotton, groundnut, sunflower and pulses.

PRESENT SCENARIO: According to TS-iPASS, the total investment in the newly approved industries amounts to Rs.114 crores. The total employment provided is 1859. In this district, major share of the investment in newly approved units has gone to rice mills, stone crushers and polythene. The main industries in the district include Rice mill, Engineering and fabrication, Plastic Products, Stone crushers, Mineralized water and Dairy Products.

POTENTIAL: There is a potential for the following industries: Agro based industries, Horticulture, Spices Grinding, Mineral based industries and Rice mills. Major exportable items in this district are boiled rice, rice bran oil, rice flakes, particle boards from paddy husk, corn flakes and maize.

INDUSTRY SUPPORT DURING COVID-19 AND FLOODS



Sahrudaya Health Care Pvt. Ltd. donated Rs. 50 Lakhs to the CM Relief Fund



The Federation of Telangana Chambers of Commerce and Industry (FTCCI) contributed Rs. 25 lakhs towards flood relief to CM Relief Fund



Vellore Institute of Technology donated Rs. 1 Crore to the CM Relief Fund



Aurobindo Pharma donated Rs. 5 Crores to the CM Relief Fund for Covid relief



Paytm, Lifebuoy Soap and YouWeCan donated more than one Lakh hygiene products for the healthcare and police personnel



Broadridge India donated Rs. 50 Lakhs to the CM Relief Fund

ENTREPRENEUR WATCH SPACE

Taking SNIPR (Smart Nano molecules Induced Physiological Response) technology to Indian farmers

Founded by three researchers, BioPrime Agri Solutions, a company developing affordable agri biologicals, has increased its presence in twelve states across the country including Telangana within two years, with its unique products manufactured using SNIPR technology. RICH, as part of its start-up promotion and technology introduction activities, identified BioPrime and started mentoring Dr. Renuka and other founders. At the inception of the RICH mentoring program, the company's annual revenue was at Rs. 10 lakhs. RICH facilitated business partnership with Delta Agrigenetics, which took SNIPR products across all major states to record annual revenue of Rs. 3 crores within two seasons. High level of acceptance of BioPrime's products among the farmers led Delta Agrigenetics to make an investment of Rs. 18 crores in BioPrime. Currently, the company is valued at Rs. 85 crores.

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RICH, BioPrime and Delta Agrigenetics officials at the MoU signing event



Clinically proven cereal mix for Diabetes

People with diabetes constantly struggle to find foods that are suitable for their needs. The increasing demand for special foods has led to the introduction of several diabetic food products. However, very few of these brands are clinically proven for controlling diabetes. Mr. Amar Babu and Mr. VVP Vasi Reddy, researchers at Dr. Reddy's Laboratory and Vimta Labs, identified this gap and started Med C Pharma to formulate cereals for diabetic people. After three years of intense

research, the desired cereal mix was developed. Clinical trials conducted at one of the leading hospitals in Hyderabad gave them the scientific evidence of the effect of their product in reducing blood sugar levels.

RICH connected Med C Pharma to big industry players for marketing the product rather than going through the regular distribution network. RICH facilitated manufacturing agreement between Med C Pharma and one of South Asia's biggest pharmacy chains. As a result of this intervention from RICH, the cereal mix of Med C Pharma will be sold in more than 4000 pharmacy outlets by the end of 2020. The business is expected to generate sales amounting to Rs. 200 crores in the next two years.



The Multigrain Nutri Cereal mix product of Med C Pharma

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