PEOPLE'S CAPITAL
In talk with CRDA Commissioner

Growth rate in the first quarter of 2017-18, **11.72**

MEDICITY
A Great Leap in Health Care

TOWARDS ENERGY SECURITY
In conversation with Secretary (Energy)

Building
**ECONOMIC & TEXTILE CITIES**

Achievements
**FOUNDATIONS & MoUs**

SECTOR SPECIFIC TASK FORCES
in Progress
Our Release Ceremony of Sunrise newsletter

Honorable Chief Minister, Shri N. Chandrababu Naidu and the Honorable Union Minister of State for Health and Family Welfare, Smt. Anupriya Patel jointly released APEDB’s first issue of this newsletter, SUNRISE, on August 16, 2017, in Vijayawada.

We are setting up an ‘Electric Vehicles (EV) task force’ that will work on establishing a long-term strategy in creating an appropriate ecosystem for Electric Vehicles. Andhra Pradesh has a thriving ecosystem for automobile and component manufacturing, given the presence of leading players, such as Isuzu, Kia Motors, Hero Motors, Rockman Industries, Ashok Leyland, Apollo Tyres, and Amara Raja Batteries. This EV task force will coordinate and develop synergies between the departments, industry, and all other key stakeholders.

You will also read about the excellent initiatives taken by Capital Region Development Authority (CRDA) in developing the new greenfield capital city Amaravati, the initiatives taken by Economic Development Board in conjunction with other departments for development of economic cities, our task forces for pharmaceuticals, information technology & electronics and logistics in the second edition of our newsletter.

We are pleased with the efforts taken by our organization and we shall push for deeper economic and people-to-people exchanges, solicit best practices on growth and development, augment greater coordination and interoperability among key stakeholders and further our vision for a better tomorrow.
Minister for Finance & Planning, Commercial Taxes, Legislative Affair for the state of Andhra Pradesh, Yanamala Ramakrishnudu said that special measures were being taken to develop the IT Sector in the state. He flagged off two buses with trained personnel from Pithapuram constituency, who were going to Sri City in Nellore for jobs in Fox Conn and TVS at his camp office at Timmapuram near Kakinada.

40,000 Jobs created
The Finance Minister claimed that the Andhra Pradesh government has provided as many as 40,000 jobs so far. “We are striving to develop both public and private sectors with equal pace,” he stated. Earlier, the state minister along with Pithapuram MLA Mr. Varma and East Godavari Collector Kartikeya Mishra interacted with the trained personnel in the bus and advised them to go ahead in their careers by working hard.

Speaking on the occasion, Yanamala said that highest priority was being given to IT sector. “I and my Cabinet colleagues are discussing new youth policy and we will announce it soon,” he informed and added that there were plenty of opportunities for development of IT in Vijayawada, Nellore, Tirupati and Visakhapatnam.

The selected candidates will get Rs 9,500 as salary in training period and after training, they will get a salary of Rs 15,000 with a free accommodation.

Chief Minister Chandrababu Naidu in Mussoorie
In September 2017 Andhra Pradesh Chief Minister N Chandrababu Naidu addressed Indian Administrative Service officers at the Lal Bahadur Shastri National Academy of Administration in Mussoorie.

The Chief Minister addressed Administrative Service and Civil Services officers at the inauguration of their three-week Phase IV Mid-Career Training Programme, in which about 100 officers belonging to 1983-1990 batches from across the country, participated.

The Chief Minister used the opportunity to showcase Real-Time Governance initiatives being adopted in Andhra Pradesh, implementation of e-Pragati and other best practices being followed in the state.

The Chief Minister also highlighted good governance that fundamentally revolves around the notion of People-first and emphasized the importance of people’s happiness index as a KPI.
AP INVESTS 400 CRORE: Connecting 1 million households with Fiber Network

Presenting the Entrepreneur of the Year (EOTY) awards at an event organised by the Entrepreneur’s Organization (EO) at Coimbatore, Mr. Lokesh said that the state of Andhra Pradesh has attracted INR 400 crores in fiber network connections to individual households. It has done so far one lakh house holds and plans to expand this to one million connections by the end of this year. This will create an ecosystem for entrepreneurship.

Inviting entrepreneurs to invest in Andhra Pradesh, he reiterated the fact that majority of the population in the country is young and aspiring. This will help develop products and technologies that can be taken to the farmers and the needy.

“The Government of Andhra Pradesh acts as a catalyst to promote entrepreneurship in the State”, said Minister for IT, Panchayati Raj, and Rural Development, Nara Lokesh.

Different States have different levels of challenges. The government is requested to be a catalyst.

Rayalaseema to become an Industrial hub

Andhra Pradesh is already streamlined to establishment of a ‘Coastal Employment Zone’ alongside the upcoming industrial corridors and other developmental activities which will help the Rayalaseema region to emerge as an industrial hub, State’s N. Amaranatha Reddy, Minister for Industry. "The Government is focusing on developing the infrastructure in the region so as to enable the entrepreneurs to utilise the available facilities."

AP’s innovative industrial policy attracts investments

In the last three years, AP’s innovative industrial policy has enabled investments to flow into the State from across the world. This has resulted in securing the first place in the country for Ease of Doing Business and we have to maintain the same in the future. With respect to the strategies envisaged to develop robust infrastructure to promote manufacturing, the minister said that the State Cabinet had recently endorsed and sanctioned the Andhra Pradesh Industrial Corridor Development Authority (APICDA) which would look after the Visakhapatnam-Chennai Industrial Corridor (VCIC) and the Chennai-Bengaluru Industrial Corridor (CBIC).

MSME sector

The minister further added that over 20,000 MSMEs (micro, small and medium enterprises) had been established in the State in the past three years. ‘In addition to setting up MSME parks in every Assembly constituency, the State government is also setting up a dedicated AP-MSME Development Corporation to support and handhold the development of the sector,’ he added.
Setting Up Electrics Vehicle Taskforce in AP

Aditya N

The Andhra Pradesh government is keen on positioning the state as India’s most attractive destination for Electric Vehicles (EV) manufacturing, and in tune with this it is establishing a long-term strategy for creating a favourable eco-system.

Andhra Pradesh has a thriving ecosystem for automobile and component manufacturing given the presence of leading players, such as Isuzu, Kia Motors, Hero Motors, Rockman Industries, Ashok Leyland, Apollo Tyres, and Amara Raja Batteries.

APEDB’s Role

The Andhra Pradesh Economic Development Board (APEDB) is gearing up to set up an Electric Vehicles Task Force for this specific purpose, which will coordinate and develop synergies between the departments, industry, and all other key stakeholders.

Mr. SP Tucker, Executive Vice-Chairman, APEDB, said, “Japan has come forward to collaborate with Andhra Pradesh to build an EV city in the state. This ecosystem will represent a new value chain steps to actualize this plan. The actions that are to be completed by March 2019 are as follows:

- Distribution of 2.16 crore LED bulbs in all the 13 districts
- Installation of 6 lakh LED street lights in all the municipalities
- 40 lakh LED streetlights in all the villages in the state in a phased manner.

Citizen Involvement is Most Critical for Success

It was also noted at the conference that citizen involvement was the most crucial factor for the success of this plan as government alone cannot take it to completion. Citizen participation is vital while designing and constructing new buildings as all must adhere to the Energy Conservation Building Code.

Moving towards Energy Security

The government of Andhra Pradesh has plans to build Amaravati, the new capital, as the most energy-efficient city in India and all the necessary measures are being taken in this regard, according to Mr. Ajay Jain, Principal Secretary-Energy.

The Steps Taken

Addressing a national workshop for State - designated Agencies (SDAs) on energy-efficiency Mr. Jain said that the Capital Region Development Authority (CRDA) and Bureau of Energy Efficiency (BEE) has signed an agreement to design and construct the buildings in Amaravati to achieve maximum energy efficiency.

The AP Government has taken several additional steps to promote energy efficiency. Additionally the power infrastructure at the village level should be strengthened to promote energy efficiency.

Mr. Krishna Kishore, APEDB-CEO, further confirms, “The government aims to drive the EV revolution. The APEDB will enable them to facilitate this plan between various stakeholders and ensure that AP rolls out a comprehensive policy. This will see the state adopting cleaner technology along with advances for tomorrow’s mobility.”

Although India is yet to become self-sufficient in manufacturing lithium batteries that are required to run EVs, the presence of large scale battery manufacturers in the state – Amara Raja Batteries, HBL Power Systems, Nippo Batteries – will be a natural advantage. The EV policy will be developed in line with the existing Automobile and auto - component policy in the state.

Recommendations for Electric Vehicles Policy

A team from PwC headed by Mr. Bhagyathre Reddy, Associate Director along with Mr. Sai Dheeksha, Manager of GRID had a meeting with Mr. S.P.Tucker, Executive Vice-Chairperson of APEDB to draw recommendations for a policy on Electric Vehicles (E.V.) in Andhra Pradesh. Further, the PwC team presented on the components of the EV supply chain, prospective incentives in comparison with the policies of Karnataka, Maharashtra and Telangana and the existing plan of car and battery manufacturers.

Infrastructure Department attracts investment

The logistic hub of Andhra Pradesh has created a great potential. The infrastructure department has attracted nearly Rs. 69,479 crore over the last three years which has made an impact on GSDP growth and employment generation along with energy demands.

Putting the Plan into Action

The state plans to embark on road shows in Japan, Korea, China and Taiwan in order to forge partnerships in the EV segment and augment the EV ecosystem in AP. Various investors have evinced interest in the manufacture of e-autos, buses and vehicles in the state. APEDB will ensure their seamless entry into Andhra Pradesh.

“The government is also engaging with players across the value chain and is set to hold a consultative meet with various stakeholders to ensure that the state comes up with a robust policy,” he added.

Additional Instructions

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Japan collaborates with Andhra Pradesh on Smart Energy Sectors

Taking forward their collaboration which began with Chief Minister N. Chandrababu Naidu’s visit to Tokyo in late 2014, the Governments of Andhra Pradesh (A.P.) and Japan signed a Memorandum of Cooperation (MoCs) for the development of A.P.’s capital region, establishment of industrial clusters and logistical network(s), support to the industry and smart energy sectors and human resource development.

The Joint Statement

In a joint statement signed by them in the presence of Kenko Sone, Minister of Embassy of Japan in New Delhi, and Finance Minister Yanamala Ramakrishnudu among other dignitaries, at the A.P.-Japan Public-Private Joint Conference held in the city, Mr. Naidu and Japan Minister of Economy, Trade and Industry Yasuke Takagi said A.P. and Japan had agreed to collaborate in the given areas and the MoCs were also in confirmation of the progress of actions under previous memorandums signed by the two sides in November 2014 and October 2015 respectively.

Addressing the gathering, Mr. Takagi said Japan recognised the potential of Andhra Pradesh and its efforts in rapidly developing a new State capital. He complimented the state for taking measures in establishing industrial clusters and making the State a promising investment destination for Japanese companies.

Pre-feasibility study

The Ministry of Economy Trade and Industry (METI) and the government of Andhra Pradesh will work together in the fields of smart infrastructure including data centre, and cloud computing, disaster prevention systems by radar, traffic decongestion and water supply and sewage treatment systems.

Going into specifics, Mr. Yasuke Takagi said Japan will conduct a pre-feasibility study on the Information and Communications Technology (ICT) architectural master plan of the nine cities of Amaravati, prepare master plans for the development of an electronics city and a sports city zone in Amaravati and take up various projects in the due course.

Expressing satisfaction with the progress shown by Japanese METI in collaborating with the A.P. Government in the development of Amaravati, Mr. Naidu said the State had targeted a growth rate of 15% from the present 11.61% and that the Japanese cooperation was crucial for realising the vision.

The Chief Minister asserted that the government was willing to extend necessary support to the Japanese agencies in transforming Amaravati into a futuristic city.

“I will do what the METI requires and it should ensure that the Japanese companies look beyond the SRI City where there are 15 of them already operating” he added.
An unceasing Double Digit Growth in Andhra Pradesh

Andhra Pradesh achieves 11.72% growth rate in the first quarter of 2017-18

Chief Minister, N. Chandrababu Naidu impressed upon District Collectors and other officials to strive to improve the public satisfaction level. He further echoed to the Government officials to ensure exhibiting good performance in order to gain the confidence of the people.

Addressing the 13th District Collectors conference in Vijayawada on September 20, Mr. Naidu set a target for the officials to achieve 15% growth rate and 80% satisfaction level of the people of the state.

“We have to seek the mandate of people for exhibiting good performance and we need full cooperation in improving public satisfaction in favour of the Government.”

Mr. Chandrababu Naidu,
Chief Minister of Andhra Pradesh

Mr. Naidu presented the State’s performance which summarized to be 11.72% growth rate against the 5.6% at the All India Level in the first quarter of 2017-18. Further, the State Government has also achieved stability in agricultural sector by registering a growth of 27.60% in the first quarter of 2017-18.

Coming to the industrial sector, Mr. Naidu highlighted that growth rate in the industrial sector stands at 22% and manufacturing sector at 8.95%.

Chief Minister Nara Chandrababu Naidu reviews the Government schemes in Collector conference in Vijayawada. Ministers of State, District Collectors, Secretaries and other officials were present.
MoU signed between Andhra Pradesh and Singapore on Health & Sanitation

Honorable CM Nara Chandrababu Naidu met with the delegates from Singapore during the Joint Implementation Steering Committee (JISC) meeting. The meeting was co-chaired by S. Iswaran, Minister of Trade & Industry, Singapore. An MoU was also signed with the Government of Singapore to enhance cooperation between the parties involved to develop the new state capital of Amaravati.

The Chief Minister said Amaravati will be a “beautiful city” and would have world class infrastructure. “It will be one of the best cities of this century”, he added.

Later, an MoU was signed between Singapore Cooperation Enterprise and Swachi Andhra Corporation to jointly develop a framework for an integrated solid waste management master plan for the State.

APEDB meets with the Central Ministers for Commerce GoI

The Andhra Pradesh Economic Development Board Team led by CEO Shri Krishna Kishore called on Minister of Commerce & Industry of India Shri Suresh Prabhu in New Delhi. The CEO explained about the activities being carried out by the APEDB and the upcoming projects in Andhra Pradesh. The CEO also presented the Minister with the APEDB Coffee Table book along with the Andhra Pradesh Newsletter “Sunrise”. Mr. Prabhu expressed his appreciation at the efforts by APEDB in bringing investments into the State and also invited APEDB’s participation in ‘Make in India’ as part of the delegation team. He wished that the State as one of the most happening States would continue to live up to its image in the country.
Potential of Economic Cities in Andhra Pradesh

Narasimha Rao & Anushree

Rich resources

Andhra Pradesh, with a population of 52.5 million, is naturally blessed with a 974 km long coastal corridor, three perennial rivers and deltas. This prevailing advantage has boosted the agriculture sector towards achieving the aim of being equitable, scientific and prosperous.

In order to maintain a sustainable growth, the State needs to focus on two prime factors viz., agriculture and industrialisation. Once these two sectors stabilise, it will eventually progress towards building a technologically sound economy. In line with the end goal of a developed nation.

Building an Economic City

History reveals that our Hon’ble CM paved way for the growth of the IT sector in and around Hyderabad, and was instrumental in building Cyberabad in the erstwhile State of undivided Andhra Pradesh.

It is a well-known fact that urbanisation would improve the standard of living and create a better economy.

In this context, the State Government is focusing on bringing together inherent advantages, opportunities and experiences to yield an overall economic growth of the State.

Of thirteen districts in the State, seven are backward districts. An overall economic growth demands focus to be drawn on inclusive growth. To achieve this goal, development of economic cities is proposed – which would foster channelised urbanisation in consideration of geographic advantages, population and their skill set, etc.

With a view to promote smart industrial cities, the current focus is on the district of Anantapur. KIA Motors, a South Korean auto maker has invested about Rs 12,800 crore for setting up its first manufacturing plant in India. Keeping in mind such investments and with a view to build an ecosystem, the Government of AP is designing the construction of a Korean City consisting of

- An Industrial park
- A Logistics park
- Residential apartments
- A Golf course
- Commercial spaces
- Social infrastructure etc.

All the above will eventually bring in an investment of around $5bn and employment for close to 1,50,000 people in the district.

Towards a technologically sound State

The other sector which is on the brink of huge development is the Information Technology in Visakhapatnam. The Government has successfully identified land parcels for the same. The proposed plan is to embody the concept of “Walk to work” and also build social infrastructure. Furthermore, the presence of the skill set for IT & electronics management is available at various engineering colleges and Universities like Andhra University, NU, GITAM, IIIT and IIM etc, which will make this a smooth transition. This sector is estimated to mobilise an investment of around $5-6 billion over the next 4-6 years, generating an employability of around 150,000.
Creating a Pharma Cluster

With a view to utilise existing infrastructure at Visakhapatnam, the Government is in the process of acquiring land for creating a Pharma cluster at Nakkapalli / Srikakulam. It has a potential of around $3-4 billion investment and translates to around 100,000 jobs.

Weaving a Textile City

The policies of the undivided State of A.P. had the provision for skill development in every district and as a result of the same, around two lakh women are now into stitching and its related activities. The current social fabric is such that the income earned by such women, plays a crucial role in running a family. In furtherance of this available skill set, a Textile City is planned in Rayalaseema which could provide employability to around 50,000 women. This would be a game changer for Rayalaseema where a lot of people having to migrate across the country for their livelihood.

Trade Expansion

The long coastline of A.P. is a major boon in order to boost trade relations. This geographical advantage being utilised in line of becoming a hub for South-East Asian market, is on the cards. The same has enabled discussions with the Taiwanese, Japanese and Koreans to come up with cities planned across the coastal corridor between Krishnapatnam and Visakhapatnam ports.

In Conclusion

Under the leadership of the Hon’ble Chief Minister and Mr. S.P. Tucker (IAS, Ex Chief Secretary, Executive Vice Chairman of AP EDB), the entire team of APEDB has initiated the creation of sector specific task forces. These task forces bring together expertise from the sector, industry and administration in order to deliver the best results and plan for a strategically developed state. The above mentioned development of cities is the first step taken towards creating the ideal State.

Focus Sectors - Textiles and Apparels
Task force Committee on Pharma and Biotechnology is working on the overall development of the Life Sciences sector in Andhra Pradesh. This will see in creation of policies, infrastructure development, evaluation of financial needs and investment opportunities, development of clusters and creation of an entrepreneurial climate and start up culture in the Life Sciences sector in Andhra Pradesh.

The recent task force meeting was chaired by Mr. Srinivas Lanka, Vice-Chairman and Leader, Taskforce on Pharma and Biotech.

**Fermentation Park**

Given, prices of fermentation products from China have increased. We need to utilize this opportunity and develop A fermentation Park in Andhra Pradesh. At present, we do not have any fermentation park in the nation and because of its strategic importance, Central Govt could also help in providing capital subsidy, etc for setting up the park.

The Taskforce will be working on the "Feasibility Report" on the exclusive fermentation park in Andhra Pradesh.

**Upcoming Pharma Parks**

The Task force is working on following Parks:

- Vizag:
  1) Jawaharlal Nehru Pharma City
  2) Andhra Pradesh Medtech Zone
  3) Visakha Health City
  4) New Pharma City at Atchutapuram

**Ananthpur**

- Integrated Biocity at Hindupur, Ananthapuramu

**APCARL**

As a part of cluster development, Task force on Pharma and Biotech is working towards re-structuring of APCARL facility. APCARL located near Pulivendula town in Kadapa District has been established by Government of Andhra Pradesh, as a world class Institute for advanced research in various fields of livestock to serve the farmers of the State, country and the world at large. It is an autonomous institution under Public-Private Partnership (PPP) within a Special Economic Zone (SEZ). Task force is working towards upgrading the facility to required standards.

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**IT & Electronics Task force**

The IT & Electronics Task force was constituted primarily to develop the proposed integrated IT City in Vishakapatnam. It comprises of expertise from the sectors and other representatives from the State Government. The recent task force meeting headed by Mr. SP Tucker, Executive Vice Chairman, Economic Development Board in Vijayawada on September 28th, 2017 provides the summary as follows:

**Demand Evinced from 500 IT Companies from USA to AP**

The State has been experiencing the demand from 450-500 IT companies for a plug/play facility of 10,000 SFT each. This entails the ability to support the State’s target to generate an employment of 5,00,000 over the next 5 years.

Mr. Prasad Garapati, President of Electronics & Software Export Promotion Council is liaising with IT Serve and other IT associations to facilitate the investments of companies across various IT verticals.

**Need for Housing and Revenue Contribution to the State**

There is the need to address the existing shortfall of 10,000-12,000 apartments for 18,000-20,000 IT professionals. With the inflow of companies, the demand for housing would increase proportionately. In order to address this need for housing, the developers from AP are willing to develop the apartments and lease them at INR 2000/- to INR 2500/- per SFT through an affordable EMI model. The IT integrated city would translate to generate about INR 5000 Crores in revenue to the State.
Logistics, Transport and Warehousing Task Force

The expansion in India’s GDP translates directly into growth in the transportation & logistics sector, there being a ~2x relationship between growth rates of GDP, the transportation and logistics sector. A Task force on Logistics and Transport is being commissioned to strengthen the logistics and warehousing ecosystem of the state. Industry experts, professionals and key Government officials form the core components of the task force.

Attracting Investments

Rather than setting up their own infrastructure facilities and related operations, many companies in India are now looking at end-to-end solutions provided by reputed logistic companies. To cater to this demand, the task force aims to shape Andhra Pradesh as the Logistics capital, attracting investments.

Customising sector specific policies

The recent task force meeting led by Mr. Anil Yendluri, CEO, Krishnapatnam Port has brought to light the challenges arising in the sector due to lack of area specific policies. The task force committee discussed in detail the explicit requirements of the industry in order to accommodate them in the policies of the State.

Logistics University and Construction cities

The Committee also dwelt upon the prospects of setting up a Logistics University in order to bring the current generation to focus and excel in this field. The establishment of the same will also lead to skilling in the sector.

Furthermore, attention was brought towards the establishment of construction cities in Amaravati, Visakhapatnam, Kurnool and Krishnapatnam. The end goal of these construction cities is to showcase world-class quality construction materials in a mall which will be a one stop shop for procuring the same from the manufacturing units in these cities.

Also, the task force shall recommend instrumental strategies for re-invigorating the sectarian potential, improving supply chain standards and practices and channel investments in port-led industrial infrastructure, manufacturing related to construction and retail (supply chain).
In conversation with Mr. Sreedhar Cherukuri, Commissioner, Capital Region Development Authority

Could you tell us about CRDA?

The Government of Andhra Pradesh has enacted Andhra Pradesh Capital Region Development Authority Act, 2014 (Act No.11 of 2014) for the declaration of the New Capital Area for the State of the Andhra Pradesh as an establishment of the APCRDA (Andhra Pradesh Capital Region Development Authority) and is to be the “People’s Capital of Andhra Pradesh” and a pioneer Smart City of India which will be on a green field purpose of Planning, Co-ordination, Execution, Supervision, Financing, Funding and for Promoting and Securing the Planned Development of the Capital Region and Capital City Area for the State of Andhra Pradesh.

It is understood that the construction of the new capital has not been seen as a construction project, but a people’s movement. As a result, what are the major developments we have seen so far?

Amaravati, meaning ‘abode of the immortal’, is a small town in Guntur district, and was specifically chosen by Hon’ble Chief Minister, Chandrababu Naidu to leverage its 2,000-year-old heritage.

The State government has pooled 32,637 acres of land from farmers of 29 villages and this was possible with people’s support. We made them partners in the capital project under the Land Pooling Scheme (LPS) by returning developed plots of 250 sq. yards to 1,000 sq. yards for residential use and 50 sq. yards and 450 sq. yards for commercial use for farmers of dry and wet lands.

The Government even threw in an annuity for every acre jareebu land, Rs.50,000 and Rs. 30,000 for one acre of Dry land with an yearly increment of 10% every year, continues for 10 years. The payment of annuity with a yearly increment of 10% every year, continues for 10 years. Reports suggest that most of the residents today live in newly built, well-furnished buildings, instead of what was once a dusty hamlet.

The farmers who have voluntarily given their land expressed that “the capital project has changed their lives and lifestyle” and their children have been admitted in the best schools.

I believe that the construction of the capital city of Amaravati is not just a project but a people’s movement where in 22,525 farmers have given their lands voluntarily for the future of the Andhra Pradesh. The Government made 1 lakh people living in these 29 villages as the first citizens of the Capital City. The people of Andhra Pradesh are forever indebted to the farmers of Capital City area for their initiative.

The Andhra Pradesh Government’s initiative to involve people in building the new capital, Amaravati, by donating e-bricks has received good response so far.

The state has received 56,64,900 bricks from 2,27,060 people from across the world which is another example of people’s involvement for future of Andhra Pradesh.

Significantly, Amaravati is envisioned to be the “People’s Capital of Andhra Pradesh” and a pioneer Smart City of India which will be on a greenfield Site of 217.23 sq. km located on the banks of river Krishna. It will capitalise the rich heritage and culture possessed by the region and utilise it to create a unique identity to serve as an economic powerhouse and administrative center by creating a range of jobs, affordable and quality living to all its residents and providing high quality urban services in line with global quality of life standards.

Why and how is Amaravati a best capital to explore and invest What are strengths of the Amaravati?

The people of Andhra Pradesh have strong faith in the visionary leadership of Hon’ble Chief Minister Nara Chandrababu Naidu. His vision is that Amaravati, the people’s capital will have to be built involving all best practices and experience prevailing in the world. He envisioned the Capital City as one among the best 5 cities in the world.

The Andhra Pradesh Government aspires to build a capital city that will amaze the world and people of the state believe that Amaravati will become a livable and happiest city.
Amaravati would be the “City of centuries” and will encapsulate the dreams and nuances of Telugu culture.

With architects, designers and planners from Singapore, the Netherlands, and the UK involved in planning and designing various aspects of Amaravati, Andhra Pradesh’s capital would be an assimilation of different styles of architecture, best practices from all over the world, and an environment that ensures good quality of living. The top consultancy firm, UK-based Fosters plus Partners are providing designs to construct the Government City.

The Japan International Cooperation Agency (JICA) conduct a detailed traffic and transportation survey for the 217 sq. km of Amaravati capital city as well as the 8,603 sq. km of capital region. We want Amaravati to have such a transport system and JICA is helping us plan it.

Firms from various countries that are working with APCRDA to plan the capital are bringing in native ideas, designs, aesthetics, and cultural influences and amalgamating it with Andhra culture at Amaravati.

The Chinese firm will provide assistance in designing and planning city-level infrastructure like water, gas and power supply, housing, sewerage treatment plants, storm water drainage system, roads, and Government buildings.

Our Hon’ble Chief Minister Chandrababu Naidu has made a strong bid to attract investments from across the globe, saying he planned to make Amaravati one of the top 5 Cities in the world.

Can you describe how the ring-roads that have been planned in Amaravati are feasible for investments?

APCRDA initiated the pre-feasibility and feasibility study and Detailed Project Report (DPR) of Inner Ring Road (IRR) for the capital region. Proposed alignment was based on the covering various concepts of Ring Roads. The recommended alignments were 97.5 km length.

Alignment as Inner Ring Road & 186 km length as Outer Ring Road (ORR) along with potential development nodes, growth centers and satellite townships around the Capital City Area that kick starts the economy.

The ORR has Right of Way (ROW) of 60 meters and ORR 150 meters.

The CRDA has got national and international case studies done to ensure that both shape up in the best manner thereby setting global benchmarks. These and other major roads will form a part of the capital city’s smart infrastructure being planned by some reputed Indian and Japanese companies.

Amaravati is poised to showcase an outer ring road (Amaravati ORR) with a distance of 180 km, bigger than that of the one in Hyderabad (180km).

It will help the capital city to reduce the traffic congestion as well as ensure convenience the easiness for the people to reach their living place. The ORR will form a ring around the core areas of Amaravati Capital and provide alternate routes for transport in core area. This will lead to decentralization of traffic movement, reducing the traffic on core areas because the size and population of Amaravati will increase gradually.
Ring roads are also used for maintaining the structure of the city. As we all might have observed, urban areas tend to grow faster along major roads and increase the physical barriers in future. By providing increased connectivity (ORR), Amaravati will benefit from:

- Avoidance of city traffic from heavy vehicles.
- Solving traffic flow problems.
- Save fuel and time.
- Being a more livable city.
- Encouraging investors or software giants to invest in Amaravati.

As Chief of CRDA, how do you plan to win the trust of investors so that they feel confident and come to Amaravati to invest in a big way?

Most famed global cities have come up on river banks, and this is precisely what makes Amaravati, the upcoming capital of Andhra Pradesh, a “passion with people’s trust.” For Chief Minister N Chandrababu Naidu, it is no less than a “crisis turned into a rare opportunity”, who believes that the greenfield capital on the banks of the Krishna can be a world-class global city, unmatched in India, and only to compete with the likes of Amsterdam, Venice, Singapore and Tokyo.

I would also like to inform you that the World Bank has ranked AP as the second best state in “Ease of Doing Business” in India.

India is currently at the cusp of a transformation which will make her one of the world’s largest economies by 2050. The way I see it - This growth of India is perfectly timed for ‘Rising Amaravati and Emerging Andhra Pradesh.’ Amaravati’s growth will not only boost Andhra Pradesh’s economy but also give a fillip to India’s image globally. Combining all these factors, the dream of making Amaravati the best capital that attracts investors across the world will soon come true. Some of the big-ticket projects are:

**Opportunities in the new capital:**

- Metropolitan region of 7,068 sq.km
- Population by 2050 – 10-13 million
- 6 million workforce – (incremental -3.5million)
- $30 billion investments in the next decade
- World-class urban infrastructure facilities
- Massive potential for PPP investments
- World’s largest ring-road of 210km

**Development of Corridors:**

- Node 1-2: Hyderabad to Machilipatnam (Immediate priority)
- Node 3-4: Vizag to Chennai (Immediate priority) and
- Node 5,6 and 7: Tenali, Sattenapalli and Nuzvid (Medium-term priority)
Andhra Pradesh Chief Minister Chandrababu Naidu inaugurated a Pi Data Centre in IT Park in Mangalagiri, which has been set up with Rs. 600 crore.

Chandrababu Naidu expressed happiness to bring the world class Data Centre to AP. IT Minister Nara Lokesh said it will be one of the largest Data centers in Southeast Asia. He said Mangalagiri will become a data hub in future. He said data centers will build artificial intelligence, and analytics.

Pi Data Centre Chief Executive Officer Muppaneni Kalyan said that the company would provide employment to over 13,000 Software professionals. More than 300 CXO level executives attended the program. District collector Kona Sasidhar and Guntur Urban Superintendent of Police Ch Vijaya Rao were also part of the inauguration ceremony.

Two New Projects to Boost Industrial Competitiveness

Hindupur in Anantapur district and Bobbili in Vizianagaram district are set to develop further as the Department of Industrial Policy and Promotion (DIPP) under the Ministry of Commerce and Industry, AP, has approved two new projects under the Modified Industrial Infrastructure Up gradation Scheme (MIIUS) for development of industrial clusters.

Purpose of these Projects

These projects propose to provide quality and reliable infrastructure to industrial units located in the manufacturing clusters of Hindupur and Bobbili through road networks, drainage systems, and superior power and water supply networks. Other improvements will be in ancillary services, such as health centers, canteens, crèches, dormitories, and parking lots.

What is MIIUS?

Initially labeled as the Industrial Infrastructure Up gradation Scheme (IIUS) in 2003, it functioned as a means to enhance the industrial competitiveness of domestic industry by providing superior infrastructure via public-private partnership in selected functional locations. Later, in 2009, it was modified to strengthen the implementation process.

Subsequently, in 2013, a modified version dubbed 'Modified Industrial Infrastructure Up gradation Scheme' (MIIUS), was announced. Under MIIUS, projects have been undertaken to upgrade infrastructure in existing industrial parks/estates/areas. Greenfield projects have also been undertaken in backward areas and in the North Eastern Region (NER) of India.
Setting forth a clear message that Amravati is the city of the future, the Chief Minister of Andhra Pradesh, Mr. N. Chandrababu Naidu laid the foundation stone for BR Shetty Medicity Amravati at Dondapadu, on 10 August, 2017.

This event was a follow-up to the MoU signed by Padmashree Recipient Dr. BR Shetty and the APEDB at the Partnership Summit held in January 2017. BR Shetty Group’s investment of $1.8 billion is a major step towards changing the way medical education, research and development are conducted in India.

The Background
Dr. Shetty, an Indian businessman with excellent leadership skills, has enjoyed great success in the private healthcare sector in the UAE. With this MoU he offered his skills and financial backing to Andhra Pradesh in the medical domain. This is a win-win situation for both – AP’s CM, like Shetty, is also committed to providing healthcare and well-being for all in AP – as together they can offer the best healthcare through the new Medicity.

As mentioned in the previous issue of this newsletter, the Andhra Pradesh Economic Development Board, chaired by the Hon’ble Chief Minister is a single point of contact for trade, investments, partnerships and collaborations in the State of Andhra Pradesh.

More about Medicity
BR Shetty Medicity will bring to life a vision of an integrated, healthcare development model. This will be achieved through the following:

- Great focus on delivering care: The presence of over 30 departments offering a medley of medical treatments along with 1000 beds and access to world-class medical education and allied health at affordable prices.
- Continuous learning and innovation: This aspect will be strengthened through a partnership with University of California, San Diego, wherein the university will place 1000-1500 students in various programs within the spectrum of medicine and health care research.
- Seamless integration with the community: Once Medicity and its peripheral structures are established it will be smoothly connected to its surroundings – the general community, transport hubs, entertainment centers, and sports cities. This will make Medicity an intrinsic part of Amravati.
- Great connectivity: within the medical city through a number of walkways, bridges, roads, and interconnected basement car parks. This will facilitate the easy movement of patients and visitors from one part of the health city to another.

The final word
Mr. Krishna Kishore, CEO-APEDB, defines this success eloquently, “BR Shetty Medicity Amaravati signals a medical renaissance in Andhra Pradesh and it is a step towards changing the way medical education, research and development are conducted in India.”
Amaravati to elevate partnerships in healthcare with King’s College Hospital

On 16 August, 2017, the Chief Minister of Andhra Pradesh, Mr. Chandrababu Naidu laid the foundation stone for King’s College Hospital (an initiative of the Indo-UK Institute of Health) in Vijayawada, in the presence of Ms. Anupriya Patel, Union Minister of State for Health and Family Welfare, and other dignitaries.

This whole venture is coming about through a government-to-government agreement between the Governments of India and the UK for setting up 11 Indo-UK Institutes of Health across India. On the ground APEDB facilitated the establishment of the first such hospital in Amravati.

In Pursuit of the CM’s Dream

This takes the CM’s dream of seeing Amravati as a hub of medical tourism one step forward.

Mr. Naidu mentioned clearly that the State Government is giving prominence to medicine and many more investments are expected to come into the State. Almost 20 medical colleges will be set up in Amaravati and several MOUs have already been signed in this regard, he went on.

“The State Government has issued health cards to employees and journalists. More than 200 vehicles are arranged for mobile medical treatment.”

Mr. Chandrababu Naidu, Chief Minister of Andhra Pradesh

The Hospital

The health facility will be constructed on 150 acres in Errapalem village, Mangalagiri Mandal, in Guntur district of Andhra Pradesh, at an estimated cost of Rs. 1000 crore.

As part of the first phase, the King’s College Hospital, London, will construct a 1000-bed hospital, nursing school, and paramedics training center on 50 acres. The second phase plan for the remaining 100 acres is envisaged to have: The King’s College Medical College, Zimmer Biomet PG Medical Centre, IBM Asia Data Analytics Centre, an implant manufacturing industry for NHS stem cell-translational research and medical centre, etc.

The entire project is expected to cost Rs. 1000 crores, and around 10,000 employment openings are likely to come up.

Excitement regarding this project

“I am very excited. This is a tremendous new partnership. It will help build a good relationship between India and UK,” said Lord Robert Kerslake, Chairman, King’s College Hospital, London.

Mr. Andrew Mitchell, Member of Parliament, United Kingdom, said, “It is a wonderful project which is going to help transform the lives of millions of people. It is in the finest tradition of the long standing relationship between Britain and India.”

Dr. Ajay Rajan Gupta, MD and CEO, Indo-UK Institute of Health Medicity Projects, hailed the project as ‘historic’, and Mr. J. Krishna Kishore, CEO-APEDB, said that the upcoming hospital will certainly provide a major thrust to medical tourism in AP.
Enhanced focus on healthcare in Vijayawada

Sambasiva Rao Pokuri

While laying the foundation stone for the Amaravati American Institute of Medical Sciences (AAIMS), the Chief Minister, Mr. Chandrababu Naidu said, “This facility will provide affordable advanced medical treatment to all, as well as boost medical tourism.”

The foundation stone was laid on 7 September, 2017 and the facility is located at Ibrahimpatnam on the outskirts of Vijayawada. The investment is around Rs 600 crore, and it will have a 700-bed capacity that will be readied in two phases.

Medical facilities in AP

Mr. Naidu also said that around 13 prestigious private medical institutions are coming up at Amaravati, and four of the 10 best medical universities are already in the process of establishing their campuses.

Project developed by APEDB and NRIs.

The Chairperson of AAIMS, Dr. Navaneeta Krishna Gorrepati, (an NRI doctor as well) said, “AP is left with minimum infrastructure and healthcare services after the bifurcation in order to be part of the development of Amaravati region, a group of 20 NRIs from this region came back here to serve the public with best healthcare facilities.” He went on, “Telugu NRIs feel that erstwhile Andhra Pradesh has been divided irrationally and therefore (they have) decided to invest their knowledge and the money they have earned in foreign countries in their own native land.”

From the AP side this project was earnestly promoted and facilitated by the Executive Vice Chairman, Mr. SP Tucker, the CEO, Mr. Krishna Kishore, and Mr. Sambasiva Rao, Economist, along with the entire APEDB team.

The hospital will be built in three phases. By the first quarter of 2019, that is in Phase I, a 300-bed facility will be developed as well as five out-patient centers in Vijayawada and Guntur. In Phase II, another facility with 400 beds will be built, and in third phase, a multi-specialty hospital with 500 beds will be built.
Deputy Premier of Western Australia leads delegation to seek investment opportunities in Andhra Pradesh

In Hyderabad

While promoting Western Australia (WA) during his visit to India for Business Week, Mr. Roger Cook, Deputy Premier of Western Australia visited APEDB-Hyderabad at the request of its CEO, Mr. Krishna Kishore. Others in the Australian delegation were Mr. Peter Baldwin, Regional Director (India), Govt. of Western Australia; Ms. Emma Collyer, Senior Policy Advisor to the Deputy Premier; Ms. Swetha Venkatram, Government Relations Manager; and Mr. Maurice Johnson, the Security Officer.

The CEO’s presentation on the business opportunities available in Andhra Pradesh along with the prospects for business or technology transfer was taken seriously by Mr. Cook. From its side Western Australia was interested in mutually beneficial areas, such as road safety, mining, education, geology, and public services. Mr. Cook invited APEDB to visit their country and mount a road show in order to further explore areas of cooperation.

In Vijayawada

Later, Mr. Cook met the CM of Andhra Pradesh, Mr. Chandrababu Naidu, along with EDB officials in Vijayawada. It may be recalled that AP and Western Australia had signed a Sister State Agreement in December 2016.

Instruments of Cooperation under Discussion

MoUs and other types of agreements were discussed by both parties at the Vijayawada meeting. Projects were put on a ‘fast forward’ mode and officials were instructed to take rapid action to expedite them and follow up with the Ministry of External Affairs, Govt. of India, and other government departments for clearances.

Some Agreements

- **Cooperation in Research and Teaching:** An MoU for cooperation in research and teaching on dry land agriculture between University of Western Australia and Acharya NG Ranga Agricultural University (ANGRAU) has been mooted. Ms. Nora Galway, Counselor, Agriculture, at the Australian High Commission, New Delhi, has followed up on it with the Indian Council of Agricultural Research (ICAR). Its clearance is underway and ICAR is awaiting feedback from DIPP and MEA.

- **Road Safety Barrier Trial:** Ms. Swetha Venkatram, Government Relations Manager, at the Australian Consulate General, Chennai, has put up a draft MoU for working with the AP Department of Roads and Transport and KSI Global (a private company) on a trial installation. This is presently with the Minister, Dept. of Roads, Transport and Buildings, for consideration.

- **Articulation Agreement Signed:** This agreement between Curtin University, Perth, WA, and Acharya Nagarjuna University (ANU) of AP, will be for students to receive advanced standing for studies at ANU upon starting a new course at Curtin University. This agreement was signed on 31 August, 2017, at the CM’s office in Vijayawada, in the presence of both Mr. Naidu and Mr. Cook.

The APEDB team headed by CEO Mr. J. Krishna Kishore and Minister Pithani Satyanarayana, Labour Employment, Training and Factories had interaction with the Western Australia delegations in Vijayawada.
Electronic Industries Association of Andhra Pradesh signals commitment to electronic manufacturing in Andhra Pradesh

An MoU between the Electronic Industries Association of Andhra Pradesh (ELIAP) and the Andhra Pradesh Economic Development Board (APEDB) has been signed for launching an ELIAP Electronic Hardware Cluster Project near Kurnool district.

At a meeting, ELIAP, through its President, Mr. Siva Prasad and its Administrative Officer, Mr. Venkat Rao, requested EDB for suitable land and other facilities for this project. APEDB has agreed to be the single point of contact for all necessary arrangements necessary for driving forward the electronic cluster project that will have an investment of Rs. 300 crore. Moreover, they agreed to identify land phase-wise, i.e., initially 250-300 acres in Phase-I and 200 acres in Phase-II.

USG Boral in Sri City: Building Homes becomes easier in Andhra Pradesh

In a meeting with Hon’ble CM, facilitated by CEO, APEDB, Mr. T. Thomas Paul, Director-Operations, and Mr. Kiran Kumar, interim Chief Executive Officer met Hon’ble CM. Sirish

USG Boral, one of the world’s leading manufacturers and supplier of plasterboard-related products, is keen to setup their new plasterboard plant in Sri City, Andhra Pradesh. This company offers a range of innovative products and systems for commercial and residential ceilings and they have a presence all across Asia, Australia and the Middle East.

USG Boral’s Meeting with the CM

USG Boral executives Mr. T. Thomas Paul, Director-Operations, and Mr. Kiran Kumar, the ad interim Chief Executive Officer met the CM, Mr. N Chandrababu Naidu, and had a comprehensive dialogue on the proposed investment in Andhra Pradesh.

By means of the proposed investment in Sri City, USG Boral intends to leverage its front running technology through the products built at this facility. The total proposed investment will be to the tune of INR 300 crore in Phase I, and the company is keen on expanding this plant further.

They articulated the uniqueness of the proposal and scale of the investment to the CM and sought the support of the state government in Another aspect making their investment competitive and feasible.

Working through APEDB

This venture was facilitated by APEDB, a single point of contact for “Andhra Pradesh.” Mr. J Krishna Kishore, CEO-APEDB, summed it up thus, “USG Boral finds synergies in investing in Andhra Pradesh as a starting point for embarking on the next phase of industrialization and the state is well poised to be a right catalyst for its larger expansion strategy.” worth noting is that USG Boral is also keen on co- investing with government and local builders in upgrading the skills of local workers to build world class structures.
Anantapur sees window to Modernity, Development and change with Assetz Group

The Government of Andhra Pradesh has been focusing on this district for quite some time but now the onus for effective change has been put upon the Andhra Pradesh Economic Development Board (APEDB), with a clear mandate to bring more investment opportunities into the district.

APEDB’s Interactions with the Assetz Group

The APEDB headed by Mr. Jasthi Krishna Kishore had discussions with Mr. Simon Kwak, Director-Assetz Subsidiary Ikia; and a Letter of Intent (LoI) was signed with the Assetz Group on 30 May, 2017, to develop industrial and logistics parks in Anantapur district.

Going further, a series of discussions were held between APEDB and the Assetz Group headed by Mr. Ben Salmon, CEO, and Mr. Sunil Pareeksha, Head investments, Assetz-India. This has resulted in an MoU, signed on 6 September, 2017, between the two for setting up a Korean City in Penukonda of Anantapur district. This Korean City will be a combination of an industrial park, logistics parks, commercial activities, and a housing society on a 1000-acre area.

Impacts on the Ground

The total investment in the initial development will be around Rs.3,000 crore and the total investment post-development would be around $2.5 billion, with around 75,000 jobs being generated. The Andhra Pradesh Industrial Infrastructure Corporation will enter in to a Joint Venture to form a Special Purpose Vehicle with the Assetz Group. The creation of such a large number of jobs will eventually lead Anantapur district into its hitherto denied prosperity. Isn’t that cause for hope and jubilation?

Laser Park signs Letter of Intent with APEDB to invest in Andhra Pradesh

Laser Park a sole proprietorship based out of Warangal has signed a Letter of Intent (LoI), wishing to formalize direct investment into the state of Andhra Pradesh for the development of RAS (Recirculating Aqua Systems). It is a fisheries project with a proposed investment of Rs. 10 crore and comprises of 50 Direct and 100 Indirect Jobs in the District of Guntur, Nellore and Visakhapatnam. After Mr. Satyanarayana Challaapalli, CEO, Laser Pack met with Mr. J. Krishna Kishore, CEO, APEDB, the decision has been announced to work and strengthen the fisheries sector in terms of investment, technology, planning and design and equipment in order to set up the RAS in Andhra Pradesh.

Laser Park signs Letter of Intent with APEDB to invest in Andhra Pradesh

Mourya Maddali

A Letter of Intent has been signed between Mr. Satyanarayana Challaapalli, CEO, Laser Pack and Mr. J. Krishna Kishore, CEO, APEDB, for the development of Recirculating Aqua Systems in the fisheries projects.
Decathlon to increase sporting presence in Andhra Pradesh as part of Make in India

Prem Kumar & Anirudh

The Andhra Pradesh Economic Development Board (APEDB) has signed a Memorandum of Understanding (MoU) with Decathlon, a major French designer, manufacturer and retailer of sporting goods. Decathlon strongly believes in the ‘Make in India’ factor and it is pertinent to note that approximately 40% of Decathlon’s products are sourced from Indian manufacturers. With this MoU, Decathlon, will explore opportunities for establishing sports stores in Vijayawada, Visakhapatnam and Amaravati.

The Government of Andhra Pradesh has selected Visakhapatnam, Tirupati and Amaravati as future sports cities and will launch 10 new sports academies in various cities in Andhra Pradesh. The Government aims to complete a multi-sports complex in Visakhapatnam on a 79-acre space by 2018.

Decathlon and APEDB

The APEDB, a single point of contact for trade, investments and partnerships in the state of Andhra Pradesh will seamlessly facilitate Decathlon’s entry into Andhra Pradesh.

Andhra Pradesh is an attractive destination for major sports retailers as an ever-increasing, fitness-conscious urban Indian population is on the lookout for quality sporting infrastructure, a smart range of sports equipment, and stores. Decathlon is well-positioned to take advantage of India’s renewed enthusiasm towards sports, fitness, adventure and lifestyle.

Decathlon in AP

Speaking at the occasion, Mr. J Krishna Kishore, Chief Executive Officer, APEDB, commented, “Sport is increasingly becoming accessible to a larger section of urban India and the fitness-conscious urban Indian desires a high quality sporting infrastructure, superior equipment, and access to sports retailers. We are delighted that Decathlon will increase its presence in Andhra Pradesh by establishing sports stores in Vijayawada, Visakhapatnam and Amaravati.”

Hybrid Annuity Model for Infra Development in Amaravati

To achieve targets set towards infrastructure development in the capital city of Amaravati, the Andhra Pradesh Government has decided to follow a Hybrid Annuity Model (H.A.M.). Chief Minister Chandrababu Naidu has approved infrastructure development projects in three zones of the capital region under the Hybrid Annuity Model to source required private capital. Each zone will include development of roads, Bridges, drinking water, sewage and power. APCRDA Commissioner, Mr. Cherukuri Sreedhar informed the Chief Minister that the contractors will be finalised very soon.
Israel to collaborate on Agriculture, Education, Cyber and Homeland Security and Smart Cities

Theodore, Sirish & Raj Kumari

On 23 August, a delegation from the Government of Israel visited the Chief Minister’s Camp Office in Vijayawada, and took part in a joint working group meeting.

The Israeli delegation was comprised of Ms. Ditza Froim, Minister; Mr. Dan Alluf, Counsellor Mashav, Agriculture at Embassy of Israel; Ms. Rachel Mulla, Deputy Defence Attaché for HLS, Defence Cooperation – SIBAT; and  Ms. Veshala Gajaraj, Trade Officer, Consulate General of State of Israel.

At the Meeting

The meeting, facilitated by the APEDB, saw the lively participation of Mr. Aditya Nath Das, Special Chief Secretary (Higher and Secondary Education); Mr. B. Rajsekhar, Principal Secretary- Agriculture, Mr. Bhaskar Bushan, SP-Counter Intelligence, Dr. M. Hari Jawaharlal, Special Commissioner- Agriculture, Mr. VRVR Naik, Joint Director, Promotions-IT & EC Dept.; Dr. Venkatachalum, Director-ITE&C; Dr. M. Venkateshwari VC & MD- INCAP; and Mr PVS Ravi Kumar, DD-Horticulture.

Discussions at the Meeting

Welcoming the team to Andhra Pradesh, Mr. Krishna Kishore, the CEO of APEDB, made a presentation on the background and vision of AP, the core sectors, and the opportunities available for mutually beneficial cooperation between Israel and Andhra Pradesh. As partners, the two could take advantage of the many possibilities in a variety of sectors – agriculture, education, cyber and homeland security, waste water management, infrastructure, and Smart Cities.

Mr. Rajsekhar spoke about the agriculture situation in the state; others spoke on cyber security, inland and homeland security, upgrading and designing of educational institutions (schools), teacher training, skill development, Universities and possible partnerships in archaeology, and museology.

Outcome

The Israel team offered to bring in their expertise in agriculture and Sustainable development, as well as their strategies and support systems for rural revitalization. They are also interested in offering scholarships to professionals in the defense and education sectors to be carried out in Israel. Apart from these exchanges, the delegation also extended an invitation to the Chief Minister to visit Israel.

Meeting with CRDA

Officials from CRDA explained the uniqueness of the new capital Amaravati and how the city was being built with significant cooperation from foreign countries/business houses in different sectors. Given the needs of the new capital the State would be happy to use whatever expertise it can garner from overseas agencies.

The team of APEDB led by J. Krishna Kishore CEO, APEDB has interaction with Israel team in Vijayawada to collaborate on agriculture, education, cyber and homeland security and smart cities.
Task forces to create clusters of competitiveness in Pharma & Biotechnology

Pawani & Sowmya

About AP BIO 2017

GITAM University organized AP BIO 2017, a two-day international conference in August 2017, in partnership with the Economic Development Board, Andhra Pradesh, and Prof. Sanjay Malhotra, Faculty of School of Medicine, Stanford University, USA. A three-member team from APEDB participated in the AP BIO 2017, which was held from 10-11 August, 2017, in Visakhapatnam.

Focus of AP BIO

The focus of the conference was on Biotechnology, including agricultural and marine biotechnologies; and Life Sciences including therapeutics, diagnostics, clinical and public health. The conference also highlighted a special session on Pharmaceuticals.

AP BIO 2017, a two-day international conference between 10th -11th August, 2017 in Visakhapatnam

a stall at the event to showcase AP's biotechnology ecosystem.

The APEDB Presentation

APEDB was represented by Mr. Srinivas Lanka, Vice Chairman, Task force on Pharma and Biotechnology; Ms. Sowmya Konda, Young Professional; and Ms. Pawani Chaudhary, Young Professional. Ms. Konda and Ms. Chaudhary made a presentation on ‘The Biotechnology Sector in Andhra Pradesh’, that focused on the biotechnology ecosystem of Andhra Pradesh. During the presentation they also dealt with the investment opportunities offered by AP, especially with regard to biotechnology and pharmaceutical sectors. They specifically examined the advantages of investing in Andhra Pradesh, which include:

- A conducive business environment
- Tailor-made incentives provided to investors
- A strong and well-established infrastructure
- Efficient and dynamic administration under the leadership of Shri Nara Chandrababu Naidu, the CM.

The representatives of APEDB showcased Andhra Pradesh as India's best ecosystem for biotechnology and pharmaceuticals, and substantiated it with examples.

Success stories include Jawaharlal Nehru Pharma City and other upcoming clusters, such as Andhra Pradesh Med Tech Zone, an exclusive cluster for Veterinary and Veterinary Biotechnology in Cuddapah, Integrated Bio City in Nellore, Visakhapatnam; and exclusive bio-pharma fermentation cluster in Nellore. Moreover these members highlighted the exclusive biotechnology policy and other incentives offered by AP.

Outcome of the Presentation

The APEDB representatives interacted with the delegates and dignitaries after the presentation, and as a result it was decided that APEDB would fully support the Centre for Excellence commissioned by GITAM and Stanford University. It was decided that this Centre for Excellence and the Task force on Pharma and Biotech would work together to create an excellent ecosystem for biotechnology in Andhra Pradesh.

Further, APCARL and other projects of the task force were discussed thoroughly at the conference. It was decided to fast-track the APCARL project, and modifications needed in the facility straight away were also discussed. Further, meetings were held with officials from various organisations, such as IIT-Bombay and National Research Development Corporation (NRDC) to explore new areas for collaboration.
Japanese conglomerate Toray Industries expands to Andhra Pradesh

With the blessings of Mr. Chandrababu Naidu, Chief Minister of AP, a Japanese multinational corporation, Toray Industries Inc., is proposing to set up a manufacturing project with an investment of Rs. 1000 crores. This plant, to be set up in Sri City as a part of Toray’s ‘India Expansion Plan’, proposes to manufacture technical textiles.

Toray Industries is known to be the leading manufacturer in fibers and textiles, performance chemicals, carbon fiber materials, life sciences, environment and engineering.

More Details

At a meeting attended by Toray officials – Mr. Yukichi Deguchi (Senior Vice President and General Manager), Mr. Katsuyuki Yamada (Director), and Mr. Shigekaru Suenaga, (MD) – and Mr. Ajay Singh Sirohi and Mr. Krishna Kishore (CEO-APEDB) the plan for this setup was discussed.

Their preferred site for the plan is spread across 109 acres in Chittoor district, and this will be the largest Japanese company in Sri City. The project will provide direct employment to more than 100 people, and indirect employment to around 300-400. Toray stated that the foundation stone for the project will be laid next year.

Total Support

The Chief Minister assured them of full support from the Government of Andhra Pradesh in helping facilitate the project in a speedy manner. On their part, the senior Toray officials expressed their appreciation for the Chief Minister’s transformative leadership and business-friendly initiatives.

AP likely to showcase its growth story at United Nations

The successor state of Andhra Pradesh is likely to showcase its exciting growth story at a special session of the United Nations (UN) to be held in New York soon. Chief Secretary (C.S.) Dinesh Kumar informed that Niti Aayog recommended A.P. for unveiling its growth story at the “special honour” after taking into account its double digit growth.

A senior executive from Niti Aayog told the C.S. that A.P. was under active consideration of the Centre for representation in the upcoming UN session. Around 100 countries are expected to take part in the session. The State boasts of 11.72% growth rate in the first quarter of the current financial year which is over the national G.V.A. (gross value addition) average of 5.5% in the Q1.

According to the Chief Secretary, Niti Aayog expressed confidence that A.P. could meet all the 17 goals prescribed by the UN pertaining to sustainable development activities. U.N.O. reportedly asked the Union Government to name any State which is showing an impressive performance in sustainable development activities as a result of which A.P. is the chosen one.

Mr. Naidu expressed his strong resolve to make way for a reverse brain drain from the western countries by making the State economically capable of beckoning its sons of the soil who went abroad in pursuit of greener pastures.
Olympic medalist PV Sindhu was accorded a civic reception on Wednesday by the Andhra Pradesh Government even as she grew nostalgic about the first steps she took as a badminton player in the city.

Chief Minister N Chandrababu Naidu felicitated Sindhu and her coach Pullela Gopichand. He announced a 15-acre site for Gopichand in the proposed Sports City in the state’s capital Amaravati for setting up a badminton academy.

He also expressed his desire to host the Olympics in Amaravati in the future. “Olympic games should come to India and that will inspire our sportspersons. We are inferior to none. We have a lot of talent better than China or Russia. The AP Government would build necessary infrastructure in Amaravati for hosting the Olympics. It is not difficult,” he said.

Further, Andhra Pradesh Government has said that they are planning to build sports infrastructure across the state to encourage youngsters to join sports.

Amaravati, Visakhapatnam and Tirupati declared future sport cities
Kollu Ravindra also said that Amaravati, Visakhapatnam and Tirupati have been identified as sports cities and more focus will be given on the development of sports infrastructure in these areas.

He said that 400 acres of area have been allotted in Amaravati to develop the required infrastructure and a MoU will soon be signed with Vizag Steel Plant.

Vijayawada stadiums to be renovated
As per the government’s plans, indoor and outdoor stadiums in Vijayawada will be given a new look and the Sports Authority of Andhra Pradesh and Vijayawada Municipal Corporation have started working on the same.

Vijayawada will be given a new look and the Sports Authority of Andhra Pradesh and Vijayawada Municipal Corporation have started working on the same.

10 New sports academies to start from 15th August
The State Government will launch ten new sports academies in various cities in the state from 15th August. Among the 10, four will be water sports academies.

The academies will have 80 experts for teaching the students, and a fund of Rs 20 crore per year has been allocated by N Chandrababu Naidu’s government for the maintenance of these academies.

An international sports centre in Vizag
The Government, which had earlier planned an international level sports centre in Visakhapatnam, said the construction of the centre will be completed in 2018. The multi-sports complex is being built on 79 acres of area and would accommodate 32 sports events.
J. Krishna Kishore, CEO of Andhra Pradesh Economic Development Board (APEDB) attended the meeting at UNESCO’s Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) on 15th September 2017 in New Delhi. The only UNESCO Category 1 education research institute in the Asia Pacific region, MGIEP is organising an international ed-tech conference TECH (Transforming Education Conference; for Humanity) in Visakhapatnam from December 14th – 16th 2017.

The discussions entailed innovative strategies required to nurture the ed-tech market in India and assess how the Government of AP can be the fore runner to nurture the ed-tech ecosystem.

The meeting focused on the importance of data driven, neuroscience evidence based pedagogies made in consultation with the best education psychologists, neuroscientists, educators, curriculum designers and researchers from across the world. It was proposed that the APEDB would be a co-partner in organizing the conference and facilitate start-up participation to showcase innovative education platforms.

Key Speakers for TECH Conference in Visakhapatnam

Key speakers at the conference include Ministers of Education from 11 countries, Education Experts, Academics, MDs and CEOs. Policy makers, from across the globe, Chief Minister of Andhra Pradesh, Minister of HRD India, Ministers of HRD and IT, Government of Andhra Pradesh, Director General of UNESCO, Dr Sugata Mitra, Gary Stager, Jordan Shapiro, Sylvia Martinez, Ella Bjornsdottir, Prof TV Prabhakaran, Paul Darvasi, Marjo Kyolien Bhavaswati Mukherjee, former Indian Ambassador to UNESCO, Anil Bhansali (Microsoft R & D head India), Prof Anantha Duraiappah and Nandini Chatterjee.

Key audience

1200 experts from the Ministry of Education, senior policy makers in Education and IT, inspired global education networks and influencers, futurists, school administrators, students, education researchers and neuroscientists, storytelling, ed-tech companies, ed-tech start-ups and 3000 students and parents will be participating in the conference.
U.S.-India Strategic Partnership Forum kicks – off “India Engagements” by visiting Andhra Pradesh

Andhra Pradesh Chief Minister, N Chandrababu Naidu on 22nd September met a delegation of company representatives from the United States and expressed keen interest in making the State a horticultural hub, a global destination and a technologically equipped state. Mr. Naidu addressed the delegation and said that he aims to make Amaravati a global city, inclusive of all cultures.

The Chief Minister discussed the growing scope of organic farming in the State as the climate and available soil resources are suitable for the same. He expressed to the delegates that they can start setting up farms in Kuppam and can take the help of a dedicated team from the government that is already working towards boosting the sector.

The delegation was grateful for his support and appreciated his ambitious attitude towards developing the state. In appreciation, they stated that "Business is commissioned the fastest in this state, and investors are always confident. You are making history".

Mr. Naidu pointed out that he wishes to make the State the Horticultural Hub of the world. He said that the State is already doing extremely well in the field and is looking to continue promoting horticultural activities.

"I want to triple the income we get from horticulture", said Mr. Naidu.

Our State already has a high variety of good quality fruits and vegetables and the aim is to make it the best.

The representatives from US India Strategic Partnership Forum, Amway, Pfizer, Shire Pharmaceuticals, Pepsico, Veneklasen and Mr. J. Krishna Kishore, CEO, Andhra Pradesh Economic Development Board were present in the meeting.
AP has potential in the field of Semi Conductor and Applied Materials

The Chief Minister and the delegation visit to the United States of America visited the Applied Materials Headquarters in California. Mr. Gary Dickerson, President and CEO, Mr. Om Nalamasu, Senior Vice President and other representatives from Applied Materials were present in the meeting.

Mr. Gary Dickerson who extended a warm welcome to the Chief Minister said that the world is undergoing a tremendous change in aspects such as life, entertainment, communication etc and that the base for all these changes is materials. All innovation will be based on the materials, he added. The Chief Minister in his reply said that India is a happening country with a potential to grow at double digit, besides this, it also has strong political leadership and a huge market the Chief Minister added.

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Clean water and 24x7 power

Elaborating on the advantages Andhra Pradesh has, the Chief Minister said that," Our State has advanced human resources. Even in US our people are prospering, they came as professionals and now they have become entrepreneurs." He added that AP is new and that it has immense opportunities to offer. Mr. Gary informed the Chief Minister that a lot of talent in the field of semiconductor and applied materials comes from India and that it can transform India while Indians transform the world. We are a fifty year old company and we are still growing, Mr. Gray stated. He highlighted that clean water and uninterrupted power are very essential to which the Chief Minister replied saying that both of them are abundantly available in the State.

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Managing Oneself
K. Vijay Kumar


Drucker (Author) is widely regarded as the ‘Father’ of Modern Management. He is seen as such for his penetrating insights into Business that resonate even today. Although this is a well-Acknowledged fact, Drucker was also remarkable for his wisdom on how to manage our personal lives and how to become more effective leaders.

The Book
In Managing Oneself, Peter Drucker talks about the various methods to manage oneself. One way is by cultivating a deep understanding of yourself, your most significant strengths and your most dangerous weaknesses. Other aspects include learning to work with others, recognizing your most deeply-held values, understanding your work environment and how you can contribute most decisively to it. Only when you operate with a combination of your strengths and self-knowledge can you achieve true and lasting excellence. Managing oneself identifies the probing questions you need to ask to gain the insights essential for taking charge of your career.

Lessons for Self-Management
Drucker states that to make the most of one’s career it is necessary to be deeply aware of one’s strengths and weaknesses. What after this is done? Stop trying to fix your weaknesses and concentrate on your strengths. Next it is essential that your values and the values of the organization you work for are compatible, otherwise it’s best to get out and find another establishment where your strengths can be utilized best.

We live in an age of unprecedented opportunity; with ambition, drive, and talent, you can raise to the top of your chosen profession regardless. Of where you started out. But for that you have to be your own advisor and planner as no company takes on that role. That means it’s up to you to carve out your place in the world and know when to change course. And it’s also up to you to keep yourself engaged and productive during a career that may span several decades.

APEDB co-hosts Electronica 2017
Sarvash Pandey & Chaitanya

Electronica 2017 is one of the largest events within the Electronics sector in India. Founded in 2000, Electronica India is now the leading platform focusing on electronic components, systems and applications.

The Andhra Pradesh Economic Development Board (APEDB) was the co-sponsor for the annual conference that was held between 14th - 16th of September at Pragati Maidan; in New Delhi. At Electronica 2017, APEDB had a lot of Business to Government Meetings (B2G) and Mr. J. Krishna Kishore CEO, APEDB interacted with multiple delegations from Japan and Taiwan. The two nations are focused on investing in Electronics Manufacturing in India and APEDB showcased the advantages within Andhra Pradesh in the Electronics sector.

The Japanese delegation that interacted with CEO of APEDB was the Semiconductor Equipment Association of Japan (SEAJ). SEAJ, founded in March 1985, promoted by major semiconductor equipment manufacturers, is a nationwide organization of semiconductor manufacturing, Flat Panel Display (FPD) and solar-photovoltaic (PV) manufacturing equipment. SEAJ has been authorized by a General Incorporated Association that Related to the reform of the public-interest corporation system

This book is for people who want to carve out their own career path by knowing when to seize opportunities and when to change course. If you are ready for this kind of serious self-examination then this one hour’s reading will change your life and career – for the best!
Editorial and Production:
APEDB has knowledgeable and skilled subject experts who contribute greatly towards dissemination of the work done by APEDB. The team that produced this issue of Sunrise Andhra Pradesh Newsletter consists of members who plan, write articles, edit, proofread, design, format, print, and coordinate the whole event.

Please contact the editorial team at newsletter@apedb.co.in


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