

Vol:2 Issue 12

April 2023 ₹60

RNI No. UPBIL/2021/81618

ट्रेड मित्र

TRADE MITRA

शिक्षित उत्तर प्रदेश, मुख्यमंत्री योगी की पहली प्राथमिकता

भारत के युवा का आत्मनिर्भर जोश

रियल एस्टेट कारोबार के लिए अभी अनुकूल वातावरण

Skill Development in India
A Skill Gap Analysis

India ticks the right boxes
as a Digital First Country

Acid test for Political Parties in Civic
Polls before summer of 2024



BILINGUAL MONTHLY BUSINESS MAGAZINE

IDOR



ELEVATE YOUR PERSONALITY



Idor-Eyewear | Shades | Eyewear
Sunglasses | Style | Frames



www.idoreyewear.com



📍 8-B, Cantt Road (Opp. Good Bakery), Kaiserbagh, Lucknow - 226001

☎ 0522-4010609

🌐 www.optipreneur.com

📍 **NARAHİ STORE**
Shop no. 3, Ram Tirth Marg, Narahi (Opposite Gopala Apartments), Hazratganj - 226001

CONTENTS

इस अंक में



03 शिक्षित उत्तर प्रदेश, मुख्यमंत्री योगी की पहली प्राथमिकता

05 भारत के युवा का आत्मनिर्भर जोश



07 अवसरों की अधिकता भारत को सर्वाधिक विश्वसनीयनिवेश स्थान बनाती है'' -पीयूष गोयल

09 रियल एस्टेट कारोबार के लिए अभी अनुकूल वातावरण



10 व्यापार का मायानगरी कनेक्शन

12 Skill Development in India
A Skill Gap Analysis

16 India's Big Ap



17 Pushing the Envelope Further
on Climate Change



21 India's growing might as
Textile Exporter

23 Ample room for EV Charging Points
in Uttar Pradesh



25 India ticks the right boxes
as a Digital First Country



26 Acid test for Political Parties in Civic
Polls before summer of 2024

30 Maharashtra trader's unique EMI
Strategy to sell ALPHONSO MANGO

Editor

Manoj Singh Chandel

News Editor

K.P. Singh

Sr. Associate Editor

Aakarsh Chandel

Managing Editor

Esha Singh

Graphic Editor

Archana G. Vishwakarma

Associate Editor

Arijit Bose

Senior Photographer

Anil Jaiswal

Photo Journalist

Aditya Havellia

Web Desk

Vineet Kumar Verma

Law Advisor

Yogesh Misra, Advocate

Manoj Singh Chandel Owner, Publisher, Printer & Editor Trade Mitra is printed & published by Manoj Singh Chandel Printed at Pratibha Press & Multimedia Pvt. Ltd. 6 Ashok Nagar, Near Bans Mandi Chauraha, Gautam Buddha Marg Lucknow- 226018 and published from B-29 Sector - L, LDA Near, Khazana Complex Aashiana, Kanpur Road Lucknow-226012, U.P. INDIA

Views and opinions expressed in the Trade Mitra Bilingual Business Magazine are not necessarily those of Magazine. All material published in Trade Mitra magazine is subject to copyright and no part of the magazine may be reproduced in part or full without the express prior written permission of the publisher.

Readers are requested to make appropriate enquires before sending money, including expenses or entering into commitment in relation to any advertisement in the publication.

All disputes are subject to the exclusive jurisdiction of Lucknow Courts and Forums only.

Editorial Office :

Trade Mitra,

B-29, Sector-L, Near Khazana Complex

Aashiana, Kanpur Road

Lucknow 226012, India

Call : +919415080505

E-mail: trademitra.in@gmail.com

ADVERTISING, SALES, PROMOTION & BRAND SOLUTIONS

Forceone Advertising & Events Pvt. Ltd.

B-29, Sector-L, Near Khazana Complex

Aashiana Kanpur Road, Lucknow 226012, India

+919044138886, 8795488886

Email: trademitra.in@gmail.com



मनोज सिंह चंदेल

Editorial

ALL EYES ON AUGUST RUSH !

Dear Readers,

News of recent COVID cases have not been quite a happy thing to hear. With the average public adjusting to the new normal there is now cautious optimism that drives people. While the buildup post GIS 2023 has started, the real deal starts now with on - ground implementation.

As August approaches there is a lot that the business community hopes to fulfil. This is also a conducive time when new ventures take shape aiming to break the mould as AI and tech disruption is hear to stay.

The business sector is looking at government policy very closely. India is also keeping its moves in check as the country heads for the general election in a year from now. From the boom in EV space to pushing the boundaries further on the Climate Dialogue, India witnesses a new dawn.

With G20 the buzzword in India, globally India looks to gather further momentum as the next big emerging superpower.

It's been quite a while that we have strived hard to deliver month after month. Do let us know how you feel we can further turnaround this magazine for the better in terms of content and other editorial parameters. Like they say – Evolution is the key to longer survival.

Email : trademitra.in@gmail.com

शिक्षित उत्तर प्रदेश, मुख्यमंत्री योगी की पहली प्राथमिकता

उत्तर प्रदेश में शिक्षा को हर किसी के लिए सुलभ बनाने के साथ-साथ इसकी गुणवत्ता को सुधारने और इसे रोजगार से जोड़ने के लिए प्रयासरत योगी सरकार ने आगामी तीन माह में बेसिक, माध्यमिक और उच्च शिक्षा पर 750 करोड़ से ज्यादा के बजट पर खर्च की कार्ययोजना बनाई है। ये राशि इन तीनों ही विभागों में पहले से जारी या नई योजनाओं पर खर्च की जाएगी। इनमें कई योजनाएं केंद्र द्वारा प्रायोजित हैं, जिन पर केंद्र सरकार द्वारा बजट की किस्त जारी होने और प्रदेश सरकार की मंजूरी के बाद व्यय किया जाएगा। प्राप्त जानकारी के अनुसार, बेसिक शिक्षा विभाग ने विभिन्न योजनाओं पर 121 करोड़ रुपए के बजट व्यय की कार्ययोजना बनाई है तो उच्च शिक्षा विभाग ने 20 करोड़ से अधिक राशि के खर्च की कार्ययोजना प्रस्तुत की है। वहीं माध्यमिक शिक्षा विभाग ने 600 करोड़ से ज्यादा के बजट की प्राप्ति के आधार पर व्यय का अनुमान जताया है। उल्लेखनीय है कि अपने दूसरे कार्यकाल में सीएम योगी ने समयसीमा में लक्ष्य निर्धारित कर उन्हें प्राप्त करने की प्रक्रिया को प्राथमिकता दी है। नया वित्तीय वर्ष शुरू होने के साथ ही एक बार फिर सभी विभागों को 3 माह की कार्ययोजना पर काम करने के निर्देश दिए गए हैं। सीएम योगी की इसी मंशा के अनुरूप सभी विभागों ने आगामी तीन माह में विभिन्न योजनाओं पर नई मांग के माध्यम से कराए गए बजट के व्यय की



कार्ययोजना प्रस्तुत की है।

- योगी सरकार ने आगामी 3 माह में विभिन्न योजनाओं के बजट पर व्यय की बनाई कार्ययोजना
- बेसिक, माध्यमिक और उच्च शिक्षा विभाग विभिन्न योजनाओं के क्रियान्वयन पर करेगा खर्च
- केंद्र प्रायोजित योजनाओं पर केंद्रांश मिलने पर सरकार के निर्देश पर बजट किया जाएगा व्यय
- पीएम श्री, डिजिटल लाइब्रेरी, स्किल हब जैसी छात्र हित से जुड़ी योजनाओं पर होगा सबसे ज्यादा खर्च
- 3 माह में शिक्षा पर 700 करोड़ से ज्यादा खर्च करेगी योगी सरकार

बेसिक स्कूल होंगे अपग्रेड

बेसिक शिक्षा विभाग ने 121 करोड़ से अधिक बजट के व्यय की कार्ययोजना प्रस्तुत की है। प्राप्त जानकारी के अनुसार, बेसिक शिक्षा विभाग को पीएम श्री योजना के अंतर्गत केंद्र और राज्य सरकार से 510 करोड़ रुपए का बजट प्राप्त होना है। विभाग ने शुरुआती तीन माह में इस योजना के अंतर्गत 76.10 करोड़ की धनराशि व्यय करने की कार्ययोजना बनाई है। पीएम श्री के अंतर्गत राष्ट्रीय शिक्षा नीति 2022 के तहत देश भर के लगभग 14,500 सरकारी स्कूलों को अपग्रेड करने की योजना है। स्कूलों को सौर पैनलों, स्मार्ट वेस्ट मैनेजमेंट के साथ ग्रीन स्कूल के रूप में भी विकसित किया जाएगा। इसके अलावा चिल्ड्रेन एंड एडोलसेंट्स लाइब्रेरीज एंड डिजिटल इंफ्रास्ट्रक्चर पर भी विभाग को 300 करोड़ का बजट प्राप्त होना है। विभाग की ओर से इस योजना पर 45 करोड़ रुपए खर्च किए जाने का प्लान है। इस योजना में केंद्र सरकार नेशनल लाइब्रेरी बनाएगी और राज्यों को वार्ड और पंचायत लेवल पर बच्चों तक इसकी पहुंच के लिए इंफ्रास्ट्रक्चर विकसित करने के लिए प्रेरित करेगी।

दूसरी बेटी की पढ़ाई का खर्च उठाएगी सरकार

माध्यमिक शिक्षा विभाग की बात करें तो पीएम स्कूल फॉर राइजिंग



इंडिया (पीएम श्री) योजना के अंतर्गत 390 करोड़ का बजट मिलना प्रस्तावित है। यह केंद्र द्वारा प्रायोजित योजना है जिस पर व्यय स्कूल शिक्षा एवं साक्षरता, शिक्षा मंत्रालय द्वारा स्वीकृत कार्ययोजना एवं आवंटित बजट के द्वारा किया जाएगा। इसके अलावा सेल्फ फाइनेंस स्कूलों में अध्ययनरत एक अभिभावक की दूसरी पुत्री की ट्यूशन फीस की प्रतिपूर्ति के लिए विभाग को 5 करोड़ के बजट का प्रस्ताव है। विभाग इस योजना के तहत शासन द्वारा प्राविधानित धनराशि की स्वीकृति के बाद जनपदों द्वारा उपलब्ध कराई गई सूचना के आधार पर अप्रैल के लिए 1.39 करोड़ का आवंटन किया जाएगा। चिल्ड्रेन एंड एडोलसेन्स लाइब्रेरीज एंड डिजिटल इंफ्रास्ट्रक्चर पर 237

करोड़ के बजट का प्रावधान है, जिस पर विभाग ने कहा है कि केंद्रांश की प्रथम किस्त जून 2023 में प्राप्त होने की संभावना है जिसके बाद शासन द्वारा स्वीकृति प्राप्त होने के बाद योजना के भौतिक एवं वित्तीय लक्ष्यों को प्राप्त कर लिया जाएगा। माध्यमिक शिक्षा परिषद मुख्यालय एवं क्षेत्रीय कार्यालय के लिए क्रमशः 5 और एक करोड़ के बजट पर व्यय का विवरण प्राप्त कर नियमानुसार कार्यवाही की जाएगी।

उच्च शिक्षा के साथ मिलेगा स्किल हब

बेसिक और माध्यमिक के अलावा उच्च शिक्षा विभाग ने भी आगामी तीन माह के लिए बजट व्यय की कार्ययोजना प्रस्तुत की है। इसके अंतर्गत स्किल हब की स्थापना के लिए 2.10 करोड़ के बजट का प्रावधान है। विभाग इसके लिए आवश्यक उपकरणों की खरीद व आधारभूत सुविधाओं की व्यवस्था करेगा। इस योजना के माध्यम से सरकार स्कूल छोड़ चुके छात्र-छात्राओं के लिए व्यवसायिक शिक्षा प्रदान करने और स्कूल के बाद तथा सप्ताहिक अवकाश के दिन स्किल ट्रेनिंग के शॉर्ट टर्म सर्टिफिकेशन कोर्स कराएगी। वहीं उच्च शिक्षा गुणवत्ता संवर्धन पर 2 करोड़ रुपए की धनराशि व्यय की जाएगी। मुख्यमंत्री शिक्षता प्रोत्साहन योजना पर 10 करोड़ रुपए, वार्ड स्तर पर डिजिटल लाइब्रेरी के लिए 5 करोड़ रुपए और रोजगारपरक शिक्षा उपलब्ध कराने के लिए स्किल हब पर एक करोड़ रुपए व्यय किए जाएंगे। कुल मिलाकर उच्च शिक्षा विभाग आगामी तीन माह में 20.1 करोड़ रुपए की धनराशि व्यय करेगा। ■

ट्रेड मित्र ब्यूरो

भारत के युवा का आत्मनिर्भर जोश

भारतीय प्रौद्योगिकी संस्थान (आईआईटी) कानपुर यूथ20 कंसल्टेशन के लिए एकत्र हुए सैकड़ों युवाओं के उत्साह से गूँज उठा। भारत के जी20 प्रेसीडेंसी के तहत आयोजित इस कंसल्टेशन की मेजबानी 5-6 अप्रैल, 2023 को आई आई टी (IIT) कानपुर में की गई। कानपुर मंडलायुक्त डॉ राज शेखर ने कार्यक्रम का उद्घाटन किया और मुख्य अतिथि के रूप में प्रतिनिधियों और प्रतिभागियों को संबोधित किया। आई आई टी (IIT) कानपुर में Y20 कंसल्टेशन में भारत और विदेश के 1500 से अधिक युवा प्रतिनिधियों ने भाग लिया।

इस कार्यक्रम में बोलते हुए, कानपुर मंडलायुक्त डॉ राज शेखर ने कहा कि ल20 कंसल्टेशन जैसे आयोजन ग्राउंड ब्रेकिंग हैं क्योंकि यह भारत के लिए एक आत्मनिर्भर और टिकाऊ मार्ग प्रशस्त करता है जो मानव शक्ति सेवाओं और प्रौद्योगिकी का निर्यात करने में सक्षम बनाता है। यह युवाओं की प्रतिभा को सुधारने में भी मदद करता है जो देश की 65% आबादी का हिस्सा हैं। उन्होंने कहा कि आईआईटी कानपुर जैसे संस्थान राष्ट्र के विकास के लिए महत्वपूर्ण हैं क्योंकि यह एक सक्षम वातावरण प्रदान करता है।

आईआईटी कानपुर के निदेशक प्रोफेसर अभय करंदीकर ने कहा, “भारत अब ‘अमृत काल’ के अगले 25 वर्षों में प्रवेश कर चुका है और यह बहुत उपयुक्त समय है कि हमने जी20 की अध्यक्षता संभाली है। पिछले छह दशकों के दौरान, आई आई टी (IIT) कानपुर सबसे आगे रहते हुए, हर क्षेत्र में प्रौद्योगिकी और नवाचार चला रहा है। हमारे पास एक मजबूत अनुसंधान और नवाचार पारिस्थितिकी तंत्र है, जिसने बड़ी संख्या में स्टार्ट-अप्स को इनक्यूबेट किया है और जो तेजी से प्रौद्योगिकी-संचालित दुनिया में फ्यूचर ऑफ वर्क को आगे बढ़ा रहा है।”



“फ्यूचर ऑफ हेल्थ”, “टेक्नोलॉजीज फॉर सरस्टैनबल फ्यूचर” और “इनोवेशन इन फ्यूचर ऑफ वर्क” पर विचार-विमर्श, भविष्य के लिए विस्तृत दृष्टिकोण रखते हैं और मुझे उम्मीद है कि यहां युवा प्रतिनिधियों द्वारा सांझा किये गए विचार वैश्विक स्तर पर दूरगामी प्रभाव डालेंगे।” प्रो. करंदीकर ने कहा।

आई आई टी (IIT) कानपुर में ल20 कंसल्टेशन के दौरान इंटरैक्टिव विचार-विमर्श ने टेक्नोलॉजीज फॉर सरस्टैनबल फ्यूचर, इंडस्ट्री 4.0, और उन प्रौद्योगिकियों पर जोर दिया, जो फ्यूचर ऑफ वर्क, फ्यूचर ऑफ

- आई आई टी (IIT) कानपुर के यूथ20 कंसल्टेशन में सरस्टैनबल टेक्नोलॉजीज, फ्यूचर अक्षफ वर्क और स्वास्थ्य पर विचार-विमर्श कार्यक्रम का केंद्र बिंदु रहा
- डा. राज शेखर, कानपुर मंडलायुक्त ने मुख्य अतिथि के रूप में कार्यक्रम को संबोधित किया
- आई आई टी (IIT) कानपुर में Y20 कंसल्टेशन में भारत और विदेश के 1500 से अधिक युवा प्रतिनिधियों ने भाग लिया
- “फ्यूचर अक्षफ हेल्थ”, “टेक्नोलॉजीज फॉर सरस्टैनबल फ्यूचर” और “इनोवेशन इन फ्यूचर ऑफ वर्क” पर विचार-विमर्श Y20 मुख्य शिखर सम्मेलन में चर्चा का हिस्सा बनेंगे





एजुकेशन के साथ-साथ फ्यूचर ऑफ हेल्थ को प्रभावित करेगा। विशेषज्ञों और उद्यमियों से युक्त सम्मानित पैनल ने नवाचार और प्रौद्योगिकी के मुख्य डोमेन में भारत की यात्रा पर प्रकाश डाला कि, कैसे वैश्विक स्तर पर हम सामूहिक उपायों से प्रभाव डाल सकते हैं।

आयोजन के मेजबान के रूप में, आई आई टी (IIT) कानपुर ने 50 से

अधिक स्टालों के साथ एक भव्य प्रदर्शनी का आयोजन किया, जिसमें विविध तकनीकों और नवाचारों को प्रदर्शित किया गया, जो जमीनी स्तर पर भी प्रभाव डाल सकते हैं। प्रदर्शनी में कम लागत वाले उपकरणों, नवाचारों और प्रौद्योगिकियों की अधिकता प्रदर्शित की गई। हिंदुस्तानी और कर्नाटक शास्त्रीय संगीत के साथ एक सांस्कृतिक संध्या ने आई आई टी (IIT) कानपुर में 20 कंसल्टेशन का समापन किया।



भारतीय प्रौद्योगिकी संस्थान (IIT) कानपुर की स्थापना 2 नवंबर 1959 को संसद के एक अधिनियम द्वारा की गई थी। संस्थान का विशाल परिसर 1055 एकड़ में फैला हुआ है, जिसमें 19 विभागों, 22 केंद्रों, इंजीनियरिंग, विज्ञान, डिजाइन, मानविकी और प्रबंधन विषयों में 3 अंतः विषय कार्यक्रमों में फैले शैक्षणिक और अनुसंधान संसाधनों के बड़े पूल के साथ 540 पूर्णकालिक संकाय सदस्य और लगभग 9000 छात्र हैं। औपचारिक स्नातक और स्नातकोत्तर पाठ्यक्रमों के अलावा, संस्थान उद्योग और सरकार दोनों के लिए महत्वपूर्ण क्षेत्रों में अनुसंधान और विकास में सक्रिय रहता है। ■

ट्रेड मित्र ब्यूरो

“अवसरों की अधिकता भारत को सर्वाधिक विश्वस्नीय निवेश स्थान बनाती है”

—पीयूष गोयल

के द्रीय वाणिज्य और उद्योग, उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण तथा वस्त्र मंत्री पीयूष गोयल ने रोम, इटली में सीईओ बिजनेस इंटरएक्टिव सत्र को संबोधित करते हुए बताया कि किस तरह अवसरों की अधिकता भारत को विश्व के सर्वाधिक विश्वस्नीय व्यवसाय और निवेश स्थानों में एक बनाती है। उन्होंने कहा कि भारत यूरोपीय संघ तथा ईएफटीए के साथ चल रही व्यापार वार्ताओं के साथ वैश्विक संबंधों वाला एक मुक्त देश है।

मंत्री ने कहा कि भारत-इटली साझेदारी में नए उच्च लक्ष्य निर्धारित किए जाने चाहिए, क्योंकि इसमें बहुत संभावनाएं हैं, विशेष रूप से हाल में बढ़ी हुई रणनीतिक साझेदारी के परिप्रेक्ष्य में। उन्होंने बताया कि पिछले दो वर्षों में भारत ने समग्र निर्यात में 55 प्रतिशत की वृद्धि देखी है। उन्होंने कहा कि भारत में इटली की लगभग 700 कंपनियां काम कर रही हैं और यह भारत में रहने का सबसे उपर्युक्त समय है। मंत्री ने यह भी बताया कि भारत पूर्वव्यापी परिवर्तनों के साथ एक मजबूत और प्रगतिशील नीतिगत ढांचा प्रदान करेगा।

इटली के उप-प्रधानमंत्री तथा विदेश मंत्री एंटोनियो तजानी ने इंटरएक्टिव सत्र में भाग लिया और उद्योगजगत की हस्तियों को संबोधित किया। तजानी ने कहा कि एमएसएमई और उद्योग का समर्थन करके दोनों देशों में अगली पीढ़ी की बेहतर लाइन बनाने के लिए एक साथ काम करने की आवश्यकता है।

- नई संभावनाओं को देखते हुए भारत-इटली साझेदारी में ऊंचे लक्ष्य तय किए जाने चाहिए
- भारत-इटली एक साथ बढ़ेंगे, एक साथ उपलब्धि प्राप्त करेंगे और विजयी होंगे
- भारत और इटली परम्परा, संस्—ति, साझा मूल्यों, विधि के शासन और अधिक उपलब्धि प्राप्त करने के लिए एक साथ काम करने की आकांक्षा से जुड़े हुए हैं



गोयल ने गहरे सहयोग के लिए तजानी की प्रशंसा की और कहा कि भारत-इटली साझेदारी में वृद्धि की संभावना अपार है तथा इस यात्रा के माध्यम से नए विचार उभरे हैं। उन्होंने कहा कि देश परंपरा, संस्कृति, साझा मूल्यों, विधि के शासन तथा अधिक उपलब्धि प्राप्ति के लिए एक साथ काम करने की आकांक्षा से जुड़े हैं। उन्होंने विश्वास व्यक्त किया भारत-इटली एक साथ बढ़ेंगे, एक साथ उपलब्धि हासिल करेंगे और एक साथ विजयी होंगे।

सीईओ का बिजनेस इंटरएक्टिव सत्र रोम, इटली में भारतीय दूतावास द्वारा भारतीय उद्योग परिसंघ (सीआईआई) तथा कन्फिंडस्ट्रिया के सहयोग से किया गया था। इस सत्र में भारत और इटली की कंपनियों के 70 से अधिक सीईओ ने भाग लिया।

इटली के व्यवसाय का प्रतिनिधित्व स्पार्कल, एलेट्रोनिका, पियाजिओ, लैम्बोर्गिनी, आईटीए जैसी नामी कंपनियों द्वारा किया गया। सीईओ ने कहा कि भारत एक महत्वपूर्ण आर्थिक खिलाड़ी है और यह सरकार और उद्योग दोनों स्तरों पर सहयोग बढ़ाने का समय है। उन्होंने कहा कि इटली की कंपनियां भारत में मौजूद विभिन्न निवेश अवसरों की तलाश कर रही हैं।

सीआईआई के उपाध्यक्ष और आईटीसी लिमिटेड के अध्यक्ष तथा प्रबंध निदेशक संजय पूरी ने इस बात पर बल दिया कि भारत यूरोपीय संघ एफटीए पर हस्ताक्षर भारत-इटली संबंधों को और अधिक बढ़ाने में उत्प्रेरक हो सकता है। सीआईआई के महानिदेशक श्री चंद्रजीत बनर्जी ने सहयोग के लिए कॉन्फिंडस्ट्रिया को धन्यवाद दिया और सहयोग के विभिन्न क्षेत्रों के बारे में सुझाव दिए। एफआईआईओ (फेडरेशन ऑफ इंडियन एक्सपोर्ट ऑर्गनाइजेशन) के अध्यक्ष डा. ए. सक्तिवेल ने कहा कि भारत ने मजबूत नीति के कारण 2022-23 में 770 बिलियन डॉलर का निर्यात

हासिल किया तथा इटली के व्यवसाय को भारत को अपने निर्यात केंद्र के रूप में देखना चाहिए। उन्होंने कहा कि एफआईआईओ भारत में अपने प्रतिष्ठानों को समर्थन सुनिश्चित करेगा।

कॉन्फिंडस्ट्रिया के एम्बेस्डर राफेल लेंगेला ने कहा कि भारत अभी महत्वपूर्ण आर्थिक चरण में है और यह समय सहयोग बढ़ाने का है। पियाजिओ के सीईओ माटेओ कोलानिन्नो ने कहा कि दोनों देशों की सरकारें दोनों देशों में उद्यम के अवसरों का पता लगाने के लिए तेज गति से काम कर रही हैं। यूपीएल के जय श्रॉफ ने खाद्य स्थिरता तथा उस पर सहयोग के महत्व पर मजबूत संपर्कों की जानकारी दी।

गोयल ने अपनी इटली यात्रा के दौरान एओएल, एसपीए, पियाजिओ, सीआईबीजेओ, नायरा एनर्जी तथा इनेल ग्रीन पावर जैसी प्रमुख कंपनियों के इतालवी सीईओ के साथ उपयोगी बैठकें कीं। उन्होंने सीईओ को भारत में निवेश और विस्तार की संभावनाओं के बारे में बताया। सीईओ ने मंत्री से कहा कि वे भारत के बाजारों के साथ-साथ निर्यात के लिए भारत में व्यवसाय संचालन के विस्तार पर विचार कर रहे हैं। इससे न केवल उत्पादन विस्तार और रोजगार सृजन होगा, बल्कि भारत से निर्यात भी बढ़ेगा।

गोयल ने डेनिएली सी. एसपीए के कार्यकारी उपाध्यक्ष एनड्रिया डायसपैरो से मुलाकात की, जिनकी कंपनी इस्पात स्क्रैप तथा ऊर्जा क्षेत्र में काम करती है। मंत्री ने कार्यकारी अधिकारियों को सुझाव दिया कि भारत के बाजार अनेक अवसरों के साथ बढ़े हैं और भारत धीरे-धीरे ग्रीन स्टील मैनुफैक्चरिंग की ओर बढ़ना चाहता है, जहां उनके विस्तार की संभावनाएं अपार होंगी।■

ट्रेड मित्र ब्यूरो

GRAPHIC DESIGN XPERTZ

Designing & Printing Services

SMALL COMPANY
WITH BIG CAPABILITIES

Design Xpertz offers its expertise to names, turning them into brands and become MARKET LEADERS.

Share this ad Photo/Screen shots on whatsapp & Get 100 Single Side Visiting Cards printed FREE*

T&C Apply



GRAPHIC DESIGNING



PRINTING SERVICES

Call for Assistance

☎ 9559706999 📞 9559886999

रियल एस्टेट कारोबार के लिए अभी अनुकूल वातावरण

महामारी के बाद के व्यवधानों, बढ़ती भू-राजनीतिक परिस्थितियों और बढ़ती मुद्रास्फीति ने हाल ही में दुनिया भर की अर्थव्यवस्थाओं को प्रभावित किया है। इस समय भारतीय अर्थव्यवस्था में भी सुधार देखा जा रहा था। शहरीकरण, घर के स्वामित्व का मूल्य, बढ़ती आबादी और बढ़ती कमाई सहित कई कारणों से, भारतीय रियल एस्टेट उद्योग ने लचीलापन दिखाया और बाजार में उथल-पुथल मची। जब तक मांग मजबूत है, आवासीय बाजार काफी हद तक सुरक्षित रहेगा।

भारत में आवासीय अचल संपत्ति बाजार ने 2022 में आश्चर्यजनक विकास हासिल किया, 68% के नए बिक्री रिकॉर्ड को तोड़ते हुए, देश के सबसे तेजी से बढ़ते उद्योगों में से एक के रूप में इस क्षेत्र की प्रमुखता को उजागर किया।

रियल एस्टेट को भी भारत के स्वस्थ मैक्रोइकोनॉमिक फंडामेंटल्स और सक्रिय घरेलू अर्थव्यवस्था द्वारा काफी हद तक स्थिर किया गया था।

विशेष रूप से आवासीय क्षेत्र में, शीर्ष सात शहरों मुंबई, दिल्ली एनसीआर, बेंगलूर, हैदराबाद, चेन्नई, कोलकाता और पुणे में दशक की उच्च बिक्री देखी गई। अचल संपत्ति की कीमतों में वर्तमान उछाल और वैश्विक चुनौतियों के साथ, रिकॉर्ड उच्च बिक्री के आंकड़े उल्लेखनीय हैं।

इन सभी कठिनाइयों के बावजूद, उपभोक्ताओं का रवैया आशावादी बना हुआ है और घरेलू बाजार ने नए मानक स्थापित किए हैं। इन प्रमुख शहरों में, बाजार समेकन ने रणनीतिक स्थानों पर संगठित, ब्रांडेड फर्मों की बाजार हिस्सेदारी को बढ़ाया है।

महामारी के दौरान घर के स्वामित्व के बढ़ते महत्व को देखते हुए घर खरीदने की इच्छा जल्द ही नहीं बदलेगी। अपनी अंतर्निहित स्थिरता और सुरक्षा के कारण, ऐतिहासिक रूप से उथल-पुथल भरे इस समय में घर का स्वामित्व निश्चित रूप से एक ठोस निवेश के रूप में उभरा है।

सरकार द्वारा प्रस्तावित अनुकूल आवास कार्यक्रमों ने भी सस्ते घरों के लिए बाजार में काफी वृद्धि की है।

बाजार ग्राहक की प्राथमिकताओं पर ध्यान दे रहा है और उन पहलों पर ध्यान केंद्रित कर रहा है जो अधिक प्रासंगिक हैं और ग्राहक की बदलती जरूरतों के अनुरूप हैं। समग्र जीवन मानक बन गया है, और रियल एस्टेट उद्योग ग्राहकों की प्राथमिकताओं को ऐसे उत्पादों में परिवर्तित कर रहा है जो बाजार की जरूरतों को पूरा करते हैं। मल्टीफंक्शनल घरों में रुचि उन अनुभवों के लिए लोगों की पसंद के परिणामस्वरूप बढ़ी है जो स्थिरता और भलाई को हर चीज में सबसे आगे रखते हैं।

एक सकारात्मक आर्थिक दृष्टिकोण बाजार के विकास को भी बढ़ावा देगा, साथ ही पहली बार घर खरीदने वालों की संख्या में वृद्धि, एक मजबूत अर्थव्यवस्था, लकजरी घरों में निवेश करने वाले एचएनआई की संख्या में वृद्धि, और अन्य कारणों सहित। यह क्षेत्र 2023 में अचल संपत्ति की क्षमता के बारे में आशान्वित है और अनुमान लगाता है कि निरंतर मांग के कारण आवासीय क्षेत्र की गति अधिकांश बाजारों में मजबूत बनी रहेगी। लंबी अवधि की विकास

क्षमता और आकर्षक पुरस्कारों की बढ़ती निवेशक उद्योग में बहुत जरूरी नकदी डालना जारी रखते हैं।

लकजरी रियल एस्टेट बाजार का प्रदर्शन एक प्रमुख कारक होगा। लकजरी घरों में निवेश आर्थिक रूप से अधिक यथार्थवादी हो गया है, और पिछले तीन वर्षों में लकजरी संपत्तियों की मांग में वृद्धि इस प्रवृत्ति का बेहतरीन उदाहरण है। इन निष्कर्षों को इस तथ्य से और समर्थन मिलता है कि मिलेनियल्स और अनिवासी भारतीयों (एनआरआई) ने 2022 में रियल एस्टेट में पहले से कहीं अधिक पैसा निवेश किया है।

खरीदार अब पूरी तरह से संपत्ति के आंतरिक मूल्य और इस तरह के घरों की विशाल संभावनाओं को समझते हैं। इसके अलावा, शीर्ष आवासीय बाजारों में, उपभोक्ता विषमता ने सस्ती, मध्य श्रेणी और प्रीमियम आवास क्षेत्रों की मांग में काफी वृद्धि की है। मिश्रित कार्य मॉडल के लिए उपनगर या परिधीय काफी आकर्षक हो गए हैं। इन मोहल्लों में होमबॉयर्स समकालीन और प्राकृतिक जीवन को पसंद करते हैं, और प्रीमियम बाजार में यह विशेष रूप से ध्यान देने योग्य है।

संपत्ति खरीदारों के बीच बढ़े हुए विश्वास के कारण, महामारी के कम होने के बाद जैसे ही चीजें सामान्य हो जाएंगी, अचल संपत्ति बाजार में और अधिक वृद्धि देखने का अनुमान है। इसके

अलावा, खरीदारों को प्रदान किए गए किसी भी प्रोत्साहन से राष्ट्र के वृहद आर्थिक स्वास्थ्य में सुधार होगा क्योंकि रियल

एस्टेट उद्योग 250 से अधिक सहायक व्यवसायों का समर्थन करता है, जिनमें विनिर्माण से लेकर सेवाएं शामिल हैं। जैसे-जैसे उद्योग अधिक संगठित होता जाएगा, घर के स्वामित्व की बढ़ती मांग को देखा जाएगा। कुछ सबसे बड़े रुझान जो बदल गए हैं और भविष्य में प्रकट होंगे उनमें गुणवत्ता, विकास-योग्य स्थान, सुविधाओं और जीवन शैली की ओर एक जानबूझकर उपभोक्ता आंदोलन शामिल है।

आपूर्ति और मांग, विनियामक वातावरण, और सामान्य आर्थिक परिस्थितियां सभी अचल संपत्ति बाजार को प्रभावित करती रहेंगी। हालांकि बढ़ती मुद्रास्फीति और ब्याज दरों का अस्थायी रूप से मांग पर प्रभाव पड़ सकता है, यह क्षेत्र अगले कई वर्षों में लगातार विस्तार के लिए तैयार है, जिसका अर्थ है कि घर का स्वामित्व बढ़ने की उम्मीद है।

जैसा कि हम प्रति व्यक्ति सकल घरेलू उत्पाद में निरंतर वृद्धि देखते हैं, शहरीकरण का विस्तार करते हैं, और सबसे महत्वपूर्ण बात यह है कि अगली बड़ी अर्थव्यवस्था के रूप में हम पर अधिक ध्यान दिया जाता है, उद्योग दीर्घकालिक विकास के पथ पर जारी रहेगा। रियल एस्टेट सेक्टर में तेजी का रुझान आने की उम्मीद है जारी है, और मांग मजबूत रहने की उम्मीद है। अंत में, 2023 अनुभवी निवेशकों के लिए रोमांचक लघु और दीर्घकालिक निवेश संभावनाएं प्रदान करेगा, जो वर्ष के आशावादी दृष्टिकोण में योगदान देगा।

ट्रेड मित्र ब्यूरो

व्यापार का मायानगरी कनेक्शन

आपकी यात्रा में सफलता प्राप्त करने का कोई एक रास्ता नहीं है, कोई निश्चित सूत्र नहीं है, सच्चे उद्यमी बाधाओं को दूर करते हैं और अपनी सफलता की कहानी खुद लिखते हैं। जब उद्यमियों और व्यापारियों की बात आती है, तो बॉलीवुड की कहानियों का अपना सेट होता है। उद्यमी यात्रा, कठिनाइयों और उपलब्धियों पर कुछ बेहतरीन फिल्में बॉलीवुड से आई हैं। यदि आप एक व्यवसायी हैं या बनना चाहते हैं, तो आपको कुछ फिल्मों अवश्य देखनी चाहिए।

3 इडियट्स



3 इडियट्स, राजकुमार हिरानी द्वारा लिखी और निर्देशित। फरहान और राजू कॉलेज में रैंचो के साथ एक मजबूत दोस्ती बनाते हैं क्योंकि रैंचो जीवन के प्रति उत्साहित और ताजा रवैया रखता है। वर्षों बाद, एक शर्त उन्हें अपने लंबे समय से खोए हुए दोस्त की खोज करने की अनुमति देती है, जिसकी उपस्थिति गूढ़ प्रतीत होती है। रैंचो पूरी फिल्म में अपने दोस्तों से कहता है कि सफलता के पीछे मत भागो, अगर तुम उत्कृष्टता के लिए काम करोगे तो सफलता तुम्हारे पास आएगी। दुर्भाग्य से, हम केवल सफलता की परवाह करते हैं और उत्कृष्टता की उपेक्षा करते हैं, जिसके लिए कठिन प्रयास, समर्पण और जुनून की आवश्यकता होती है।

गुरु

अभिषेक बच्चन इस मणिरत्नम फिल्म में गुरु की भूमिका निभाते हैं, जो दिवंगत धीरुभाई अंबानी के जीवन पर आधारित है। इस बायोग्राफिकल ड्रामा में ऐश्वर्या राय गुरु की पत्नी की भूमिका निभा रही हैं। यह फिल्म एक मामूली ग्रामीण की उद्यमशीलता की यात्रा और भारत के सबसे बड़े बिजनेस मैग्नेट में उसके परिवर्तन पर प्रकाश डालती है।



त्रिशूल

त्रिशूल एक पिता-पुत्र मेलोड्रामा है जिसमें संजीव कुमार और अमिताभ बच्चन हैं। जब राज की मां ने अपने बेटे को शांति से शादी करने की अनुमति देने से इनकार कर दिया, तो वह उसकी इच्छा का पालन करता है और गर्भावस्था के बावजूद उसे छोड़ देता है। वर्षों बाद, शांति का बेटा विजय अपने पिता के परिवार में लौटता है और अपनी माँ का बदला लेने के लिए एक कॉर्पोरेट साम्राज्य स्थापित करता है।

रॉकेट सिंह सेल्समैन ऑफ द ईय

फिल्म इस बारे में है कि कैसे एक सेल्समैन अपनी कड़ी मेहनत और दृढ़ संकल्प के माध्यम से अपनी खुद की कंपनी शुरू करता है और सफलता हासिल करता है। यह फिल्म आपके खुद के व्यवसाय की स्थापना करते समय विचार करने के लिए विभिन्न प्रकार के पेचीदा विषयों पर चर्चा करती है, जैसे कि ग्राहक सेवा, जो कई उद्यमी अनदेखा कर देते हैं। हालांकि इस फिल्म ने बॉक्स ऑफिस पर अच्छा प्रदर्शन नहीं किया, फिर भी इसे महत्वाकांक्षी उद्यमियों के लिए सर्वश्रेष्ठ हिंदी फिल्मों में से एक माना जाता है।



उड़ान

स्कूल से निकाले जाने के बाद रोहन अपने सख्त पिता और एक अनजान सौतेले भाई के पास घर चला जाता है। लेखक बनने की इच्छा के बावजूद रोहन अपने पिता के कारखाने में काम करने के लिए बाध्य है। रोहन हमें यह मानने के लिए प्रेरित करता है कि हर कोई अपने लक्ष्यों को प्राप्त कर सकता है यदि वे उन्हें वास्तविकता बनाने के लिए कड़ी मेहनत करते हैं।



बैंड बाजा बारात

यह रणवीर सिंह और अनुष्का शर्मा अभिनीत एक हिंदी रोमांटिक कॉमेडी फिल्म है जो 2010 में रिलीज हुई थी। यह एक अभिनेता और निर्देशक दोनों के रूप में मनीष शर्मा की पहली फिल्म भी है। कहानी दो फ्रेशर्स की है जो रास्ते में प्यार में पड़ने के दौरान शादी की योजना बनाने वाली कंपनी का निर्माण और विकास करते हैं। बैंड बाजा बारात, शादी की योजना बनाने के लिए एक सरल और हल्का-फुल्का दृष्टिकोण है, जिसने कई भारतीय किशोरों को प्रेरित किया है जो पेशेवर वेडिंग प्लानर के रूप में काम करना चाहते हैं।



बदमाश कंपनी

बदमाश कंपनी, शाहिद कपूर, वीर, चांग और अनुष्का शर्मा अभिनीत, एक मध्यमवर्गीय व्यक्ति की कहानी बताती है, जो एक शानदार व्यापारिक दिमाग के साथ है, लेकिन दुर्भाग्य से, अपने विचारों का दुरुपयोग करना शुरू कर दिया। अंत में, उसे अपने जीवन की गलतियों का एहसास होता है और वह ईमानदारी से जीना शुरू कर देता है।



बाजार

रिजवान, एक नौसिखिया शेयर व्यापारी, एक प्रमुख गुजराती डीलर शकुन कोठारी के लिए काम करने के लिए मुंबई जाता है। ऐसा लगता है कि सब कुछ ठीक चल रहा है जब तक कि रिजवान की मूर्ति उसे धोखा नहीं देती। बाजार एक तेज गति वाली फिल्म है जो देखने में मनोरंजक है। यह फिल्म भयानक मजाक और अप्रत्याशित मोड़ से भरी है।



मांझी – द माउंटेन मैन

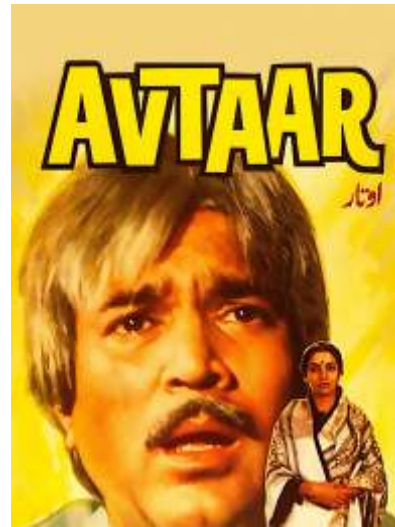
मांझी – द माउंटेन मैन की समीक्षा:

नवाजुद्दीन सिद्दीकी द्वारा निर्देशित कोई भी फिल्म देखने लायक है।

दशरथ मांझी की सच्ची कहानी पर आधारित, जब उनकी पत्नी एक पहाड़ को पार करने की कोशिश में गुजर जाती है, तो मांझी गुस्से में आ जाते हैं, अपने रास्ते में आने वाली बाधाओं और

कठिनाइयों के बावजूद विश्वासघाती पहाड़ के माध्यम से एक सड़क बनाना चाहते हैं। वह बहुत अंत तक अपने सपने पर खरा उतरता है, और यह फिल्म आपको इस उम्मीद में अपने नाखून काटने पर मजबूर कर देगी कि वह अपनी अगली बाधा को कैसे जीतेगा।

अवतार



अवतार, राजेश खन्ना द्वारा निर्देशित और शबाना आजमी अभिनीत, राजेश खन्ना की सबसे बड़ी हिट फिल्मों में से एक है। यह एक वृद्ध माता-पिता अवतार की कहानी है, जो मोहन कुमार द्वारा निर्देशित बड़ी उद्यमशीलता की सफलता हासिल करने के लिए अपने निजी जीवन में सभी बाधाओं को पार करता है। अवतार उत्कृष्ट अभिनय और निर्देशन के साथ एक दिल को छू लेने वाली फिल्म है जो

इस विश्वास को व्यक्त करती है कि हार अंतिम नहीं है और सफलता अभी भी आप पर प्रकाश डाल सकती है।

चार युवा उद्यमियों की चुनौतियों और कष्टों के बारे में एक कहानी, जिन्होंने अपना खुद का व्यवसाय बनाने के लिए अपनी नौकरी छोड़ दी। शो को देश के अधिकांश युवाओं से उत्कृष्ट प्रतिक्रिया मिली है, और हम सोशल मीडिया पर घड़े के बारे में दैनिक प्रेरक पोस्ट पा सकते हैं।

ट्रेड मित्र ब्यूरो

Skill Development in India

A Skill Gap Analysis



JAIRAJ SRINIVAS,
DG & FOUNDER, CIMEI

Today India has witnessed a quantum jump in development process. Rise of modern age industries, mindset of youths' purchasing power etc has laid a new foundation for economic development. changes in economic scenario rises a need for imparting and promoting skill sets of young population to tap



India in recent years has transformed as a knowledge-based economy due to profusion of competent elastic and trained human resources. With rise in situations of globalization and its influence on economy country has immense opportunities to establish its distinctive position in world due to its young independent aggressive and competent work force. In country having a demographic transition of youths providing a suitable opportunity by training and educating progress of economy can be demonstrated globally.



opportunities and overcome present day challenges. Emphasis on laying, stressing on education and training in India in enhancing demands for skill initiatives.

Skilling India is an enduring agenda that is essential in today's fast-moving economic atmosphere. "Presently skill development ecosystem in India and its efforts to effectively utilize demographic dividend as a competitive advantage for India."

The Skills and knowledge are key drivers of macro-economic growth and socio-economic stability along with balancing economy as whole. Economic prosperity of country mainly depends on number of persons in employment and potential to contribute effectively and efficiently towards progress of country. Inclusive growth can be achieved only through skilled human resource.

NEEDS FOR SKILL DEVELOPMENT

India is a youth populated country and requirement of jobs has also increased. With support of skill development initiative

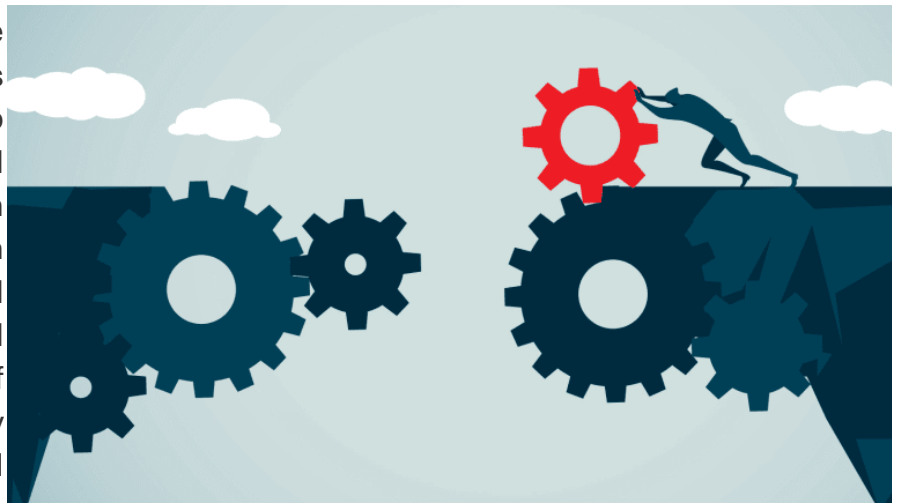
unemployment hurdle can be solved. If the potential of youth is not harnessed, they will fall prey to drug addiction and or anti-social activities which we as a nation cannot afford and will result in havoc through internal disputed and disturbances. Skilled workforce is crucial for success of recently launched missions by countrylike Make in India, Digital India, Swachh Bharath Abhiyan, Smart Cities Sankalp schemes etc. Neighboring country China has been gradually vacating its factories due to rising Chinese wages and an appreciating value of country's currency and also with internal demographic challenge that China is facing. In this situation India has an opportunity to become a factory and a hub for various industries globally. If this vision is to be converted into reality in country requires an internationally acclaimed workforce matching international standards of quality and productivity through integration of skills and training along with education and training for skills up gradation and development.

SKILL GAP

A skill gap between skills required by workforce and current capabilities is very high. In India enormous skills gap exists between what industries demand based on rapid economic growth and skills that young people acquire through education and training. This demand-supply gap not only affects economic growth but also prevents inclusive growth of economy as a whole. Hence it is responsibility of government to be aware of such skill gaps and take new initiatives for bridging those gaps in order to ensure inclusive growth.

Demand for Skills

India has classified and tracked its economy into



three sectors – agriculture sector industry sector and service sector. Industry includes diverse manufacturing sub-sectors. Service sector includes software IT construction retail hospitality communications health care education banking insurance and or economic activities. Post pandemic situation there is another sector which made considerable demand is Cyber Security.

In India percentage of population employed in agriculture sector is declined to 40% in 2020. Movement of workforce to industry and service sectors is a tendency that is anticipated to persist in India since tech sectors have maximum potential for job creation. NSDC projects that by 2022 demand for skilled workforce will be greatest in automobile construction textile and transportation industries.

Supply of Skills

According to research by Boston Consulting Group it is estimated that India will have a surplus of active population (in working age 15-59 years) - about 60% of total population. By 2026 around 64% of population of India is expected to be in category of active population (age bracket of 15-59 years) with merely 13% aged above 60 years. During this phase India will have a remarkable percentage of total population available for working and contributing towards Gross Domestic Product. While in same period average

age of population in China and US is expected to be 37 years and in Western Europe it would be 45 years. Thus, such demographic potential offers India an unprecedented edge over or western economies and India is expected to enjoy benefit until 2040. Such increasing percentage of active population will provide India an opportunity to improve labour productivity boost production and within next 10–15 years position itself among developed countries of world.

Skilled Manpower Requirement in India

India requires 347 billion skilled workforces. (Sources: NSDC report 2022). With over 650 universities and around 35539 allied colleges enrolling more than 20 million students per year Indian has huge educational infrastructure to provide higher education and training to youth.

DEMAND-SUPPLY GAP



NSDC has projected an incremental requirement of 347 million skilled personnel in 21 high- growth sectors in India by 2022 but country is faced with a significant skill development challenge as over next decade every year approximately 12 million people are expected to join workforce. In contrast country has a total training capacity of around 4.3 million which is just 36% of entrants and thus depriving every year around 64% newcomers of opportunity of skill development training. Evidently India will face a great challenge of

bridging this gap and developing skills of its increasing workforce over next few decades.

In India most of formal skills-related training is given through government or private Industrial Training Institutes (ITIs). They are training institutes which provide training in technical fields and are constituted under Directorate General of Employment & Training (DGET). State-wise Number of Government/Private Industrial Training Institutes (ITIs) with Seating Capacity in India and it can be clearly seen that they have capacity to train 1552452 students per year. As it is seen Indian education & training system has a huge potential for skill development. At present enrolment capacity of higher education system of India is around 20 million but limiting this to technical and vocational qualification mainly comprising of ITI/ITC Engineering Polytechnics country has a total training capacity of around 4.3 million.

Shortage of cyber security professionals in India

There are between 20,000 and 25,000 unfilled positions in cyber security profiles in India currently, and this number is expected to expand as telcos push 5G roll out, and companies continue their digital transformation journeys, staffing. Telcos will also have to fight not only technology companies, but also enterprises for cybersecurity professionals going forward. (Between) 70-75% of tech companies in India, including IT companies, are looking to hire more cyber security professionals as their existing teams are understaffed or do not have adequate skills to handle the evolving dynamics of internet privacy.

This is in addition to security professionals needed by telcos to ensure secure network operations in both, their enterprise and mobility arm. For telcos, the demand for security experts

spans multiple niche profiles given the diversity of security functions that rise due to 5G roll out and its enterprise use cases.

Profiles like security analyst, incident report analyst, cloud and IoT security experts are going to see an increase in demand as telcos roll out 5G as they push enterprise use cases.

The Data Security Council of India has forecast that the cybersecurity ecosystem will expand up to a point where nearly one million professionals will be required by 2025. Additionally, the demand for cloud security skills is estimated to grow by 115% between 2020 and 2025, representing almost 20,000 job openings.

An extensive exercise in reskilling and/or upskilling the existing workforce, believe staffing experts, is one of the ways that telcos can future proof their workforce in this regard.

“Bridging this gap will take diligent upskilling and reskilling endeavors from employers as well as government bodies. To prepare for the 5G technology, several telecom companies have initiated in-house training programs to upskill their workers,”

Bharti Airtel, for example, has been preparing for 5G roll out by upskilling its professionals and offering them certification courses such as CCNA (Cisco Certified Network Associate) and CCNP (Cisco Certified Network Professional). The courses are offered based on skill and eligibility level free of cost.

CONCLUSION

Indian Government has laid a special focus on expanding and improving skill education and

training in nation. Innovative Policy on Skill Development and Entrepreneurship contains several initiatives which if implemented earnestly will go a long way in minimizing demand- supply gap and challenges related to skill mismatch with industry requirements. With increased thrust on manufacturing under "Make in India" Programme need for revisiting and improving India's skill development mechanism becomes all more critical. It has been globally recognized that an efficient vocational education and training plays a critical role in industrial development and manufacturing success as in case of economies like Germany and China. Study of skill development models of three countries done in this report highlights some best practices that can be utilized in India's skill



development ecosystem. Integration of skill development with formal education system mobilization of students for skill development by removing misapprehensions and perceptions about vocational trades

investing in creation of new training capacities for students as well as teachers' utilization of idle public infrastructure to provide skill training in remote corners of country encouraging industry to actively participate in training through provision of apprenticeship as well as through direct involvement in curriculum design and teachers training adopting innovative skill development delivery mechanisms are much-needed steps to meet skill related challenges today. There is a scope of international collaboration and assistance in India's skill development initiatives at almost all levels including for creating awareness and capacities setting standards improving quality as well as providing placement opportunities. ■

TRADE MITRA BUREAU

India's Big Apple moment is here

Apple, the maker of iPhone and MacBook, is very excited about its first store in India. Apple CEO Tim Cook has said that India is a country with a very beautiful culture and has incredible energy. As such, the company is excited to continue its long history here. Tim Cook said humanity would be best served by supporting customers, investing in local people and working together to build a better future. Apple has opened its first proprietary store in India, about which Tim Cook is very excited. Although the company opened its first online store in the country in the year 2020, about three years ago.

Where is Apple opening its stores

Apple opened its first store in the country on April 18 in Mumbai. After this its next store was opened in Delhi two days later. The Mumbai store has been named as Apple BKC and the Delhi outlet as Apple Saket. The design inspiration for the store in Delhi has been taken from the important gates of Delhi and each gate signifies a new chapter in Delhi's history.

Monthly rent of Apple Store is 42 lakhs, but apart from this money has to be paid, these conditions have been fixed in the agreement

Why is the Indian market so important for Apple

According to market research firm Counterpoint Research, Apple is the king in India in terms of premium smartphones priced above Rs 30,000. It is also the king in terms of shipment value in the December 2022 quarter. In recent quarters, Apple executives have been reiterating that revenue from iPhone sales in India has reached record levels. It is showing double digit growth every quarter.

Apple's CEO said in the company's earnings conference called in February 2023 that the company is very excited about India and the company is putting

a lot of emphasis on the world's second largest mobile phone market. Tim Cook said that the iPhone is being adopted in record numbers and is now expanding further by making it affordable through multiple financing methods and

trade-ins.

Tim Cook's journey started very humble as a newspaper hawker. It is the result of his hard work that today Tim Cook, the owner of billions of assets, gets leads a giant conglomerate.

If we talk about Tim's personal life, then he is a native of Alabama in the southeastern region of America.

His father was a shipyard worker and his mother worked in a pharmacy. At that time Tim's family's income was not enough to cover the expenses of the house. In such a situation, he used to deliver newspapers to people's homes. Not only this, Tim Cook has also worked in pharmacy for many years. Tim earned his Master of

Business Administration in 1988 from the Fuqua School of Business at Duke University in Durham, North Carolina.

When Tim joined Apple in 1998, the company was on the verge of bankruptcy. In 2000, Cook was made Apple's vice president of sales and management. After this, in the year 2004, he held the position of interim CEO and head of the Macintosh division. In 2009, Steve Jobs went on leave due to ill health, at the same time Cook was announced as interim CEO. When Steve died in 2011, Tim was officially made CEO of the company. Since Tim Cook became CEO in 2011, it has become the world's richest tech company with a market cap of over Rs 235 lakh crore. Tim Cook himself reduced his annual package to \$ 49 million i.e. around Rs 402 crore. ■



Pushing the Envelope Further on Climate Change

Chief Minister of Uttar Pradesh Yogi Adityanath and Minister of Environment, Forest and Climate Change, Government of India, Bhupendra Yadav presided over the two-day National Climate Conclave 2023 organized at Indira Gandhi Foundation, Lucknow.

Chief guests and senior guests inaugurated and observed the exhibition organized by different states and departments of the Government of India and various organizations at the Indira Gandhi Pratishthan.

Chief guests, special guests and dignitaries released Uttar Pradesh State's Climate Change Action Plan (UPSAPCC), carbon neutrality flyer of the event and the second edition of coffee tablebook named Heritage Tree of Uttar Pradesh was inaugurated at the Uttar Pradesh State Climate Change Knowledge Center.

Along with this, those who have done excellent work in different areas of environment – Agra and Gorakhpur in clean air category, Manoj Kumar Shukla village Jaitpur, district Barabanki, Agriculture Forestry and Sanjay Bhoosreddy, Additional Chief Secretary for making the state first in ethanol production in the country were



awarded.

Mentioning the erratic weather cycle, untimely flood-drought tragedy and farmers' crops getting affected due to climate change, Chief Minister appealed to the people of the state by referring to the verses of Atharvaveda, "Earth is our mother, we are all its sons".

He called upon to make the state green by following the duty of a son towards the mother and present a contribution in keeping the earth safe from the adverse effects caused by climate change.



Chief Minister Yogi led a campaign of plantation of 135 crore saplings in the state in the last 05 years with a proposal of planting 35 crore saplings in one day in the first week of July, 2023 and third party verification. He recognized the efforts of the local community in environmental protection. To bring the tradition of conservation of natural heritage trees in front of the world a coffee table book was prepared elaborating on trees related to important events of more than 100 years of age as heritage trees. The government has meanwhile has also undertaken the work of setting up 8000 Amrit Sarovar and Amrit Van. Mentioning the efforts made by the state government in promoting agriculture, preventing industrial waste from going into river Ganga and keeping the rivers clean, he said that under the visionary leadership of the successful Prime Minister, the state is successfully facing the challenges of climate change.

Presenting an example to the world. CM Yogi Adityanath said that the trees planted by our forefathers remind us of past events along with providing direct and indirect benefits.

Minister for Environment, Forest and Climate Change, Government of India Bhupendra Yadav said that under the inspiring leadership of Prime Minister, India has achieved the target of solar energy production and reduction in carbon emissions, 9 years before the stipulated period of 2030. have taken. Yadav expressed happiness over the increase in the number of tigers in the state and the country in the tiger census report 2022 by the Prime Minister on 09-04-2023.

- **India may lose anywhere around 3–10% of its GDP annually by 2100 and its poverty rate may rise by 3.5% in 2040 due to climate change.**
- **India has the world's highest social cost of carbon.**
- **India is among the countries most vulnerable to climate change.**
- **India has highest densities of economic activity in the world**
- **India's poor rely on the natural resource base for their livelihoods**
- **Most significant ways that climate change will impact the lives of people in India will be through its water resources.**
- **Impacts of higher temperatures, variable precipitation, and extreme weather events have already begun to impact economic performance of countries and livelihoods of millions of poor people.**

Mentioning the improvement in the law and order situation in Uttar Pradesh and the promotion of investment, Mr. Yadav lauded the efforts made by the Chief Minister in this direction. Minister of State (Independent Charge), Environment, Forest, Zoological Park and Climate Change, Uttar Pradesh Dr. Arun Kumar Saxena while welcoming the chief guest, stage guests and delegates participating in the conclave, said that climate change can be achieved by establishing coordination between environment and development in the state. Continuous efforts are being made to keep the



people of the state safe from the adverse effects of Corona.

Mamta Sanjeev Dubey, Principal Chief Conservator of Forests and Head of Department, U.P. thanked all the visitors. In the first technical session, a panel discussion on Policy Framework for Localizing Climate Action, Status and Way Forward was chaired by Leena Nandan, Secretary, Environment, Forest and Climate

Change, Government of India. Nirabh Kumar Prasad, Special Chief Secretary, Environment Forest, Science & Technology Andhra Pradesh; Manoj Singh, Additional Chief Secretary, Environment Forest and Climate Change Department, U.P.; Manoj Pingua, Principal Secretary, Forest and Climate Change Chhattisgarh; Ajay Prakash, Director, Gujarat Energy Development Agency; Neelam Meena, Principal Secretary & Director, IESWM, West Bengal, Sunil Pamidi, Directorate of Environment Forest & Climate Change, Kerala, Prof. C. Achalender, Chairman National Biodiversity Authority; Prof. Farah Zaheer, Senior Economist, World Bank and Dr. Shailendra Dwivedi, Director, Climate Change and Circular Economy, GIZ participated in the discussion and





Department, U.P.; C.S.R. Murthy, Chief General Manager, NABARD and Dr. S.N. Tripathi, Prof. IIT, Kanpur, and in the third technical session, Ajay Yadav, Joint Secretary, MNRE, Anjali Bansal, Founding Partner, AVANA; Naresh Pal Gangwar, Additional Secretary, Ministry of Environment, Forest and Climate Change, Government of India; Manoj Singh, Additional Chief Secretary, Environment Forest and Climate Change Department, U.P.; Mamta

expressed their views on various topics. Dr. Anjal Prakash, Associate Professor (Research) and Director of Research, Bharti Institute of Public Policy, Indian School of Business moderated the session.

Second and third technical sessions respectively: Panel Discussion on Unlocking Opportunities with Green Climate Fund and Panel Discussion on Potential Prospects for Green Climate Fund. The meeting was presided over by Avnish Kumar Awasthi, Advisor to Chief Minister and Dr. KV Raju, Economic Advisor, Government of Uttar Pradesh respectively.

In the second technical session Mayuresh Patange, Financial Institution Manager Green Climate Fund; Dr. RK Singh, CGM & Vertical Head SIDBI; Dr. Arun Kumar Pandey, Member Secretary, Chhattisgarh State Biodiversity Board and Nodal Officer, Climate Change Chhattisgarh; Dr. K. Ravichandran, Director, IIFM, Bhopal; Manoj Singh, Additional Chief Secretary, Environment, Forest and Climate Change Department, U.P.; Mamta Sanjeev Dubey, Principal Conservator of Forests and Head of Department, U.P.; Sanjay Srivastava and Anjani Acharya, Additional Principal Chief Conservator of Forests; Ashish Tiwari, Secretary, Environment, Forest and Climate Change

Sanjeev Dubey, Principal Chief Conservator of Forests and Head of Department, U.P.; Sanjay Seth, Vice President & Chief Executive Officer (C.E.O.), G.R.I.H.A. Council; Raman Singh, FAO and Pankaj Sindhwani of Tata Cleantech Limited participated in the discussion by making presentations based on various themes.

The third technical session was co-chaired by Tanmay Kumar, Additional Secretary, Department of Environment, Forest and Climate Change, Government of India.

Anupa Lamichhane, Regional Manager, Asia Pacific Green Climate Fund and Bapan Fakhrudin, Senior Expert, Water Resources Management, Green Climate Fund acted as moderators for the second and third technical sessions.

The sessions also included one on the role of media which was chaired by Chairman IACC, Mukesh Singh.

The two-day National Climate Conclave 2023 saw a participation of more than 80 subject experts and eminent speakers, more than 100 academicians and researchers, more than 100 civil service organizations and more than 50 policy planners. ■

TRADE MITRA BUREAU

India's growing might as Textile Exporter



In what promises to be a tectonic shift in the textile trade, India is all set to usher in the era of PM Mitra Mega Textile Parks in seven states of the country. About three lakh people will get direct and indirect employment with the formation of Textile Park and an investment of about Rs 70 thousand crore will come. These parks are to be completed by 2027-28. In UP, this park will be built on one thousand acres in Lucknow. Prime Minister

Narendra Modi announced this on Twitter recently.

The PM said- Parks will become an example of Make in India initiative for the world.

He said that these textile parks will become a great example of Make in India and Make for the World initiative for the world. At the same time, Commerce and Textile Minister Piyush Goyal said, with the formation of Textile Parks, India will become a global investment, manufacturing and export center.

Describing it as a unique opportunity for investors, manufacturers, exporters and international buyers, Goyal said, world-class facilities, state-of-the-art infrastructure and integrated value chain will create global champions.

This comment comes at a time when PM Modi has said that Textile Park will fulfill the vision of 5F i.e. Farm to Fiber to Factory to Fashion to Foreign. Investments worth crores of rupees will come in the concerned states through these farms based on the concept of cotton cultivation and direct export abroad. Part of the broad seven state gameplan are cities like Lucknow in Uttar Pradesh, Dhar in Madhya Pradesh, Amravati in Maharashtra, Warangal in Telangana, Virudhunagar in Tamil Nadu, Kalburgi in Karnataka and Navsari in Gujarat.

Aiming to make it hugely competitive globally, these parks will have a world-class infrastructure for the textile industry. With this, the Indian textile industry will be able to compete at the global



level and training and research will also get a boost.

Elaborating on the U.P. story further, UP Chief Minister Yogi Adityanath said that one thousand acres of land has been identified between Lucknow and Hardoi for Textile Park. He said all the works and facilities related to the textile industry will be available in the park in a single complex. UP will have 51 percent participation in the construction of the park.

Textiles Minister Piyush Goyal said that this new initiative will make Indian industry globally competitive as textile parks will reduce operational end cost. Scattered textile industry will get strength. Efficiency will improve and high quality fabrics and garments will be supplied in a timely manner. The parks have been selected through a transparent process. It has been prepared in conjunction with the innovative PM GatiShakti National Infrastructure Master Plan.

In textile parks, both the Center and the respective states will be partners in a Special

Purpose Vehicle (SPV) that will set up and manage these parks. It aims to become the largest exporter: India is one of the largest textile exporters in the world, with a target of achieving \$100 billion in textile exports by 2030. India aims to become the world's largest exporter by 2047 which is the 100th year of India's Independence.

Benefits of Free Trade Agreements: India has signed Free Trade Agreements with United Arab Emirates and Australia. Canada is in talks with Britain, Israel and the European Union. These agreements will help the textile industry to access developed markets.

53 thousand crore investment is proposed in UP

During the Global Investors Summit of UP, more than one thousand investors including Aditya Birla Group have given investment proposals of more than 53 thousand crores in the textile sector in UP. By implementing these investment proposals, more than two lakh people will get employment. ■

TRADE MITRA BUREAU

Ample room for EV Charging Points in Uttar Pradesh

To make Uttar Pradesh a leader in the field of electrical vehicles, the Yogi government has started action under the EV policy. The aim of the government is not only to promote EV manufacturing, but the government is also making serious efforts in this direction to provide proper charging facilities to the citizens using Evs.

Carrying the idea forward, the Yogi government has entrusted the responsibility of setting up of EV charging stations to the Urban Development Department as per the provisions of the policy. The Urban Development Department has started the process of extending the Electric Mobility Plan (CEMP) to 17 municipal corporation cities as soon as possible under the Smart City Mission, along with meeting the land requirements of service providers for charging facilities in the state. At the same time, a working group has also been formed under the leadership of the Urban Development Department for fast track development of charging infrastructure.

According to the instructions issued by Amrit Abhijat, Principal Secretary, Urban Development Department, action will be taken as per the rules for the charging stations approved by the nodal institution Invest UP under the EV policy.

As per the EV policy, land will be made available on lease for a period of 10 years to government



entities for setting up charging stations. The revenue sharing model prescribed as per the norms of the Ministry of Power will be the basis for the creation of charging infrastructure.

Lease period, revenue sharing rate and other prescribed parameters will be updated from time to time. Similarly, land will be provided on lease for a period of 10 years to private entities for setting up charging stations through equitable revenue sharing model. The selection of such institutions will be done on the basis of minimum service fee by inviting tender keeping the service fee as the bidding parameter, due to which the consumers will have to pay the minimum charging fee. Such private entities will be required to follow other guidelines notified by the Ministry of Power and Ministry of Housing and Urban Affairs from time to time.

The project will also be linked to the Smart City Mission

The state government is coordinating with NITI Aayog and Asian Development Bank in preparing the Comprehensive Electric Mobility Plan



(CEMP) for Lucknow. This scheme will be extended to all the 17 municipal corporation cities selected under the Smart City Mission as soon as possible, which will also be extended to other cities in future phases. In this, strategic routes will be identified for the development of charging facilities while changing the transport system. At the same time, through this plan, urban local bodies and other government organizations will be able to identify places and land parcels in a planned manner for construction of charging infrastructure. A portal will also be developed under CEMP, in which information regarding all aspects of EV adoption such as location of charging stations, green routes, etc. will be available in all cities. In future it can be integrated with PM Gati Shakti Yojana.

Working group to fast track development of charging infrastructure

As per the norms of UP Electric Vehicle Manufacturing and Mobility Policy, Urban

Development Department has set up a working group for fast track development of charging infrastructure. This working group will ensure smooth implementation of model bye-laws and regulate strategy as well as development of charging/swapping facilities in the state. In this, Additional Chief Secretary / Principal Secretary of Urban Development Department will be the chairman, while Principal Secretary / Secretary of Housing and Urban Planning Department, Principal Secretary / Secretary of Energy Department, Principal Secretary / Secretary of Transport Department, Principal Secretary / Secretary of Industrial Development Department, Director of Directorate of Local Bodies, Chief Town and Country Planner, Chief Executive Officer of Invest UP and Municipal Commissioner of Municipal Corporation Lucknow will join as members. Director Urban Transport Directorate will be its member secretary. ■

TRADE MITRA BUREAU

India ticks the right boxes as a Digital First Country

Union Finance Minister Nirmala Sitharaman while discussing in detail on Digital Public Infrastructure said that DPI has the potential to benefit both public and private sectors. She said that India is developing rapidly in the last nce to 650 million people, receiving \$322 billion directly into their accounts. Due to this, more than 27 billion dollars have been saved in the schemes and services of the central government. India has a record of opening 462.5 million low-cost bank accounts, of which 56 per cent are women. Sitharaman said that this has helped in developing the world's largest system.



think tank Peterson Institute for International Economics (PIIE) she said that India has almost achieved its goal of providing basic amenities to all. She said that the government wants to empower the people by providing basic facilities.

The Finance Minister said, "Now we are focusing on skilling people. Skill centers are now all over the country. The skill level varies from person to person. It is also connecting businesses and private sector entrepreneurs to create a link between the people who are getting trained and the kind of trained people that businesses want."

\$4.5 billion transferred during the pandemic

Explaining the benefits of digital public infrastructure in Washington DC, Union Finance Minister Nirmala Sitharaman said that loan processing cost has come down by 75 per cent due to DPI. She said that during the Covid epidemic, \$ 4.5 billion was transferred by DPI to the accounts of 16 crore account holders.

Brass Tacs

Sitharaman has said that India has almost completed the target of providing basic amenities to every citizen and is now focusing on their skilling and digitisation. Speaking at a discussion at another event held at American

On a question on climate change, she slammed western countries for not providing funds to achieve climate objectives, saying that India is meeting its climate change commitments through self-financing. She said that in its fight against climate change, India is moving forward in an ambitious manner with targets set at the national level.

Sitharaman said, "We are working within the parameters set by the commitments we made at COP21 and then COP26, which were agreed upon in the United Nations Framework Convention on Climate Change. Therefore, we will proceed on the path of commitments made at the national level. I am happy to inform that India has met its COP21 commitments made in Paris, largely from its own funds. ■

TRADE MITRA BUREAU

Acid test for Political Parties in Civic Polls before summer of 2024

It is finally that time when the Municipal Elections in U.P. will be held after a rather long wait owing to certain hurdles. The dates of the elections for which the people of Uttar Pradesh were waiting for have finally been announced. For most in the political fraternity, this election will decide which way the political wind might blow in 2024. Political parties are looking at it as a semi-final before the 2024 Lok Sabha elections.

Political vision of political parties cannot be called wrong because this is the only election to be held before the Lok Sabha, and that too for 760 urban bodies.

If numbers tell a tale, there are 762 urban bodies in Uttar Pradesh. Out of which elections will be held on 760 bodies. Voting for these elections will be held in two phases on May 4 and May 11,

17 Municipal Corporations

199 Municipality

544 Nagar Panchayat President seats are included

Apart from this, elections are also being held for the post of about 13,000 ward councillors. If we talk about reservation according to classes, then:

OBC - 205 | SC- 110 | ST- 02 |

Female - 288 | Unreserved - 155

while the results will be out on May 13.

While the credibility of the ruling BJP will be tested, this election will also be an acid test for the Samajwadi Party. On the other hand, BSP chief Mayawati has also become alert to play her political card tactfully, even though she is on a sticky wicket. Congress is also secretly looking for a way to make a comeback.

A total of 4.32 crore voters will vote in these elections, of which the number of first-time voters is close to 4.33 lakh.

BJP under more pressure

The simple meaning of more pressure on the BJP is that every time the municipal body performs better in the elections, but talking about the last



election, it was better in the municipal corporation

but lagged behind in the municipality and the nagar panchayat. The reason for which was that the SP and the independents had given a tough fight to the BJP.

In the year 2017, out of 16 municipal corporation seats, BJP had won 14 municipal corporations and made them mayors. Only two seats in Aligarh and Meerut were won by BSP candidates and they made their mayor. Now this time Shahjahanpur has become a new Municipal Corporation, due to which the number of Municipal Corporations has increased to 17.

This time also BJP should not have any problem in winning the Municipal Corporation, although the matter is still the same on the seats of Municipality and Nagar Panchayat. Muslim dominated seats are still a challenge especially

for BJP, but for this also BJP has prepared a different plan, in which BJP's Mahila Morcha team has started organizing 'Sahbhoj' for women at the district level. Especially Dalit and Muslim women are being invited to participate in this event. A special reason for this is also that about 37 percent seats in the total bodies are reserved for women.

The SP plans with caution

In the last civic elections, the SP could not succeed in making a single mayor, although it had definitely made the chairman of the municipality and the town panchayat. SP's morale was broken after repeated defeats in



2022, but now when Shivpal Yadav has come and stands firm with Akhilesh Yadav, then it can be said that Samajwadi Party is ready to give a fight. It would not be wrong to say that SP had started its strategy long back.

Just a few days have passed, Akhilesh Yadav has added Dalits to his Muslim-Yadav equation by unveiling the statue of prominent Dalit leader Kanshi Ram. And has taken a step forward to woo the voters of BSP and Mayawati directly. Not only this, the SP had appointed its supervisors long back for the civic body elections. Although it can also be said that SP has nothing to lose in this election, but there is definitely a chance to become an alternative to BJP.

Can BSP pull a rabbit out of the hat?

If we look at the performance of BSP in Uttar Pradesh in the last few years, it has been very disappointing, there are two aspects to it – one is that there are question marks on the political future of BSP, second is that the political party which keeps Dalits in the mainstream



jeopardizing the mass base. BSP and its chief Mayawati will at least try to repeat the performance of the last civic polls. In the last election, BSP had won Aligarh and Meerut and got two of its mayors. For this Mayawati had achieved success by playing the Muslim and Dalit card. It becomes necessary for the BSP to fight these challenges because Mayawati wants to strengthen herself and her party for the upcoming Lok Sabha elections as well.

What about a sinking Congress?

If the condition of any party is worst in Uttar Pradesh, then it is Congress. In the last body



elections, the party could not even open its account, the performance of the Congress in the Nagar Panchayat and Municipality was also not

very special. Although it would not be wrong to say that before the last election i.e. 2017, the Congress has been making its Mayor, but this time the challenge is manifold. To overcome this challenge, Congress is emphasizing on strengthening itself in urban areas.



Ethnic equation

Dalit and Muslim voters along with upper caste and Punjabi community play an important role in the urban areas of the state, besides Brahmins, Kayasthas, Vaishyas, castes like Khatik and Balmiki play an important role among Dalits along with the community.

If you look at the previous elections, BJP has been winning in urban areas through Brahmin, Kayastha, Vaish-Punjabi and Dalit equation. Whereas SP and BSP try to win on the basis of Muslim votes. If we talk about Dalit community, then their number is less in urban areas, while in OBC, there are job profession castes like Yadav, Kurmi, Jat. Political games are being played around these castes.

What do the statistics of the last election say?

In the last municipal elections held in 2017, the BJP won 14 out of 16 municipal corporations while the BSP won 2. On the other hand, if we look at the municipal results, out of 198 cities, BJP had won 67, SP 45, BSP 28 and Independents 58. Similar were the elections of Nagar Panchayat President, in which BJP won 100, SP 83, BSP 74 and Independents 181 in 538 towns. On the other hand, talking about this time, the seats in the municipal body have increased to 760, in which there are 545 Nagar Panchayat, 200 Nagar Palika Parishad and 17 Municipal Corporation seats.

Why the delay in polls ?

In fact, the tenure of state bodies has ended between December 12 and January 19. But the matter was stuck on OBC reservation. However, on March 30, the Uttar Pradesh government released the OBC reservation draft, after which it was decided that out of 762, elections would be held on 760 bodies, out of which 205 seats have been reserved for OBCs.

Where and who got reservation?

9 out of 17 seats in Municipal Corporation have got reservation. In which Agra seat is reserved for SC(Female), Jhansi(SC), Shahjahanpur, and Firozabad OBC, Saharanpur and Meerut OBC besides Lucknow, Kanpur and Ghaziabad for female. There are unreserved seats in Varanasi, Prayagraj, Aligarh, Bareilly, Moradabad, Gorakhpur, Ayodhya and Mathura-Vrindavan.

What changed?

According to State Election Commissioner Manoj Kumar, the number of voters has increased due to the expansion of the limits of municipal corporations and municipal councils. This is the reason that this time 4.32 crore voters will vote in the election, while there were 3.35 crore voters in the last election. That means in five years, more than 96.36 lakh voters have increased. In this, there are 4.33 lakh voters who are going to vote for the first time. Because these voters have completed 18 years on January 1, 2023. Reportedly the effect of delimitation has been seen on this. That is, many rural areas came in urban areas, due to which more than 21.23 lakh voters directly came in urban areas. At the same time, with this expansion, now there are 17 Municipal Corporations, 200 Municipalities, and 545 Nagar Panchayats in total. But the elections will be held only on 760 bodies. ■

TRADE MITRA BUREAU

SUBSCRIBE and Save 30%+ Discount*

ट्रेड मित्र
TRADE MITRA
BILINGUAL BUSINESS MAGAZINE

CityEssence
Discover The True City Essence



* T&C applicable.

Yes! I would like to subscribe to Trade Mitra City Essence

TRADE MITRA	Terms	No. of Issues	News Stand Price	You Save	You Pay Only	Plz Tick <input type="checkbox"/>
	6 months	6	₹ 360	₹ 60	₹ 300	<input type="checkbox"/>
	1 Year	12	₹ 720	₹ 170	₹ 550	<input type="checkbox"/>
	2 Years	24	₹ 1440	₹ 440	₹ 1000	<input type="checkbox"/>

CITY ESSENCE	Terms	No. of Issues	News Stand Price	You Save	You Pay Only	Plz Tick <input type="checkbox"/>
	6 months	6	₹ 480	₹ 80	₹ 400	<input type="checkbox"/>
	1 Year	12	₹ 960	₹ 210	₹ 750	<input type="checkbox"/>
	2 Years	24	₹ 1920	₹ 670	₹ 1250	<input type="checkbox"/>

Please Make Sure You fill this section

Name : _____
 Date of Birth : _____
 Profession: _____
 Mobile: _____
 Email : _____
 Address: _____
 _____ Post Office : _____
 City /District : _____ Pin Code: _____ State _____

Please fill in recipient details if Subscription is a gift.

Name : _____
 Date of Birth : _____
 Profession: _____
 Mobile: _____
 Email : _____
 Address: _____
 _____ Post Office : _____
 City /District : _____ Pin Code: _____ State _____

I Agree to inform any changes in the postal address/ Contact number to which the publication is sent, as and when any such changes happen and also to receive any details regarding the subscription of publication and offer promotions.

Advertising, Sales, Promotion & Brand Solution

FORCEONE
advertising & events
www.forceoneevents.com

Forceone Advertising & Events Pvt. Ltd.

B-29, Sector-L, Near Khazana Complex, Aashiana,
 Kanpur Road, Lucknow 226012, India
 +919415080505, +919044138886, +918795488886
 E-mail : trademitra.in@gmail.com
 www.trademitra.co.in

All the payments should be made through RTGS/NEFT in favour of Forceone Advertising & Events Pvt. Ltd. through digital, Payable at State Bank of India CP-5/1, Sector-I, Anurag Plaza, Aashiana Lucknow- 226012, India.
 Account No : 37024147159
 IFSC Code SBIN0050824 MICR : 226002142

Maharashtra trader's unique EMI Strategy to sell ALPHONSO MANGO

In a unique development which has fast caught the fancy of mango lovers, faced with skyrocketing prices, Alphonso mangoes are known across the world for their distinctive taste. They are now available on pay by EMI model. A Pune-based trader has offered customers a unique facility of easy monthly installments to buy the king of fruits. Alphonso grown in Deogarh and Ratnagiri of Maharashtra is also known as Hapus mango. Among all the varieties of mango, Alphonso is considered the best. But due to its excellent taste and low production, its prices often remain beyond the reach of common people.

This year also Alphonso mangoes are being sold in the retail market at Rs 800 to Rs 1,300 per dozen. In such a situation, to bring the taste of this special mango to the common people, a businessman named Gaurav Sanas has come up with a unique offer. He is now ready to sell Alphonso on easy monthly installment i.e EMI like any expensive electronic item. Talking to a news agency Sanas said, Alphonso prices have



gone up very high as soon as the sales started. In such a situation, if Alphonso is also given on EMI, then everyone can taste it.

Well known for fruit trade, Sanas who is part of Gurukripa Traders and Fruit Products claims that they are the first establishment in the country to sell mangoes on EMI. He said, we thought that if fridge, AC and other electronic appliances can be bought on EMI, then why not mangoes? In this way everyone can buy this mango.

One can buy Alphonso from their shop on installments just like buying a mobile phone on EMI. This requires the customer to have a credit card and the purchase price is then converted into installments of three, six or 12 months.

However, to buy Alphonso on EMI at the shop, a minimum purchase of Rs 5,000 is required. He claimed that so far a handful of people have come forward to take advantage of this scheme. Thus begins the journey of selling the Alphonso on EMI. ■

TRADE MITRA BUREAU



ट्रेड मित्र

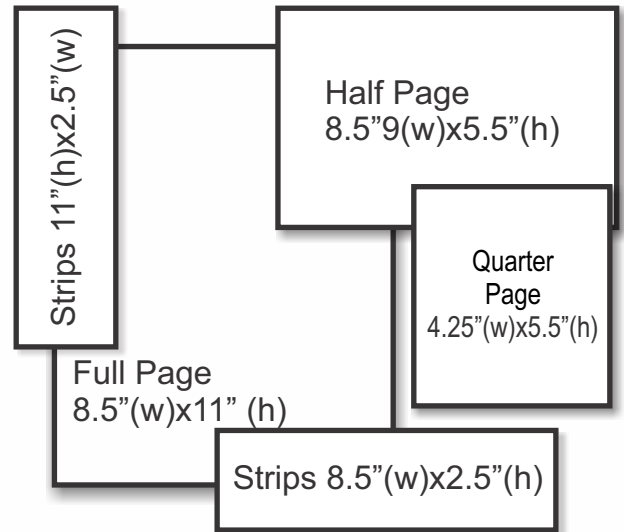
TRADE MITRA
BILINGUAL BUSINESS MAGAZINE



ADVERTISEMENT TARIFF

Effective from 1st May 2021

Advertisement Placement	Rate
Trade Mitra	
Front Page	
Inside	₹ 40,000
Back Page	₹ 40,000
Inside Back Page	₹ 35,000
Full Page	₹ 25,000



GST @ 5% EXTRA

Note: All advertisement design and creative should be sent in PDF/C-DR/JPEG format.

Discount For Series

Next Issue only 5% discount

2-4 issues- 10% discount

5-6 Issues - 15 % discount

6-12 issues- 25% discount

Advertising, Sales, Promotion & Brand Solution



Forceone Advertising & Events Pvt. Ltd.

B-29, Sector-L Near Khazana Complex, Aashiana,
Kanpur Road, Lucknow 226012, India
+919415080505, +919044138886, +918795488886
| E-mail : trademitra.in@gmail.com
www.trademitra.co.in

GSTIN No. 09AADC1499A1ZR
PAN No.: AADC1499A

All the payments should be made through RTGS/NEFT in favour of Forceone Advertising & Events Pvt. Ltd. through digital, Payable at State Bank of India CP-5/1, Sector-I, Anurag Plaza, Aashiana Lucknow- 226012, India.
Account No : 37024147159
IFSC Code SBIN0050824 MICR : 226002142



Newage EV Hotwheel

MG Motor India has started production of its cheapest electric car Comet EV which was officially launched on 19th April 2023. The car will compete directly with the Tata Tiago EV and sales of the new EV will be launched in May. MG has designed the new Comet EV making it easier to drive in urban areas. Its size is very small which is best for traffic. MG started bookings for the Comet EV in India from April 19. MG has given only two doors in this 4 seater car, apart from this the LED lights have also been used beautifully in the Comet EV. As of now, MG has not shared the details of how long the new Comet will last on a single charge. It is estimated that it will give a range of 200-250 km in a single charge. The MG Comet EV will compete with the new Tata Tiago EV when launched in India. Although there is going to be some difference in the price of these two. This car will come with a clean cabin. It is a better option for long comfortable journeys.

Boom Boom Blaupunkt

Boom Boom Blaupunkt German brand Blaupunkt has launched its new soundbar Blaupunkt SBWL10 in India. Blaupunkt calls the SBWL10 a Dolby soundbar. 200 watts of sound output will be available with the Blaupunkt SBWL10. The Blaupunkt SBWL10 packs an 8-inch wireless subwoofer that manages all music categories. The woofer's firing is downwards. In addition to Bluetooth, the soundbar has support for HDMI, ARC, OPTICAL, COAXIAL, AUX-IN, BT and USB for connectivity. A remote is also available with it, so that you can manage bass, treble and equalizer. The design of the Blaupunkt SBWL10 is sleek and stylish. The best quality material has been used in its preparation. The Blaupunkt soundbar has been priced at Rs 8,999 and can be purchased from Amazon India. Blaupunkt earlier launched its new soundbar Blaupunkt SBWL100. It is a 220-watt soundbar that the company calls a Dolby soundbar. Blaupunkt also boasts of a 360-degree true cinema sound experience with the SBWL100. A big woofer support of HDMI, ARC, OPTICAL, COAXIAL, AUX-IN, connectivity. Boom Boom launched its new soundbar Blaupunkt SBWL10 a Dolby soundbar. 200 watts of Blaupunkt SBWL10. The Blaupunkt that manages all music categories. The the soundbar has support for HDMI, ARC, remote is also available with it, so that you SBWL10 is sleek and stylish. The best quality material has been used in its preparation. The Blaupunkt soundbar has been priced at Rs 8,999 and can be purchased from Amazon India. Blaupunkt earlier launched its new soundbar Blaupunkt SBWL100. It is a 220-watt soundbar that the company calls a Dolby soundbar. Blaupunkt also boasts of a 360-degree true cinema sound experience with the SBWL100. A big woofer has been given in it. This soundbar has the support of HDMI, ARC, OPTICAL, COAXIAL, AUX-IN, USB for the latest Bluetooth and connectivity.



ASUS Brings Cheer for Gamers



Asus ROG Phone 7 series has been launched in India. Asus ROG Phone 7 and Asus ROG Phone 7 Ultimate models are included in this series. The Asus ROG Phone 7 Series being a gaming phone comes with a suitable cooling solution. This series has been introduced as a successor to the Asus ROG Phone 6 series launched in July 2022. Both the phones will be available for sale in May. Both the base and ultimate ROG Phone 7 variants have been introduced in the Storm White color variant. The base model also comes in Phantom Black colour option. The phones feature a 6.78-inch full-HD+ (2448 x 1080) AMOLED display with 165Hz refresh rate and 720Hz touch sampling rate. Its display panel offers peak brightness of up to 1000nits and its pixel density is 395 ppi. In these phones you have been given Qualcomm Snapdragon 8 Gen 2 SoC processor with Adreno 740 GPU. Talking about storage, the Asus ROG Phone 7 series comes with up to 16GB of LPDDR5X RAM and up to 512GB of UFS4.0 internal storage. Both models have triple rear camera setup. This setup includes a 50MP Sony IMX766 main sensor, a 13MP ultra-wide lens, and an 8MP macro lens. The front camera of both the smartphones has a 32MP sensor.

TRADE MITRA BUREAU

PROMOTING ELECTRONIC MANUFACTURING THROUGH LOCALISING THE GLOBALISATION



How CIMEI is different from other Association:

CIMEI Established in 2020 supporting ESDM and ITES sector is only Association in India with a dedicated focus on MSME, Skill Development and Cyber Security.

CIMEI is strongly supporting Make in India in Public Procurement addressing every grievance generated by its members. CIMEI has headquarter at Bangalore with operation Chapters in UP, MP, New Delhi, Telangana, AP, Gujarat, West Bengal & Assam.



The Electronic Hardware Industry

Electronic Hardware is the largest and fastest growing manufacturing industry globally with @ over 7% growth per annum and driving the economy with its productivity creation. The Indian ESDM sector is expected to grow upto \$400 Bn by 2025

Confederation of Indian MSME in ESDM & IT

GOCYBEX, #134, 1st Floor, 7th Main Rd, near Mayyas Restaurant, 4th Block, Jayanagar, Bengaluru, Karnataka 560011.
Email: dg@cimei.in Phone: +91-6364836168/98866897830

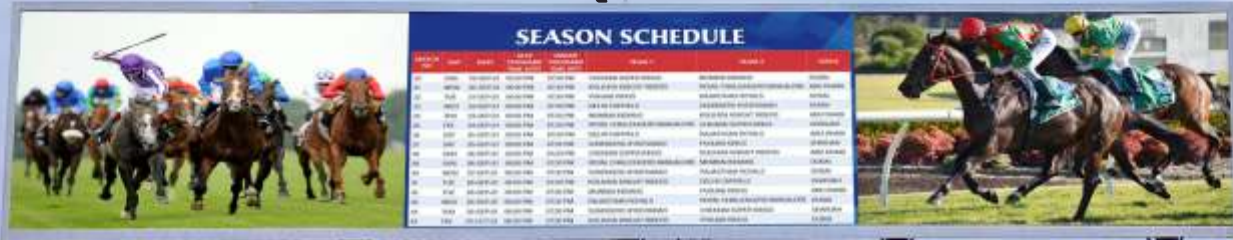
CIMEI MEMBERS' ADVANTAGE

Dedicated alliance in India on ESDM Sector	Policy & Regulatory Advocacy
Knowledge Platform	Market Research & Strategy Support
Tender Alerts & Analysis, Grievances Handling on GEM & State Owned E-Procurement Platform	Business Support
Opportunity to interact with Policy Makers	Outreach platform for your products & services
Networking Events	Leverage international partnerships for Global Presence

Members' Demography by products

* Audio Devices & Components	* Industrial Electronics
* Cables & Accessories	* Storage Devices
* Capacitors	* Materials and Parts
* Capital Goods & Machineries	* PCBs
* Computers & Peripherals	* Promotional services
* Connectors	* Resistors & Potentiometers
* Design Services	* Semiconductor Devices
* EMS Services	* Support Services
* Crystals	* Switches & Relays
* Hybrid Micro Circuits	* Telecom & Peripherals
	* Electron tubes & TV Components
	* Wound Components

OUR INSTALLATIONS THAT SPEAK OF QUALITY & TRUST



LARGEST OUTDOOR SCREEN 150'X30' IN INDIA, HYDERABAD RACE COURSE

CAMPAIGN IN THE MONTH OF DEC 2021



CAMPAIGN IN THE MONTH OF OCT 2021



CAMPAIGN IN THE MONTH OF JAN 2022



WORLD CLASS LED SCREENS NOW AVAILABLE IN INDIA

OUTDOOR DISPLAY SERIES HD Quality Full Color : ORION DIP-10, ORION SMD-10, ORION SMD-P8

INDOOR DISPLAY SERIES HD Quality Full Color, Bezel Free : ORION SMD-297, ORION SMD-391, ORION SMD-481, ORION SMD-P6

SIGNAGE SERIES Full Color Dynamic : ORION DIP-16, ORION DIP-20

ATENTI ORIGINS

ATENTI ORIGINS PHOTOELECTRICITY CONSORT PVT. LTD.

(An ISO 9001:2015 • 14001:2015 • 45001:2018 Certified Company)

REGD. OFFICE : DELHI : B-1142 (Old 321 A) 4th Floor, New Ashok Nagar, Delhi - 110096

MUMBAI : Gala No.-2742, Chawl Number-174, Group No.-8A, Tagore Nagar, Vikhroli (East) Mumbai - 400083

HYDERABAD : 103, 1st Floor, Down Town Commercial Complex, Lakdi ka pul, Hyderabad - 500004

LUCKNOW : 382-383, Akarshan Complex Vibhuti Khand, Gomti Nagar, Lucknow - 226010

FACTORY : B - 10 , Sector - 88, Noida - 201301

TEL.: +91 85888 82803, +91 85888 82821 • E-mail : info@origins.co.in • Website : www.atenti-origins.in

