



Guidance

TamilNadu

INVEST
INNOVATE
CREATE



Edition 3 | December 2020



”

We are committed to the growth & development of the state. We have single mindedly pursued investments to fuel the growth. That Tamil Nadu has managed to attract the highest investment, among states, so far in this financial year underscores our efforts.

Thiru Edappadi K Palaniswami

Hon'ble Chief Minister of Tamil Nadu

From The Desk of MD & CEO



Dr Neeraj Mittal IAS

MD & CEO
Guidance Tamilnadu

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I hope that you and your loved ones are keeping fine during these difficult times of the COVID-19 pandemic. We are in this together and I am confident we will navigate through for ourselves, our loved ones, and our community.

I am glad to present the third edition of the Guidance Newsletter. This newsletter provides you with a glimpse of our activities to develop the industrial ecosystem in Tamil Nadu and provide handholding support to our existing business community. Despite the challenging pandemic situation, Guidance has been working relentlessly to accelerate investment promotion and industrial development in Tamil Nadu. During 2020 Tamil Nadu has signed a total of **74 MoUs** with an investment commitment of **INR 61,474 crore** and an employment commitment of **1,03,221 jobs**.

Furthermore, the foundation stone for over nine projects with investments of over **INR 10,000 crore** was laid by the Hon'ble Chief Minister of Tamil Nadu Thiru Edappadi K Palaniswami.

Projects Today ranked Tamil Nadu as the **top investment** destination in the country during the period Apr'20- Jun'20 and **second** for the quarter Jul-Sep '20 with an investment of **INR 18,236 crore** and **INR 23,332 crore** respectively.

CARE Ratings report on 3rd Nov highlighted Tamil Nadu as the top destination in attracting investments during the first half of FY 20-21.

In addition to driving new investments into the state, Guidance has also partnered with World Economic Forum to set up India's first Advanced Manufacturing Hub (AMHUB). This is expected to boost end to end manufacturing of higher-tech products, higher-value sectors in the State – the first of its kind in India and South Asia. The state has also released the Tamil Nadu Electronics Hardware Manufacturing Policy in Sep 2020. An all new Industrial Policy is on the anvil. Guidance is revamping the Single Window Portal to facilitate ease of doing business in Tamil Nadu by inculding additional 200 services.

Guidance also concluded the first three-day virtual global **Yaadhum Oorae** conclave bringing together the Tamil diaspora from all over the world.

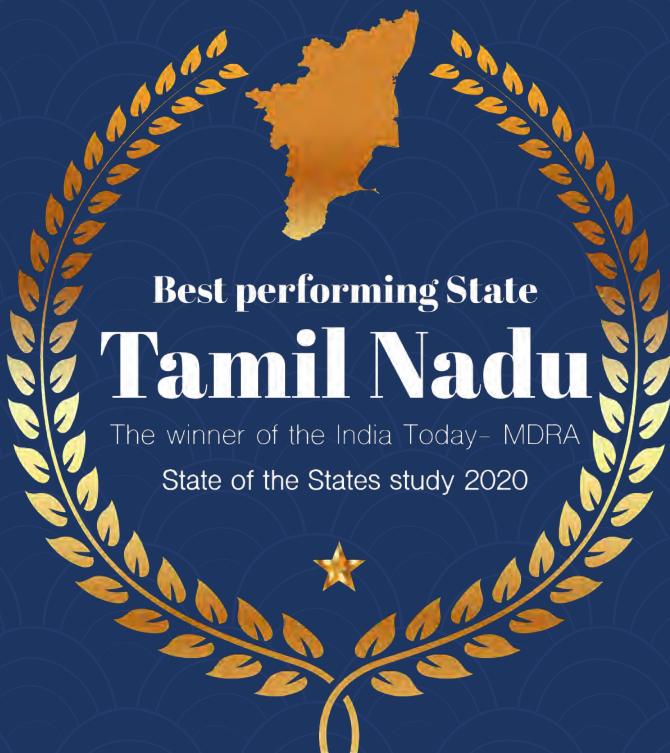
This newsletter highlights Guidance's external engagement initiatives. It takes us on a journey with CEAT for a sustainable future in Chennai and of Mahindra World City to transform urban landscapes with sustainable communities. You will also get to read some district profiles, an interesting anecdote of the Taipei community's take on living in Chennai and about unparalleled dining and shopping experiences.

We are thankful to the business and the diplomatic community for their continued support and confidence in Tamil Nadu as an investment destination. At Guidance, we remain at investors' service 24x7.

Happy reading and stay safe



Government of Tamil Nadu led by Hon'ble Chief Minister Thiru Edappadi K Palaniswami, Minister for Industries Thiru MC Sampath, Chief Secretary Thiru K Shanmugam, Principal Secretary Industries Thiru Muruganandam IAS, MD & CEO Guidance Dr Neeraj Mittal IAS signed MoU with Apollo Tyres Ltd. led by its Chennai Unit Head Thiru C Thomas Matthew & Head - Commercial Thiru G Balasubramanyam



Best performing State

Tamil Nadu

The winner of the India Today- MDRA

State of the States study 2020



CARE Ratings for
Investments in H1 FY 20-21



Projects Today survey
for Investments
in Q1 FY 20-21



Public Affairs Index;
best-governed state



Projects Today survey
for Investments
in Q2 FY 20-21



Achievements

2020



MoUs signed

74



Investment

₹61,474 Cr



Employment

1,03,221

(Till 15 Dec 2020)

High Powered Committee Clearances



Companies

41



Investment

₹31,821 Cr



Employment

55,766

Conversion Rate*



*Projects that are at various stages of implementation

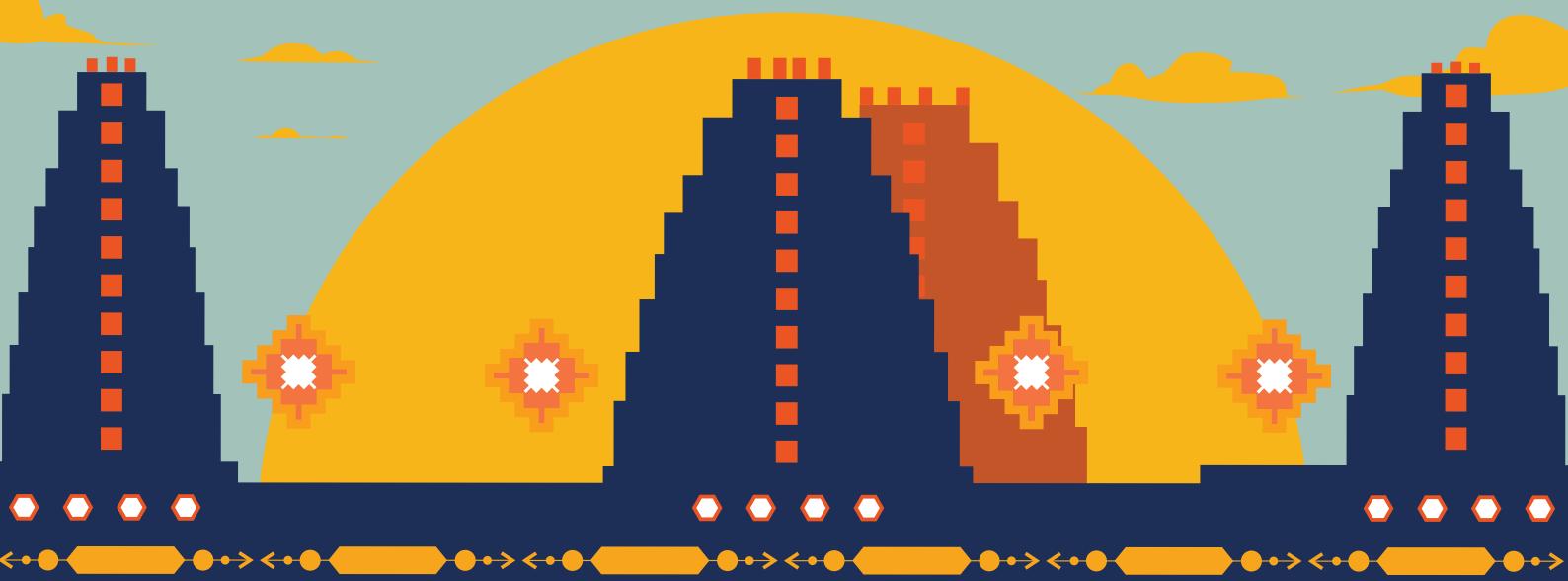


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Key Highlights

Several independent research and news reports have rated Tamil Nadu as **one of the most favoured investment destinations** which stands testimony to the fact that Tamil Nadu continues to be the best performing industrialized state in India.

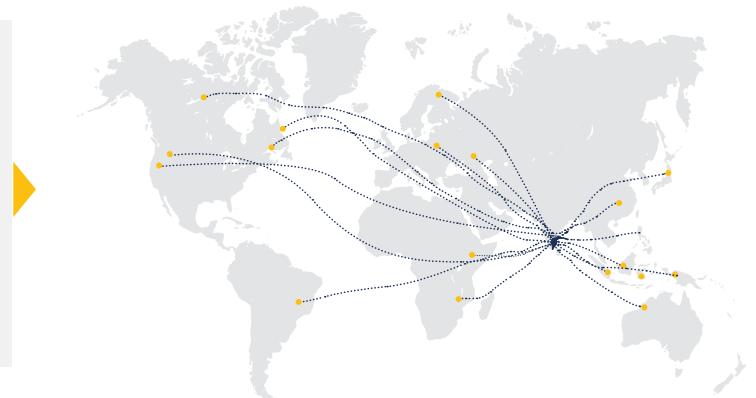
CARE Ratings has reported that Tamil Nadu received the highest share of investment proposals (**16%**) during the first half of the **FY 20-21**

Projects Today has reported that Tamil Nadu is ranked **1st** in attracting investments during **FY 20-21**

The **Public Affairs Index (PAI – 2020)** published by the Public Affairs Centre has ranked Tamil Nadu **2nd** nationally in terms of overall performance and sustainability

Centre for Strategic and International Studies (CSIS) in its Ease of Learning About Doing Business Index (EoLDB) published in Oct 2020 has ranked Tamil Nadu **2nd** among the Indian States having the best practices for doing business

Tamil Nadu remains one of the major recipient of Foreign Direct Investment (FDI). During the current FY 20-21 (Apr to Jun 2020), Tamil Nadu received **USD 444 Million (INR 3,377 crore)**



Investments



74 MoUs
Investment - **₹61,474 Cr**
Employment - **1,03,221**

In 2020, **74 MoUs** were signed with an investment commitment of **INR 61,474 crore** and employment potential to **1,03,221** persons.

Help Requests



100 Help calls
93 Cases Closed
80% Reduction in Processing time

Through Biz Buddy portal, out of the **80+** help calls received this year, **75+** cases have been closed which has resulted in **80%** reduction in processing time.

Single Window Portal



52 Applications
received in 2020

Single window portal is now revamped to include another **188** services to improve the Ease of Doing Business for investors in Tamil Nadu.

Pamban Bridge | Rameswaram



Thought Leadership

Biz Buddy

Tamil Nadu's response to real time governance

BizBuddy

INDUSTRY HELP DESK PORTAL

150+ OFFICERS ACROSS 20 DEPARTMENTS

80+ HELP CALLS SINCE INCEPTION

80% REDUCTION IN PROCESSING TIME

- Streamlined redressal mechanism for resolution of pending investor problems
- Tracking & monitoring of investor issues in real time
- Improving Tamil Nadu's Ease of Doing Business through effective pre-operation & aftercare services

www.bizbuddy.tn.gov.in



As an administrator, one of the most critical challenges that we face in positioning government as a value-added service provider is improving the quality, impact, and efficiency of public services. In the days of yore, traditional file systems were used to maintain the details of the business and the issues they registered. These legacy systems require personal visit to the offices and registration on paper, which is a time consuming and man-power intensive process. The future is digital. The widespread use of digital technologies, including rapid evolution of mobile connectivity and internet, offer digital feedback mechanisms that are faster, cost-effective and scalable as compared to traditional approaches. By digitalizing the feedback loop alone, we are able to circumvent challenges posed by departments that are not yet fully digital internally and which may take a long period of time. Governance also becomes digital and real time.

Taking a leaf out of one of the largest companies in the world to be the Earth's most customer-centric company, there is a need to put citizens at the center of governance and service delivery, and in the case of G2B services, there is a need to be business-centric.

Biz Buddy is such an initiative of the Government of Tamil Nadu.

It is an industry help desk portal with three primary objectives:

- Streamlined redressal mechanism for resolution of industrial investor's unsolved issues.
- Tracking & monitoring of investor issues in a real time manner.
- Improving Tamil Nadu's investment climate by enhancing the aftercare services provided to industrial investors.

Investors can submit Help Calls on Biz Buddy on items pertaining to approvals, clearances, operational issues, subsidy disbursal and other issues. Once the investor submits a Help Call, it is reviewed by Guidance officials monitoring the portal and assigned to the concerned department for resolution. Each stage has a defined resolution period. If a Help Call is not solved within the defined period, it gets escalated and brought to the next stage of the escalation matrix. The resolution period for the stages are designed in a manner to ensure that Help Calls are resolved within a period of 30 working days on a best effort basis. Upon resolution of the issue, the investor gets an instant alert on the progress.

Request Filed on Date x

Guidance



7 days

Nodal
Officer

21 days

Head of the
Department

7 days

Secretary

7 days

Chief
Secretary

CMO

Escalation Matrix

Customer centricity lies at the heart of Biz Buddy and is designed with a digital feedback loop - a mechanism that generates information on the quality of service and can be used to improve performance. This includes an administrative data loop that collects information on individual service transactions (the number of days between request for service and resolution of the help call), and a choice and voice loop that collects data on the service experience of the business (satisfaction with the experience).

Biz Buddy was designed on some of the key factors that are critical to success of a feedback loop:

Commitment

Feedback will be provided by users or be useful to the government only when there is a commitment at the top levels that the feedback is valued and responds with visible improvements in service quality. The commitment was provided by the Hon'ble Chief Minister as he announced this initiative via Rule 110 in the floor of assembly.

This also requires provisions of adequate resources and capacity to respond. As of October 2020, 20 various government departments & agencies, 150+ officers including all district collectors have been onboarded and were actively involved in the resolution of investor issues. Each of the departments (Industries, Energy, Housing & Urban Development, Municipal & Water Supply among others) are headed by Secretaries in order to ensure the resolution of Help Calls assigned to their departments. Each of the 83 sub-departments (Directorate of Town & Country Planning, Electronics Corporation of Tamil Nadu, Tamil Nadu Industrial Development Corporation, State Industries ,Promotion Corporation of Tamil Nadu among others) are led by Head of Departments who in turn are responsible for resolution of Help calls assigned to their sub-departments. Detailed user manual and dedicated staff in Guidance has adequately resourced the initiative.

Transparency

The transparency of feedback to all stakeholders, both internal and external, avoids the suppression of adverse feedback while also taken as a signal of commitment. Biz Buddy portal has dynamic dashboards for Government officers to monitor Help Calls assigned to them.

A dedicated Project Monitoring & Coordination (PMC) Team at Guidance assigns the requests centrally to individual departments. It measures service levels, gauges user satisfaction, and diagnoses problems. A consolidated report is sent weekly to all officers in order to ensure necessary visibility & awareness of issues across decision making levels. Investors are provided with a tracking number for their issues & can monitor it online without the need to contact any government official.

Learning

Going beyond grievance redressal, learning outcomes help improve the long-term service design. The PMC team suggests and implements actionable improvements in business processes. In the future, when more data is collected, data analytics will support in improving the process efficiency.

Richness

Feedback can range from a simple text message to emails or richer media. Automatic SMS/email notifications are triggered if there is any Help Call operation – assignment to a department, status changes, closure, and resolution among others.

Outcomes Realised

All of these design elements have contributed towards the successful functioning of Biz Buddy which has resulted in an 80% decrease in the resolution period of investor issues from 108 days on average to 24 days. In the larger scheme of progress, using digital feedback also aligns with sustainable development goals such as promoting peaceful and inclusive societies and building effective, accountable, and inclusive institutions (Goal 16: Peace, Justice and Strong Institutions). With the success of Biz Buddy, Tamil Nadu is moving towards real time governance, a sine qua non in the age of Digital India, and sets a path for the future G2C and G2B services where the choice and voice loop is shifting from provider-controlled systems to citizen controlled systems.

Guidance is working on the next generation of Biz Buddy that is integrated with the Single Window Portal that services a wider range of investors in order to improve the efficiency of aftercare services. Biz Buddy will also serve as a mechanism for industries to share their ideas and suggestions for improving the industrial climate in the state and to crowd source solutions for specific challenges. Initiatives like Biz Buddy reaffirm the commitment of the Government of Tamil Nadu to improve the ease of doing business, making it an industry friendly government with an impeccable digital governance system.



Contributed by Dr Neeraj Mittal IAS
MD & CEO Guidance

References:

Alan Gelb, Neeraj Mittal, and Anit Mukherjee, Towards Real-Time Governance: Using Digital Feedback to Improve Service, Voice, and Accountability, Centre for Global Development, Nov 2019

Tamil Nadu, the emerging technical textiles hub in Asia

2020 has been a unique year for various reasons. Not only did COVID-19 etch it in the annals of history, but it also represented a strategic shift in the demand for products from the textiles industry. From the production of fabrics to end-use purchases, the pandemic hit the textiles ecosystem multi-fold. The decline in the overall revenue of the sector from \$2,443 billion globally in 2019 to \$1,971 billion in 2020 (a figure comparable to the beginning of the decade) is an indicator of the impact of COVID-19 on the sector.

However, viewed differently, the disruption caused by COVID-19 represents immense opportunities for countries like India to capitalize upon. For one, since the 1990s, the West has been the hub for global consumption of traditional textiles and apparel products, consuming more than 59% of the total sales.

consumption of technical textiles in India is because 41% of the consumption stems from products of Packtech which are primarily low-value low-technology such as, soft luggage, jute sacks, and tote bags. While the share of Indutech, Mobitech and Hometech with high-value high-technology are only 11%, 10% and 10% respectively. The share of Meditech stood at 4.4% in 2018, a minuscule share followed by Sportech and Clothtech respectively.

While there are several inherent advantages for the growth of technical textiles in India and Tamil Nadu specifically, many raw materials used in the production of sanitary products, artificial ligaments, seat belt webbings, airbags are heavily imported. In this context, for India to capitalise upon the growth opportunities, investments in Research & Development, Innovation, Joint Ventures with global technical textiles companies are vital.

Agrotech

- Shade-nets
- Fishing nets
- Bird protection nets

Buildtech

- Hoardings
- Awnings
- Canopies

CloTech

- Zip fastners
- Shoe laces
- Umbrella cloth

Geotech

- Geogrids
- Geonets
- Geocomposite

Hometech

- Stuff toys
- Mattress and pillow components
- Blinds

Indutech

- Conveyor belts
- Computer paper ribbon
- Paper making fabrics

Meditech

- Diapers
- Sanitary napkins
- Surgical gowns

Mobitech

- Seat belt webbings
- Airbags
- Helmets
- Seat upholstery

Oekotech

- Waste disposal
- Recycling
- Environmental Engineering

Packtech

- Leno bags
- Jute hessians and sacks
- Wrapping fabrics

ProTech

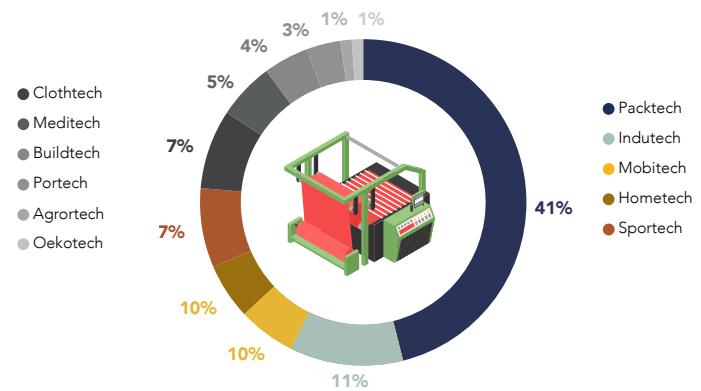
- Bullet proof jackets
- High visibility clothing
- Industrial gloves

Sportech

- Swimwear
- Tents
- Sports composites and nets

Today, however, with the rise of the economies in the Global South, countries in the Asia Pacific such as India and China are consuming more than 77% of the apparel sales in the world, leaving the West to a marginal percentage of about 26%. With Asia Pacific becoming the hub for the production and sales of textiles commodities, the opportunities for investment are diverse.

As technical textiles manufacturing is still nascent, minimizing the cost of production of high-value high-technology products can be a win-win arrangement for manufacturers as investments in India will provide access to the burgeoning market as well.



Source: Technical Textiles: The future of textiles, Invest India, August 2020

Tamil Nadu, in this context, has the requisite growth factors to drive manufacturing investments in the sector:

Mature allied industries for end-use consumption

As highly functional products, technical textiles provide higher value addition to various end-user sectors. With the largest automobile and auto-component cluster in India, Tamil Nadu's automobile ecosystem is well poised to attract high value high technology Mobitech investment. Similarly, with 50% of India's textile mills in Tamil Nadu and complementary clusters of knitting, weaving and medical devices manufacturing in Coimbatore, and Tiruppur, the region provides immense opportunities for Meditech investments. In short, Tamil Nadu has the requisite end user industries to spur growth in technical textiles.

R&D and skilled manpower

Availability of skilled manpower with a specialised skill set is an important requirement for the technical textiles industry. With over 18% of India's technical universities in Tamil Nadu and specialised institutions like Institute of Textile Technology, Sardar Vallabhbhai Patel International School of Textiles & Management and colleges offering various textile engineering courses, the state can provide specialized skilled manpower with abundant workforce. Further, the two centres for excellence for Meditech and Indutech at the South India Textile Research Association (SITRA) and PSG College of Technology respectively, provides a fillip to spur R&D and innovation in these segments via product testing facilities, prototype development, personnel training, incubation centre, product standardization and knowledge sharing. The way SITRA stood up to the demand for Meditech products amidst the pandemic is an example of adaptive innovation.

Cross sectoral ecosystem and enabling infrastructure

The state can provide excellent backward and forward linkages for industries in the technical textiles segment to furnish. Tamil Nadu with strong cross-sectoral component linkages from automobile, chemicals, pharmaceuticals, textiles and general manufacturing is well placed in this regard. For instance, Shree Renga Polymer, a speciality fibre manufacturer in Karur, Tamil Nadu is able to cater to the demands of Mobitech and Meditech industries. Similarly, Shobikaa Impex, manufacturers of mosquito net, a segment of Agrotech are able to produce high value high technology products by incorporating alpha-cypermethrin (an insecticide ingredient) into the yarn structures.

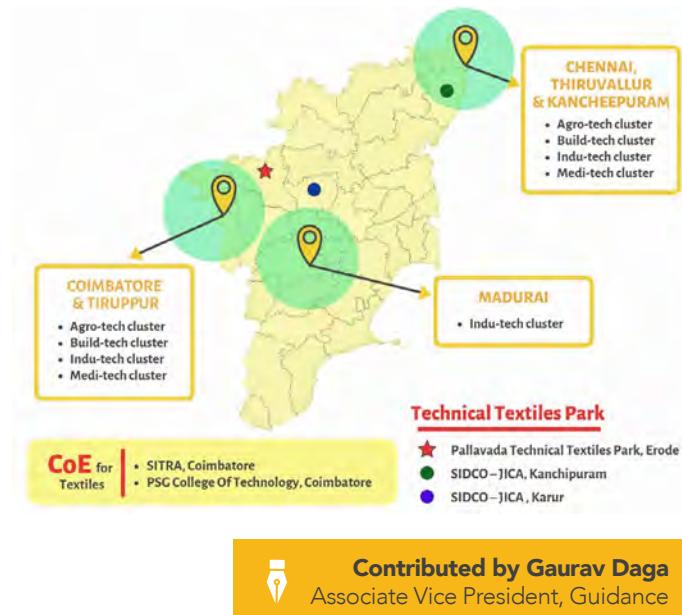
Major technical textile players in Tamil Nadu



Building on its sectoral complementarities, the state has induced development of specialized clusters of technical textiles in Chennai, Coimbatore and Madurai regions. Further, with national and international collaborations, Tamil Nadu has developed state-of-the-art technical textiles parks in Karur and Chennai region. This is supplemented by attractive industrial and sector-specific policies by the state government and Government of India's comprehensive 'National Technical Textiles Mission.'

Proactive Institutions:

Lastly, international experience shows that proactive institutions can spur economic development and steer businesses to grow in a region. OCED notes that dedicated agencies which can highlight investment opportunities, identify local partners and providing seamless services for investors will play a vital role in developing this sector^[1]. Efforts undertaken by Tamil Nadu in this regard will lead to greater diversification of the sector and promotion of high-value high-technology manufacturing in India.



Technical Textiles Park

- ★ Pallavada Technical Textiles Park, Erode
- SIDCO-JICA, Kanchipuram
- SIDCO-JICA, Karur

Contributed by Gaurav Daga
Associate Vice President, Guidance



^[1] Chapter 2. Investment Promotion and Facilitation, Policy Framework for Investment User's Toolkit, OCED, 2011.

Outreach Events



Total Events Conducted

62

Guidance's efforts in reaching out to governments, businesses, civil society, academia, and other international organisations despite the limitations in the post-COVID world

Reaching the length and breadth of the globe



1
United Kingdom



5
United States of America



4
Japan



6
Taiwan



4
South Korea



1
Romania



3
France



3
Germany



1
Israel



1
Czech Republic



2
Singapore



1
Australia

Other Outreach - 30



Event Highlights



Aug

- Atmanirbhar Bharat campaign
- Virtual roundtable on Ease of Doing Business
- UK ASSOCIATION Confederation of British Industry & EY
- Meeting with Thiru Masayuki Taga, Consul General, Japan in Chennai
- Roundtable discussion on Auto OEMs and Auto Components Sector - Confederation of Indian Industries (CII)
- India Japan Business Forum - Indian Chamber of Commerce (ICC)
- CXO Series - Automobile
- CXO Series - Electronics

Sep

- CXO Series - Pharma & Life Sciences
- CXO Series - Chemical & Petrochemical
- Roundtable on 'Strengthening Logistics: Positioning India in the Global Supply Chain'
- CHEMVISION 2020 - Building a Conducive Future for Chemicals Industries in Tamil Nadu - CII
- Automotive Component Manufacturers Association of India (ACMA) 60th Annual Session Webinar on 'Auto components Industry- Shaping the New Normal'
- 11th Source India Electronics Supply Chain - Electronic Industries Association of India (ELCINA)
- Invest India Exclusive Investment Forum: Capital Goods
- 16th India Innovation Summit 2020
- CONNECT 2020
- Invest India Exclusive Investment Forum: Auto
- India Energy Storage Alliance - Vision 2020
- Guidance - TANGEDCO: Roundtable with Massachusetts and Tamil Nadu
- Electric Vehicles Manufacturing Ecosystem- Opportunities & Strategies
- Meeting with Taiwan External Trade Development Council (TAITRA)
- Federation of Indian Chambers of Commerce & Industry (FICCI) webinar on Future of Furniture Industry





Oct

- World Economic Forum event to establish India's First Advanced Manufacturing Hub (AMHUB) in Tamil Nadu
- 109th National Day Celebration of Taiwan
- TAITRONICS 2020 -Taipei International Electronics Show
- Webinar on Cluster based manufacturing organized by Indian Chamber of International Business (ICIB)
- Meeting with HE Thiru Milan Hovorka, Ambassador, Czech Republic
- Meeting with Thiru Young Seup Kwon, Consul General, Korea
- Meeting with Ms Judith Ravin, Consul General, USA
- Meeting with Thiru Junghee Hahn, Director General, KOTRA
- Meeting with Ms Lise Talbot Barre, Consul General, France
- Meeting with HE Thiru Simon Wong, High Commissioner, Singapore
- Meeting with Thiru Jonathan Zadka and Thiru Ariel Seidman, Consul General, and Deputy Consul General, Israel
- Meeting with HE Thiru Barry O' Farrell AO, Australia's High Commissioner to India
- 4th India Taiwan Industrial Collaboration Summit - FICCI
- Yaadum Oorae Global Conclave
- Single window and Biz buddy training for SIEMA

Nov

- Meeting with Rodl & Partner
- Meeting with Thiru Sanjay Rana, Joint Secretary, DPA-III, Ministry of External Affairs
- Meeting with Thiru Thomas Salez, Counsellor for Energy, ICT and Industry
- Meeting with Thiru Anuj Gupta, OSD to Hon'ble Minister for Railways, Commerce & Industry
- Meeting with Thiru Satish Kumar Sivan, Director, East Asia, Ministry of External Affairs
- Meeting with Ms Monideepa Mukherjee, Director General, Publications Division
- Meeting with Thiru Herben Wu, Director, Taiwan External Trade Development Council (TAITRA)
- Meeting with Thiru Yuji Sanada, Deputy Director General, Japan External Trade Organization (JETRO)
- Meeting with Thiru S Sundaram, Chairman, AICC by Ms Sujata Ravishankar (IRE Team, US Desk)
- Interaction with Ms Neelima Jain, Deputy Director, Wadhwan Chair, India- US Policy Studies
- Meeting with HE Thiru Young Seup Kwon, CG, Korea and Thiru Hong Yup Lee, Deputy Consul General, Korea
- Meeting with Singapore Consulate
- Meeting with Thiru Jung Hyuk Suh, Director, KOTRA
- CII Investor Roundtable South Carolina
- CII Session on Tamil Nadu Emerging as India's Top GLOCAL Investment Destination
- Meeting with German Consul General Ms Karin Stoll
- Training Workshop on Single Window and Biz Buddy
- Digital Conference on Ease of Doing Business
- Meeting with Ambassador of Romania
- Single Window and Biz Buddy Training to industries in CODISSIA
- Meeting with Thiru Yukihide Nakayama, Director General, JETRO
- 3rd GLOBAL RE-INVEST 2020 by Ministry of New and Renewable Energy (MNRE)
- Meeting with Thiru Ben Wang, Director General, Taipei Economic and Cultural Center in Chennai
- Lunch meeting Consul General of France
- Madras Chamber of Commerce and Industry's (MCCI) Annual General Meeting



Guidance CXO Roundtable Series

Auto roundtable

This was organised by Guidance in partnership with Society of Indian Automobile Manufacturers (SIAM). The session was themed on Post COVID: Automotive industry turning crisis into an opportunity'. Key representatives of major OEMs participated in the event. These include Hyundai Motors, Daimler India, Royal Enfield, India Yamaha and TVS motor company. The key areas of discussion were -

- * Tamil Nadu's response to emerging global value chain reorientation and the packages announced for relocation
- * short term two- and four-wheeler demand in the market
- * awareness and interest in Electric Vehicles (EVs) in the state shifting of existing players to EV space. The recent Tamil Nadu EV policy and its features
- * supplier ecosystem

Daimler India's MD Thiru Satyakam Arya underscored the lessons to be learnt from China and suggested incentives for exports. "There is a large pool of engineering talent and infrastructure here. This will provide great service to the world. It will also develop upskilling, innovation and R&D," said Thiru Arya. Royal Enfield's Thiru Kaleeshwaran Arunachalam and Hyundai Motor's Thiru Tarun Garg indicated the opportunities of digitisation in the sector.

Electronics roundtable

Guidance in partnership with Electronics Industries Association of India (ELCINA) organised the Electronics CXO roundtable where industry representatives from Salcomp India, Sunwoda Electronic India Pvt Ltd and Flex Limited were the key speakers.

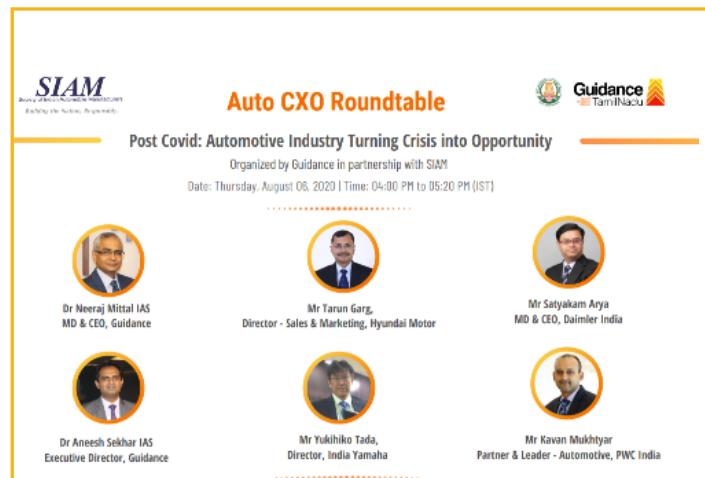
The key discussion points of this plenary 'Shifting Global Supply Chains: Tamil Nadu as a Global Electronic Manufacturing Destination' talked about defence electronics becoming the high growth & focus area, segments which will grow in the next 3-5 years, opportunities around the electronic manufacturing space which the state can target, growing the semiconductor production segment, and interventions required to further expand opportunities in the ancillary space among others.

Salcomp MD Thiru Sasikumar Gendham spoke about the increased demand for electronics especially mobiles, home appliances and consumer electronics, medical electronics and electronics related to Electric Vehicle manufacturing. Thiru Arijit Sen, Director of Flex Limited pointed out the need to bring the next generation verticals such as wearables, displays - TV, phones, and PCB/PCBAs.

Thiru Anil Garg, Director of Sunwoda Electronics India Pvt Ltd. mentioned the avenue of growth for the Lithium Ion battery segment.

ED Guidance, Dr Aneesh Sekhar IAS emphasised on the upcoming four new electronics clusters and the need for export oriented strategy with specific focus on going up the value chain. Dr Neeraj Mittal IAS called everyone's attention to the resilience of the state, reforms implemented and institution of the High Powered Committee to catalyse clearances.

He also detailed the initiatives for improving the Ease of Doing Business in growing areas such as consumer electronics, IoT, Electric Vehicles and a roadmap for Tamil Nadu to get into defence electronics, avionics, high end chip design.



Auto CXO Roundtable

Post Covid: Automotive Industry Turning Crisis into Opportunity

Organized by Guidance in partnership with SIAM

Date: Thursday, August 06, 2020 | Time: 04:00 PM to 05:20 PM (IST)

Speaker	Role	Organization
Dr Neeraj Mittal IAS MD & CEO, Guidance		
Mr Tarun Garg, Director - Sales & Marketing, Hyundai Motor		
Mr Satyakam Arya MD & CEO, Daimler India		
Dr Aneesh Sekhar IAS Executive Director, Guidance		
Mr Yukihiko Tada, Director, India Yamaha		
Mr Kavan Mukhtyar Partner & Leader - Automotive, PWC India		



Electronics CXO Roundtable

Shifting Global Supply Chains: Tamil Nadu as the new Global Electronic Manufacturing Destination

Date: Thursday, August 27, 2020 | Time: 04:00 PM to 05:00 PM (IST)

Speaker	Role	Organization
Dr Neeraj Mittal IAS MD & CEO, Guidance		
Mr Sasikumar Gendham MD, Salcomp India		
Mr Arijit Sen Senior Director – Government Affairs, Flex		
Mr Rajeev Goel Secretary General, ELCINA		
Dr Aneesh Sekhar IAS Executive Director, Guidance		
Mr Deepak Bharadwaj Senior Vice President – Corporate Affairs, Samsung India Electronics		
Mr Anil Ji Garg Director, Sunwoda Electronic India		
Mr Mohammad Athar Partner – Economic Development, PWC India		

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Pharma & Life Sciences roundtable

This was done in partnership with India Drug Manufacturers' Association and Express Pharma. The session revolved around the manufacturing ecosystem of medical equipment and drugs. The speakers included Chairman & MD of Trivitron Healthcare Dr GSK Velu, VP- Corporate Affairs & Director of Par Formulations Pvt. Ltd. Thiru Sampathkumar Chittibabu, CSO & Head of Biocon Biologics Dr Gopal Dasika, Business Head of TTK Healthcare Thiru PA Venkateswaran and Chairman of Indian Drug Manufacturers Association (IDMA) South India Thiru J Jayseelan among others.

INDUSTRY PARTNER **INDIAN DRUG MANUFACTURERS ASSOCIATION** **MEDIA PARTNER** **EXPRESS PHARMA** **Guidance TamilNadu**

Pharma & Life sciences CXO Roundtable
Building a robust ecosystem for attracting Pharma & Life Sciences investments into Tamil Nadu

Date: Thursday, September 03, 2020 | Time: 04:00 PM to 05:00 PM (IST)

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Dr Neeraj Mittal IAS MD & CEO, Guidance	Mr J Jayseelan Chairman, IDMA South India	Dr GSK Velu Chairman & MD, Trivitron Healthcare	Dr Gopal Dasika CSO & Head of R&D, Biocon Biologics
Dr Aneesh Sekhar IAS Executive Director, Guidance	Mr Muthu Singaram CEO, HTIC Incubator, IIT Madras	Mr P A Venkateswaran Business Head, Orthopaedic Implants, TTK Healthcare	Mr K Sankaranarayanan Executive Director, PvC India

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RSVP: bharat@investtn.in

Dr Neeraj Mittal highlighted the opportunity for the state in the aftermath of COVID and the impetus given by the Government under '**Atmanirbhar Bharat**'. He also mentioned the special incentive packages that Tamil Nadu Government had announced for the manufacturing of essential medical equipment and drugs. IDMA chairman Thiru J Jayseelan welcomed the State Government's decision to set up the bulk drug park while also highlighting the state's potential to become a nutraceuticals hub. SIPCOT's Thiru SP Meyyappan provided an update on the status of the proposed drug park in Cheyyar.

Dr Velu of Trivitron suggested the state government facilitate quicker clinical trials and welcomed the proposed medical devices park in Oragadam. TTK Healthcare's Thiru PA Venkateswaran mentioned the need for attracting more testing and certification companies to help manufacturers here have quicker turnarounds to develop new products. The industry representatives were pleased with the plans of the Government and requested assistance in developing segments like API manufacturing, testing and certification to strengthen the current value chain in the state.

Chemical & Petrochemical roundtable

This was organised by Guidance in partnership with Indian Chemical Council (ICC) and Chemical Industries Association. The session themed as 'Making Tamil Nadu the global manufacturing hub for Chemicals & Petrochemicals' saw representatives of the industry -- Thiru M Ponnuswami, CMD of Pon Pure Chemicals, Thiru S Ilanahai, CMD of Cetex Petrochemicals, Ms Ramya Bharatram, ED and CFO of Thirumalai Chemicals, Ms Tara Parthasarathy, JMD of Ultramarine and Pigments, Thiru Ashok Muthuswamy, AVP and Plant Head of Tata Chemicals and Thiru Jasmeet Kalsi, Director – Manikaran Power Limited as eminent panelists.

The discussion revolved around -

- * developing chemical industry-related R&D centers in the state
- * establishing a Propane Dehydrogenation (PDH)/Poly Propylene plant at Kaatupalli
- * facilitate downstream manufacturing such as methanol, ethanol, fertilizers in the state
- * options of joint ventures for attracting technology providers in the specialty chemicals segment
- * possibilities of attracting auxiliary service (Application Laboratories, Testing Facilities) providers
- * incentives for lithium refining
- * scope of Biopesticides sub segment in the state

Dr Neeraj Mittal, elucidated the ease of doing business measures undertaken by the Government of Tamil Nadu. The industry representatives suggested measures for boosting Tamil Nadu's GVA (Gross value addition) in chemicals.

INDUSTRY PARTNER **INDIAN CHEMICAL COUNCIL** **MEDIA PARTNER** **CHEMICAL INDUSTRIES ASSOCIATION** **Guidance TamilNadu**

Chemical CXO Roundtable
Making Tamil Nadu the Global Manufacturing Hub for Chemicals & Petrochemicals

Date: Thursday, August 13, 2020 | Time: 04:00 PM to 05:15 PM (IST)

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Dr Neeraj Mittal IAS MD & CEO, Guidance	Mr S Ilanahai CMD, Cetex Petrochemicals	Ms Ramya Bharatram ED and CFO, Thirumalai Chemicals	Ms Tara Parthasarathy JMD, Ultramarine and Pigments
Dr Aneesh Sekhar IAS Executive Director, Guidance	Mr Ashok Muthuswamy AVP & Plant Head, Tata Chemicals	Mr Jasmeet Kalsi Director, Manikaran Power	Mr M Ponnuswami CMD, Ponpure Chemicals
Mr Deepak Mahurkar Partner & Leader - Oil & Gas, PINC India			

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RSVP Christo Laurel: christo@investtn.in

Visit at www.investingintamilnadu.com

Annual General Meeting of AMCHAM

Guidance was a significant part of the 28th Annual General Meeting of the American Chamber of Commerce (AMCHAM) in India that was held virtually on August 6th and 7th. The two-day virtual conference covering 10 sectors and 8 state governments was themed on 'The New Global Economic Order Post COVID'. The event was a confluence of policy-makers, U.S. Embassy officials and other stakeholders to focus on the business in the post COVID world. The session specific to Tamil Nadu saw Dr Neeraj Mittal presenting the strengths and the focus sectors of the state, incentives and subsidies and initiatives by the Government to address the challenges of COVID-19 in the industry. He also spoke about the enabling infrastructures between the production clusters and the dynamism of the supply chain ecosystem of the state.



Dr Neeraj Mittal addressing the 28th AGM of AMCHAM

Dr Neeraj Mittal also highlighted the United States - Tamil Nadu relationship and how the state has been one of the major destinations for the US FDI largely from the automotive sector, building materials and chemicals. He also mentioned the fructification of the Hon'ble Chief Minister's official visit to the US in September 2019.



Focus Group Discussions - Chemical and Petrochemicals Sector

Guidance organised a focus group discussion in partnership with the Chemical Industries Association and Indian Chemical Council to hear out the feedback of the stakeholders in the sector.

The event saw participation from eminent players in the state like Cetex Petrochemicals, Supreme Petrochemicals, Sanmar Group, Ultramarine and Pigments, Thirumalai Chemicals and Arkema among others. Thiru VT Murthy of Indian Chemical Council put forth the need for the petrochemical complex in the state to attract downstream industries. Thiru S Ilanahai of Cetex Petrochemicals added that the demand-supply gap shall be bridged through the suggested petrochemical complex. He also underscored the need for the state to focus on the Speciality Chemicals segment. Thiru PS Veeraraghavan of Supreme Petrochemicals brought the need for incentives in the infrastructure development for solid hazardous waste disposal facilities.

The need to make import of methanol business friendly, Government support for R&D infrastructure and incentives, infrastructure for storage of chemicals in large quantities were discussed in the event.

ED Guidance Dr Aneesh Sekhar presided the meeting and promised the stakeholders that the feedback will be put to use in developing the industrial strategy for the state including strategic priorities and policy interventions.



Focus Group Discussions - Electronics Sector

The focused group meeting on the Electronics sector was organised by Guidance in partnership with ELCINA to collect insights and feedback from the sector stakeholders in Tamil Nadu. The industry representatives included Selcomp's Thiru Sasikumar Gendham, MEL systems' Thiru N Ramachandran, McDermid Alpha Electronics' Thiru Richard Puthota, Syrma Tech's Thiru Sreeram Srinivasan, Elcompo's Thiru Rajesh Rohira and ELCINA's Thiru Rajoo Goel.

The panelists exchanged their views on capacity utilisation on rising demand of electronics components like wearable devices, benchmarking the port infrastructure to globally best equipped ports like Hong Kong, policy support on ESDM from the State Government and easing out challenges in approvals from Pollution Control Board. The industry representatives also wanted the state to change from being a silent performer to an aggressive marketer.

ELCINA's Thiru Rajoo Goel put forth the need for more skill development centres on electronics manufacturing in the state. The panelists also foresaw the electronics industry recovery by Q3 FY 20-21 and the increasing demand for memory related electronics components with education going online due to the pandemic.

Dr Neeraj Mittal assured that the feedback shall be used in developing industrial strategy for the state and reaffirmed the strong commitment of the state in becoming No.1 in the Electronics Manufacturing in the country.

Guidance - YES Bank Electric Vehicles Manufacturing Webinar

The virtual session organised by Guidance in collaboration with YES Bank deliberated developing a holistic manufacturing ecosystem to propel future growth and investments in electric vehicles. Themed 'Electric Vehicle Manufacturing Ecosystem: Opportunities & Strategies', the event had two panel discussions focused on 'Localizing EV Value Chain: The OEM Perspective' and 'Strengthening Domestic Value Chain: Component, Electronics & Battery'. Government and industry leaders including Mission Director, National Mission on Transformative Mobility & Battery Storage, NITI Aayog; MD & CEO, Guidance; and Founders/MD/CEO/ Heads of Hero Electric, SUN Mobility, Ashok Leyland, Hyundai Motor India, Robert Bosch Automotive Electronics, Gayam Motor Works, Sanmina Corporation India and Aptiv Connection Systems India were part of the discussions.



The key aspects of discussion included leveraging the opportunity presented by the pandemic and current global business and geopolitical dynamics, going beyond tier 1, 2 and 3 for real value addition, Government's effort in reducing the compliance burden on companies, focusing on value added manufacturing, and creating scale and competitiveness towards realizing the dream of 'Make in India, for the World'. Key takeaways include prioritizing demand generation, going beyond FAME India Scheme Phase II to offer additional incentives to customers and creation of EV zones in cities among others. Dr Neeraj Mittal stated "Tamil Nadu EV Policy is visibly one of the most comprehensive that covers demand and supply side incentives, charging infrastructure, battery waste recycling, funding for startups, MSMEs, in-house research and development that will enable and drive the EV uptake in the state"

11th Source India on Electronics Supply Chain

Electronics Industries Association of India (ELCINA)'s annual event '11th Source India 2020' with Taiwan as the country partner saw Thiru RB Udhayakumar, Hon'ble Minister of IT, Government of Tamil Nadu and Thiru MC Sampath, Hon'ble Minister for Industries, Government of Tamil Nadu as chief guests. Virtual booths in the event showcased the opportunities for buyers and sellers complementing the pre-arranged B2B meetings at the Buyer Seller meet. The virtual event to promote and source investments



Thiru MC Sampath, Hon'ble Minister for Industries, Government of Tamil Nadu delivering the keynote speech



Thiru R B Udhayakumar, Hon'ble minister of IT, Government of Tamil Nadu addressing the event

in the domestic electronics value chain saw a strong participation of over 500 online delegates, 19 buyer companies and 46 exhibitor companies. Speaking in the inaugural session, Thiru MC Sampath assured the participants "**we are committed to encourage the Electronics System Design and Manufacturing (ESDM) sector and become the leader in the country in next 4-5 years**". Other key dignitaries of the event were Thiru Ajay Prakash Sawhney IAS, secretary, Ministry of Electronics and IT, Government of India, Thiru Hans Raj Verma IAS, Addl. Chief secretary to Government of Tamil Nadu.

Dr Neeraj Mittal in the session 'Tamil Nadu the hub for globally competitive manufacturing in India'



Thiru Ajay Prakash Sawhney IAS, Secretary, Ministry of Electronics & IT, Thiru Hans Raj Verma IAS, Addl. Chief Secretary to Government of Tamil Nadu, Dr Neeraj Mittal, MD & CEO Guidance at the event

emphasised the salient features of the very progressive Electronics Hardware Manufacturing policy of Tamil Nadu. He also elaborated on the potential for Tamil Nadu to grow in the ESDM sphere and the measure of Government in making renewals of licenses automated on trust basis, self-certifications.

Exclusive Investment Forum : Retail and Sourcing

Invest India's webinar focussed on Retail and Sourcing was held on 14th July, 2020. It witnessed the participation of nearly 200 delegates from over 20 countries. The webinar aimed to update the Retail business community on the current economic situation, economic policy conditions and existing market opportunities in the Retail sector in Indian states. The webinar was conducted to update the retail community on current developments, economic policies and opportunities. The event saw the attendance of numerous policy makers and thought leaders. Representing Tamil Nadu, Hon'ble Minister for Industries, Thiru MC Sampath, in his video address, highlighted that Tamil Nadu contributes to over USD 77 billion and creates over 9.5% of national employment in this sector. Dr Aneesh Sekhar IAS, brought to the attention of the gathering the presence of over 5 Million sq.ft of Plug and Play facility available for immediate Production. Another important aspect he covered was the state government's emphasis on agriculture including cold storage and associated logistics, as well as terminal market complexes. Thiru Deepak Bagla, Managing Director and CEO, Invest India, Thiru AK Sharma IAS, Secretary, Ministry of Micro, Small & Medium Enterprises and Thiru Amit Yadav, Director General, Foreign Trade shared their viewpoints on the occasion.



Bringing an entrepreneur's perspective to the table, Thiru Tarun Mahadevan, Director, Advantage Foods Pvt Ltd, shared his experience and impressive growth story of setting up his retail business in Tamil Nadu. Advantage Foods has a range of restaurants under its umbrella including Writer's Café and The Marina. Starting with an investment of \$800, the group has grown the business to over 100 outlets employing more than 1200 people in India alone. The webinar also featured presentations from Karnataka, Kerala, Maharashtra, Madhya Pradesh, Telangana and Uttarakhand.

Connect 2020 - Information and Communication Technology (ICT) conference

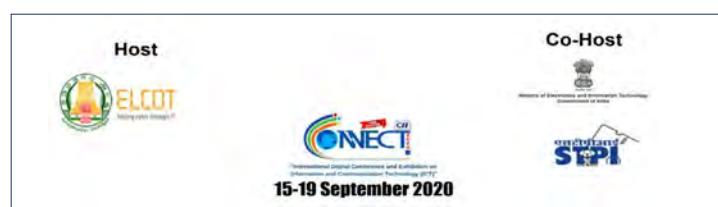
Guidance partnered with Confederation of Indian Industry (CII) for their flagship annual Information and Communication Technology (ICT) conference 'Connect 2020'. The 5-day event focused on 'Technology as an Enabler for Getting Growth Back' saw 116 speakers from Government of India, Government of Tamil Nadu, around 25 CEOs; overseas speakers from 9 countries and attended by over 3000 delegates and 10000 live views across the globe. Connect 2020 featured exclusive sessions and panel discussions showcasing the fast-paced growth of the ICT sector in Tamil Nadu.

Some of the prominent speakers at Connect 2020 include: Dr KV Subramanian, Economic Advisor to Finance Minister, Government of India; Thiru Saurabh Gaur IAS, Joint Secretary (Electronics & IT), Government of India; Dr Rajendra Kumar IAS, Additional Secretary, MEITY, Government of India; Dr Omkar Rai, Director General, STPI; Dr K Gopal IAS, Principal Secretary – MSME; Thiru Jean Francis Baril, Executive Chairman, HMD Global, Thiru Salil Parekh, CEO, Infosys; Thiru Sridhar Vembu, Founder & CEO, Zoho Corporation; Thiru C Vijayakumar, President & CEO, HCL Technologies ; Dr Manish Kumar, Managing Director, NSDC; Dr Sanjay Tyagi, Director, STPI and CEO of FinBlue among others. Participation from three Partner Countries: Denmark, Netherlands and UK with their representatives Thiru Jette Bjerrum, Consul General, Head of Trade Council and Innovation Centre, Denmark; HE Thiru Oliver Ballhatchet British Deputy High Commissioner; Thiru Gert Heijkoop Consul General of Netherlands, made the adorned the occasion.

Thiru Hans Raj Verma IAS, Addl. Chief Secretary – IT, Government of Tamil Nadu, Thiru N Muruganandam IAS, Principal Secretary – Industries Dept., Govt of Tamil Nadu Dr Neeraj Mittal, MD & CEO, Guidance represented Tamil Nadu in the discussion forum.

Dr Neeraj Mittal highlighted how the international investors were looking at Tamil Nadu as a base for investment in the ICT sector and how India's entrepreneurs, innovators, and government bodies, are catching their attention for possible partnerships and investments thereon.

The valedictory Session saw Hon'ble Chief Minister Thiru Edappadi K Palaniswami releasing the Tamil Nadu Safe and Ethical Artificial Intelligence Policy 2020, Tamil Nadu Block-chain Policy 2020 and Tamil Nadu Cyber-security policy 2020. Thiru RB Udhayakumar, Hon'ble Minister for Information Technology also graced the occasion with his presence.



Exclusive Investment Forum: Medical Devices and Pharmaceuticals

Guidance was part of the Invest India's event on Pharmaceuticals and Medical Devices where select states with leading players presented their industrial ecosystem. Tamil Nadu led by Thiru Arun Roy IAS, Special Secretary, Industries Department presented the investment opportunities in the state, ecosystem enablers, incentives, and infrastructure relevant for the Pharmaceuticals and Medical Devices sector. He mentioned about the upcoming Bulk Drug Park and Medical Devices Park in Chennai.



The banner features the Guidance Tamil Nadu logo, the text "EXCLUSIVE INVESTMENT FORUM SERIES I", and the "INVEST INDIA.GOV.IN" logo. It also includes the title "Medical Devices and Pharmaceutical Sector Edition". Below the title, it specifies the date as "Wednesday, 16th September 2020" and time as "6:30 PM - 8:30 PM, IST". A note at the bottom states: "The webinar will feature presentations from senior government officials from India's states on investment opportunities, ecosystem enablers, incentives, and infrastructure available in New India's pharmaceutical & medical devices sector."

Thiru DV Sadananda Gowda, Hon'ble Minister for Chemicals & Fertilizers, Government of India; Thiru Mansukh Mandaviya, Minister of State (Independent Charge) for Shipping and Chemical & Fertilizers, Government of India; Dr PD Vaghela, Secretary, Department of Pharmaceuticals, Government of India; Thiru Navdeep Rinwa IAS, Joint Secretary, Department of Pharmaceuticals, Government of India were the key dignitaries who graced the occasion with their presence.

Guidance Thought Leadership Series

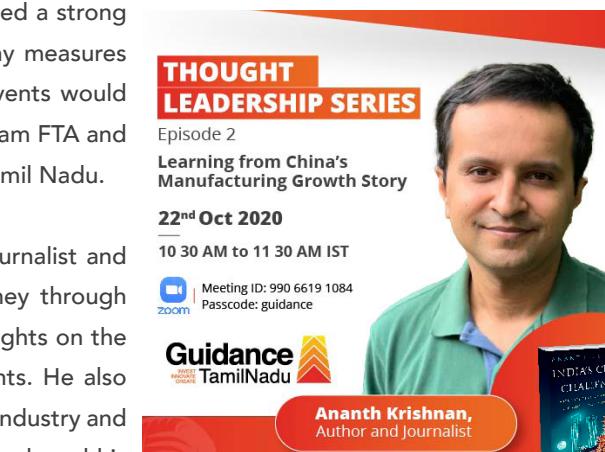
Guidance Thought Leadership Series is an opportunity for industry experts to discuss trends and insights from expert panellists and guest speakers. The initiative brings industry leaders and experts together to discuss some of the most significant challenges and opportunities that industries face today.

The first session featured Dr Amitendu Palit, Senior Research Fellow and Research Lead (Trade and Economic Policy), Institute of South Asian Studies (ISAS) and National University of Singapore (NUS). Dr Palit shared his thoughts on **International Trade Relations with South East Asia**. The session examined how in the aftermath of the Coronavirus Pandemic, the Indo-China standoff at Eastern Ladakh created a strong anti-China sentiment, with the Government of India introducing scrutiny measures for investments from China to India. The session observed how the events would impact Tamil Nadu in particular. Dr Palit also related the recent EU-Vietnam FTA and the leadership change in Singapore and the impacts of investments in Tamil Nadu.

The second session featured Thiru Ananth Krishnan, an experienced journalist and author of a recently published book 'India's China Challenge: A journey through China's rise and what it means for India'. Thiru Krishnan shared his thoughts on the lessons for India from China's experience in bringing inward investments. He also touched upon the evolution of China's ecosystem for manufacturing and industry and the right decisions that complimented their success. Thiru Krishnan also shared his insights on the realignment of global value chains and its impact on India.



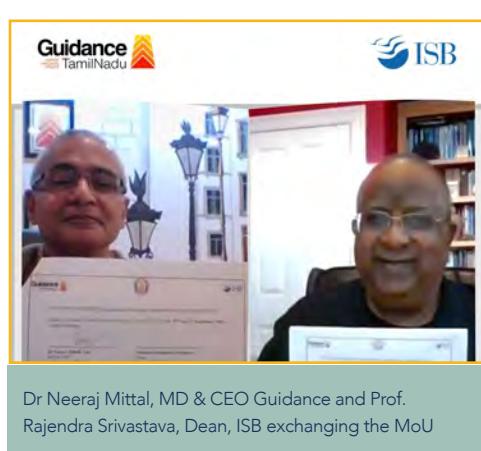
The banner for "Guidance Thought Leadership Series - Episode 1 International Trade Relations with South East Asia" features the Guidance Tamil Nadu logo. It includes a portrait of Dr. Amitendu Palit, the speaker, and a list of topics for discussion: "India China Trade Relations", "Role of Vietnam", and "India-Singapore Relations". The date is listed as "Tuesday, July 21, 2020 | Time: 11:30 AM to 12:30 PM (IST)". A "Join" button is at the bottom.



The banner for "Guidance Thought Leadership Series - Episode 2 Learning from China's Manufacturing Growth Story" features the Guidance Tamil Nadu logo. It includes a portrait of Thiru Ananth Krishnan, the speaker, and the date "22nd Oct 2020". It also lists the time "10 30 AM to 11 30 AM IST" and provides a Zoom meeting ID: 990 6619 1084 and Passcode: guidance. A "Join" button is at the bottom.

Indian School of Business (ISB) - Guidance partnership for the post COVID economic growth

Guidance entered into an MoU with the Indian School of Business (ISB) to work on a broader objective of economic recovery and growth monitoring especially in the post COVID period. The partnership will bring ISB's intellectual resources to address critical issues of economic recovery as well as on investment promotion. ISB will specifically look into developing a strategy for pharma/chemical sector in Tamil Nadu to sync it with environmental sustainability and help drive the investments in the Southern Districts of Tamil Nadu. Dr Neeraj Mittal, MD & CEO Guidance and Prof. Thiru Rajendra Srivastava, Dean, Indian School of Business (ISB) exchanged an MoU in a virtual event.



A photograph showing two men, Dr Neeraj Mittal and Prof. Rajendra Srivastava, seated in front of a camera. They are holding up a signed MoU document. The background shows office environments with bookshelves and a lamp. The Guidance Tamil Nadu and ISB logos are visible in the corners of the image frame.

Dr Neeraj Mittal, MD & CEO Guidance and Prof. Rajendra Srivastava, Dean, ISB exchanging the MoU

International Outreach



India Japan Business Forum



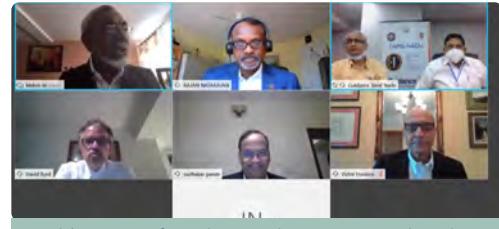
Dr Neeraj Mittal presented on investment opportunities in Tamil Nadu at the 'India Japan Business Forum' jointly organized by the Indian Chamber of Commerce, Embassy of Japan in New Delhi and Indian Embassy in Tokyo. The sessions focused on Capital Goods, Future of Healthcare, Wealth Management Industry, Agriculture & Food processing sector to attract further Japanese investments and sustain the conducive ecosystem for Japanese companies in Tamil Nadu.

Japan-Tamil Nadu Business Summit

The 'Japan-Tamil Nadu Business Summit' organized by Invest India provided an excellent opportunity for Japanese companies to learn about the latest policies and initiatives at the sectoral and state level in Tamil Nadu. This Summit also offered investors an opportunity to express the challenges including regulatory, legal or practical difficulties faced by them. This forum provided a course of action to be followed to expedite issue resolution and witnessed an overwhelming response from Japanese companies like Shimizu Corporation, India Japan Lighting, Usui Susira, NSK Bearings, Kobelco Industries, Fujitsu Corporation among others.

• US-SME Council Seminar

Guidance in partnership with US-SME Council showcased investment opportunities in Tamil Nadu to Fairfax County, Virginia. Aiming to promote the bilateral trade between the two nations, the event highlighted the exceptional role that SMEs are playing in both economies. As a follow-up, a closed door round table on aerospace and defence was organised to discuss and deliberate ways to bring investments to the state. Fairfax County EDA, and Tamil Nadu are economic engines for innovation, and talented-skilled workforce in Engineering, Defense, Aerospace, Digital, Data Analytics, Cybersecurity and Cloud Computing, this webinar will further strengthen the SMEs.



Hon'ble Minister for Industries Thiru MC Sampath and MD & CEO Guidance Dr Neeraj Mittal addressing the Industry leaders of Fairfax County



Ms Judith Ravin, Consul General of the United States of America in Chennai interacting with Thiru N Muruganandam IAS, Principal Secretary Industries and Dr Neeraj Mittal, MD & CEO Guidance

Welcoming the new US Consul General

Thiru N Muruganandam IAS, Principal Secretary, Industries Department, Government of Tamil Nadu and Dr Neeraj Mittal MD & CEO Guidance welcomed the new Consul General of the United States of America in Chennai, Ms Judith Ravin. Discussions were held on the future of India-US business investment opportunities in Tamil Nadu in the areas of land acquisition, Payment system, Single Window Clearance, Renewable Energy, Pharmaceuticals, Petrochemicals, Defense & Aerospace and areas where Guidance and the US Consulate could work together.



Consul General Thiru Jonathan Zadka and Deputy Consul General Thiru Ariel Seidman with Minister for Industries Thiru MC Sampath, Principal Secretary Industries Thiru N Muruganandam IAS, MD & CEO Guidance Dr Neeraj Mittal and MD TIDCO Mrs Karkala Usha IAS

Maiden visit of Israel's Consul General to Tamil Nadu



Thiru MC Sampath, Hon'ble Minister for Industries met with Thiru Jonathan Zadka, the newly appointed Consul General of Israel to South India. Israel delegation evinced keen interest on collaboration in Agriculture, Water, Renewable Energy and Aerospace technology. Synergy between both parties in the areas of drip irrigation, developing rapid COVID detection kits among others were discussed at length.

Mrs Kakarla Usha IAS, MD, TIDCO highlighted the role of defence corridor in Tamil Nadu and MSME defence manufacturers.

TN - Singapore : Getting the recovery right

The Singapore delegation led by Thiru Pong KoK Tian, Consul General, Republic of Singapore in Chennai met representatives of Guidance and evinced keen interest on emerging areas for Singapore based companies in the fields of real estate, technology solutions, logistics & warehousing, infrastructure and other urban-governance related solutions for cities like Chennai. These will bring about bigger engagements between Tamil Nadu and Singapore especially for the development of large industrial infrastructure and, desalination plants among others.



Consul General of Singapore in Chennai Thiru Pong Kok Tian, Vice-Consul Thiru Ivan Tan with MD & CEO Guidance Dr Neeraj Mittal, ED Guidance Dr Aneesh Sekhar IAS

Strengthening bilateral investment opportunities

Tamil Nadu emerged as the preferred destination as the newly appointed High Commissioner of the Republic of Singapore HE Thiru Simon Wong planned his first ever visit to the state. He called on the Hon'ble Chief Minister of Tamil Nadu Thiru Edappadi K Palaniswami and Chief Secretary Thiru K Shanmugam IAS. During the meeting, the Singapore delegation discussed measures for further strengthening bilateral cooperation in areas like Defence & Security, Pharma, Medical Devices and Biotechnology, Fintech and Innovation and Skill Development. Critical areas for

collaboration included Industrial Park, Integrated Food Processing, Data Centres, Self Driving Vehicles, Smart Pharmaceuticals, Research & Manufacturing of new machinery for the health sector. Thiru Hans Raj Verma IAS, Addl. Chief Secretary, IT, Dr Gopal IAS, Principal Secretary, MSME, Thiru S Krishnan IAS, Addl Chief Secretary, Finance, Thiru SJ Chiru IAS, Commissioner, Agri Marketing, and Ms Amanda Kwek, First Secretary (Economic), Ministry of Trade and Industry Singapore spoke on the various opportunities of investments in Tamil Nadu.



HE Thiru Simon Wong, High Commissioner of the Republic of Singapore to India and delegation with the Hon'ble Chief Minister Thiru Edappadi K Palaniswami

Indo Czech Executive Roundtable

Delivering the special address at the Indo Czech Executive Round Table: Doing Business with Tamil Nadu' Thiru MC Sampath, Hon'ble Minister for Industries highlighted the opportunities for Czech Republic's Defence manufacturing in Tamil Nadu.

Guidance elaborated on pharmaceutical investments with its changing supply and manufacturing chains. Ms Martina Tauberova, Hon'ble Deputy Minister of Industry and Trade for EU Affairs and Foreign Trade, Government of the Czech Republic highlighted the long history of collaboration between both countries in engineering, automotive, textile and agriculture.



Minister for Industries Thiru MC Sampath and MD & CEO Guidance Dr Neeraj Mittal IAS delivering the inaugural address at the Round Table on post-COVID cooperation between the Czech Republic and Tamil Nadu



HE Thiru Barry O'Farrell AO, Australian High Commissioner to India, Ms Susan Grace, Consul General of Australia in Chennai with Chief Secretary Thiru K Shanmugham IAS, Principal Seretary Industries Thiru N Muruganandam IAS and MD & CEO Guidance Dr Neeraj Mittal

Shared commitment for new businesses



Thiru K Shanmugam IAS, Chief Secretary, Tamil Nadu met HE Thiru Barry O'Farrell AO, Australian High Commissioner to India on 19th October 2020. Australian delegation discussed on the key areas of cooperation in sectors like energy, electric vehicles manufacturing, storage and defence. The discussion also brought out new opportunities emerging in the areas of higher education and research.

Yaadhum Oorae Global Conclave



Guidance in association with Southern India Chamber of Commerce (SICCI) organized the [Global Yaadhum Oorae Conclave](#) between 29th Oct 2020 and 31st October 2020. The conclave was inaugurated by Hon'ble Chief Minister of Tamil Nadu Thiru Edappadi K Palaniswami. This was followed by a welcome speech by Thiru Ar Rm Arun, President SICCI.

Thiru MC Sampath, Hon'ble Industries Minister, Government of Tamil Nadu, Thiru K Shanmugam IAS, Chief Secretary, Government of Tamil Nadu, Thiru N Muruganandam IAS, Principal Secretary,



Hon'ble Chief Minister Thiru Edappadi K Palaniswami releases the coffee table book '**Tirai Kadalodi**' as Chief Secretary Thiru K Shanmugam IAS receives the first copy

Industries Department, Government of Tamil Nadu, Dr Neeraj Mittal, MD & CEO Guidance and Thiru M Vijayakumar IAS, Managing Director, ELCOT were the key dignitaries who spoke during this event. The event encompassed a variety of activities that included global diaspora outreach, start up awards for the budding entrepreneurs, hackathon, connecting writers and publishers through a literary platform, panel discussions and cultural events.



Minister for Industries Thiru MC Sampath delivering the keynote address at the conclave

Global Diaspora Outreach:

The main objective of this conclave was to improve the linkages with the Global Tamil diaspora and connect with them through language, culture, business and investments.

Further to the initiative, over **38 Countries** and **300 Associations** participated in this conclave. American Tamil Entrepreneurs Association (ATEA), FeTNA (Federation of Tamil Sangams in North

America), Singapore Indian Chamber of Commerce & Industry, among others played a vital role in this event. Tamil Sangams across the world presented their activities to the participants of the conclave. A virtual expo was organised during this conclave where more than 30 companies across various industrial sectors participated. The conclave also had a start-up award ceremony in which Incubators, Healthcare, Saas and Fintec companies were recognized. Thiru M V Subramanian, Chairman SICCI Technology Committee lead this start-up award committee.

The awards were aimed to motivate the start-ups and to bring more investments in Tamil Nadu. As a part of this conclave IEEE had organised a Hackathon. It had two tracks, Smart Mobility and Tamil & Technology. Totally 42 teams participated in this Hackathon.

With the support of Booksellers and Publishers Association of South India (BAPASI), a website called "**SUVADIGAL**" during this conclave was launched. This [website](#) aims to bring together writers and publishers across the world to share their thoughts and ideas. This website has received global interest from 40 writers and 20 Indian publishers. This also serves as a matchmaking platform for writers and publishers to serve their mutual interest and provide long term benefits.

As a part of the conclave, panel discussions were held bringing together the representatives from various domains to identify the road ahead for economic integration of nations through Tamil Diaspora.

The session titled 'Engaging with Tamil Nadu- Opportunities and Challenges' moderated by Thiru Eisenhower Swaminathan, MD, Saint Gobain had Thiru Ashok Amritraj, Chairman, Hyde Park Entertainment, Thiru Andy Nalappan, CIO, Broadcom, Thiru Velchamy Sankarlingam, President, Zoom and Thiru Ganesh Iyer, MD, NIO USA as distinguished speakers. Another session discussing 'Tamil Diaspora linkages - Then, Now and Tomorrow' chaired by Dr Velan, Head, Capitaland (formerly Ascendas) had Thiru Muthu Nedumaran, Chairman, Murasu Group, Dr Janakiraman, Chairman, Harvard Tamil Chair, Thiru Rangaswami, Founder, Indiaspora and Thiru Tan Sri Dato Palan, Chairman, SMR Group as speakers.

The conclave also had cultural events performed by Tamil Isai Kallori Students like Isai Sangamam, Paarai isai, Kuralodu parai adu, Oyilattam, Kolattam, Kavadi, Marabu Isai from overseas Tamil sangam, Veenai, Nadaswaram and Karakattam. A virtual tour about Thollisai Kalanjiyam, the museum of ancient music instruments was also made.

A tribute to Ram Shahaney - Doyen of Auto Industry



Ram J Shahaney, who passed away on 8th Sep 2020, helmed Ashok Leyland for nearly forty years, the first two decades as Managing Director and the later decades as Chairman and Chairman Emeritus of the Board.

Shahaney was a unique technocrat. He started his professional career at Jessops in Kolkata, then a public sector undertaking, spending nearly two decades there, honing his engineering skills, and then moved to Ashok Leyland in 1978, which was then a subsidiary of British Leyland, a blue blooded multi national, which was followed by a long period with the Hinduja group, which had acquired Ashok Leyland from British Leyland in 1987. They all had very different cultural traditions . It is a tribute to Shahaney's resilience and sagacity that he flourished as an outstanding leader in these varying cultural environments.

He was able to imbibe the best of each tradition- the financial discipline and accountability from the public sector culture, the customer and technology focus from the MNCs and the spirit of enterprise from the family owned group, and create a unique cultural mooring for Ashok Leyland.

Those were the days of industrial licensing. When Shahaney joined the company, it had a licensed capacity of 12500 vehicles per annum. The company would be punished if they produced more than the licenced capacity, never mind the long waiting line of customers. Shahaney strongly believed in the growth potential of the Indian economy, and the capabilities of the company to grow. He sought and after much struggle, obtained approval from the Government of India to expand the capacity to 40000 vehicles per year in one go. However, one of the conditions attached to the expansion licence was that the plants had to be located in economically backward areas.

This led to the company establishing its footprint in Hosur in 1980, a truly backward area at that time. Hosur is today a thriving industrial hub, and Ashok Leyland can legitimately take pride in persuading ancillary suppliers to commence their activities in and around Hosur and contributing to the growth and development of this border town. Nothing excited Shahaney more than technology. It was during his time that a massive upgradation of product technology was undertaken at Ashok Leyland , through collaborations with Hino Motors Japan, ZF transmission of Germany and later with IVECO of Italy.

It is a tribute to his farsightedness that these technologies continue to remain relevant and successful to this day, although they have undergone massive transformation over the years to remain contemporary and competitive. He was equally keen to push ancillary suppliers to upgrade their technologies as well. As a result

of the support given by Ashok Leyland, many auto components suppliers rapidly modernised themselves during the eighties and nineties, thus making Tamil Nadu an automobile hub over the last few decades, with strong export performance. Tamil Nadu had always supported Ashok Leyland vehicles because of their superior reliability and fuel efficiency. While Ashok Leyland buses formed almost the entire fleet of State Transport Corporations for many years, the company had a dominant presence in the truck segment as well. Namakkal was the hub of transport activities, with a large number of truck owners, financiers, mechanics and drivers concentrated in that area.



Thiru Ram Shahaney accompanied by Ms Sunita Shahaney, receives his 'Lifetime Achievement Award' from Thiru Gopichand P Hinduja, Co-Chairman, Hinduja Group and Thiru Dheeraj G Hinduja, Chairman, Ashok Leyland

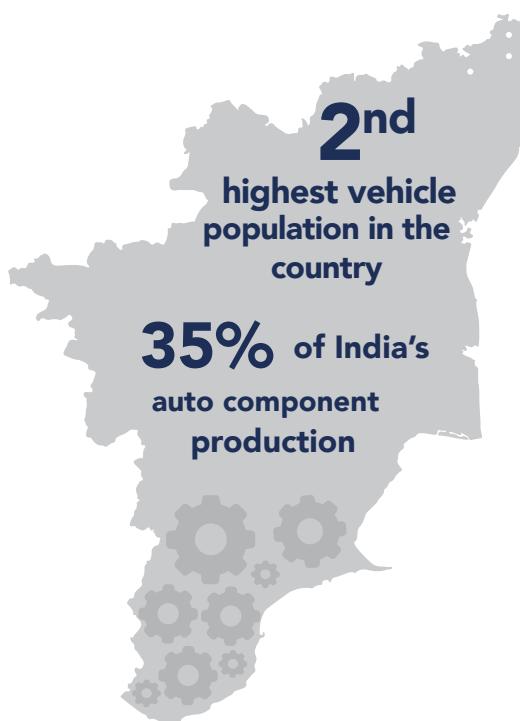
Naturally, there has always been a strong bondage between the company and this community at Namakkal. It was during the Shahaney years, that Ashok Leyland established the country's first driver training school at Namakkal. This school has not only trained thousands of drivers over the years, it has also paved the way for a number of drivers eventually becoming entrepreneurs, owning their own vehicles or setting up their own repair shop.

Shahaney will be remembered for many years for the outstanding contribution that he made to the transport and automobile industry in Tamil Nadu, and indeed nationally, but he will be more remembered for his noble qualities as a human being, by all those who came in contact with him during his lifetime.



Contributed by R Seshasayee,
former non-executive vice-chairman of Ashok Leyland

Sector Highlights - Auto



21%

of the total auto exports from India

1300+

factories present in Tamil Nadu for producing motor vehicles, trailers & Semi-trailers



**Emerging
Electronic
Hub**



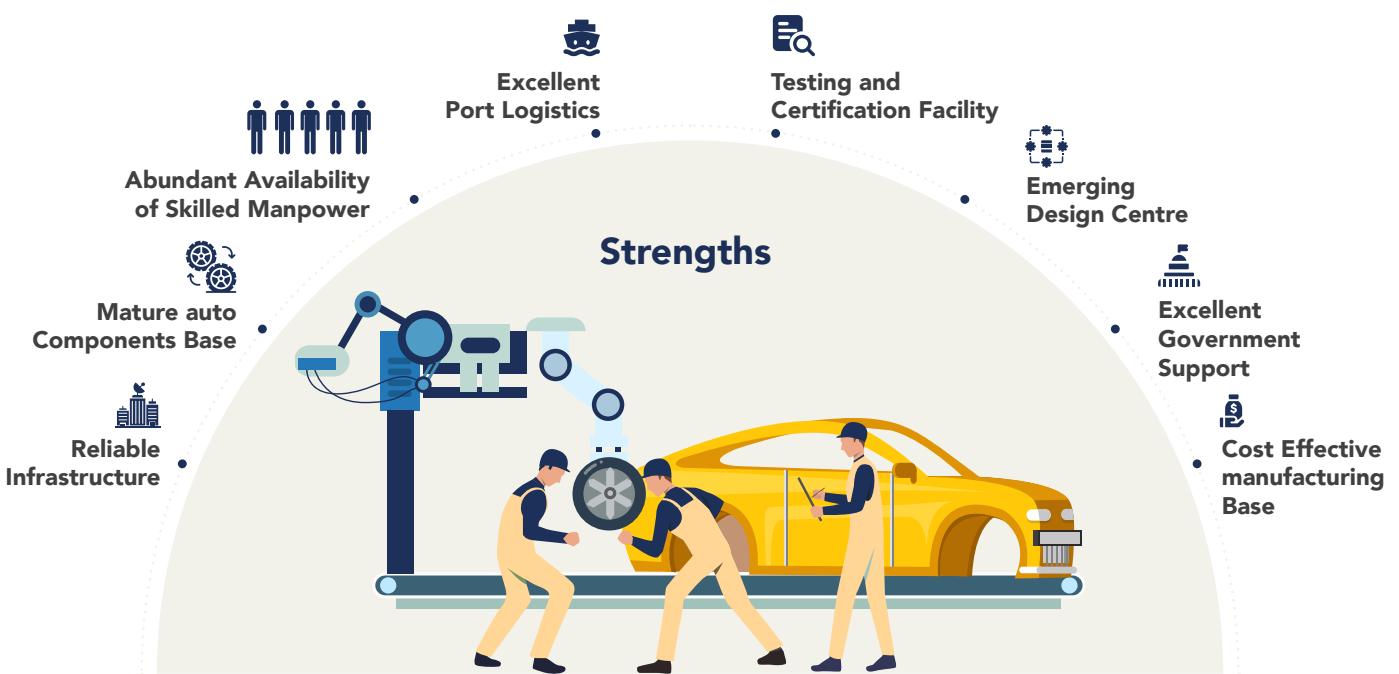
**Leader of
renewable
energy**



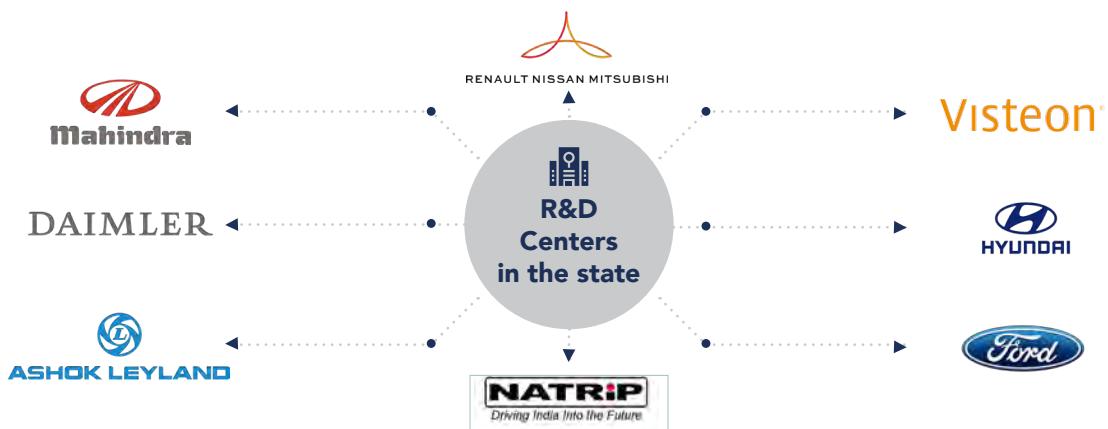
**Rapid
Urbanisation**



**50%
of the
state being
urbanised**



Chennai has **350+** Tier I to III suppliers apart from
4000+SMEs under Tier IV segment



1.7Mn



Tamil Nadu has manufacturing capacity of **1.7 Mn** passenger cars

4.8Mn



Tamil Nadu has manufacturing capacity of **4.8 Mn** 2 wheelers

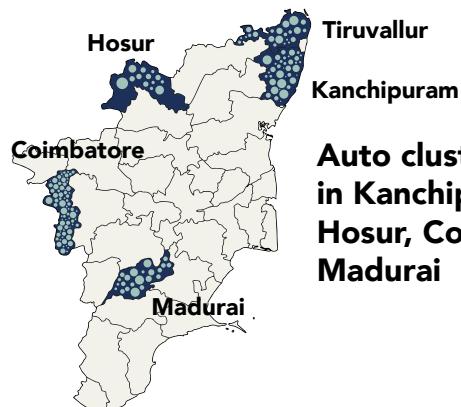
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Tamil Nadu is home to more than **20** OEMs



Tyre manufacturing hub of India



Auto clusters are available in Kanchipuram, Tiruvallur, Hosur, Coimbatore and Madurai

- In FY19, **46%** of India's auto exports was contributed by Tamil Nadu

- In FY19, **34%** of India's auto component exports was contributed by Tamil Nadu

- Tamil Nadu already exports auto and auto components to over **170 countries**, aided by the RoRo facility available at Chennai port

Company Corner

CEAT

Planning a sustainable future in Chennai

As a company that believes in treading new paths, and as one of the most renowned brands in the Indian tyre market, [CEAT](#) has endeavored to help the state move safely and smartly.

The CEAT Journey

CEAT's journey was flagged off in 1958, when it became the flagship company of the RPG (Ram Prasad Goenka) Group. In 1982, the Group took over CEAT Tyres in India. In 1990, the company was rechristened as CEAT. In a landmark event in 2012, the RPG Group acquired the worldwide rights of CEAT from Pirelli, following which, they set up multiple manufacturing plants across the country.

Over the years, the company has raced ahead to be one of India's leading tyre makers, catering to a global market in 100+ countries. This year alone, they produced the widest range of world-class radials (35 million+ tyres) for all vehicle-types including 2/3 wheelers, Passenger and Utility Vehicles, Commercial Vehicles and Off-Highway Vehicles.

CEAT establishes in Chennai

CEAT has forayed into Chennai, which is known to be [The Detroit of India](#), and is the hub of over a third of India's automobile industry. The company launched their first greenfield plant in

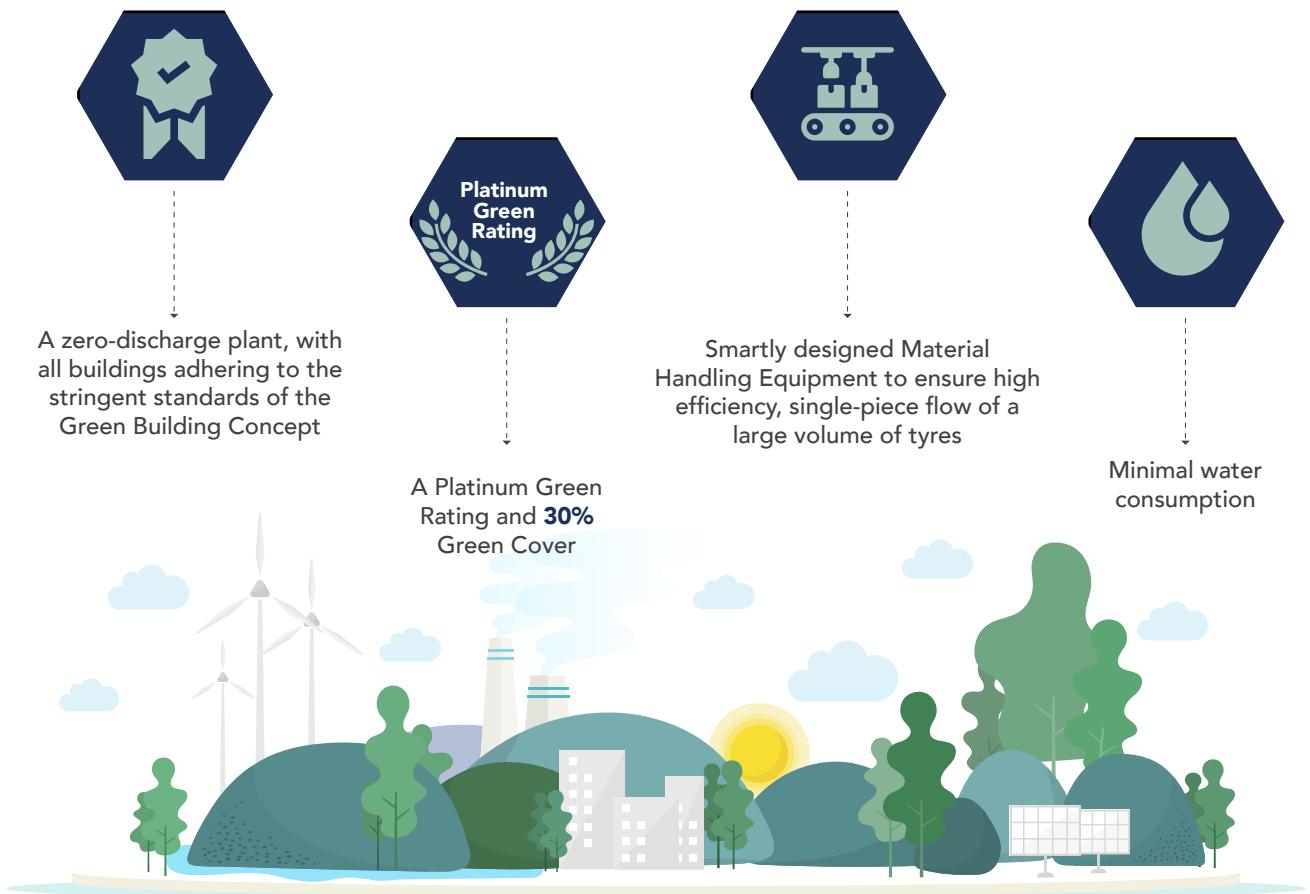
February 2020 in the Kanchipuram district in Tamil Nadu, about 70 kms from Chennai. With a cumulative total investment of INR 4000 Crore, the plant has a plot area of 163 acres, a manufacturing capacity of 28,500 passenger car-radial tyres per day, and 2,500 motor-cycle radial tyres per day.

Equipped with avant-garde technology, this unit is touted to be one of the most advanced tyre plants in South Asia, that would match international standards. Their product categories include the high speed 'Z' rated tyres, electric vehicle tyres, snow tyres and fuel efficient tyres to serve the high-end automobile markets. Owing to the proximity to the seaport and abundant technical infrastructure & labour, the company certainly has a vantage point that will help them go miles ahead in business growth.

As the only tyre company outside Japan to have won the prestigious Deming Prize for their high standards of quality in manufacturing, CEAT ensures impeccable output with a sustainable outlook. CEAT has also demonstrated their commitment to the welfare of the local community by employing local people, of which 40% are women (the first tyre company to employ women on their shop-floors).



The Chennai plant lives up to the company's commitment to environment responsibility with the following steps:



Thiru Arnab Banerjee,
COO, CEAT Ltd.

“

Our experience with the Tamil Nadu Government has been excellent. Right from the MoU negotiations stage till the execution stage, the support provided by the Industries Department has been phenomenal. Whether it was a statutory approval or infrastructure support, we did not face any roadblocks. This is a clear demonstration of the strategic alignment of the Tamil Nadu Government and its effective mechanism of addressing issues faced by the project proponents.

Future

The positive news amidst the pandemic is that the Indian tyre demand is expected to grow by 6-8% between FY 20 and FY 24. On the volume growth front, the tyre industry is expected to witness a CAGR of 4.8% between 2020 and 2025, to attain the level of 245 Million units in 2025.

CEAT remains optimistic about the growth of demand, and about recovering to earlier levels in the medium-to-long term. With its production and supplies now equipped to cater to the resurging demand, the company has started witnessing signs of normalcy from the second quarter of FY 20-21.

For instance, aligned with the forthcoming market demand, CEAT has planned to expand its production capacity in key focus categories of Two-wheeler, Passenger Vehicle and Truck & Bus Radial (TBR).

Tamil Nadu is home to several OEMs with which the company has excellent relations. Keeping their future plans in mind, they are also looking to further invest around Rs. 2000-2200 crores, ramp up the plant capacity to around 8 Lac passenger tyres/month, and offer direct employment to over a 1000 people in the coming decade.

Moreover, the truck industry is flourishing in Chennai, for which CEAT has planned to create a Truck Service Hub. In short, they are looking to rev up their Chennai business plans.

Giving Back

Giving back to the society is something that Livia Polymer has done over the last 20 years, specially in the field of Education to the under-privileged students in the villages around the company. Livia Polymer has been carrying out such projects to show that 'We Care' for the upliftment of the society around us. For Livia Polymer it has always been a voluntary social commitment.

Support to Government Schools: The company has contributed in a big way to the Government Schools in adjacent villages such as Mandaiyur, T. Nallur, Nariapatti, Chinna Suriyur, Keelapatti, Veerampatti, Kumaramangalam.

- Provision of benches and desks
- Renovation of buildings
- Provision of text books, note-books, uniforms and other
- Stationery items sponsoring gifts for annual day / sports day events
- Provision of biscuits/snacks for evening classes
- Maintenance of playground and school campus



They have been giving scholarships for the top rank holders at the Govt. higher secondary school, Mandaiyur in the higher secondary exams from the academic year 2013-2014 onwards. The scholarships will be given to them every year, till they complete their under-graduation.

The feather added to their cap is, they donated an air-conditioned computer lab to the School to house 28 computers, with good seating arrangements and uninterrupted power supply.



They have also appointed a computer teacher at the school and have been paying her salary for the last 9 years.

Also, they have supported more than 20 schools, hostels, old age homes in Trichy and Pudukkottai districts in association with the students of National Institute of Technology, Trichy under the banner 'HumaNITTy'.

Livia Polymer bottles pvt. ltd is a leading PET bottle manufacturers in India engaged in the manufacture of premium PET and PP containers, jars and bottles in various sizes, shapes and colours for numerous applications.

Are you an industry operating in Tamil Nadu contributing to the community through activities under corporate social responsibility? Reach out to givingback@investtn.in to get your CSR activities featured in our platforms.

Industrial Park Highlights

Mahindra World City

Transforming urban landscapes with sustainable communities

Established in 2002, [Mahindra World City](#) Chennai is India's first integrated business city and corporate India's first operational SEZ and is promoted by the Mahindra Group in partnership with Tamil Nadu Industrial Development Corporation (TIDCO), spanning over 1,500 acres and comprising of multi sector Special Economic Zones (SEZs) and a Domestic Tariff Area (DTA).

It houses more than 67 blue chip companies including BMW, B. Braun, Capgemini, Infosys, BASF, Lincoln Electric, Parker Hannifin, Renault-Nissan, Tesa SE, Federal Mogul, Fujitec, NTN Corporation, Timken, TVS Group of Companies, AAM and many more.

The ethos of Mahindra World City has been the creation of a holistic ecosystem which not only nourishes business but also makes quality living inside the city a reality.

Being India's first IGBC Gold (Stage 1) certified Green Township, the master plan envisages development of social and commercial infrastructure to integrate work and living.

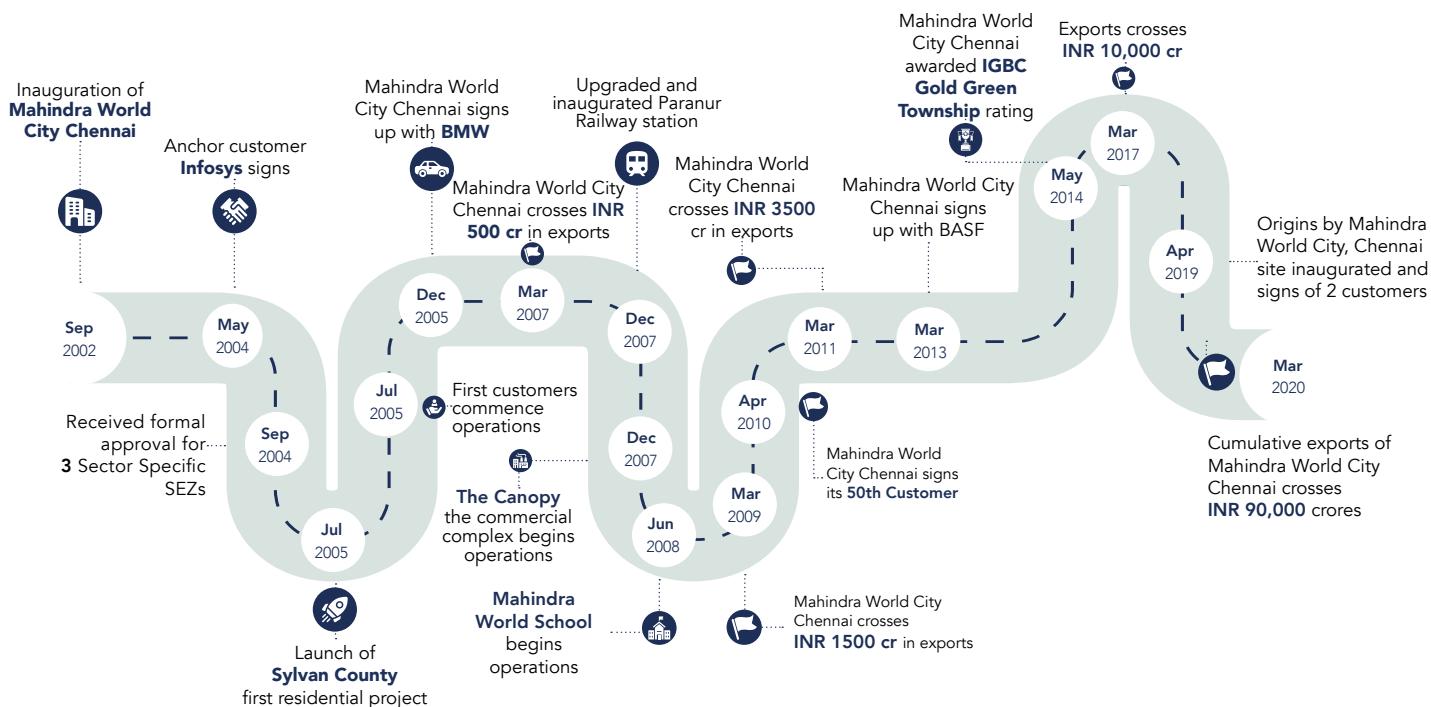
The current developments at Mahindra World City, Chennai include multi-format housing, railway station, school, multi-specialty hospital, business hotel, hostel for single working professionals, commercial centre, MWC club – sports and leisure club and post office amongst others.

Mahindra World City, Chennai has generated cumulative exports of more than 91000 crores and direct employment for 40,000 people since its establishment.



Origins by Mahindra World City Chennai

ORIGINS by Mahindra World City, Chennai is Tamil Nadu's first IGBC Platinum Pre-certified Industrial Cluster and is a joint venture between Mahindra World City, Chennai and Sumitomo Corporation, Japan. The Industrial Cluster is spread over a total area of ~ **600 acres** with the first phase of development spanning over **300 acres**. The multi sector industrial cluster focuses on attracting large and medium global companies across engineering, automotive, logistics, medical devices and aerospace & defence among other sectors. Located on NH 16 (formerly NH 5) on the Chennai - Kolkata Highway, ORIGINS is part of Chennai Bangalore Industrial Corridor. It is well connected by air, rail, and road and is in close proximity to 3 seaports. It offers plug and play infrastructure with professional operations and maintenance with other supporting infrastructure including commercial and social spaces.



Facilities provided



Companies that are operating out of Mahindra World City

		
IT SEZ <ul style="list-style-type: none"> Capgemini Infosys Ltd Mastek India Renault Nissan Technology and Business centre India SEZ Recycling Solutions Velankani Information Systems Pvt Ltd Wipro Technologies 	Automotive Ancillaries SEZ <ul style="list-style-type: none"> Brakes India Ltd Madras Engineering Industries Sundaram Brake Linings Ltd Sundaram Clayton Limited (DCD) Sundaram Fasteners Ltd Timken Engineering and Research India Pvt. Ltd. Ucal Fuel Systems Wabco India Ltd 	Apparel & Fashion Accessories SEZ <ul style="list-style-type: none"> Capella Exports Clothesline and Color Apparels Hangers Plus Intimex Fashions Leather Crafts India (P) Ltd Linea Fashions India Pvt Ltd Roverco Slam Clothing Pvt Ltd Srinivasa Fashions Tuktuk Exports Visaka


Domestic Tariff Areas <ul style="list-style-type: none"> AAM India Pvt Ltd Accudyne Industries Armstrong International Pvt Ltd ARVOS Energy India Private Limited B.Braun Medical India Pvt. Ltd BASF Catalysts BMW India Pvt. Ltd Caplin Point Dinex
<ul style="list-style-type: none"> Sakazaki Engraving Co. India Pvt. Ltd. Sanwa Synergy Holdings India Pvt Ltd Sharda Motor Industries Ltd SMC Pneumatics Spirax Sarco India Pvt Ltd Tata Ficosa Tesa Tapes India Pvt Ltd TSMT Technology (India) Pvt Ltd TTK Healthcare



<p>Mahindra World City Chennai</p> <p>Looking to bring in high quality retail and commercial customers.</p>	<p>Origins by Mahindra World City Chennai</p> <p>Looking to bring in high quality industrial customers.</p>
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Testimonial from senior officials



Dr Jochen Stallkamp
Ex Managing Director,
BMW Plant Chennai

“

Good infrastructure, accessibility, logistics, manpower and business-friendly policies were factors of utmost importance & it is here that Mahindra World City (MWC), Chennai presented a viable landscape complete with all these elements. More importantly, we received positive support from MWC during several crisis situations like flood, cyclone etc. and also cooperation in laying the preventive mechanism for handling such crisis situations in the future.



Thiru Mahijeet Mishra
Managing Director,
Armstrong International (Asia)

”

Mahindra World City Chennai is one such location which goes perfectly in sync with our own brand image of premium brands across the globe. We found the people highly ethical, highly professional, very proactive.

BASF Catalyst India Pvt. Ltd. | Mahindra World City, Thiruthetri



Lifestyle Corner

Life in Chennai

A first hand account of a Taiwanese expat

I moved to Chennai in 2018. Until then, my daughter and I used to visit the city and spend at least six months with my spouse who is employed here since 2015. As the popular saying goes - To people, food always is the top priority. Initially, we found it slightly difficult to get accustomed to the local cuisines as it was too spicy for south Asians like us. The vegetables we got here are quite unique in their appearance and taste than what we are used to in Taiwan.

For instance, our native dishes cooked in the sticky Basmati rice and the cabbages with reserve less moisture found here tasted much different from our original dish prepared with the same ingredients in our nation. Over time, I learnt the trick with the



Daughter of Ms Sophia I-Ping Wu (center) performing Bharatanatyam

amount of water and cooking time that did the magic. With the huge variety of vegetables found here, we have in fact started trying out many vegetarian dishes. Now I am able to cook Taiwanese dishes using local ingredients. Chennai gives unparalleled dining experiences. We often visit some oriental restaurants in the city, like, Dahlia in Nungambakkam, New Seoul and Hokkaido in Mylapore, Ambrosia in Teynampet, and Dynasty Restaurant at Harrison Hotel. The Winter Palace at Russian Cultural Centre, and Va Pho at Cathedral Road are places where food acts as a

catalyst for cross cultural interaction. During weekends, we usually go around major shopping centres like, Phoneix Mall, VR Chennai and Express Avenue among others. We have been to major scenic spots like the Marina Beach, St. Thomas Cathedral Basilica, Kapaleeshwarar Temple, Government Museum, Mahabalipuram, Shore Temple, among others to immerse ourselves in the ancient Tamil culture.

During festivals and functions we are also invited to celebration activities. In fact, my daughter attended a lantern painting party in our community during Deepavali celebrations. India is a country full of traditions and cultures. In order to get a flavor of them, my daughter and I enrolled in Tamil language and Bharatanatyam classes. One of the seven classic Indian dances, we learnt Bharatanatyam and even performed publicly. I also tried my hand in cooking many South Indian dishes including the famous chicken 65 and chicken biryani. My partner Christian Li works for the [Taipei World Trade Center](#) (TWTC)'s liaison office in Chennai. The mandate of this office is to promote trade between India and Taiwan.

Taiwan is a major trade partner for India. TWTC with its 4 offices in India are very helpful in assisting Taiwanese companies to set up their factories here. In fact, Tamil Nadu is the state that houses most of the facilities of Taiwanese companies.

TWTC is also working closely with Taiwan's mission in Chennai and Government of Tamil Nadu for encouraging investment in Tamil Nadu. These are not just my experiences but also the way fellow Taiwanese expat feel about the city. The vibrant culture, food and the warmth of people makes Chennai, a home away from home and this is why Taiwanese companies prefer to set up their businesses in the state, apart from the brilliant business facilitation by the Government.



The Director General of Taipei Economic and Cultural Centre Thiru Ben Wang, MLA Thiru Natraj R, Principal Secretary Industries Thiru N Muruganandam IAS and MD & CEO Guidance Dr Neeraj Mittal IAS at an event.



Contributed by
Ms Sophia I-Ping Wu
Taipei national residing in Tamil Nadu.

Tamil Nadu

A frontrunner in export preparedness

The [Export Preparedness Index](#) of Niti Aayog is imbued with this idea of policy as an essential tool for enabling businesses to seize the opportunities presented by trade. Prepared in consultation with several stakeholders, including the [Export-Import Bank of India](#) (India Exim Bank), the Export Preparedness Index is part of an ongoing attempt by the Government of India to encourage cooperative federalism and bridge regional disparities in policy landscapes.

States have enormous stake in undertaking initiatives for addressing structural constraints to exports, managing vulnerabilities, and building resilience against trade uncertainties. Exports are not revenue generating activities for states, but they have substantial multiplier effects on economic output, employment, and formalization of labour. Several states have therefore announced dedicated policies for promoting exports. Recognizing the need for such policy interventions at the state-

export promotion policies, spanning across some of the critical areas for export businesses. For example, the state provides land allotment for companies with a clear roadmap for export based business. Along with this, there are sector-specific export plans for industries such as Automobiles, IT and Marine products.

The state government also provides financial aid to deserving exporters on the recommendation of Export Promotion Councils, to meet legal costs and other associated expenses. In the case of Tamil Nadu, the volume of exports has been large throughout the years, and hence the average growth in exports is not as significant for the state. Textile and allied sectors alone accounted for 24 percent of the merchandise exports from Tamil Nadu during 2019-20, while motor vehicles/ cars accounted for another 13.3 percent.

There is clearly a need for diversification of products exported from the state. One of the efficient ways to expand the exports basket would be to look at product diversification based on value addition. There are two methods for export diversification—horizontal and vertical diversification.

While horizontal diversification takes place in the same sector by adding new products to the existing export basket within the same sector, vertical diversification entails a shift from primary to secondary to tertiary sector. For example, within the textile and allied sector, horizontal diversification could be towards technical textiles and home textiles that are higher value added segments, and face less cost competition in the international market.

Vertical diversification would entail contriving further uses for existing products by means of increased value-added services, processing, marketing or other services. Movement towards high-technology, high value added segments through horizontal and vertical diversification can impart resilience to the exports basket, and also lead to creation of high-skill employment in the state.

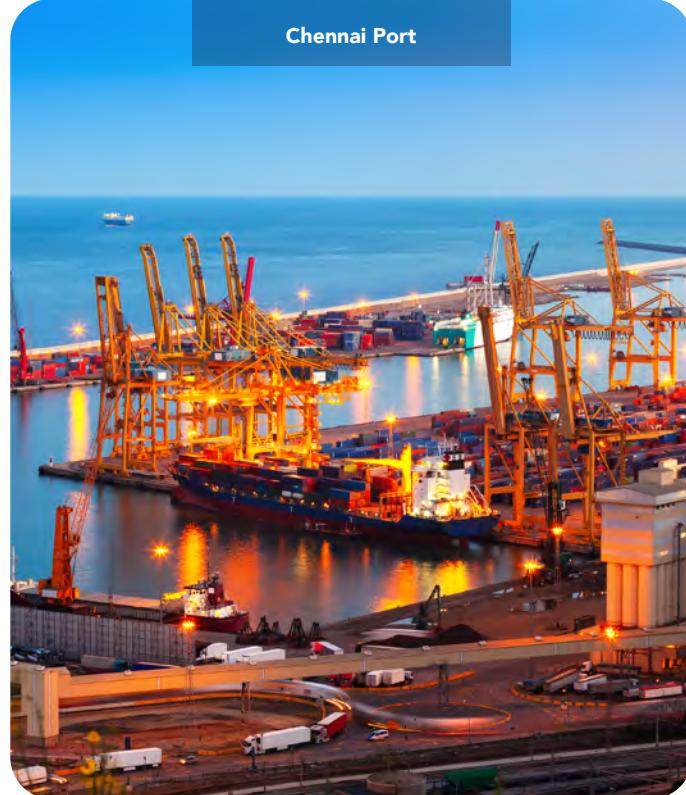
The Export Preparedness Index has taken an essential first step of unravelling the strengths and weaknesses of the ecosystem for exports at the state-level.

India Exim Bank has been engaging with the state governments to evaluate the state-level export performance and potential, and outline strategies for development of trade competitiveness.

The strategies in the studies focus on, *inter alia*, enhancing trade competitiveness, promoting innovation, bolstering availability of export finance, enhancing value addition in the production cycles, capacity building, creating awareness about exports, increasing branding and marketing of products from the states, and creating an institutional mechanism for nudging exports to a higher growth trajectory.



Contributed by
Ms Jahanwi & Ms Neha Raman
Export-Import Bank of India



level, the methodology of the Export Preparedness Index critically hinges on the policy actions and institutional structures for exports at the state level. The index is based on the broad pillars of Policy, Business Ecosystem, Export System and Export Performance, with export performance being the only output-based pillar and the remaining factors depending on the business ecosystem in the state.

Tamil Nadu has emerged as a frontrunner, ranking third in the Index on account of high scores on the parameters of export promotion policy, institutional framework, business environment, infrastructure, transport connectivity, access to finance, export infrastructure, and trade support. The state has well defined

Trade Corner

Enterprise Singapore and Guidance

Gateway for Singaporean Businesses in Tamil Nadu

Tamil Nadu's relationship with Singapore dates back to the 19th century. Early Tamil pioneers have contributed to Singapore's development, with Tamil Muslims establishing Singapore's first vernacular press, and South Indian Chettiar being sources of credit and banking. Today, Tamil is one of Singapore's four national languages, and Tamil Singaporeans constitute a majority of the Indian population in Singapore, often with strong connections to family and friends based in Tamil Nadu.



First port of call

It is therefore not surprising that Tamil Nadu is a natural choice for Singapore companies looking to establish business in South India, given the cultural and historical familiarity, and network of contacts. This is facilitated by the 36 direct flights between Singapore and Chennai each week, of which almost half are operated by Singapore Airlines and SilkAir. From firms that have taken root in Tamil Nadu to businesses that have grown beyond the state, these companies cut across sectors like ports, transport and logistics; manufacturing; infrastructure and utilities; information and communications technology; food services, amongst others.

In 2006, supply chain solutions company, YCH Group, entered India and found roots in Chennai, Tamil Nadu. Since then, the company has expanded their footprint across the country. YCH India Country General Manager, Thiru Jossy Sebastian shared, "Tamil Nadu is the ideal home base for us, with strong support from the Industries Department and various government bodies such as SIPCOT and ELCOT". With the state's logistics industry gaining competitiveness and progressive integration of the supply-chain, Tamil Nadu is a key growth economy for YCH Group, he added.

Thiru Rajesh Sukumaran, CEO of Pellucid, a provider of digital hospital and health screening solutions, echoed the sentiment: "Apart from Chennai having an extensive pool of talented workers which provide access to technical competency and potential for cost savings, Chennai also has the ambition and capability to be a major player in healthcare technology, innovation and R&D".

Accessing opportunities in Tamil Nadu

Enterprise Singapore (ESG) has been working closely with Guidance on broad-based and specific outreach and investment activities, in Singapore and Tamil Nadu. Both organisations have partnered to help new Singapore companies set up their operations and access opportunities within the state. This includes the Global Investors Meet, which had a 65-strong delegation from Singapore in 2019. The summit also featured a Singapore Pavilion and Country Seminar which attracted over 200 attendees, and witnessed Capitaland (then Ascendas Singbridge) ink an MOU with the Government of Tamil Nadu for two projects worth INR 2000 Cr over the next five years. Capt. Thiru T Madhanmohan, General Manager of PSA Chennai added, "Together with some of our clients and ecosystem partners, PSA Chennai has been working closely with Guidance and other government bodies to discuss and provide feedback on policies and regulations that impact our industry. We are encouraged by the open channels for communication and look forward to contributing further to Chennai's port competitiveness and connectivity as the leading port on India's East Coast".

Reshaping the future together

In 2020, the pandemic has highlighted the need for greater collaboration, creating an impetus for businesses to transform and work together for viability and success. With companies looking to diversify their supply chain and relook existing business operations, new opportunities have emerged beyond industry sectors. Guidance has been steadfast in supporting existing investors on their expansion plans and operational hurdles, taking their outreach virtually.



HE Thiru Simon Wong, High Commissioner of the Republic of Singapore & Hon'ble Chief Minister Thiru Edappadi K Palaniswami gifting Neem tree sapling to CapitaLand City Operations Head Dr Velan

Most recently, ESG and Guidance partnered on a new segment with a roundtable on healthcare manufacturing and research collaboration. This roundtable explored opportunities for Singapore companies to work with Indian partners for contract manufacturing as a means for supply chain diversification and cost competitiveness in the domestic market. The session saw 20 Singapore ecosystem players participate, of which some were also keen to leverage on research capabilities to explore research collaborations.



Singapore companies have found good partners in Tamil Nadu, both with local and foreign counterparts. They have scaled and diversified through these partnerships, within India and beyond

HE Thiru Pong Kok Tian,
Consul General of Singapore in Chennai

For instance, TVS Motor has worked with Agrocorp International, a Singapore agribusiness and supply chain company, in the distribution of TVS motorcycles in Myanmar since 2013. Its

housing arm, TVS Emerald, recently entered a joint venture with Keppel Land, a Singapore real estate major, for the development of a premium condominium project in Chennai. Another example is the OneHub Chennai industrial township, which emerged from a joint venture between Singapore's CapitaLand, India's IREO and Japanese consortium Mizuho Bank and JGC Corporation, Consul-General Pong added, "Partnerships and collaborations in-market and in third countries will be key to growth as countries and businesses move forward in the new normal, and Singapore is well-placed and ready to contribute"

Enterprise Singapore



Consul General of Singapore in Chennai Thiru Pong Kok Tian, Vice-Consul Ivan Tan with MD & CEO Guidance Dr Neeraj Mittal IAS

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. They work with committed Singapore companies to build capabilities, innovate and internationalise. Enterprise Singapore has three overseas centres in India – Chennai, Mumbai and New Delhi. More information is available at <https://www.enterprisesg.gov.sg>



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USISPF and Guidance

Steering successful US businesses in the State



The relationship between the United States and India goes beyond trade: it is about people-to-people ties, culture, and the value systems between our two countries.

Dr Mukesh Aghi, President & CEO, USISPF



US-India Strategic Partnership Forum (USISPF) is committed to creating the most powerful economic and strategic partnership between the United States and India. In India, the most meaningful and robust engagement takes place at the state-level. States are responsible for setting up regulatory mandates, incentive support, business inputs, and overwhelmingly contribute to the business environment in which companies operate. Clearly, a framework for

This partnership is based on two pillars



Policy Advisory

USISPF represents a wide range of US corporates cutting across sectors with varying degrees of engagement in India. This exposure at all levels gives USISPF a unique vantage point with respect to Government-Corporate engagement in Tamil Nadu. Armed with this knowledge, USISPF provide sharp, focussed policy recommendations that enable rapid creation of hi-tech manufacturing hubs in the state.

Recently, Government of Tamil Nadu constituted a special investment promotion taskforce for attracting investment into the state. USISPF is one of the invitees to this investment promotion task force. As part of this role, USISPF has compiled and shared credible industry recommendations to propel Tamil Nadu to a globally competitive position.



Programmes to Promote Innovation and Investment

US companies are, by far, the largest investors in India and one of the largest employment generators for the Indian economy. USISPF endeavours to channel investments into Tamil Nadu from its membership. In today's post COVID world, resiliency is the mainstay in most boardrooms and India will be a leading destination for US supply chains globally. US companies have also made India their second home for their innovative products leveraging the talent in India to make some of their most successful global products.

Facilitation during Covid

During the Covid crisis, India went through an unprecedented lockdown. Tamil Nadu being one of the largest industrial states, saw a major impact in industrial activity.

In response to this calamity, the Government of Tamil Nadu and Guidance went beyond the call of duty to minimize the impact of this unprecedented lockdown.

USISPF and its corporate members witnessed first-hand tremendous efforts put in by the Guidance team to provide 24*7 handholding and support.

Through this rapid response, Tamil Nadu has been able to instil confidence in investors and demonstrate that Tamil Nadu is committed to create a globally competitive investment destination.

About US-India Strategic Partnership Forum (USISPF)

The [US - India Strategic Partnership Forum \(USISPF\)](#) is committed to creating the most powerful strategic partnership between the US and India. USISPF's mission is about business and government coming together in new ways to create meaningful opportunities that have the power to change the lives of citizens.

The Forum serves as the pre-eminent body in both the U.S. and India working towards strengthening US - India commercial and strategic ties.

The Forum's activities range from business policy advocacy; proactively championing US - India ties; proactively engaging with the legislative branch; helping companies grow their business; proactively engaging with state governments in the US and in India; and strategically advising companies on Corporate Social Responsibility (CSR) and building partnerships in education, innovation and entrepreneurship.



Consul General of the United States of America in Chennai Ms Judith Ravin presenting a book to Hon'ble Chief Minister Thiru Edappadi K Palaniswami



How a world-class school is helping Chennai attract international business and families

In April 1995, in response to the growing need of expatriate families in Chennai, the [American International School](#) Madras opened its doors to eight students at the Russian Cultural Center in Alwarpet. Now, in its 25th year, the American International School Chennai (AISC) remains the institution of choice for international business families looking to make Chennai their home.

Since the introduction of Foreign Direct Investment to the Indian economic landscape in 1991, Chennai has grown to become India's second largest economy, attracting foreign investment in diverse industries like Automobiles, Electronics & Hardware, Renewable Energy, Pharmaceuticals & Healthcare, and so much more. While Chennai's strategic location, conducive business environment, and state-of-the-art infrastructure are major attractions for foreign investment, perhaps a less discussed aspect is the educational and extra-curricular support that international families with children require. After all, to attract and retain global talent, a city must be able to provide for international families, and not just businesses.

AISC is a nonprofit organization that is governed by a Board of Directors, which includes a United States Consul General Representative. As one of only three schools in India recognized by the U.S. Department of State's Office of Overseas Schools, AISC offers the International Baccalaureate (IB) Diploma Program and the U.S. Collegeboard's Advanced Placement (AP) program. Conveniently situated on 13 acres in Taramani today—right at the edge of Chennai's IT corridor—AISC's world-class facilities focused on holistic development have become renowned.

Thiru Nam Hee Park, Vice President of Consumer Products at Samsung, whose son is a graduating senior this year, is quick to recommend AISC to incoming expats.



I visited many cities and institutions (in India) but AISC's infrastructure is one of the best, even compared to our previous schooling experience in Europe

Thiru Nam Hee Park,
Vice President of Consumer Products at Samsung

With dedicated learning and communal spaces for each section—from Early Years (ages 3–4) through to Elementary, Middle, and High School—AISC is also committed to sustainability and environmental responsibility, becoming the first K–12 school in the world to be certified Platinum by the U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) certification system.

American International School Chennai



Innovative and open classroom design allows for students and teachers to customize their space



The Outdoor Learning Center for Early Years learners promotes play-based learning and curiosity



Design Technology Labs and Maker Spaces for Elementary, Middle, and High Schoolers



The 25-foot swimming pool is used year-round and is open to parents and staff for use after school hours

Vinay Sriram, a recent graduate who is currently interning with the High School Office during his year-long deferment from Yale University, says, "Plenty of international schools will claim to offer similar educational standards. But what AISC does best is build community despite the transient nature of its families and the international school system. People come and go but that AISC remains home for so many people is a testament to that community-building". Perhaps this idea is best illustrated by 2018's Wellbeing Summit, which invited more than 300 parents, students, staff, teaching assistants, and faculty to explore how we could nurture wellbeing individually and collectively—culminating in its intentional inclusion into the AISC curriculum and experience.



With over 30 countries currently represented in the student and faculty populations, this successful community-building is no easy feat. Ms Anitta Abildgaard Clausen from Denmark, an AISC



parent and elected Vice President of the Parent Community Association, says it best: "At AISC, we're all so different but we want the same things for our children—a place where the kids feel safe and where they are nurtured yet challenged. And AISC is able to provide that. Five years on and I am still constantly in awe of what my children bring home. They have learned to look beyond cultural differences and make the effort to understand different perspectives—be it an international perspective or the diverse local perspectives that Chennai itself provides."

Ms Clausen is also keen to assure new parents who may not call English a home language. With opportunities for adult English-language acquisition and numerous community events throughout the year for parents to stay connected to the School, each other, and Chennai, parents' idea of AISC goes beyond the schoolhouse or classroom; it is a place where families can come together. But perhaps at no other time has AISC been challenged as much as during the current COVID-19 global pandemic.

AISC pivoted to virtual learning in March 2020 and ended the academic year with an intimate virtual graduation that honored the Class of 2020. If an organization's response to uncertainty

is a measure of its resilience, then AISC continues to prove its adaptability by staying nimble and responsive. AISC began the 2020–2021 academic year in August and having had first-hand experience with AISC's continuity of instruction program, Vinay says, "Clearly over the summer the School has done their due diligence. Improving on the way learning and engagement happens in these virtual spaces, maximizing the responsible use of tech, and intentionally bringing in wellbeing and face-to-face connection has been primary focuses for the School. The whole ecosystem is so well-oiled!"

Thiru Park mirrors this sentiment in his decision to stay at AISC over returning to South Korea: "There is uncertainty everywhere. So we might as well keep our son at an institution that we like and where teachers are committed to bringing excellence despite these times."

With preparations underway to launch Hybrid Learning—a mix of on-campus and virtual learning—following Tamil Nadu government directives and when it is deemed safe to do so, AISC continues to evolve with Chennai and the world—and is poised to continue being a world-class educational institution for the next 25 years and beyond.



Contributed by
American International School, Chennai



District in Focus

Madurai

Madurai district is the trade hub of Southern Tamil Nadu. Being the second largest district in the state, it constitutes about 4.4% of the state's population, while occupying 2.5% of the state area. The District contributes about 4.16 % of the GSDP. In terms of development indicators, Madurai is ranked higher than most of the districts in Tamil Nadu. Madurai also has a rich heritage dating back to the 1st century C.E.

Madurai International airport is well connected to major international and domestic metropolitan destinations. It is an active international cargo terminal enabling the direct export facility to important business hubs across the world. The district is also a headquarter of the Southern Railway directly connecting cities and towns in the country. The National Highways NH 7, NH 45B, NH 208 and NH 49 connect Madurai with every possible corner of the country.

Industrial profile of Madurai

Madurai district has several distinct advantages that have encouraged investments in large scale industries across key sectors such as garments, rubber and automotive. Home grown companies like TVS have their origins in Madurai.

Key players who has established their facilities in the district





Madurai has around **48000 MSME** units engaged in food products, rubber and plastic components manufacturing employing up to **2.2 Lakh** people. MSME represents more than 80% of the Industrial activity in the District.

SIDCO Industrial Estates

Small Industries Development Corporation, a Government of Tamil Nadu undertaking had developed various Government and private Industrial estates together house a total of 466 Industrial units of Automobile, Textile and Hosiery among others, employing as much as 23,200 people. Also, the district has a vast area of land banks which hold a very high potential for Industrial development. There are around 11 Farmer producer organizations marketing various agri-produces primarily Coconut and Millet among others.

Skilled Workforce

The district has 15 engineering and 13 polytechnic colleges that helps drive innovation in the industry. Madurai has around 14 industrial training Institutes across the district where youth get trained in various technologies every year. This continuous addition of new talent to the existing experience in the industry makes for a lively workforce that remains a key to the industrial success of the district.





Tourism

Madurai popularly known as the Athens of the East offers historical exploration of monuments ,temples and landscape. The rich heritage of the city has many places of religious and cultural importance. These include Sri Meenakshi Sundareswara Temple, Thirumalai Nayak Palace, Thirupparankundram Temple and Jain caves in Keelakuyilkudi. The iconic Vaigai river and the dam built across it is a sight to behold. The Meenkashi Temple has the most spectacular architecture in the state that comes with an interesting history and mythology.



Madurai and its Geographical Indication (GI) tags

The hinterlands of the district is home to the famous sweet scented Jasmine. The high market demand for it in various countries is managed through the exports. Madurai Malli (Jasmine) has also found its place in the GI tags given to specific products that have specific geographical origin and reputation.

The colorful cotton sarees called Sungudi Sarees are carefully woven by the Saurashtrian community in the city. Their signature dots and authentic patterns are exquisite.



Cradle of Civilization

The city's industrial capability 3000 years ago has now been confirmed through archaeological excavations in places like Keezhadi. Further unearthed artifacts also reveal the possible links of the city with the Indus Valley Civilization.



Land of Festivities

Chithirai festival celebrated every year on the full moon day of the Tamil month Chithirai is the biggest festivity of the region. The 10-day festival sees footfall from all over the state. The Tamil festival Pongal that comes with the bull taming sport 'Jallikattu' is widely held here.



Photo: Leisa Tyler / Alamy Stock Photo

Madurai offers extensive options to test one's palate. The city also organises food walks in small groups. The most famous falooda look-alike dessert Jigarhanda's origin is attributed to the city. The best of this cloying sweet cold dessert made of condensed milk and hand-churned ice cream is supposed to be found in East Marrat street of Madurai.

Simmakkal Konar Mess and its Kari Dosa (mutton dosa) is just a tip of the iceberg in showcasing Madurai's affinity towards meat. Sleazy curries made with lamb meat in Amsavalli Bhavan and Arulanandhar mess. The famous food chain -- Murugan Idly Shop found in the capital city has its origins in this city. One comes across interesting, quirky nicknames for these roadside food joints -- Sandhu kadai for it is tucked inside a lane (where lane in Tamil is sandhu), Meesai Kadai for the person in the counter sports a bushy mustache (mustache in Tamil is Meesai), Mel Maadi club for it is situated in the First floor (First floor is Mel Maadi).

”

Madurai is an important industrial and educational hub in South Tamil Nadu. Various automobile, rubber, chemical and granite manufacturing industries have made Madurai their base. With excellent road, rail and air network and abundance of qualified, skilled, productivity oriented human resource, established large scale industries and Msme units, Madurai is the perfect choice for investors



Thiru T Anbalagan IAS,
Madurai District Collector



Tiruvallur

Tiruvallur formed recently with the bifurcation of Chengalpattu district, Tiruvallur embraces Chennai on its eastern territory. The northernmost district of Tamil Nadu has well laid roads and railway lines connecting to Chennai and all major towns within and outside the state. Tiruvallur contributes to about 13.80 % of the GSDP. The district ranks 1st in terms of Per Capita Income.

Industrial Profile

Tiruvallur is an economic powerhouse with the industrial development of the district attributed to its proximity to Chennai. Industries, Trade and Commerce occupy a prominent position in the economy of the district. It also boasts of the Ennore Thermal Power Station and the Avadi Tank Factory.

The key manufacturing sectors by output include manufacturing of parts and accessories for motor vehicles,

manufacturing of basic chemicals, fertilizer and nitrogen compounds, plastics and synthetic rubber in primary forms. This district stands as prime location for large, medium, micro and small scale industries. There are 180 large and medium scale industries and there are 20708 small scale and tiny industries engaged in the manufacturing of leather, textiles, chemical and engineering products.

Some of the economic activities undertaken by the rural artisans are manufacturing of jute, coconut shell products, and palm leaf-based products, paper cups, leather, and rexene works among others.

All the infrastructure facilities like the international sea-airport, excellent road and rail facilities telecommunication links, power and marketability of products are all easily available and are within the reach of common entrepreneurs of this district.



Key Clusters

The district has many important large-scale companies such as



LOTTE



Ennore Thermal Power Station



Education & Skilled Workforce Profile

There are 6 deemed universities, 567 engineering colleges, 22 polytechnics and 1447 schools for general education in Tiruvallur district. There are 12 general arts & sciences colleges with an enrolment of 20,672 students. There are four women's arts and science colleges in the district. Apart from this, the district has four pharmacy colleges, one medical college, one hotel management college and one dental college. The abundant supply of the skilled workforce plays a major role in the industrial and economic growth of the district.



Connectivity

Adjoining Chennai, Tiruvallur is connected to 66 destinations in 20 countries through Chennai International Airport, the third busiest in India. The district is also seamlessly connected through rail, road, and water. The major seaport at Ennore has been built and opened for traffic in 2000-01. There is also a proposed container terminal in the district at Ennore. Second busiest container hub in India, the Chennai port is within reach as well. It has a shunting yard and railway operations inside the harbours. Major commodities being handled at the port are Containers, Automobiles Exports, POL, Iron Ore, Coal, Fertilizers (products and raw materials), and general cargo items. Four major national highways link Chennai to Mumbai (via Bangalore), Kolkata, Tiruchirapalli (Trichy) and Tirupati and onwards to the rest of the national highway system.



Tourism

While Tiruvallur is an industrial hub, it is not any less when it comes to a tourist destination. The district is home to the second-largest brackish water ecosystem, the Pulicat (Pazhaverkadu) lake. It is usually thronged by the waders and long-distant migrating birds.

The temples here are known for their heritage and architecture. They include -

- Sri Viswaroopa Panchamukha Anjaneyaswami Temple
- Vadivudaiamman Udanurai Thyagarajswami Temple
- Bhavani Amman Temple
- Devi Karumariamman Temple
- Arulmigu Subramaniya Swami Temple
- Lord Veeraraghava Perumal Temple

The Dutch cemetery in Jamilabad village protected by the Archaeological Survey of India has beautifully carved tombstones and mausoleums. The Poondi reservoir, from where Chennai derives its water, turns out to be significantly important for archaeologists and geologists around the world. The reservoir is a nice expedition for trekkers and nature lovers.

Industrial Estates

The district has 16 Industrial Estates, all in operation, of which 11 were developed by the Government and 5 by private organisations

SIDCO Industrial Estate Tirumazhaisai	SIDCO Industrial Estate Kakkalur	SIDCO Industrial Estate Ambattur	SIDCO Industrial Estate Tirumulaivoyal
SIDCO Industrial Estate Gummidipoondi	SIDCO Industrial Estate Vichoor	SIDCO Industrial Estate R K Pet	SIPCOT Industrial Estate Gummidipoondi
SIPCOT Industrial Estate Thervaikandigai	Industrial Estate in Mogappair	G.K. Industrial Estate Porur	M.M.Industrial Estate Alapakkam
Moccaram Industries Velappan Chavadi	Nagappa Industrial Estate Puzhal	Ekambara Naicker Industrial Estate Alapakkam	Mahindra Industrial Park- Gummmidipoondi



SIPCOT Industrial Park

Employee Korner

Amber Gambler



Ambrin Vice President

Leads the Economic Analysis and Policy Team at Guidance, working on policy analysis, formulation, review and implementation.

Tell us something random about yourself

I try to learn a new word a day from Merriam Webster (since 2008) and so far they haven't repeated a word.

What are you reading currently?

Mottled Dawn – Fifty Sketches and Stories of Partition by Saadat Hasan Manto. It's a collection of short stories centered around Independence.

If you had to pick a living persona as a mentor, who would it be and why?

I don't do mentors or idols. It's more important to know yourself and be true. Temet nosce.

If you want to be a south Indian dish, which one is it and why?

Tomato chutney. Because no one else makes it the right amount of sweet and tangy like they do in Tamil Nadu.

What's your favourite hangout spot in the city?

Untangle – great puzzles. Radio Room – great vibe. A bit out of the city – Kovalam and Mudaliarkuppam – great beaches

Apart from Chennai, which TN city/town would you be comfortable living in?

I was born in Tiruchirappalli aka Trichy. I also went to college there - best (relatively) four years of my life! Its location is ideal for a day/overnight trip from Pondicherry, Kodaikanal and Chennai. So, definitely Trichy!

You are given a filter coffee. You can't drink it. You can't sell it. What will you do with it?

- Pour it in my garden – coffee is good for plants, especially bougainvillea, and tea dust for roses.
- Pour it on my potpourri – the coffee fragrance is amazing!
- Watch YouTube, order ingredients on Zomato and try to make filter coffee ice cream.

What was the last gift you gave to someone?

Magnetic dartboard.

Three things from your bucket list

- Get a private pilot license.
- Camp at Burning Man.
- Write a book.

How do you think people would communicate in a perfect world

Silence, mostly. In a technological utopia, systems would interact through touch and sight to cater to one's needs. In a spiritual utopia, if it is possible to be one with the world, one could communicate through telepathy (hive mind style).

In an economic utopia, where one has adequate, equal and free access to all goods and services, the complacency of contentment would not merit communication. The perfect world is probably a lot quieter.

If you are an app in an Appstore, what would you be and why?

BA II Plus Calculator App. Because I'm the app that you go to for getting the IRR/NPV for investment proposal fast and reliably. It's also my favourite calculator in real life.

What do you geek out on?

Lord of the Rings. Harry Potter. Rick & Morty. Generally most things in the fantasy and sci-fi genre.

What would you like to drive – an automatic car or the one with gears?

In a stick shift, you drive the car; in an automatic transmission, the car drives you.

With an automatic transmission, you can focus more on your driving instead of the car.

That makes the experience of driving more enjoyable, easy and comfortable – which is why people buy cars.



Eager Beaver



Clifford Li

Associate Vice President

Promotes and facilitates investments in the Automobile sector -- location assessment, Issue redressal support, approval and clearance facilitation, Policy and Incentives advisory. Leads Taiwan/ China desk.

Tell us something random about yourself

Young, Wild and Free #Grinning face emoji.

What are you reading currently?

I've to confess that I'm not a voracious reader, in my leisure I do lots of binge watching. During the pandemic times, I have adopted a cat, so I came across this book "How to talk to your cat" by Jean Craighead. I did learn quite a lot about the behaviour and language of cats. Have you ever wondered why cats purr?

If you had to pick a living persona as a mentor, who would it be and why?

Undoubtedly Jack Ma, a self-made man and a legend. He had lots of struggle and hardship and today he is the richest man in China. If I had a chance to meet him, I would like to ask him his fundamental reason for success and maybe a few career advice.

If you want to be a south Indian dish, which one is it and why?

Dosa any day. I can eat it for breakfast, lunch and dinner.

What's your favourite hangout spot in the city?

Surprisingly, Chennai has many good café like Amelia, Write café and the Amethyst where I usually go for my Sunday brunch. The desserts at Amethyst café are to die for.

Apart from Chennai, which TN city/town would you be comfortable living in?

Well, I have not been to any city in TN apart from Chennai. I guess I would be very comfortable living in Pondicherry. I prefer the beach over the mountains. Even though Pondicherry is not a part of TN but it shares most of its culture and languages.

You are given a filter coffee. You can't drink it. You can't sell it. What will you do with it?

Haha I will probably die, I need my filter coffee first things in the morning.

What was the last gift you gave to someone?

The last gift that I gave someone was a comb, lol. That person mentioned that he doesn't have a comb, so I just bought him one.

Three things from your bucket list

- Buy a bucket.
- Purchase few bottles of liquor.
- Fill the bucket with liquor and drink it.

How would you describe your job to someone from another planet?

I am trying to make the world a better place.

How do you think people would communicate in a perfect world?

Face to face interaction with a smile. Sadly, today we are living in a technological world and most people communicate through text messages.

If you are an app in an Appstore, what would you be and why?

It has to be WhatsApp, the most downloaded apps and people can't live without it.

What do you geek out on?

Gadgets and good foods.





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