

## Central Sector “Scheme for Investment Promotion” - Implementation during 2017-2020- Continuation of

Investment promotion is a multi- dimensional and complex process which requires continuous efforts to be channelized around the following main activities: FDI related reforms, Ease of Doing Business reforms, investment facilitation and targeted outreach. Department of Industrial Policy and Promotion (DIPP), is entrusted with the task of formulation of Foreign Direct Investment (FDI) policy, monitoring of Ease of Doing Business reforms and Investment Promotion and Facilitation activities. The Department is implementing the “Scheme for Investment Promotion” detailed out vide OM No. 11(1)/2004-IP&IC-IV dated November 11th, 2008.

Make in India Initiative was launched globally in September 2014 to make India a preferred global destination for manufacturing, boost investor confidence, facilitate investment, foster innovation, enhance skill development, protect intellectual property, and build best-in-class manufacturing infrastructure. Since, the launch of the initiative, significant reforms have been carried out in the FDI policy to make India the most attractive and an investor friendly destination. The Government has put in place a comprehensive FDI policy regime by bringing more activities under the automatic route, increasing sectoral caps and easing conditionalities. In addition to this, a number of measures have been undertaken to ease the business environment of the country. Various State and Central government services are being integrated on a single window e-biz portal.

DIPP has finalized specific medium and short term goals for 25 focus sectors of the Make in India with active participation of various Central Government Departments, State Governments and Industry leaders.

The successful implementation of activities under the Make in India initiative has yielded fruitful results. Effective FDI and Ease of Doing Business reforms coupled with co-ordinated and targeted investment outreach and amplification activities over the past two years have rendered positivity to investment climate in India resulting in never seen before growth in FDI inflows. FDI increased to USD 149 billion since April 2014 to December 2016, which is 31.6% of cumulative FDI inflow to India since April 2000 to 2016 (Cumulative FDI inflow – USD 472 billion).

To sustain and take the momentum forward it is important to continue with the activities under “Scheme for Investment Promotion” in a more focused and targeted manner. This requires Investor feedback. In view of this, the Government of India has approved continuation of the Scheme for Investment Promotion for 2017-2020 with the following components:

**i. Investor Facilitation : Invest India**  
**(Outlay: Rs. 319 Crores)**

The Cabinet in its meeting held on 28th August, 2009 approved the proposal of Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, for the formation of a company, Invest India, under Section 25 of the Companies Act 1956, for promotion of foreign investments. This is in line with the practices followed globally, where every country has a set up a dedicated national level investment promotion agency. The objective of Invest India is to act as the first reference point for target investors and provide sector-and state-specific inputs, and hand-holding support to investors through the entire investment cycle, from pre-investment decision-making to after-care.

It is proposed to provide financial assistance to Invest India as part of this scheme. This will cover the support required by Invest India for manpower cost and all activities related to such manpower which would be engaged in investment facilitation and targets investment outreach including amplification of such outreach. The support to Invest India will also be provided for any other related efforts which concern their overall mandate.

**ii. CEO Forums and Joint Commission Meetings**  
**(Outlay: Rs 15 crores)**

The Scheme will provide support to organize focused Joint Commission meetings at the level of G to G, CEO's Forum at the level of B to B, including all such similar bilateral/multilateral mechanisms also. The support would also include expenditure towards visits for such meetings.

**iii. International Investment Outreach and its amplification**  
**(Outlay: Rs. 150 Crore)**

The scheme will provide for expenditure incurred on amount of international outreach activities (including networking sessions, road shows, exhibitions, one to one meetings,) in collaboration with Indian missions and Industry associations to leverage established connects with investors in a targeted manner. Various outreach platforms for engagements will be explored in priority regions based on analysis in this regard. Support will also be provided for amplification of investment outreach activities through specific business events/ sector specific business events/ investments meetings organized by Industry chambers. Support will also be provided for outreach activities and its amplification at the sidelines of important global summits like G20, World Economic forum etc

In addition, the scheme will also support outreach activities in potential regions/cities at a sub-sector level for investment promotion and execution of Market entry support programs. The activities related to participation in key **International events** based on a prior assessment by developing an event calendar to make such visit maximize investment outreach objectives would also be supported. The level of participation would range from "Partner Country" to small yet effective partnerships with industry CEO's and media houses at international events, including sector specific events. Identified industry associations would facilitate participation in such events.

The assistance would also be made available for organizing customized Make in India Events to undertake

investment outreach and its amplification at identified strategic locations in partnership with Indian Missions, Industry Associations, Invest India and the concerned sectoral ministry. Such activities would also be started alongside VVIP visits to focus countries to leverage planned VVIP visits and summits.

The scheme will provide support related to expenses to implement above mentioned activities including all financial implication towards involving an India/Foreign agency with proven records for conceptualization and execution of such activities overseas.

**iv. Support to Indian Missions in focus countries**  
**(Outlay: Rs 30 Crores)**

Indian missions in focus countries act as the key facilitators for envisaged engagements in the form of events, bilateral meetings, summit, VVIP visits etc. Provision has been made in the Scheme to provide financial assistance to Indian missions abroad to engage their commercial wings in investment outreach activities and information dissemination about Make in India Initiative and policy initiatives, achievements, sector strengths and improvements in ease of doing business including any other similar showcasing activities.

**v. Foreign Travel**  
**(Outlay: Rs 15 Crores)**

The component on foreign travel will include deputation of official delegations abroad in connection with undertaking various investment outreach and amplification activities.

**vi. Domestic Investment Outreach and amplification**  
**(Outlay: Rs 75 Crores)**

Assistance will also be available for organizing and participating in key sectoral and investment outreach and amplification activities in the country in association with National level industry associations.

**vii. Overall Amplification of Investment promotion and outreach**  
**(Outlay: Rs 310 Crores)**

The Scheme provides for executing a comprehensive amplification plan with a focus to maintain recall of the Make in India Initiative through extensive usage of digital, social, electronic, outdoor and print media. It will also be an opportunity to communicate to the global business community the achievements of the Indian economy and, in particular, Make in India focus sectors, its positive strides in ease of doing business, developments under Make in India Initiatives. The Department will engage Indian/Foreign creative and media amplification agencies with proven records to formulate a brand strategy and creative vision for the amplification activities including to assist in implementation of envisaged strategy and vision. The Department will undertake production of outreach and amplification material for use in various activities. These may include high quality videos, audios, brochures, business pen drives and other customized items for various outreach activities.

**viii. Project Management, Capacity Building, Monitoring and Evaluation  
(Outlay: Rs 15 Crores)**

To enable effective management of the scheme, assistance will be made available for project management support with concurrent evaluation including capacity building by undertaking industry/sector related reports, preparation of concept paper for innovative projects for attracting investments.

Support will also be provided Provision to Program Monitoring Cell (PMC) in order to monitor the progress of various Action Plans developed from time to time.

The detailed guidelines, wherever required, to ensure smooth implementation of components of scheme outlined above, would be issued by the Department from time to time.



(A.M.Kumar)

Under Secretary to the Govt. of India

To:

1. All Ministries/Departments of the Central Government
2. Chief Secretaries of all State Governments/ UTS
3. Principal Secretary, Department of Industries, all State Governments/UTs
4. Commissioners/ Directors of Industries, all State Governments/ UTs
5. All Industry Chambers viz. CII, FICCI, ASSOCHAM