

# AG HORIZON

Government Policies, Sector Report and Analysis Reports

Blogs: Business and New Horizon

HAPPY NEW YEAR 2023



For the past two years, AG Horizon has been publishing it in the following format:



Each of the preceding can be found on our website, [www.aggrp.in](http://www.aggrp.in)

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# JOURNAL WRITE UP

AG provides customised and professional end-to-end solutions to all our clients. AG experts conduct research and identify potential policy options. We review government policies on regular basis. Our experts do extensive background research on specific sectors and review all available reports.



“ We are sharing our research and in-depth workings of our organisation through this journal. For more information, please visit our website at [www.aggrp.in](http://www.aggrp.in) ”

**AG** is celebrating its  
**Silver Jubilee**  
this year, as it turns **25**



# ORGANISATIONAL DETAILS

1.	Name of the Entity	AG Horizon Pvt. Ltd.
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3.	Authorized Person	<b>Rakesh Sharma</b> (Managing Director) <b>Mobile:</b> 91 9810046249
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5.	<b>Details of Registration</b> Registering Authority Incorporation Number	Registrar of Companies, Delhi U74999DL2017PTC315583
6.	No. of Years of Experience in the Field	25 years
7.	Commencement of Services & Date of Incorporation	Since 1998, Pvt Ltd on 05 April 2017
8.	Permanent Account Number	AAPCA4133Q
9.	GST Registration Certificate	07AAPCA4133Q2Z5
10.	MSME Registration Number	DL06D0005748
11.	TAN No.	DELA43652A
12.	Domain of Operations	Global

# BUSINESS OVERVIEW



- AG was established in 1998 as a solution provider company for Golf & Tourism Industry. In 2017, we transformed ourselves into “AG Horizon Pvt. Ltd.”
- AG offers a wide range of consultancy services to multiple sectors for the implementation of projects under one roof from “Concept to Commissioning”.
- Company has a Managing Director and 3 Directors. We have a team of professionals & experts having worked across public and private sectors.
- Business has no liability.
- Sales have grown in recent time as we have been working on many new bigger projects.
- Currently carrying out project worth Rs. 5000+ crores in Water Resource, IT, Tourism, Forest.

# GOVERNMENT POLICY REPORT

Government policies contain the things that are to be done in a certain way and the reason for doing in that direction. Governments establish many policies that guide businesses.

AG experts conduct research and identify potential policy options. Then we rank and select the best ones based on the issue's urgency, keep it focused on the main issue and include visuals such as charts and graphs. We review government policies on a regular basis to ensure that we are up to date on the latest regulations and technology.

## January 2022 Edition



- Vision India@ 2047



- National Startup Day: A Celebration to Develop Culture of Entrepreneurship in India



- National War Memorial and Merger of Amar Jawan Jyoti

## February 2022 Edition

- One District One Product Mission: Leveraging the Power of Technology & Innovation
- AtmaNirbhar Bharat Scheme to Make Self-reliant India
- Kisan Drone Facility: A Technology Boost to Indian Agriculture Sector



## March 2022 Edition



- Soil Health Card Scheme: A Complete Report Card of Farm Soil



- Defence Production and Export Promotion Policy: To Achieve Self-reliance in Indian Defence Sector



- Prime Minister's Development Initiative for Northeast Region (PM-DevINE)

## April 2022 Edition

- Prime Minister's "Meet the Champion's Initiative" to promote the culture of sports among youths
- Defence India Startup Challenge and iDEX Initiative
- One Health India Program



## May 2022 Edition



- "Make in India, Make for the World" Initiative to Become a Global Manufacturing Hub
- Pradhan Mantri Swasthya Suraksha Yojna
- India Semiconductor Mission: To Build a Vibrant Ecosystem of Semiconductor and Display Design Manufacturing in India

## June 2022 Edition

- Aspirational District Programme: An Important Aspect to put Building Blocks of New India by 2022
- "Bharat Tap" Initiative to Reduce Water Consumption for Sanitary Use
- "YUVA Tourism Club": An Initiative to Promote the Spirit of National Integration



## July 2022 Edition



- Agnipath Scheme: Revamping the Recruitment of Youths in Armed Forces
- LiFE Movement: A global initiative launched by India to promote "Lifestyle for the Environment"
- Promotion of MSMEs in North Eastern Region and Sikkim



## August 2022 Edition

- Har Ghar Tiranga Movement
- National Health Policy: Ensuring "Health for All"
- Trade Infrastructure for Export Scheme (TIES)



## September 2022 Edition



- National Initiative on Science, Technology and Innovation Statistics
- Bal Aadhar Initiative: A Successful Effort to Bring More Children in its Ambit
- "Clean Coast, Safe Sea" Campaign to Improve Ocean Health through Public Participation

## October 2022 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



## November 2022 Edition



- Launch of LIFE Mission and Agni Tattva Campaign
- People's Plan Campaign for Revamping Gram Panchayat Development
- National Campaign for the elimination of Single-Use Plastic

For more details: Login to our website [www.aggrp.in](http://www.aggrp.in)

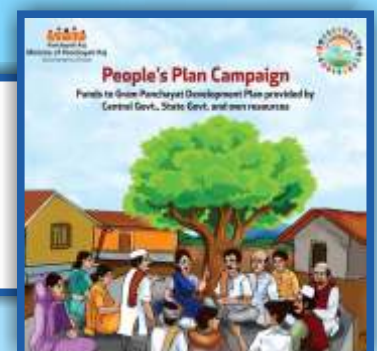
# GOVERNMENT POLICY REPORT

## *Policies Covered In The Edition*



**Launch of LiFE Mission and Agni Tattva Campaign**

**People's Plan Campaign for Revamping Gram Panchayat Development**



**National Campaign for the elimination of Single-Use Plastic**

# 01

## Launch of LiFE Mission and Agni Tattva Campaign

The Prime Minister of India on 20<sup>th</sup> October 2022 launched its brainchild Mission LiFE 'Lifestyle for Environment' at the Statue of Unity, Gujarat which was proposed by him at COP 26 in Glasgow. Its sole purpose is the promotion of a self-sustainable environment-friendly conscious lifestyle among people and thus has been welcomed by global leaders unanimously. The event has been graced by the presence of the United Nation Secretary General (UNSG) who has also highlighted the need for collective efforts for the protection of planet earth.

The LiFE mission encourages people to adopt pro planet lifestyle like reusing waste, adopting LED bulbs, restricting the use of single plastic, limiting the dependency on fossil fuel energy sources, etc through the mantra of Reuse, Reduce and Recycle (3R) for the protection of the environment as well as the future of mankind. The mission highlights the need for a lifestyle that is based on the objective of "Lifestyle of the planet, for the planet and by the planet". He urged the people to be the trustee of this beautiful planet earth and promote a circular economy in place of the 'use-and-dispose' culture. The concept helps to guide individuals to foster the environment and mother nature rather than be exploiters to use the treasure of resources hidden in it.

He also urged global leaders to support the mission and develop a green industrial revolution to promote pro-planet people's behavior for mitigating climate challenges of the 21<sup>st</sup> century. He also highlighted the urgent need to address the climate change scenario and strong policy-level commitments from global leaders to achieve the climate goals well within their set time lines to reap the benefits.

With rising innovation culture and the support of India's strong political commitment, India's performance and its role in climate protection have also been praised by the UNSG which appreciated its encouraging policies to bring higher public participation. The Prime Minister also thanked 1.3 billion Indians to have trust in India's traditional knowledge and pro-planet lifestyle methods followed for thousands of years to help the country to achieve its committed targets ahead of the time line and lead the world through actions. Some of these milestones are as under:

India's Forest Cover has been increased to 21.71% in comparison to 21.54% in 2017.

The population of Lions, Tigers, Leopards, Elephants and Rhinos are increasing along with Reintroduction of Cheetahs in the Biodiversity.

India's commitment to Achieve 40% installed Electric Capacity from Non- Fossil fuel based energy Sources has been achieved 9 Years ahead of Schedule.

The targeted 10% Ethanol Blending Target in Petrol has been Achieved 5 months earlier than scheduled target of November 2022 with respect to availability of 5% blended Petrol in 2019-20.

As per the Renewables 2022 Global Status Report 2022 by Renewable Energy Policy Network for the 21st Century (REN21), India's rank in Renewable Power Installed Capacity is third.



# SECTOR REPORT

Sector reports provide an overview of a specific industry. The reports generally focus on major industries and can cover country specific or global industries.

AG experts review all available reports but relevant industry reports and statistics to determine whether further investigation is warranted. Examine its most recent developments and concentrate on industry dynamics.



## Health Sector

- Conditional Market Authorization of Covid 19 Vaccines in India by National Regulator.
- Launch of e-Office of Central Council for Research in Ayurvedic Sciences.
- e-Sanjeevani Teleconsultation Facility: A revolution in Indian Health Care Sector.

## Transport Sector

- Green Financing to Decarbonize Indian Transport Sector.
- Parvatmala: National Ropeways Development Programme for Hilly Regions.
- National Rail Plan, 2030: A Blue Print to make Indian Railways Future- Ready.



## Renewable Energy

- "Renewable Energy Research & Technology Development Programme" Scheme.
- National Hydrogen Mission: To Develop a Sustainable Alternative fuel to Energise India's Growth.
- Revised Policy for Biomass Utilization for Power Generation in Coal Based Power Plants: Sustainable Solution to Utilize Agro Residue.

## Automobile

- Hydrogen Fuel Cell Vehicles: Move Towards Clean and Green India.
- Production Link Incentive Scheme for Automobile and Auto Component Sector.
- Flex-Fuel Vehicles: Bringing Sustainable Fuel Choices to Indian Transportation.



## Infrastructure

- Waterways Conclave 2022.
- Dedicated Freight Corridor Scheme of Indian Railways.
- North East Industrial Development Scheme (NEIDS).

## Telecommunication

- "GatiShakti Sanchar" Portal: Streamlining the Application Process to achieve "Broadband for All" in India.
- National Digital Communication Policy 2018.
- 5G Vertical Engagement and Partnership Program Initiative.



## Housing & Urban Development

- Pradhan Mantri Awas Yojna- Urban: Housing For All.
- River Centric Urban Planning Guidelines for Sustainable Urban Development.
- National Mission on Sustainable Habitat 2021 -2030.



## Education

- Diksha Platform for the Promotion of Specialized e-Contents to Continue Learning.
- National Achievement Survey: A Report to Assess Health of Indian School System.
- National Curriculum Framework (NCF).



## Banking & Finance

- Overseas Investment Rules and Regulations 2022.
- Jan Samarth Portal to ease out Loan Process under Government's Credit Linked Schemes.
- "International Trade Settlement in Indian Rupees" issued by Reserve Bank of India.



## Commerce & Industry

- Logistics Ease Across Different States (LEADS) 2022 Survey.
- India@2047: Services Sector Exports Strategy "Skilling And Internationalization Of Higher Education".
- India's leap on Global Innovation Index.

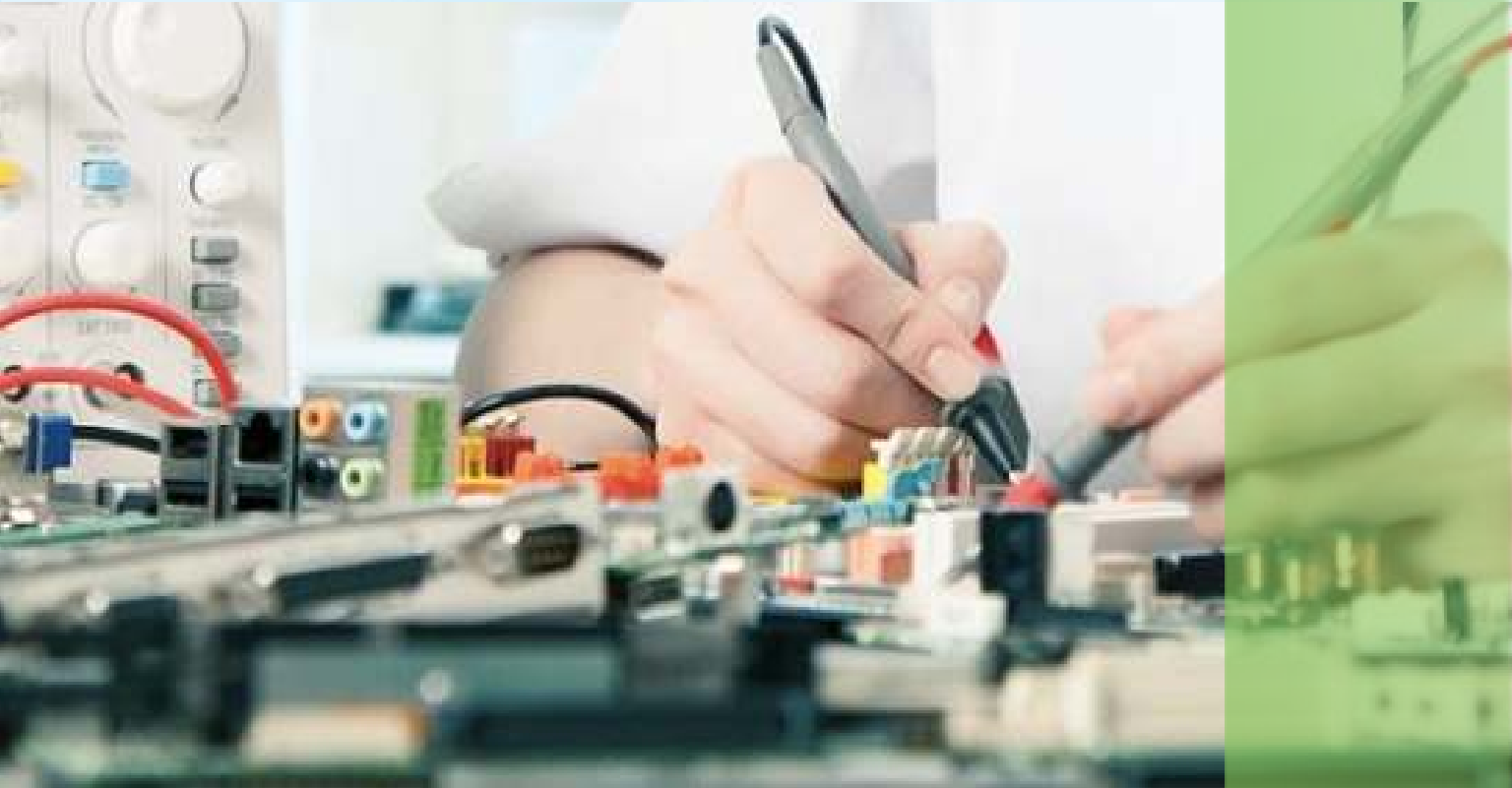


## IT & Electronics

- India Semiconductor Mission.
- Telecom Technology Development Fund Scheme.
- Cyber Security Exercise "PowerEx-2022".



For more details: Login to our website [www.aggrp.in](http://www.aggrp.in)



## *Policies Covered In The Edition*

# SECTOR SPECIFIC REPORT (IT & Electronics)

1. India Semiconductor Mission

2. Telecom Technology Development Fund Scheme

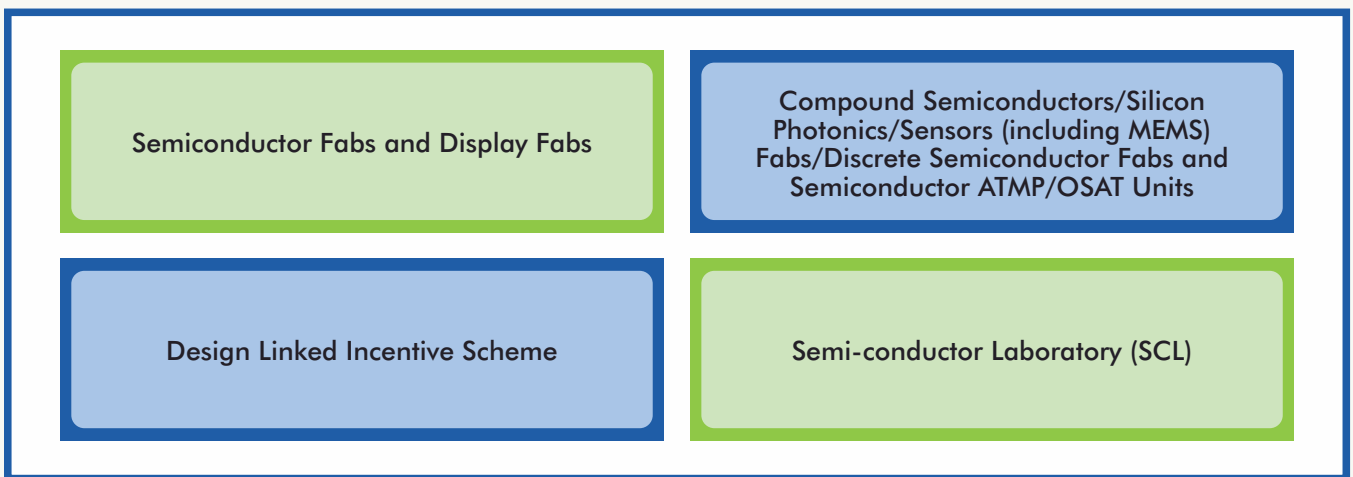
3. Cyber Security Exercise "Power Ex-2022"

# 01 |

## India Semiconductor Mission

Recently to provide a major boost to India Semiconductor Mission (ISM), on 17th October 2022, the Ministry of Electronics & Information Technology started the first Semicon India Future Design Road show with the theme of 'Catalyzing the Next-Generation Semiconductor Design Start-ups' from Gujarat.

These events will help to energize the startups working in the area of Semiconductor Design and innovation to tap the incentive benefits under the Design Linked Scheme of ISM which was launched by the Government of India in 2021. The vision was to establish India as a Global Hub in the domain and emerge as a leader in the Semiconductor design and electronics manufacturing sector by following four broad schemes to facilitate infrastructure growth for the industry and setting up the enabling specialized ecosystem:



ISM functions as a Special Independent Division under Digital India Corporation for building a robust semiconductor and display ecosystem in the country with a comprehensive, coherent and efficient deployment framework for the program in association with the Central ministries, departments, agencies, industry as well as academia.

The mission functions in the advisory matters for the growth of the industry and attracts public, private and global investments for the same. All the government schemes related to the promotion and support of the semiconductor industry such as manufacturing, display fabrication, etc are also implemented through ISM. It has all the necessary powers to effectively achieve the objectives of the mission or as directed by the Ministry of Electronics and Information Technology from time to time.

The mission with Rs 76,000 crore incentive outlay is aimed to attract major investment in this strategically important sector with the setting up of the Semicon city in India at Dholera, Gujarat which will eventually establish India as Asia's hub for 'Electronics & Semiconductor Innovation'. In the last 7 years, the country had seen unprecedented growth in the Electronics sector and touched a record Rs 27,000 crore mark in 2019-20 which was almost zero in 2015-16.

Semiconductors are the building block of Electronics and Information Technology and thus broadening their manufacturing capabilities within the country is critical as well as important. The mission in this



regard is going to give the impetus to its growth and help India to expand its digital economy and touch the mark of US\$ 1 trillion by 2025-26. For this, the major objectives outlined under the mission are:



ISM works as a nodal agency to drive financial support in semiconductor display manufacturing and design units while strengthening the ecosystem. To completely envision the objectives of Atmanirbhar Bharat and ISM, India needs to reenergize the growth of its electronics manufacturing and innovation capabilities with the help of global experts and tap the strength of India's vibrant startup ecosystem to make a global presence.

Today, technology is all around and everyone's lives are revolving around electronic gadgets like smartphones, laptops, etc. The semiconductor is the heart of these electronic devices including various medical equipment. Thus, during the Covid 19 when the global supply chain went on to stand still, the challenges of this industry increased many fold.

As per the estimates, India's domestic consumption of semiconductors is going to cross the US\$ 100 billion mark by 2030 and thus to develop a steady and reliable supply chain to address such challenges in the future, India needs to develop its semiconductor industry in a mission mode and get the early bus to reap the optimum benefit.

Thus, to tap the enormous opportunity in the next phase of India's digital transformation with Industry 4.0, the development of semiconductor and display manufacturing is the driving force. India needs to set a big aim to emerge as a key player in the global semiconductor ecosystem to play a critical role in deriving favourable trade policies that can establish India as one of the emerging dominant players in the semiconductor global supply chain soon with strong policy support and effective implementation mechanism under the ISM.

**Cabinet Decisions: 15 Dec, 2021**

# MAKE IN INDIA SEMICONDUCTORS FOR THE WORLD

Scheme for holistic development of Semiconductor & Display manufacturing ecosystem



To contribute to US \$1 trillion digital economy as a part of US \$5 trillion GDP by 2025 - 2026



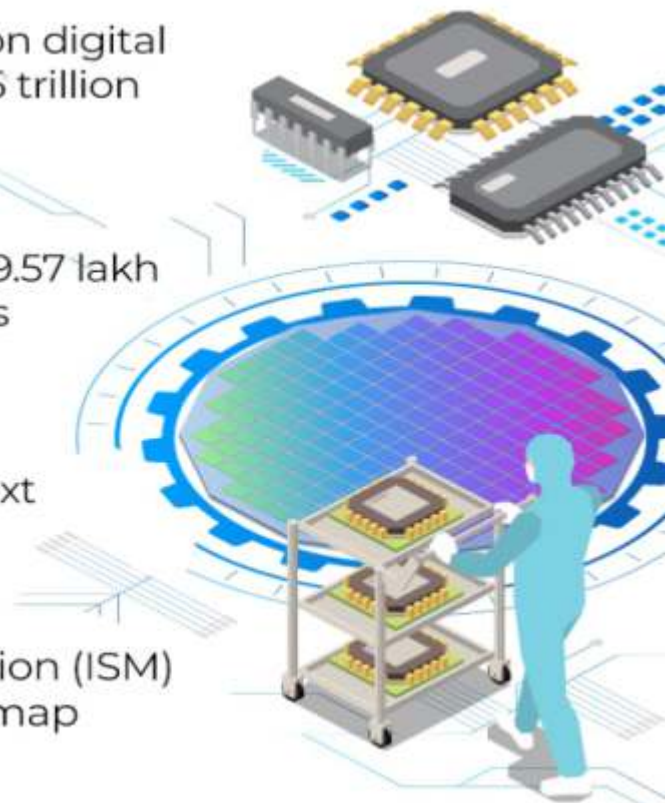
Production target worth ₹9.57 lakh crore over the next 20 years



Exports expected to touch ₹5.15 lakh crore over the next 20 years



India Semiconductor Mission (ISM) to implement policy roadmap



To read more details: Login to our website [www.aggrp.in](http://www.aggrp.in)

# ANALYSIS REPORT

Sector analysis is an assessment of the economic and financial condition and prospects of a given sector of the economy.

To understand the market, AG experts conduct extensive background research on specific sectors/industries and competitors. Begin with a general overview of the industry, including information about its size, products and geographic scope. Then, provide a market analysis that includes projected growth, product and technology trends and other influencing factors.



## Indian Tourism Sector

- Overview
- Incredible India: Landscape of Tourism and Industry Trends
- Growth Drivers and Challenges of Industry
- Investment Opportunities and International Outlook
- Response to Covid-19 and Recovery Scenario
- Government Initiatives: Reinventing the Power of Tourism in India
- Conclusion

## Union Budget 2022-23

- Budget Outline
- Expectations from the Budget
- Key Economic Indicators at a Glance
- Major Highlights
- Sector-wise Budgetary Allocation & Impact Analysis
- Tax Provisions
- Conclusion



## Skill Development & Entrepreneurship

- Overview
- Governance Structure and Ecosystem Stakeholders
- Skill Development and Entrepreneurship in India: Opportunities and Challenges
- Funding and Investment Scenario
- Government Policy Framework for Skill Development and Entrepreneurship
- Effect of Covid-19 Pandemic on the Sector
- Impact So Far and Way Forward

## Horticulture & Forestry

- Overview
- Governance and Classification
- Industry Trends and Export Scenario
- Strengths and Challenges
- Investment & Financial Scenario
- Effect of Covid-19 Pandemic and Way Forward
- Government Policy Framework and Supporting Schemes
- Conclusion



## Indian Aviation Sector

- Overview
- Governance Structure & Industry Scenario
- Drivers of Growth
- Investment Opportunities & International Collaborations
- Impact During Covid 19 Pandemic and Way Forward
- Government Reforms and Related Policy Framework
- Conclusion

## Indian Irrigation Sector

- Overview
- Governance and Scope
- Current Growth and Development Trends of the Sector
- Opportunities, Strategic Issues, and Challenges
- Investment and Financial Scenario
- Government Initiatives Impacting the Growth of the Sector
- Conclusion



## Indian Railways

- Overview
- Governance and Infrastructure Details
- Growth Drivers and Industry Trends
- Investment Scenario and Global Collaborations
- Impact During Covid 19 and Responsibilities Undertaken
- Government Initiatives to Redefine the Indian Railways
- Conclusion

## Indian Economy Since Independence

- Introduction
- Current Scenario and Governance Layout
- The Continuous Evolving Landscape of the Indian Economy
- Growth Drivers, Opportunities, and Challenges
- Global Scenario and International Outlook
- Indian Economy During Covid 19 and Post Recovery Scenario
- Way forward



## India's Traffic Management

- Introduction
- Features of India's Traffic Operation and Management
- Current Scenario and Drivers of Rising Traffic Congestion
- Issues and Challenges Related to India's Traffic and Safety Management
- Gap Analysis and Future Scope
- Government's Policy Support to Facilitate Traffic Management in India
- Conclusion

## Electric Mobility

- Overview
- Current Scenario and Drivers of Rising Demand
- Benefits and Challenges to Roll out Electric Mobility in India
- Economic and Environmental Impact
- Government's Initiative to Promote and Incentivize Electric Mobility Solutions
- Future Roadmap
- Conclusion



## India's National Highway Infrastructure

- Overview
- Current Scenario and Statistics
- Drivers of National Highway Infrastructure Growth
- Importance of the Highways Development and Impact on National Growth
- Investment Scenario and Challenges Faced by the Sector
- Government's Policy Landscape for Accelerating National Highway Infrastructure
- Conclusion

For more details: Login to our website [www.aggrp.in](http://www.aggrp.in)

2022 Edition



# ANALYSIS REPORT ON INDIA'S NATIONAL HIGHWAY INFRASTRUCTURE



- 1** Overview
- 2** Current Scenario and Statistics
- 3** Drivers of National Highway Infrastructure Growth
- 4** Importance of the Highways Development and Impact on National Growth
- 5** Investment Scenario and Challenges Faced by the Sector
- 6** Government's Policy Landscape for Accelerating National Highway Infrastructure
- 7** Conclusion

# 01 | Overview

India being home to one of the largest populations in the world, needs a vast road network for its socio-economic growth. The road network is the lifeline of the country as almost 65% of the goods transportation and around 90% of passenger traffic in India move through this complex mesh. They are the one who connects the farthest corners of the country and helps in the interstate movement to support regional growth beyond enormous disparities.

Over time, the importance of the National Highways (NH) has increased due to the heavy load on roads and to provide safe, secure, as well as time-efficient travel for personal and commercial needs. It provides a secure environment to commuters in the form of broader roads, interconnected ways to adjoining cities and towns with precise specifications and facilities such as multiple lanes with clear signboards, dedicated carriageways, electronic toll plazas, controlled access at crossroads along with medical and public utilities.

In India, only 2% of the construction of the total road network comes under the NH but this small proportion carries around 40% of India's total traffic. In the last 7 years, national highway construction has seen a major surge looking at the rising number of vehicles making congestion on roads and to fulfill the need for an improved supply chain for India's logistic sector. As per the government statistics, in FY 2020-21, a total of 13,327 km of NH construction took place in comparison to the NH construction of 4,410 km in 2014-15.

As these are the primary roads that interconnect major cities and industrial hubs with each other, the Central Government sees the development and maintenance of these NH through its dedicated agency for the purpose National Highway Authority of India (NHAI). Currently, some of the national highways or expressways are made equipped with airstrips also to play a strategic role in times of need.

The Government of India through special attention on India's road infrastructure is bringing a transformational shift in highway construction through policy initiatives such as the Gati Shakti Master plan, Bharat Mala Pariyojna, Dedicated Freight Corridors, etc as to achieve the target of constructing National Highway Network of 2 lakh Kms by 2025. For this, the provisions have been made under the Union Budget 2022-23 and the projections are to receive significant outlay in the successive budgets also as these are the important pillars of national growth as well as national security and prosperity.

India is developing the highway infrastructure through a developed framework of the Public Private Partnership (PPP) model. International institutions such as Asian Development Bank are also providing financial support to extend its highway infrastructure. Other than this, the 100% FDI allowed in the road and highway sector in India under the automatic route is also bringing lots of investment to fuel up the energy in the domain and promise a bright future for all the stakeholders.



**02** | Current Scenario and Statistics

**03** | Drivers of National Highway Infrastructure Growth

**04** | Importance of the Highways Development and Impact on National Growth

**05** | Investment Scenario and Challenges Faced by the Sector

**06** | Govt's Policy Landscape for Accelerating National Highway Infrastructure

To read more details: Login to our website [www.aggrp.in](http://www.aggrp.in)



# 07 | Conclusion

The next decade will be the witness of India's efficient and robust infrastructure with the gaps filled by the continuously developed national highways and providing a quality experience to its commuters travelling for personal, recreational, educational, or commercial purposes. The intense use of technology and ICT tools with an extra push for electric mobility will bring a more sustainable and pleasant experience for commuters on these highways. The sufficient charging infrastructure, public utilities and emergency response control room services across the length and breadth of these strategically important lifelines are changing the saga of travel for once and all.

The future of India's sustainable and green mobility is shining with the rising highway infrastructure and the country's social canvas is also going to be colored in the rainbow color with frequent and safe travels on these roads. The economic prosperity of the country will mark unparalleled growth with innovation in technology and engineering to facilitate national highway construction, operation and management in the years to come and bring joy across the sectors.



# BLOGS

Blogs are informal articles written for the purpose of showing thought leadership and expertise on a topic.

Blogs provide more shareable content than just the service posts for consumers to share with others across social media. It's a great way to educate people, provide tips or how-tos and create more connections.

## BUSINESS BLOGS



Virtual Digital Asset:  
An Intangible Credit  
with Tax Liability



Does e- Mobility  
still has a Long  
Way to Become  
First Choice in India?



How the Export Share  
of India's Handicraft  
Sector is Rising and  
Benefitting the Artisans?



India's first Underwater  
Metro Train: Paving  
the Way for Future  
Commutation Needs



Skill India Mission  
Ready to Promote  
Entrepreneurship  
among India's  
Tribal Youth.



India becomes the 5th  
largest economy in the  
World Surpassing UK.



G20 Presidency: India  
is set to play a Big Role  
in Global Geopolitics for  
the First Time



Distressed Energy Market:  
How its affecting Indian  
households?



Digital Banking Units  
Addressing Financial  
Inclusion and Cyber  
Security Challenges  
Together

## NEW HORIZON BLOGS



**Operation Ganga:  
An Act of Humanity  
or Mere Government  
Responsibility**



**The Sport's Culture in  
India is on Rise.  
How it is going to Paint  
Social and Psychological  
Canvas of Indian Society**



**Yoga: A Necessity to  
live a Healthy and Happy  
Life in Present Era**



**Adventure Tourism:  
A New Niche to bring  
Freshness to the Indian  
Tourism Sector**



**India's Defense  
Research & Development  
Capabilities Opening  
Up New Business  
Opportunities**



**Deteriorating Mental  
Health: Know How it is  
diminishing Productivity  
at Work and in Life.**



**A widespread Usage  
of Sign Language is  
important for India's  
Inclusive Growth.**



**Humanoid Robot:  
Demonstrating the  
Future Abilities of AI  
enabled Machines.**



**Reintroduction of  
Cheetah in India to  
Strengthen the Biodiversity.**

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## BUSINESS BLOG

### India becomes the 5th largest economy in the World Surpassing UK



The Indian economy comes out of its colonial past in the 75<sup>th</sup> year of its independence by surpassing the UK in the last three months of 2021 as per the GDP calculations of the International Monetary Fund (IMF). This bagged India the position of the fifth-largest economy in the world. India is now only behind the developed economies of the world, the US, China, Japan and Germany. The achievement became more valuable because India surpassed the UK which ruled the country for around two centuries and left India with extreme poverty and hunger.

India has taken a huge leap within this decade and become the fifth-largest economy while experiencing the major policy change and political commitments for India's sustainable future to play a key role in the present world order. Still, India has a long road to go. As per the projection India is expected to become the third-largest economy in the world by 2030 with continuous reforms and the adoption of sustainable practices. India is also expected to surpass the US economy and become the world leader by 2048 with the strategic roadmap made under Vision India @2047.

Along with visionary leadership and a strong policy framework, many reasons are also contributing to India's economic growth saga. Such as the demographic dividend, the drastic improvement in ease of doing business, the huge push to infrastructure development, the curb on corruption, the vibrant startup ecosystem with the increasing number of unicorns, increasing demand for services and consumption, etc.

India's continuous effort to excel and be resilient to changes has brought prosperity and growth. No doubt, the rising population, high prices and level of poverty bring challenges to the growth of the economy along with shocks due to contemporary global issues such as rising inflation, climate change, the Russia-Ukraine conflict, the energy crisis, etc.

But India turns its challenges into opportunities and touches new avenues of success and growth in the global landscape. Seeing its comprehensive policy approach to peace, security and sustainability along with the rising income levels and increased consumer demand, India has set the path to rise further and become the largest economy in the world.

## NEW HORIZON BLOG

### Adventure Tourism: A New Niche to bring Freshness to India's Tourism Sector



A culturally diverse and historically rich country like India has vast potential to tap into the tourism sector. As per projections, the Indian travel market is going to touch the mark of US\$ 512 billion by the fiscal year 2028. The rapid infrastructural development in the farthest and remotest corners of the country is providing a necessary boost to the industry. This will help tap the enormous hidden prospects to attract domestic and international tourists for various unique travelling experiences such as Adventure Tourism.

As per the World Travel & Tourism Council (WTTC), India stood at 10<sup>th</sup> position in terms of total contribution to GDP by the travel and tourism industry in the fiscal year 2019. To increase it further, the Ministry of Tourism continuously developing "Adventure Tourism" as a new niche product to bring more opportunities to the sector. This will enhance the development of adventure activities including Water Sports for 365 days all over the country and attract travellers and tourists having specific interests in adventure sports like Hiking, Rafting, Climbing, Zip Lining, etc.

The diminishing social interaction and rapid urbanization have exhausted people psychologically and left little place for physical activities. In the corporate contemporary lifestyle, the burden of non-communicable diseases is increasing day by day along with the monotony of daily regular life. Adventure tourism here brings a fresh, different set of natural and cultural activities to reenergize people and bring them out of their comfort zones to experience something unique.

But adventure tourism has its own risk involved and thus strong safety-related guidelines must be in place while tapping its maximum potential in the sector. To this, the government has geared up with the formulation of the "National Strategy for Adventure Tourism" along with the constitution of the "National Board for Adventure Tourism" by identifying various Central/ State/ UT administrative bodies.

All of this will help to streamline the operational and implementation details regarding the promotion and development of adventure tourism in India. The financial assistance from the government including skill development and training in this particular niche will enhance its competitiveness and quality of service at a global level which will add up more foreign reserves to the country's pool and create millions of jobs.

# THE BLUEPRINT TO SUCCESS

The Certifications attained by our company ensures that every project is in compliance with the following:

- 1. Quality Management :** The ISO 9001:2015 ensures that the projects will be in compliance with the best quality standards.
- 2. IT Services :** The ISO/IES 20000-1:2018 ensures that the project will be driven with the latest IT technology.
- 3. Environment Management :** The ISO 14001:2015 ensures that the best practices are followed to safeguard the environment.
- 4. Risk Management :** The ISO 31000:2018 ensures mitigation of maximum risks.
- 5. Social Responsibility :** The ISO 26000:2010 ensures assists in attending to our responsibility towards the society.

## Quality Management System ISO 9001:2015



## Environ Management System ISO 14001:2015



## IT Service Mgmt System ISO/IEC 20000-1:2018



## Risk Management System ISO 31000:2018



## Social Responsibility ISO 26000: 2010



# SECTORS

We work across diverse sectors, bringing best projects, with each sector working as its own independent unit. There is a wide spectrum of attributes in each vertical and we have proven track records from concept till commissioning of the projects that we have undertaken.

Apart from the areas we cater, we also provide our full assistance in the supplementary sphere of activities as well. Our aim is to assure our clients that we safeguard their trust within us to weave their dream projects into reality.

## ENGINEERING



IT & Telecom



Infrastructure: Highway/Tunnels



Power & Renewable Energy



Textile

## ENVIRONMENT



Agriculture



Animal Husbandry



Horticulture & Forestry



Irrigation



Water

## SOCIAL & PUBLIC SECTOR



Education



Healthcare



Sports



Tourism

## TRANSPORT



Aviation



Electric Vehicle



Railway



Ropeway



Traffic Management

# SERVICES

We offer diverse services, bringing best in class solutions with each service division functioning as strategic business unit. There's a wide spectrum of services, creating a seamless, fast track and personal service for the clients. Our suite of services includes varied options from concept design to project handover. Apart from below services we take care of our client by customising the services options by looking into their interest, that serving to the interest of our client/customer/organisation or any Government department will lead us to satisfaction of achieving our objectives and in turn our own interest.





# AG GROUP

## We expand your Horizon

AG was established in the year 1998. In the due course of time AG has become multi-functional, multi-disciplinary organization offering a wide range of consultancy services to multiple sectors for implementation of projects under one roof from "Concept to Commissioning" AG shareholders has track record in the development of mega projects in country & overseas in field of sports, hospitality, tourism, flood management, turf farms, F&B, real estate, fashion & clothing, import & exports, chemical & fertilizers.

The integration and coordination of our in-house experts deliver the pragmatic solutions in the today's world. Quality and Service delivery are the key elements of AG Group corporate philosophy. The highly motivated, experienced and multi-disciplined team plans, develop and implement the need of client and exceed their expectations. We can synergize our experience with your projects to make it a success.



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