



सत्यमेव जयते

High Commission of India, Kuala Lumpur

INDIA BECKONS

Economic & Business e-Newsletter

Significant Diplomatic Engagements

Hon'ble Prime Minister of India participated in the 21st ASEAN-India Summit in Lao PDR-10 October 2024:

The 21st ASEAN-India Summit was held in Vientiane, Lao PDR, on 10 October 2024. Marking a decade of India's Act East Policy, Hon'ble PM Shri Narendra Modi joined ASEAN leaders to review the progress of ASEAN-India Comprehensive Strategic Partnership and chart the future direction of cooperation. This was Prime Minister's 11th participation in the Summit.



In his address, PM Shri Modi reiterated India's support for ASEAN Unity, ASEAN Centrality and ASEAN Outlook on the Indo-Pacific. Calling the 21st century as the Asian century, he noted that India-ASEAN ties were critical to guiding Asia's future. Emphasizing the vibrancy of India's Act East Policy, PM noted that in the last ten years, India-ASEAN trade had doubled to over USD 130 billion; ASEAN is today one of India's largest trade and investment partners; direct flight connectivity established with seven ASEAN countries; promising beginning made with Fin-tech collaboration with the region; and significant progress made in restoration of shared cultural heritage in five ASEAN countries. PM also spoke about the progress in India-ASEAN knowledge partnership through the scholarships provided to ASEAN youth at the Nalanda University.



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In keeping with the Chair's theme of "Enhancing Connectivity and Resilience", PM Shri Narendra Modi announced a 10-point plan which includes:

- i) Celebrating the year 2025 as ASEAN-India Year of Tourism for which India would make available USD 5 million towards joint activities;
- ii) To celebrate a decade of Act East Policy through several people centric activities including Youth Summit, Start-up Festival, Hackathon, Music Festival, ASEAN-India Network of Think Tanks and Delhi Dialogue;
- iii) To organise ASEAN-India Women Scientists Conclave under ASEAN-India Science and Technology Development Fund;
- iv) Doubling the number of scholarships at Nalanda University and provision of new scholarships for ASEAN students at Agricultural Universities in India;
- v) Review of ASEAN-India Trade in Goods Agreement by 2025;
- vi) Enhancing Disaster Resilience for which India would make available USD 5 million;
- vii) Initiate a new Health Ministers' track towards building Health Resilience;
- viii) Initiate a regular mechanism of ASEAN-India Cyber Policy Dialogue towards strengthening Digital and Cyber Resilience;
- ix) Workshop on Green Hydrogen; and
- x) Invited ASEAN Leaders to join 'Plant a Tree for Mother' campaign towards building climate resilience.

In the meeting, Leaders agreed to create a new ASEAN-India Plan of Action (2026-2030) that will guide both sides in realizing the full potential of the ASEAN-India partnership.



Prime Minister attended the 19th East Asia Summit (EAS) on 11 October 2024 in Vientiane, Lao PDR :

Hon'ble Prime Minister of India, Shri Narendra Modi attended the 19th East Asia Summit (EAS) on 11 October 2024 in Vientiane, Lao PDR. In his address, PM stressed on ASEAN's central role in the Indo-Pacific regional architecture, in India's Indo-Pacific Vision and in Quad cooperation. He underlined that India's participation in East Asia Summit was an important pillar of its Act East Policy. Noting that a free open, inclusive, prosperous and rules-based Indo-Pacific was important for peace and development in the region, he spoke of the similarity and common approach between India's Indo-Pacific Ocean's Initiative and ASEAN Outlook on Indo-Pacific. He emphasized that the region should pursue a development based approach rather than one pivoted on expansionism. Reiterating the importance of the EAS mechanism and reaffirming India's support to further strengthen it, PM recalled support received from EAS Participating Countries on the revival of Nalanda University. PM took this opportunity to invite the EAS countries for a Heads of Higher Education Conclave to be held at Nalanda University.

Featuring of Dornier aircraft in Selangor Aviation Show (SAS2024), Malaysia:

For the first time, Dornier aircraft manufactured by HAL, the largest aerospace and defence manufacturer of India, and operated by the Indian Navy, participated in the Selangor Aviation Show (SAS2024), Malaysia, from 12-14 September. The Crown Prince of Selangor, Tengku Amir Shah along with the Chief Minister of Selangor, visited HAL booth and interacted with High Commissioner, Mr. B.N. Reddy and the HAL officers. They appreciated the maiden and active participation by India in this prestigious aviation event. The Dornier aircraft also undertook demonstration sorties during the Show, exhibiting the state of the art capabilities and ease of operation. This reflects the growing ties in the area of Defence between India and Malaysia.



Engagements of High Commission of India Kuala Lumpur

Mr. Arunabha Ghosh, CEO of Council on Energy, Environment and Water (CEEW India) interacted with High Commissioner of India, Shri B.N. Reddy on 3rd September 2024. Both parties discussed India's engagements with Malaysia on clean energy transitions, India's work with International Solar Alliance and Coalition for Disaster Resilient Infrastructure, among other sustainability priorities in Malaysia.



The Delegation from India's Public Service Broadcaster, Prasar Bharati participated at the 19th Asia Media Summit at Kuala Lumpur from 1st to 5th September 2024. The panel discussions focused on the emerging media landscape, broadcasting technologies and its impactful global reach. Deputy High Commissioner, Ms Subhashini Narayanan participated in the inaugural session and interacted with the delegates.



Indian Railway Catering & Tourism Corporation Ltd (IRCTC) promoted its Tourist Train Products (Buddhist Circuit Tourist Train, Maharajas' Express, Golden Chariot & others) in MATTA Fair from 6-8 September 2024, held in Kuala Lumpur. Ms. Subhashini Narayanan, Deputy High Commissioner visited the kiosk operated in association with High Commission of India. IRCTC conducted several meetings with Tour Operators, Travel Agents & Media personnel to promote IRCTC Rail Based Tourism products in Malaysia.





High Commissioner, Mr. B.N. Reddy delivered a keynote address at the second Edition of the National Climate Governance Summit (NCGS), organised by Datin Seri Sunita , Founder and Chairperson of Climate Governance Malaysia (CGM) on 10 September 2024. The Session was well-attended by the relevant agencies of Malaysia involved in climate space; global climate thought leaders; businesses and the members of the diplomatic corps. High Commissioner

thanked the CGM for inviting India to the conversation of paramount global importance. Noting the core aspects of India’s approach to the climate change, High Commissioner highlighted how India has always held the view that people and planet are inseparable. High Commissioner underscored India’s commitment for the common objective for greener, cleaner and healthier planet. Elaborating on how India has historically low contribution of only 3% of the global historical emissions, despite being home to nearly 17% of the global population, HC mentioned that India’s G20 Presidency last year saw the historic adoption of the ‘Green Development Pact’ by the G20 nations as part of the New Delhi Declaration.



High Commissioner met H.E. Amb Raja Dato Nushirwan Zainal Abidin, Director General, Malaysia National Security Council in Putrajaya on 18 September 2024. They exchanged views on topics of mutual interest, including defence and security cooperation between India and Malaysia.

High Commission of India Kuala Lumpur is delighted with Air India commencing a daily non-stop service between Delhi and Kuala Lumpur using its two-class configured Airbus A320neo aircraft from 15 Septemberr onwards. High Commissioner joined the departure ceremony, and Shri Rajesh Maniyil, First Secretary was present at the arrival event. This will further expand Air India’s network of destinations in Southeast Asia, offering a new option to an increasing number of travellers between India and Malaysia. It also enables Malaysian travellers to access Air India’s global route network.



World Malayalee Federation celebrated Ponnonam 2024 on 22 September 2024 at Kalamandapam, Kuala Lumpur, with superlative cultural performances capturing the essence of the rich traditions and heritage of the culture of Kerala and Malayalees. Deputy High Commissioner Ms Subhashini Narayanan joined the celebrations and also addressed the gathering. WMF launched a help desk for migrant workers from India.

Senior officials of High Commission of India welcomed the seven-member Indian delegation attending the Commonwealth Parliamentary Association(CPA)'s Parliamentary Academy Residency programme by Parliament of Malaysia from 22-28 September in Kuala Lumpur. Indian delegation comprising Hon'ble MPs, Smt Geeta alias Chandraprabha (Rajya Sabha) and Ms. Bansuri Swaraj (Lok Sabha), and Hon'ble Members of Legislative Assembly (MLA) from Arunachal Pradesh, Puducherry, Kerala and Himachal Pradesh participated in the programme.



High Commission of India welcomed the participation for the first time of 16 Indian companies led by Indian Chamber of Commerce as part of the India Pavilion at Oil & Gas Asia (OGA) 2024 from 25-27 September 2024 at Kuala Lumpur Convention Centre. High Commissioner BN Reddy inaugurated the India Pavilion. High Commissioner interacted with the representatives of Indian companies, which are showcasing highly specialised product range relevant to the oil & gas sector, as well as the allied sectors.

Netaji Subhash Chandra Bose Indian Cultural Centre (NSCBICC)



High Commission of India Kuala Lumpur and Netaji Subhas Chandra Bose Indian Cultural Centre (NSCBICC) organised the "Confluence: Samagam- Language Series" on Gujarati Language on 28 September 2024 at NSCBICC in Kuala Lumpur. The event was the fourth in Indian Languages' Series, with Punjabi, Telugu and Tamil languages covered since April 2024 under this activity. High Commissioner welcomed the gathering of over 140 members, which included members of Gujarati Association Wilayah Persekutuan & Selangor (GAWPS), Dawoodi Bohra Community in Malaysia, Gujarati

Association Penang, Malaysia India Heritage Society and students from other Gujarati Schools. Dato' Bhupat Rai Premji, President, GAWPS and Janab Sheikh Juzer Bhai Kheriwala, Representative of His Holiness in Malaysia, Dawoodi Bohra Community, graced the occasion as Chief Guests and addressed the gathering. Prominent Gujarati language scholars and academicians in Malaysia including Mr Sabbir Ali Hussain, Ms Hetal Mukesh Kumar, Ms Nafissa Mustansir, Prof. Dr Ajab Bai Binti Akbaraly and Ms Jenny Doshi, made presentations on diverse topics. The topics covered included History of Dawoodi Bohras in Malaysia; Gujarati Association Wilayah & Selangor : History & Heritage; Preserving Gujarati Language through Madrasa of Dawoodi Bohra Community; Role of Women in Preserving & Propagating Gujarati Language and Preservation of Gujarati Language as Mother Tongue – Challenges & Solutions. Students from the Dawoodi Bohra Community and GAWPS shared their experience of learning the Gujarati language. Young students gave impressive testimonies of their Gujarati language learning experience at the centres/schools established by the Gujarati associations

What's New – Business & Investments News in India

1. India rises to third spot, surpasses Japan in Asia Power Index amid economic growth, young population

India has now overtaken Japan to become the third-largest power in the Asia-Pacific region, according to the latest Asia Power Index. This shift reflects India's "increasing geopolitical stature, dynamic growth, youthful population, and expanding economy," as the Ministry of Information and Broadcasting states. The Ministry further noted that the 2024 Asia Power Index identifies India as a "power to reckon with in Asia" with "immense potential for future growth." The outlook for India is optimistic; with sustained economic growth and a burgeoning workforce, the nation is well-positioned to expand its influence in the coming years...[read more](#)

2. FTAs estimated to reach 10.1 million this year: Booking.com Accenture Report

Foreign tourist arrivals in India are estimated to reach 10.1 million this year, up from 9.2 million in 2022, though still below the pre-pandemic level of 10.9 million in 2019, according to a report released by Booking.com in collaboration with Accenture. The report, titled 'How India Travels 2024 – The Inbound Edit,' predicts that India will exceed pre-pandemic arrival numbers by 2025. Despite the lag in foreign arrivals, India's recovery in tourist spending has been notably swift compared to its peers in the Asia-Pacific region, rebounding to 94% of its 2019 spending by 2023...[read more](#)

3. India's digital transformation poised to create a US\$1 trillion economy by 2028

India's financial ecosystem has undergone a paradigm shift driven by the government's digital initiatives and the widespread adoption of efficient and affordable 4G and 5G services. According to a report by Ask Capital, the country is on course to becoming a US\$1 trillion digital economy by 2028, with increased internet penetration and homegrown technological innovations such as UPI playing pivotal roles. The adoption of cashless transactions has surged, supported by the rapid digitalisation of the Indian economy and the growing number of smartphone users. A report from the Indian Council for Research on International Economic Relations (ICRIER) indicates that India's digital prowess has surpassed that of developed nations like Japan, the UK, and Germany...[read more](#)

4. Government eases export rules for dual-use goods to foreign subsidiaries in 41 countries

The Indian government has eased export regulations for 36 dual-use goods, facilitating smoother transfers of software and technology from Indian parent companies to their subsidiaries in 41 countries. This change, announced on Tuesday, falls under the Global Authorisation for Intra-Company Transfer (GAICT) policy and is part of the SCOMET (Special Chemicals, Organisms, Materials, Equipment, and Technologies) framework, which governs products with both industrial and military applications...[read more](#)

5. UPI crosses 500 million daily transactions in September

In September 2024, Unified Payment Interface (UPI) transactions experienced a slight increase of 0.5%, from US\$ 14.96 billion in August to US\$ 15.04 billion. This marks the highest volume of transactions since UPI's launch in April 2016, with daily transactions exceeding 501 million and a total value of Rs. 68,800 crore (US\$ 8.25 billion). In comparison, August recorded 483 million transactions valued at Rs. 66,475 crore (US\$ 7.97 billion). UPI volume grew by 42% yearly, while value increased by 31%, reflecting its integral role in digital transactions in India. Senior Vice President at Worldline India, Mr. Sunil Rongala, noted that the growth is largely driven by Person to Merchant (P2M) transactions, indicating a rise in micro-transactions...[read more](#)

6. India witnessed increase 175% rise in its renewable energy capacity from 75 GW to 208 GW in 10 yrs

Union Minister of New and Renewable Energy, Pralhad Joshi stated that India has witnessed a transformative increase in its renewable energy capacity since 2014, with a 175% rise from 75 GW to over 208 GW now. Total RE increased from 193.5 billion units to 360 BU, marking an 86% rise during this period. Solar energy capacity has also grown 33 times in the last 10 years. He also emphasized that International Solar Alliance, supported by over 100 countries, demonstrates India's leadership in global efforts to combat climate change through solar energy...[read more](#)

Spotlight and Opportunities in India

Education Sector in India



- India has the largest population in the world in the age bracket of 5-24 years with 580 million people, presenting a huge opportunity in the education sector. India holds an important place in the global education industry. India has one of the largest networks of higher education institutions in the world. However, there is still a lot of potential for further development and improvement in the education system.
- With cutting-edge technologies such as AI, ML, IoT and blockchain, India's education sector will redefine itself in the years to come. It has also embraced the Education 4.0 revolution, which promotes inclusive learning and increased employability. The government has implemented policies like the National Education Policy (NEP), which will be fully implemented over the course of this decade starting from 2021-22 and will have a strong focus on high-quality vocational education.
- The education sector in India was estimated to be worth US\$ 117 billion in FY20 and is expected to reach US\$ 225 billion by FY25. India K-12 segment growth was valued at US\$ 48.9 billion in 2023. It is, currently, estimated to grow at a rate of 10.7%. Projected to reach an impressive US\$ 125.8 billion by 2032. India has over 250 million school-going students, more than any other country. India had 43.3 million students enrolled in higher education in 2021-22 with 22.6 million male and 20.7 million female students.
- From April 2000-March 2024, Foreign Direct Investment (FDI) equity inflow in the education sector stood at US\$ 9.51 billion., according to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT). The Government of India has taken several steps including opening of IITs and IIMs in new locations, as well as allocating educational grants for research scholars in most government institutions. Furthermore, with the online mode of education increasingly being used by several educational organisations, the higher education sector in India is set for major change and development in the years to come.



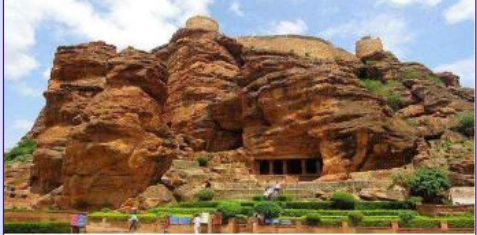

INDIA TOURISM - Cuisine of Madhya Pradesh





Madhya Pradesh cuisine is a delightful fusion of Maratha and Mughlai influences, renowned for its wheat-based dishes and flavorful meat preparations.

Sl. No	Events	Description	
1.	Bhutte ka Kees	Bhutte ka Kees is a popular street food made with grated corn, cooked with spices, milk, and a tempering of mustard seeds. This savory snack is creamy, mildly spiced, and often garnished with fresh coriander and coconut.	
2.	Bhopali Ghosht Korma	Bhopali Ghosht Korma is a rich and flavorful mutton curry from Bhopal, known for its creamy, aromatic gravy made with yogurt, spices, and slow-cooked tender meat. It's a signature dish of Mughlai cuisine, celebrated for its depth of flavor and regal origins.	
3.	Dal Bafla	Dal Bafla is a traditional dish featuring wheat dough balls (bafla) baked or boiled, then served with spiced lentil soup (dal). It's a hearty and flavorful meal, often accompanied by ghee and chutney.	
4.	Mawa Bati	Mawa bati is a delectable sweet made from mawa (thickened milk) and flavored with cardamom, often shaped into small balls or discs. This rich treat is typically garnished with nuts and is popular during festive occasions and celebrations.	
5.	Indori Shahi Shikanji	Indori Shahi Shikanji is a luxurious, creamy milk-based drink that tantalizes the taste buds with its rich blend of sugar, hung curd, dry fruits, cardamom, and saffron. This indulgent treat offers a delightful fusion of flavors, making it a perfect refreshment for any occasion.	

INCREDIBLE INDIA : ODISHA

Madhya Pradesh: Where the Heart of India Beats with Culture and Nature

Sl. No	Places to visit	
1.	Dhuandhar Falls <p>Dhuandhar Falls, located near Jabalpur, is a stunning waterfall on the Narmada River, known for its majestic 30-meter drop. The name "Dhuandhar" translates to "smoke cascade," reflecting the mist created by the powerful water flow. Surrounded by picturesque landscapes and lush greenery, the falls are a popular destination for nature lovers and adventure enthusiasts alike.</p>	
2.	Pachmarhi <p>Pachmarhi, located in the Hoshangabad district, is a serene hill station known for its lush greenery and stunning landscapes. Often referred to as the "Queen of Satpura," it boasts numerous natural attractions, including waterfalls, caves, and panoramic viewpoints. The area is rich in biodiversity and offers opportunities for trekking, wildlife spotting, and exploring historical sites.</p>	
3.	Bhimbetka Rock Shelters <p>The Bhimbetka Rock Shelters are renowned for their prehistoric rock art, dating back over 30,000 years. These shelters feature thousands of paintings depicting various aspects of daily life, rituals, and animals, showcasing the cultural heritage of early humans. Designated a UNESCO World Heritage Site, Bhimbetka offers valuable insights into the evolution of human creativity and social practices.</p>	
4.	Sanchi Stupa <p>The Sanchi Stupa is one of the oldest stone structures in the country and a UNESCO World Heritage Site. Built during the Mauryan period in the 3rd century BCE, it is a significant Buddhist monument that houses relics of the Buddha. The stupa is renowned for its intricately carved gateways, known as toranas, which depict scenes from the life of the Buddha and various Jataka tales.</p>	

Sl. No	Places to visit	
5.	<p>Rajwada Palace</p> <p>Rajwada Palace, located in Indore, is a stunning example of historical architecture, showcasing a blend of Mughal and Rajput styles. Built in the 19th century, it served as the royal residence of the Holkar dynasty and features intricate carvings, ornate balconies, and sprawling courtyards. Today, it stands as a symbol of Indore's rich cultural heritage, attracting visitors with its grandeur and historical significance.</p>	
6.	<p>Kanha National Park</p> <p>Kanha National Park is renowned for its stunning landscapes and rich biodiversity, including a thriving population of Bengal tigers and barasingha (swamp deer). The park features lush sal and bamboo forests, grasslands, and a variety of wildlife, making it a popular destination for nature enthusiasts and wildlife photographers. Established in 1955, Kanha is also part of the larger Kanha Tiger Reserve and plays a crucial role in conservation efforts for endangered species.</p>	
7.	<p>Gwalior Fort</p> <p>Gwalior Fort, perched on a sandstone hill, is a majestic structure renowned for its stunning architecture and historical significance. It boasts a rich heritage, featuring remarkable monuments like the Saas Bahu Temples and the iconic Man Singh Palace. With its imposing walls and intricate carvings, Gwalior Fort stands as a testament to India's medieval glory and serves as a popular tourist attraction.</p>	
8.	<p>Khandariya Mahadev Temple</p> <p>The Khandariya Mahadev Temple is a stunning example of ancient Indian architecture, located in Khajuraho. Dedicated to Lord Shiva, this temple is renowned for its intricate carvings and sculptures, showcasing the skill of the artisans of its time. Built during the Chandela dynasty in the 11th century, it stands as a testament to the rich cultural heritage and spiritual significance of the region.</p>	

INDIAN COMPANIES IN MALAYSIA:
Crest Business Solutions Sdn. Bhd.



- Crest Business Solutions, founded by Manish Chauhan in 2012, is a leading IT Softwares, services and solutions provider based in Kuala Lumpur, Malaysia. Crest has grown significantly and now operates from its own building in Taman Desa. The company holds MSC, pioneer status and have its credibility and commitment to excellence.
- Crest leverages extensive industry knowledge and experience to deliver tailored business solutions across a diverse range of sectors, including Energy, Property Development, Oil & Gas, Engineering, Construction, Telecom, Port Operations, Rail Operations, Retail, and Hi-Tech.
- The company's core offerings include Enterprise Resource Planning (ERP), Business Intelligence (BI) and BI Dashboards Development, Big Data Analytics, IT Portals, Data Warehousing, and Software Development. Recently, Crest has expanded its services to include Software Licenses and IT Hardware sales, further broadening its market reach.
- Under the visionary leadership of Manish Chauhan, Crest Business Solutions has built a robust portfolio of over 150 over clients. The company's resilience and adaptability have enabled it to thrive even during challenging times, such as the recent pandemic. Crest's commitment to innovation and quality has not only ensured its stability but also provided employment opportunities to local market.
- Manish Chauhan, born in Uttar Pradesh, India, has a rich educational background with a BSc in Industrial Chemistry from Aligarh Muslim University, a Masters in Computer Application, and a Post Graduate Diploma in Business Administration. His career started as tech marketing professional, and he ventured into business at an early age. In 2008, he ventured into entrepreneurship with Sales Insight Services before founding Crest Business Solutions in 2012. His ability to survive and improvise has been instrumental in Crest's success, transforming it from a startup with no initial funding into a reputable IT solutions provider.

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