

GOVERNMENT POLICY REPORT

Policies Covered In The Edition



**Supporting Entrepreneurs in Transformation
and Upskilling (SETU) Programme**

**National Logistics Policy: The Framework to
Address the Challenges of Last Mile Delivery
and Transportation**

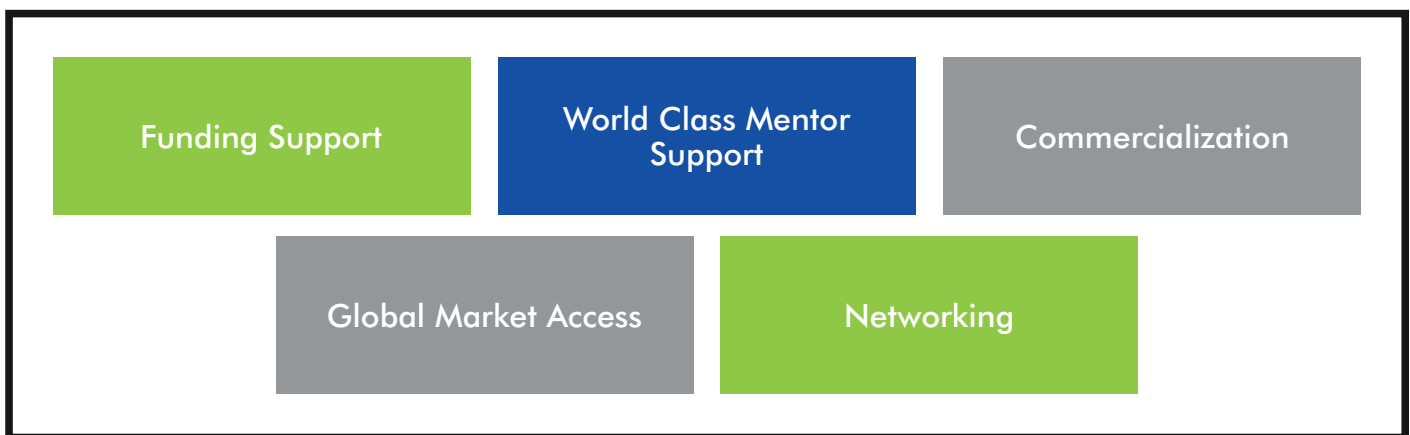


**National Clean Air Programme (NCAP): An
Initiative to Improve Air Quality Monitoring**

01 | Supporting Entrepreneurs in Transformation and Upskilling (SETU) Programme

To add colors to India's startup ecosystem, the Ministry of Commerce & Industry has recently launched the SETU (Supporting Entrepreneurs in Transformation and Upskilling) program from San Francisco, the USA to create a vibrant connection between India's startups with US-based angel investors. The move will enable millions of Indian entrepreneurs to succeed in their startup journey with this new stream of knowledge and investment.

It will work as a bridge for the upskilling of Indian entrepreneurs and help in transforming the startup ecosystem to touch new avenues with knowledge sharing from the advanced startup ecosystem of the world and learn best practices. Under this, the goal is to bring seasoned pioneers and industry experts to share their knowledge to add value to the Indian startup that will help them to become more competitive in the global market. The major benefits to Indian startups from this program will be:

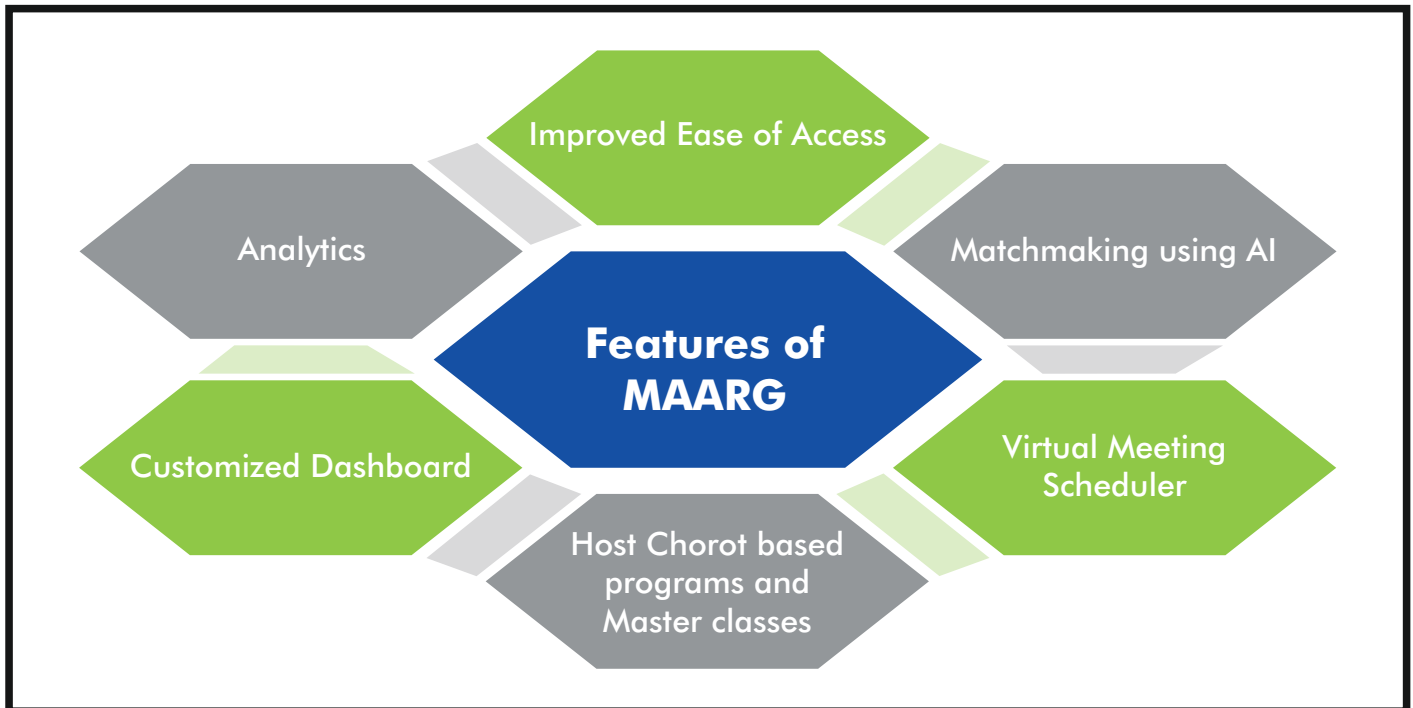


Under the program, the government of India is planning to provide advisory support to entrepreneurs facing challenges regarding the transition and skilling themselves, in tier-II, tier-III, and tier-IV areas including the farthest corner of the country. So that the startup ecosystem can grow equally around India and add more feathers to the Indian economy. As the right support at right time is the key to success for an entrepreneur, it becomes more crucial in the case of startups.



The program has been launched by the startup Advisory Council in India and will develop a bridge through the establishment of a strong connection between Indian companies with the US-based think tanks. It will help them to face the challenges of funding, market accessibility and technology/ product commercialization during the life cycle of their venture and stand rock solid in adverse times. This is designed to break the geographical barriers for Indian startups and nurture the Indian startup industry to see the rainbow colors of success.

The communication between US-based mentors and Indian startups will be supported by Startup India through its mentor ship portal MAARG (Mentor ship, Advisory, Assistance, Resilience and Growth Programme). The basic features of MAARG are as under:



It is a one-stop solution to connect mentors with startups and will upgrade its operation to bring US-based investors and mentors to guide startups to sail through the entrepreneurial challenges. The startup founders mostly lack entrepreneurial experience and it becomes a major reason for the death of more than half of early-stage well-funded startups across the globe.

At this point, the right support and guidance can help them to survive and pass the valley of death while establishing themselves in the market. India with its improving ease of doing business ranking is gearing up to become a preferred startup destination across the globe and thus the government is working to launch these initiatives to onboard mentors and experts from the global industry giants and give wings of growth with the rise of innovation culture using Artificial intelligence, Analytics, Internet of Things (IoT), etc in the coming years.

The government's sustained efforts in making the Indian Startup Industry more competitive and attractive for global players are showing the result as in the last five years the growth of the Department for Promotion of Industry and Internal Trade (DPIIT) recognized startups has increased to 72,993 in 2022 from mere 471 in 2016.

Currently, India hosts more than 80 unicorns and as per the prediction of Iron Pillar's Report, India has the potential to host more than 250 unicorns by 2025. India bagged the 2nd position in producing unicorns after surpassing China in 2022 by following this trend. The programs like SETU are going to make the breeding ground for the success of such unicorns and mark its unprecedented place in the global startup ecosystem in the time to come.

The Government of India with the launch of the National Logistic Policy (NLP), 2022 has addressed the long-term pending issues regarding speedy last-mile delivery and transportation to smoothen the supply chain process. This will cut down the logistic cost significantly and increases the competitiveness of Indian goods and raw materials, etc in the global market to provide thrust to the growth of the Indian economy.

Logistics play a big role in market dynamics and competitiveness of the economy at the global level as it encloses various functions related to the delivery of people, materials, products, etc from one location to its endpoint. The process includes planning, coordinating, storing and movement of such resources from one point to their last delivery point for consumption, distribution or other specific usages.

India is currently the world's fifth-largest economy and the most populous developing country but has a big role to play in global trade. To enhance its competitiveness in this regard, India is aiming to improve its position on the Logistic Performance Index and has aim to place itself among the top 25 economies of the world by 2030. For this purpose, the NLP 2022 has been designed to keep track of the following focus areas:

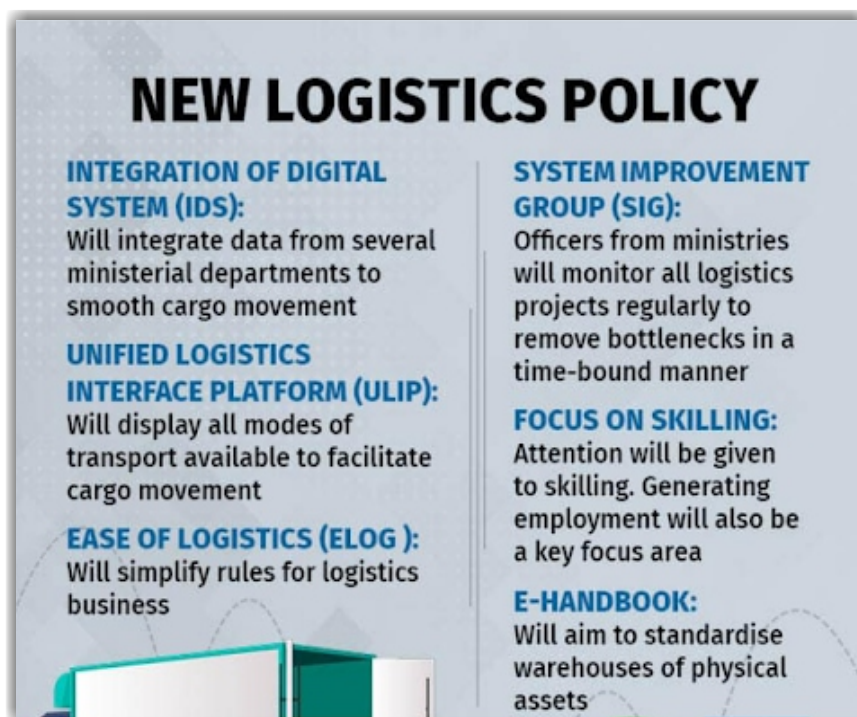


The logistic cost in India is very high compared to the developed nations of the world and this affects the competitiveness of Indian goods in the global market. Thus, NLP 2022 has the objective of cutting down logistic costs by half to compete in the international market by 2030. It has an aim to lower its logistic cost-to-GDP ratio which is currently more than 15% on average in comparison to global standards of 8%. It will help India to better manage the challenges of logistics in the new normal world of post-covid-19 while increasing the exports to impact the livelihood of millions of people working in this sector.

The policy is in coherence with the ambitious scheme of the Government of India "PM GatiShakti" which aims to prepare a national master plan to provide multi-modal connectivity by bringing 16 central ministries like Railways, Roadways, etc at a single digital platform. Hence, it will help India

to develop a cost-effective sustainable logistic ecosystem across the sectors and can better manage the supply side issues to increase its competitiveness.

However, the vision of the NLP 2022 can be achieved only through the adaption of technology by developing a data-driven decision support mechanism. The Unified Logistics Interface Platform (ULIP) has been conceptualized to bring multiple stakeholders on a single digital platform and enhance efficiency and reduce logistic costs. It has the following building blocks that make the policy more resilient and effective to face the practical challenges of the ecosystem across the sectors of the Indian economy:



Request-Response Based Digital Integration

Unified Logistics Interface Platform

Ease of Logistics Services (E-logs)

Comprehensive Logistic Action Plan (CLAP)

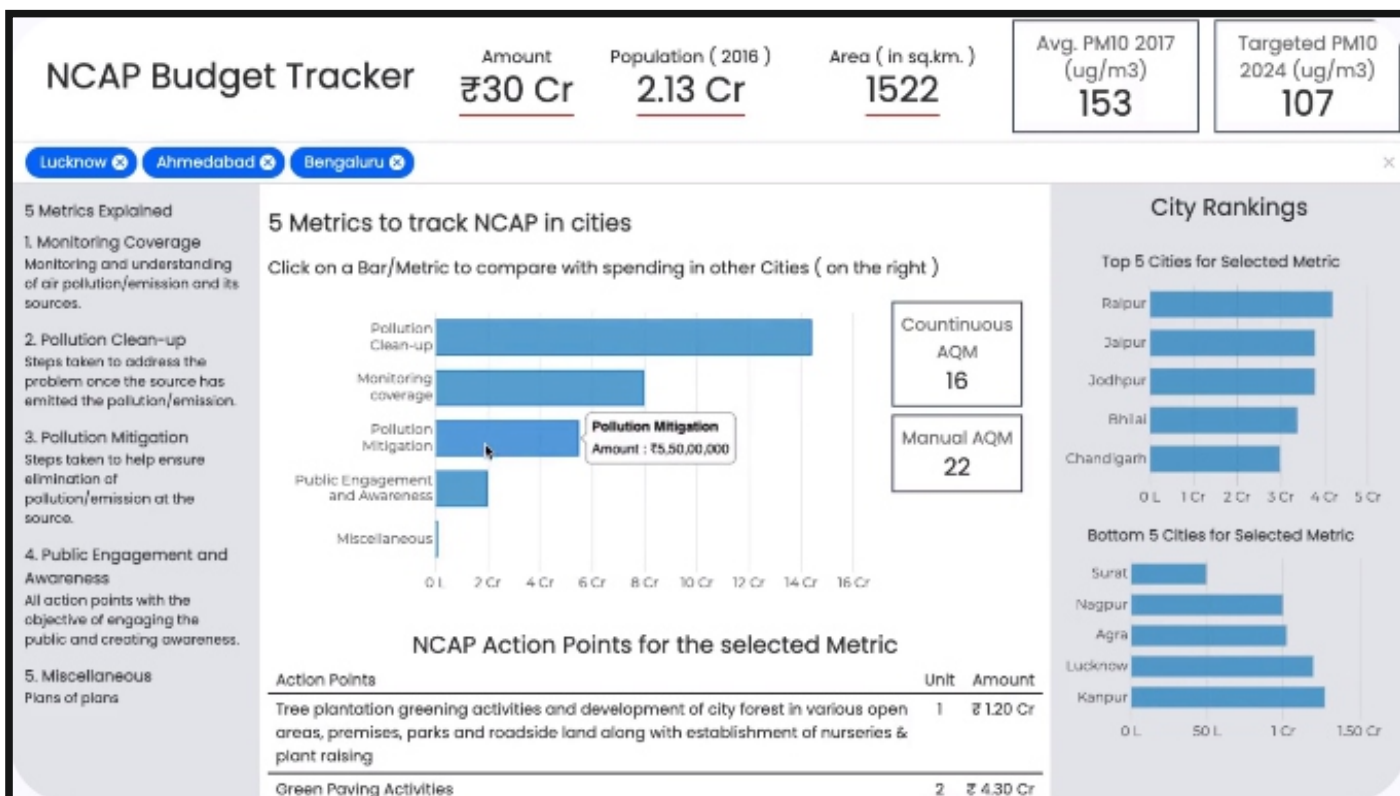
Training & Capacity Development

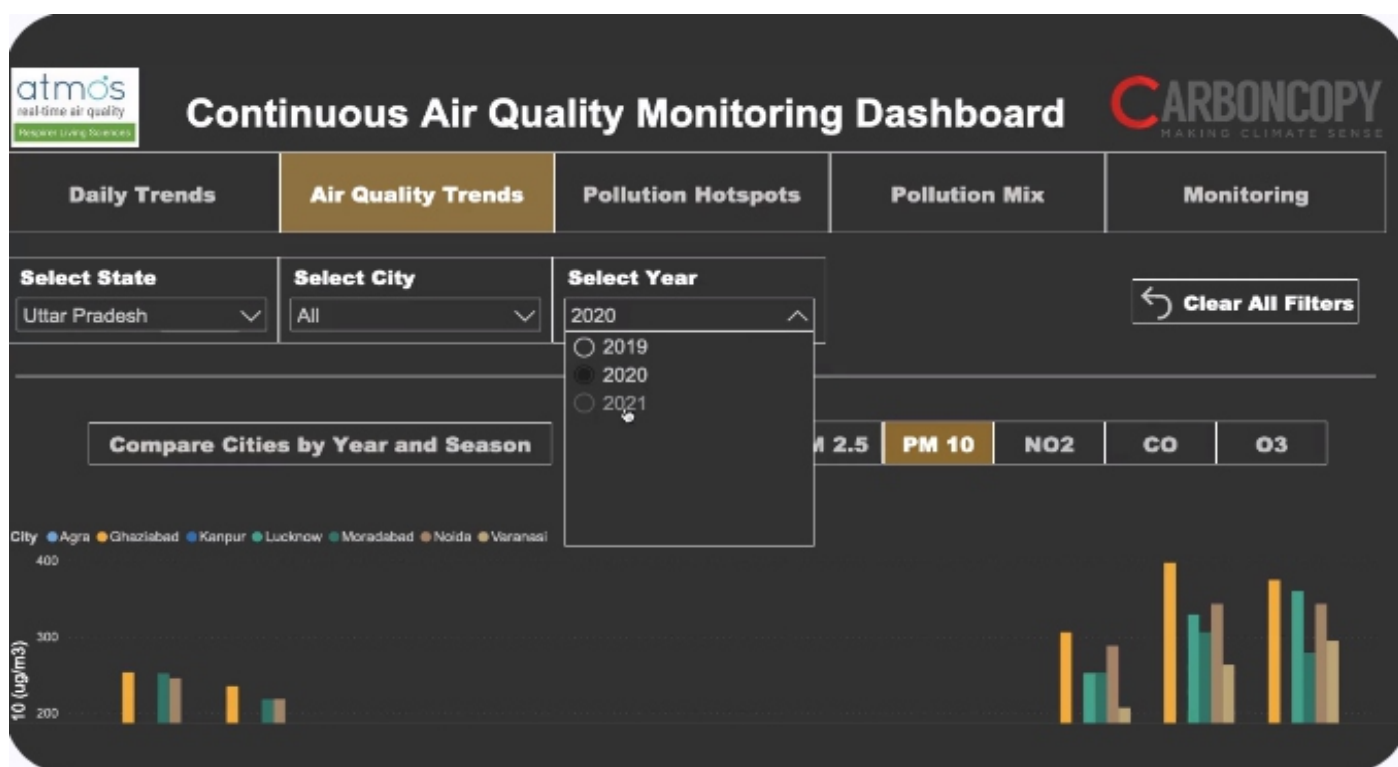
India being a key player in international trade and commerce, needs to back its role by skilling up its human resource in the logistics sector to address the challenges of operations and supply chain. Thus, to tap the enormous opportunities, it needs to develop capacity along with standardization of processes and human resource development. The setting up of logistic parks with multi-modal connectivity across the country will not only increase employment opportunities but also improve the overall growth of the Indian economy in the years ahead. It will benefit each stakeholder in the ecosystem like government agencies, logistic service providers, truckers, consignees, etc and smoothen the logistic operations.

National Clean Air Programme (NCAP): An Initiative to Improve Air Quality Monitoring

Clean air is paramount for a healthy life and thus to create a long-term impact under the National Clean Air Programme (NCAP), the Government of India has revised its time-bound target to achieve a 40% reduction in air pollution (Particulate Matter concentration) by 2026 from the level of the base year 2017. It was earlier set to a 20-30% reduction by 2024 from the base year. Under this program, city-specific plans will be prepared to expand air quality monitoring including more effective measures to reduce vehicle emissions, industrial pollution, etc through increasing public awareness.

Right now, the Air quality in India is monitored by the State Pollution Control Boards. But, under the Smart City Missions, the air quality of non-attainment cities will be monitored under NCAP. The revision of the target will have a long-term impact on the environment as well as the quality of life and help India to achieve its outlined target under Nationally Determined Contributions (NDCs). The air quality monitoring under this program has been made through a digital platform that helps to track the budget and other performance measures of Indian cities:





Source: <https://ncaptracker.in/ncap/>

The Ministry of Environment, Forest and Climate Change proposed an action plan for this air quality monitoring program in 2017. From then, it has seen various phases and enthusiastic involvement of various Indian cities, to expand the air quality monitoring coverage for a healthy and happy life.

2017

Concept Note on National Clean Air Programme has been released.

2019

Launch of National Clean Air Programme and total 84 cities submitted their plan to improve air quality.

2020

Rs 4,400 crore Budget has been Allocated to Clean Air.

2021

Center has earmarked Rs 2,217 Crore to tackle Air Pollution in 42 Urban centers.

2022

The target under NCAP has been revised.

The program is designed to evolve an effective management strategy for monitoring air quality and develop a comprehensive yet reliable database to take further measures for improvement. To serve this purpose, the government has segmented the Indian cities into three different groups based on the population level. For better monitoring, these cities are required to self-assess

themselves on the PRANA (Portal for Regulation of Air-Pollution in Non-Attainment Cities) digital platform on annual basis. The online portal helps to track the physical and financial status of the air action plans at the city level and disseminates air quality information to the general public.

The mechanism helps to develop timely measures for the prevention and mitigation of ill impacts of air pollution through public participation and strict implementation of government policies. This help in better management, prevention as well as control of air pollution and develop competitiveness among Indian cities to perform better and expand the coverage by taking measures against solid waste management, construction management, road dust management, etc.

The program works on the collaborative, multi-scale, cross-sectoral integration of departments of Central Ministries, State Governments along with local civic bodies in a more participative and disciplined approach. The major initiatives taken under NCAP at the national level to improve air quality and expand the monitoring coverage through various rational measures are as under:

Augmenting Air Quality Monitoring Network

Air Quality Management Plan for 100 Indian Cities based on identification, assessment, prioritization, evaluation and formulation of action plans.

Mechanism for Indoor Air Pollution Monitoring & Management

Creation of National Emission Inventory

Technological Assessment in Prevention, Control, and Abatement of Air Pollution

International cooperation to adopt International Best Practices

Effective Institutional Mechanism

Covid-19 has provided an enthusiastic start to this program as due to restrictions on all non-essential activities, economic activities were on standstill and emissions were at the lowest level. This helped India to achieve 95% of the set target under the program in its first 74 days and measured a significant drop in air pollution. But even in post covid time, due to continuous monitoring and control measures, India with such a vast population is working towards providing a clean environment to its citizen. Along with this, it is also aiming to fulfil its obligations and commitments concerning Sustainable Development Goals (SDGs) at the global level with the help of this program.

Resources

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