



IN *India*
FOCUS

— Diplomacy & Commerce —

2017

INDIA
THE RISING POWER

70 Years of India's Independence
70th Anniversary of India-Serbia Relations

01 ▶

METEOR IMPACT

Lonar Lake is created by a meteor impact. The lake's age is usually estimated to be over 52,000 years



02 ▶

JAMMU & KASHMIR

The state of Jammu & Kashmir changes its capital every 6 months.



05 ▶

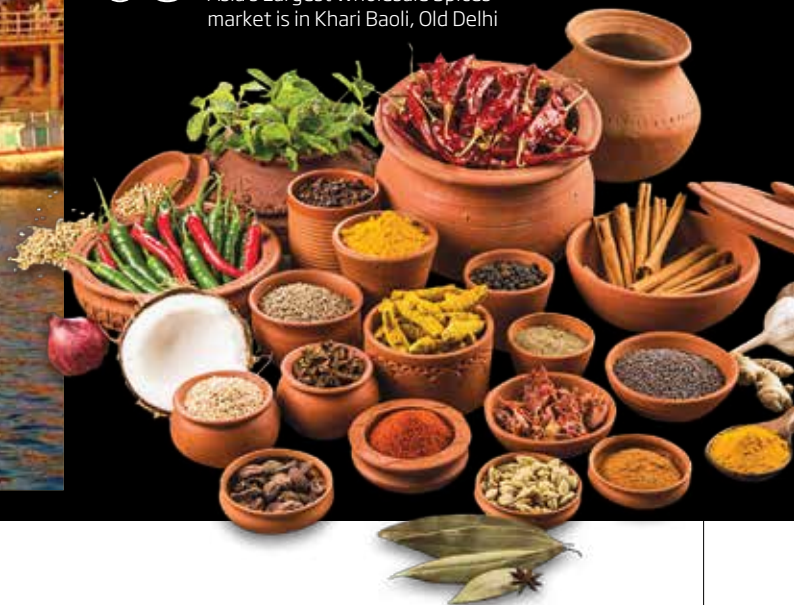
OLDEST INHABITED CITY

The Indian city of Varanasi claims to be the oldest continuously inhabited city in the world.



06 ▶ SPICES

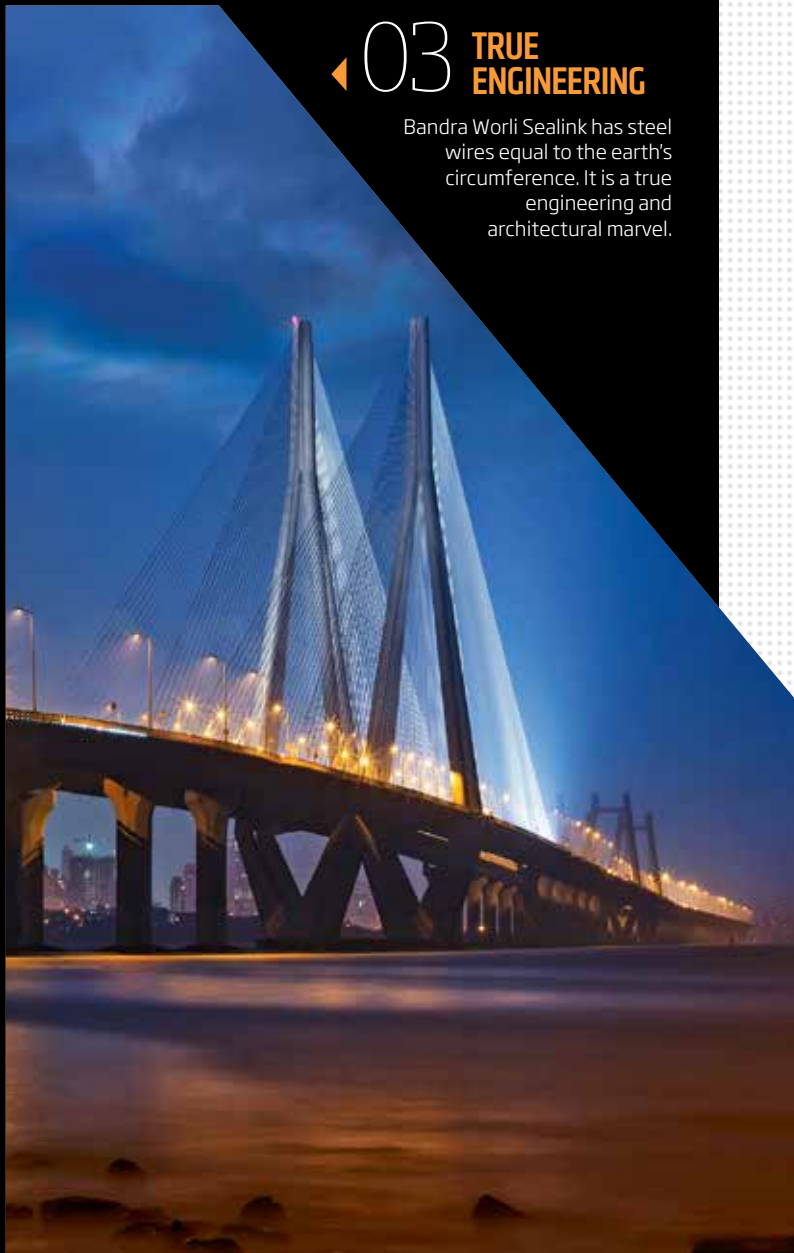
Asia's Largest Wholesale Spices market is in Khari Baoli, Old Delhi





◀ 03 TRUE ENGINEERING

Bandra Worli Sealink has steel wires equal to the earth's circumference. It is a true engineering and architectural marvel.



◀ 04 MOST VISITED

The Mysore Palace is the most visited monument in India, even more the Taj Mahal.



07 ▶ NEWSPAPER

The Musalman' is India's (and possibly the world's) only handwritten newspaper, handwritten in Urdu by skilled calligraphers.



◀ 08 CHATURANGA

Chess was invented in India, originally called chaturanga in Sanskrit, it meant "four members of an army".





06 SIGNIFICANT BOOST OF INDIA-SERBIA COOPERATION
H.E. NARINDER CHAUHAN

22 INDIA-SERBIA COOPERATION
DIGITALIZATION



10 PLENTY OF ROOM FOR IMPROVING COOPERATION
VISIT OF H.E. ALEKSANDAR VUČIĆ TO INDIA

24 INDIA SCRIPTED HISTORY
ISRO'S ACHIEVEMENTS

12 14th PRESIDENT OF INDIA APPOINTMENT

26 MEDICINAL HERBS FOR BEAUTIFUL AND HEALTHY COMPLEXION
HIMALAYA

14 WOMAN OF THE DECADE
WOMEN ECONOMIC FORUM IN NEW DELHI

30 YOGA BENEFITS IN BATTLING CANCER
Dr. IVA PAVLOVIĆ



16 INDIAN CLASSICAL DANCE "BHARATNATYAM"
LIVE PERFORMANCE

31 YOGA BENEFITS IN BATTLING DEPRESSION
SUZANA ARNAUT NIKOLIĆ

17 TRANSFORMING THE FOOD ECONOMY
WORLD FOOD INDIA 2017

32 BENEFITS OF YOGA FOR DEPRESSION
LUCIJA DINIĆ



18 LEADER IN POWER AND COMPUTER ENGINEERING
SCHNEIDER ELECTRIC DMS NS LLC

33 SHOOTING OF INDIAN FILMS
FILM FRIENDLY SERBIA

20 LEADING EXPORTER OF SERBIAN DEFENSE EQUIPMENT
YUGOIMPORT-SDPR

34 EMBASSY OF INDIA EVENTS



Diplomacy & Commerce

Special thanks to
EMBASSY OF INDIA IN BELGRADE

Editor in Chief
ŽIKICA MILOŠEVIĆ
zikica.milosevic@color.rs

Magazine director
RUŽA RISTANOVIĆ
ruza.ristanovic@color.rs

Director
ROBERT ČOBAN
robert.coban@color.rs

Editorial manager
TANJA BANKOVIĆ
tanja.bankovic@color.rs

Art director
ILIJA PETROVIĆ "INDIGOCHILD"
ilija.petrovic@color.rs

Sales manager
NATAŠA NEŠIĆ
natasanalesic@color.rs

Sales manager
JOVANA MARKOVIĆ
jovana.markovic@color.rs

Sales manager
DRAGANA RADOVIĆ
dragana.radovic@color.rs

Sales manager
VANJA KOVAČEV
PR&Event support
Nord Communications

vanja.communications@gmail.com

Photo
GORAN ZLATKOVIĆ

Translation and lecture
SNEŽANA RAKIĆ
MRP EDITORIAL

COLOR MEDIA COMMUNICATIONS

"Color Media Communications" LTD, 21132 Petrovaradin, Štrosmajerova 3
TIN 107871532 • Matriculation number 20887303 • Phone: +381 21 4897100 • Fax: +381 21 4897126
Office: Vase Čarapića 3/IV/38, Belgrade • 011 4044 960

The Backwater Cruise



The Kerala backwaters are a chain of lagoons and lakes lying parallel to the Arabian Sea coast of south-western India. The backwaters are a network of interconnected canals, rivers, lakes and inlets – a labyrinthine system formed by more than 900 km of waterways. More than 2000 traditional Kerala houseboats, almost 100 feet long with thatched roof covers and wooden hulls, become floating cottages for visitors.

Explore Kerala and Discover More of India.



For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
Follow us on Facebook: [IndianSerbia](https://www.facebook.com/IndianSerbia) • Twitter: [@IndianSerbia](https://twitter.com/IndianSerbia)

VISIT
India

**H.E. NARINDER
CHAUHAN**

Ambassador
of India to
Serbia



 INTERVIEW

SIGNIFICANT BOOST OF INDIA-SERBIA COOPERATION

In our effort to enhance business opportunities, the India-Serbia Business Forum was launched in June 2016 followed by second meeting in February 2017 where duty differential for Indian imports and complex registration procedures for Indian pharma products were identified as some of the hurdles

The fundamental principle of Indian government is digital enablement of the services which has led to inception of the 'Digital India' program. India is also focusing on Digital Tourism with the introduction of e-Visa facility which has been extended to 161 countries. The India-Serbia trade & investment scenario received a significant boost at the beginning of 2017 when Hon'ble Aleksandar Vučić visited. Also, India Culture is the key to peoples' hearts. Serbia has always been pro-India, cherishing Indian culture, Yoga, Ayurveda, as well as our films, TV serials and cuisine, said H.E. Narinder Chauhan, Indian Ambassador in Serbia.

India is stepping deep into the digital society. What are the recent achievements, since one year is a long period in such a fast technology?

— The fundamental principle of Indian government is digital enablement of the services which has led to inception of the 'Digital India' program. Digital India is a globally unprecedented path-breaking initiative of the Indian Prime Minister to modernize the Indian economy, to improve Indian society and to radically transform the quality of governance by the creative use of digital technology. This flagship programme is travelling in the right path. Every Indian Minister and every Ministry is now on Twitter, Facebook etc. The e-governance measures like digital locker, Bharatnet (Optical Fibre network), e-sign,

and feedbacks through web (mygov.in) are some notable initiatives. India has become the 2nd largest market of smartphones in the world. With increased penetration of mobile, they become obvious choice for attaining inclusiveness in sectors like financial, education, healthcare to name a few. India has climbed up 11 positions in UN e-Governance index since 2014. Government has started world's largest biometric based digital identity "Aadhaar" which has over 1.1 billion registered users. The Digital India program also

E-VISA EXTENDED TO SERBIA IS GAINING POPULARITY

supports the 'Make in India' program which has been launched globally. The major changes in the technology space have not only brought changes to the economic system but are also contributing to the environmental changes. The next generation technologies are helping in lowering the carbon footprint by reducing fuel consumption, waste management, greener workplaces and thus leading to a greener ecosystem.

India is also focusing on Digital Tourism with the introduction of e-Visa facility which has been extended to 161 countries. E-visa was extended to Serbia in Feb 2016 and is gaining pop-

ularity. India can play an important role in developing e-Government in Serbia. We can share vision, approach, strategy, implementation methodology and management structure needed for developing and evolving e-Government. Implementation of bilateral MoU on IT & Electronics will ensure enhanced cooperation in the field of e-Governance. Serbian nationals can benefit from the ITEC training. We are ready to dovetail our experiences with Prime Minister of Serbia, Hon'ble Ana Brnabić's vision of digitalization, a priority of her government.

Serbia has been a host of numerous cultural events from India, organized by Indian Embassy, like concerts, dance ensembles and the International Yoga Day. Do you think that the perception of the public is shifted how?

— Culture is the key to peoples' hearts. Serbia has always been pro-India, cherishing Indian culture, Yoga, Ayurveda, as well as our films, TV serials and cuisine. I think that we have been able to successfully connect the cultures of our two countries and we tried to bring India closer to Serbia through dance, art, photographs, films, etc. The Indian cultural manifestations we bring to Serbia are very popular and draw full houses. Recently, the Kriyative Theatre Group participated in INFANT Festival and BELEF Festival. Indian folklore ensemble from Punjab participated in FIDAF "Belgrade Award". In August, we will be having performances of the renowned Bharatnat-



H.E. Aleksandar Vucic meeting with Mr Devendra Fadnavis Chief Minister of Maharashtra



H.E Aleksandar Vucic CII meeting with Indian CEOs

yam dancer Ms. Geeta Chandran and her group will give 70th Independence Day concert. Local population has noted our regular appearance at the International Tourism Fair, International Book Fair, Auteur Film Festival, Ethnic Food & Drinks Fair etc. Growing Serbian interest in India is evident by the institution of Hindi Chair at University of Novi Sad and India studies at Belgrade University. There is close collaboration in the field of films and film shootings have begun both ways. Interest in Yoga & Ayurveda is boosted by successive International Day of Yoga events every June followed by Ayurveda & Homeopathy workshops.

How do you rate the economic exchange between the two countries after recent impetuses by the two governments and the Embassy?

— The India-Serbia trade & investment scenario received a significant boost at the beginning of 2017 when Hon'ble Aleksandar Vučić visited India. In our effort to enhance business opportunities, the India-Serbia Business Forum was launched in June 2016 followed by second meeting in February 2017 where duty differential for Indian imports and complex registration procedures for Indian pharma products were identified as some of

the hurdles. Very constructive ideas have emerged from the Working Group on Agriculture where India expressed interest in import of pulses, soybean, oil seeds and Serbia emphasized on export of fruits & vegetables to India apart from import of agriculture machinery. India made expression of interest in importing copper & gold from Serbia during the 3rd session of Joint Economic Committee. The possibility of entering into an agreement between Medicines and Medical Devices Agency of Serbia (ALIMS) and Indian agency, the Central Drugs Standard Control Organization (CDSCO) for cooperation in issues of quality of medicines was also discussed. The Joint Video Conferencing S&T Session identified (i) New materials and Nanotechnology, (ii) Energy

and Energy efficiency, (iii) Information and Communication Technologies, (iv) Health and (v) Biotechnology for food security. Under the recently signed bilateral MoU on IT & Electronics, cooperation will be enhanced by using IT as a tool to improve public service delivery. Concrete projects will be identified during the forthcoming meeting of the working group on IT & Electronics.

A systematic outreach of Indian businesses to the various sectors in Serbia is a priority for expanding economic ties. Indian companies are looking at privatization opportunities in Serbia including in infrastructure, agro-machinery and pharma. The recent high-level visits from both countries are positive developments.

The world's next center of culture, economy and science is in Asia. In fact, after the collapse of South America and the slow growth in the West, it is already in Asia. Give us your projection of the future?

— Asia is considered the driving engine for global economic growth and is set to remain the world's biggest contributor to global growth in 2017. South Asia will remain the fastest-growing sub region, with rising GDP growth, led by India, the largest economy in the region. The fundamentals of the Indian

IMPLEMENTATION OF GOODS & SERVICES TAX (GST) ON 1ST JULY 2017 WILL HELP TO CREATE A UNIFIED COMMON NATIONAL MARKET FOR INDIA

economy remain strong, with robust economic growth, strong fiscal consolidation, low current account deficit, higher agricultural output, growing FDI, low inflation, etc. India's economy has also benefited from ongoing market reforms that have improved competitiveness. Implementation of Goods & Services Tax (GST) on 1st July 2017 will help to create a unified common national market for India, giving a boost to foreign investment and "Make in India" campaign. It will boost export and manufacturing activity, generate more employment and thus increase GDP with gainful employment leading to substantive economic growth. The new tax regime is expected to add 2% in GDP growth rates annually. Demonetization of higher currency notes has the potential to accelerate the formalization of the economy, leading to higher tax collections, and greater digital financial inclusion.

EXAMPLE OF GROWING COOPERATION IS PARTICIPATION OF DMS NS IN THE SMART CITY PROJECT OF THE GOVERNMENT OF INDIA

How did the Indian investments in Serbian economy grow recently?

— The visit of Hon'ble Aleksandar Vučić to India in January 2017 for Vibrant Gujarat Summit where he held discussions with Prime Minister Narendra Modi and business community, has invigorated economic ties and coming after 30 years, filled a gap in visits. We have seen a spike in visits by big business houses led by Ambanis, TATAs & GMR. Indian compa-

nies based in UAE have also begun investment in Serbia. Another kind of ecosystem is fast developing with growing exchange of visits between Indian & Serbian tech companies.

A notable example of growing cooperation is participation by Serbian subsidiary Schneider Electric DMS NS in the Smart City Project of the Government of India.

Incredible India was an excellent campaign for Indian tourism. Did the number of Serbian tourists increase? And vice versa?

— There is a gradual rise in the numbers of Serbians visiting India and our newly introduced electronic visa (eVisa) facility is gaining popularity. Reciprocal visits of tour operators will help promote organized tours. Air Services Agreement has been revised and Indian film shootings have begun which will help build tourism to Serbia. <



Meeting of Ambassador with H.E. Ms. Ana Brnabic , Prime Minister of the Republic of Serbia



Prime Minister Narendra Modi with H.E. Aleksandar Vucic

VISIT OF H.E. ALEKSANDAR VUČIĆ TO INDIA

PLENTY OF ROOM FOR IMPROVING COOPERATION

During the visit of Serbian PM, Aleksandar Vučić to India, the two Prime Ministers agreed on the need to promote economic cooperation including in the fields of food production, agriculture, pharmaceuticals, defense industry, health, tourism and IT

Serbian Prime Minister Aleksandar Vučić visited India from 9-12 January 2017 to participate in the “Vibrant Gujarat Global Economic Summit 2017” and hold bilateral meetings with Indian leadership and business community. This was the first high level bilateral state visit since 1986. Prime Minister Aleksandar Vučić discussed a wide range of issues with Indian Prime Minister Modi including bilateral relation which have always remained close and friendly. The two Prime Ministers agreed on the need to promote economic cooperation including in the fields of food production, agriculture, pharmaceuticals, defense industry, health, tourism and IT.

Prime Minister Vučić later addressed the plenary of the “Vibrant Gujarat Global Summit” and invited Indian investors to come to Serbia and promised to provide the best possible conditions for doing business for Indian companies. He expressed hope that Serbian companies will also find a fertile ground for investment in India and stressed that Serbia will always be a reliable partner of India.

In his meeting with Vijay Rupani, Chief Minister of Gujarat, PM Vučić stressed the importance of economic cooperation between Serbia and Gujarat, especially in agriculture, food industry, chemicals, pharmaceuticals and the Information Technology sector. Chief Minister Rupani has suggested establishment of a mechanism to take forward the agreed agenda.

Prime Minister Vučić also met Pankaj Patel, President of the Federation of Indian Chambers of Commerce and In-



H.E. Aleksandar Vucic opening the Bombay Stock Exchange

dustry (FICCI) to discuss the possibilities of expanding bilateral cooperation especially in the field of tourism and films.

On 11th January, Prime Minister met with Chief Minister of Maharashtra Devendra Fadnavis in Mumbai to discuss possibilities of enhancing bilateral trade and investment between Serbia and the state of Maharashtra in the field of agriculture, processing of seeds, technologies for food processing, IT etc. Prime Minister Vučić urged more Indian investment in Serbia and mutual promotion of Serbia and India as tourist destinations. The two leaders discussed formation of joint teams to explore possibilities for cooperation between Serbia and Maharashtra.

In Mumbai, the Confederation of Indian Industry (CII) hosted an exclusive interaction with Mr Aleksandar Vučić, where he reached out to Indian CEOs and discussed on enhancing the economic engagements with a focus

on exploring business opportunities in manufacturing, IT, MSMEs and hospitality & Tourism.

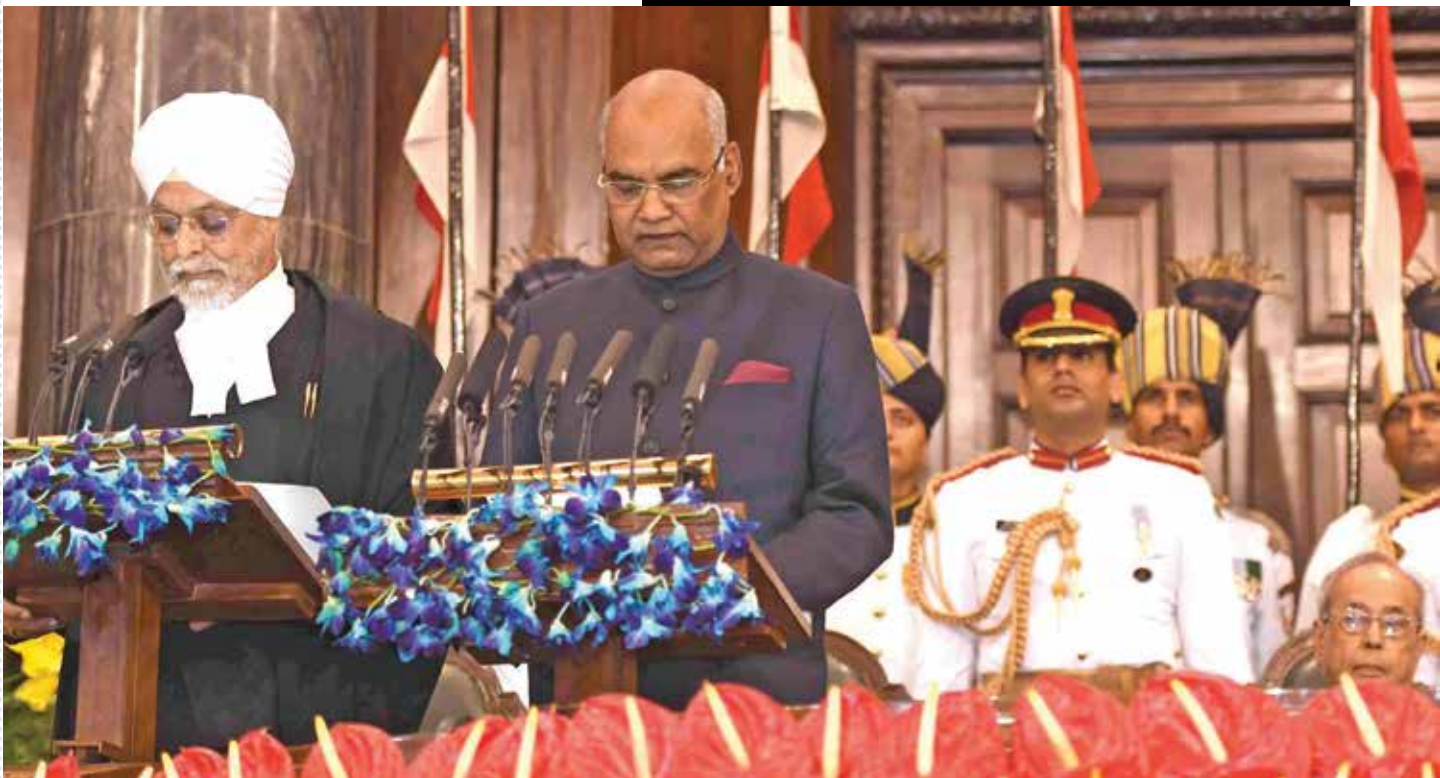
On 12th January Prime Minister took part in the opening ceremony of the Bombay Stock Exchange (BSE).

During his visit to Mumbai, Prime Minister Vučić also met with Mr. Anand Mahindra, President of the Mahindra Group and discussed possibilities of electric scooter production, increased production of tractors and automobiles, agri-machinery, agro processing and development of IT sector in Serbia. Export of raspberries and other food products from Serbia to India were also discussed.

Prime Minister Vučić’s meetings in India will lead to expanding two-way trade & investment to boost economic growth, sustainable development, research, innovation and entrepreneurship, and build networks of cooperation for mutual growth and progress. <



H.E. Aleksandar Vucic meeting with Mr Vijay Rupani Chief Minister of Gujarat



APPOINTMENT

14th PRESIDENT OF INDIA

M r. Ram Nath Kovind took oath on 25th July 2017 in the Central hall of Parliament to become India's 14th President. A lawyer, veteran political representative and long-time advocate of egalitarianism and integrity in Indian public life and society, Mr. Ram Nath Kovind was born on October 1, 1945, in Paraunkh, near Kanpur, Uttar Pradesh. Before assuming charge of the office of the 14th President of India, Mr. Kovind served as the 36th Governor of the state of Bihar from August 16, 2015, to June 20, 2017.

PARLIAMENTARY AND PUBLIC LIFE

Mr. Kovind was elected as a member of the Rajya Sabha (Upper House) in April 1994 where he served for two consecutive terms of six years each till March 2006. Mr. Kovind served on various Parliamentary Committees and was Chairman of the Rajya Sabha House Committee. He was part of the Indian delegation

at the United Nations and addressed the United Nations General Assembly in October 2002.

PERSONAL DETAILS

Mr. Kovind married Mrs. Savita Kovind on May 30, 1974. They have a son and a daughter. An avid reader, the Presi-

dent has keen interest in reading books on politics and social change, law and history, and religion. During his long public career, Mr. Kovind has travelled widely across the country. He has also visited Thailand, Nepal, Pakistan, Singapore, Germany, Switzerland, France, the United Kingdom and the United States in his capacity as a Member of Parliament. <



The Golden Abode of God



Located in the city of Amritsar, the Golden Temple is a part of a huge *gurdwara* complex, known to Sikhs as *Harmandir Sahib*. Considered by many to be the holiest place of worship for the Sikhs, the Golden Temple is topped by a dome gilded with 750kg of gold. Spiritually, the focus of attention is the tank that surrounds the gleaming central shrine – the *Amrit Sarovar*, excavated by the fourth Sikh guru, Ram Das, in 1577. The tank is believed to have healing powers, and pilgrims come from across the world to bathe in its sacred waters.

Explore Punjab and Discover More of India.



For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
Follow us on Facebook: [IndiaInSerbia](https://www.facebook.com/IndiaInSerbia) • Twitter: [@IndiaInSerbia](https://twitter.com/IndiaInSerbia)

VISIT
India

WOMAN OF THE DECADE

Serbian Entrepreneur chosen as “Woman of the Decade” by Women Economic Forum in New Delhi



Serbian entrepreneur, owner of the startup ‘BeeShaper’ and CEO of the company Bee Premium Group, Dragana Đermanović, was proclaimed “Woman of the Decade in Social Media and Leadership” at the Women Economic Forum (WEF17) held in May 2017 in New Delhi.

The main theme of WEF 17, unofficially named “Davos for Women”, was “Creating, Innovating, Understanding and Driving the Future”. As a key speaker, Dragana delivered a lecture on “New Business Culture” and shared with

participants from the world’s largest companies and economies her own recommendations for creating innovative systems and developing of an entrepreneurial culture in the countries in transition. This is the first time that a woman from Serbia and the region of the former Yugoslavia has received such a significant recognition at the Women Economic Forum for the contribution and business results in the global market. Dragana is considered as one of the top 100 female entrepreneurs in Europe.

Women Economic Forum (WE17) is a global event by ALL Ladies League (ALL), the biggest global international women’s movement which advocates for social changes by encouraging education and empowerment of women. With more than 50.000 members in over 150 countries, ALL & WEF are the fastest growing global network with the goal of achieving collective potential in all segments of life. WEF 17 gathered more than 2.000 women from over 100 countries of the world. <

A Thrilling Joyride



Goa, in western India, has coastlines stretching along the Arabian Sea. Its long history as a Portuguese colony prior to 1961 is evident in its well preserved 17th-century churches and tropical spice plantations. Goa is popular for its many beaches that cater to every tropical whim: from backpacker Arambol to holer, brasher Baga; or the palm-fringed sands of Palolem to bohemian Anjuna; or the lovely Mandrem to the laid-back fishing villages such as Agonda or the adventurous Mobor Beach.

Explore Goa and Discover More of India.



For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
Follow us on Facebook: [IndiaInSerbia](https://www.facebook.com/IndiaInSerbia) • Twitter: [@IndiaInSerbia](https://twitter.com/IndiaInSerbia)

VISIT
India



LIVE PERFORMANCE

INDIAN CLASSICAL DANCE “BHARATNATYAM”

Celebrating 70 years of India's Independence - concert “Bharatnatyam” by 8-member group led by Ms. Geeta Chandran

On the occasion of 70 years of India's Independence & 70th Anniversary of establishment of diplomatic relations, Embassy of India, Belgrade and Indian Council for Cultural Relations (ICCR) bring live performance of Indian classical dance “Bharatnatyam” by 8-member group led by Ms. Geeta Chandran on 22nd August at the Madlenianum Opera & Theatre (Zemun).

In her performances in Serbia, the renowned Indian classical dancer Geeta Chandran will present a Bharatanatyam performance entitled SATYAM SHIVAM SUNDARAM. Geeta's performance is inspired by the ancient Indian philosophical concept linking Eternal Truth - Eternal Good - and Eternal Beauty. Building her performance on Indian myths and iconography of Hindu gods Krishna, Shiva and Devi, SATYAM SHIVAM SUNDARAM

will transport the viewers into deepest realms of aesthetic artistic experience. Known for her ability to express abstract notions of Joy, Beauty, Values, Aspira-



tions, Myth and Spirituality, Geeta's performances are transformative experiences for audiences both Indian and foreign.

Geeta Chandran is synonymous with the Indian classical dance - Bharatanatyam and is a universally celebrated artist, a celebrity and a star-performer. She began learning Bharatanatyam from the tender age of 5 years under the tutelage of Smt. Swarna Saraswathy, who hailed from the traditional Thanjavoor dasi parampara. Subsequently, Geeta continued learning diverse aspects of the classical dance from a galaxy of eminent Gurus. In her mission to “en-dance the universe”, Geeta has constantly striven to create new spaces for the classical dancer of today. She has continuously attempted to push the frontiers of the classical art and to reach out to new, and especially young, audiences. ◀

TRANSFORMING THE FOOD ECONOMY

Expect to grow with India's flourishing economy, large workforce, strategic location, and the ease of doing business here



Agriculture, agri-machinery and food processing is high on India-Serbia bilateral commercial agenda and was taken up during the visit of President Vučić (then Prime Minister) to India in January 2017. During the first meeting of India-Serbia Joint Commission on Agriculture (Nov 2016), India expressed interest in import of pulses, soybean, oil seeds and exporting tropical fruits, mango, pineapple, banana, papaya etc. Serbia emphasized on export of fresh, frozen and processed fruits and vegetables to India and import of agriculture machinery such as trucks, tractors, combine harvester. In his meeting with Prime Minister Vučić, Indian Prime Minister Narendra Modi had invited Serbian participation in the World Food India 2017.

The food processing market in India has matured exponentially, and has today become one of the high profit sectors. Lifestyle changes together with a rich agricultural base have created the demand for processed food industry in India. The Indian food processing

industry has grown by 11% in the last decade and is expected to reach \$480 billion by 2020. The industry contributes to 14% of the country's manufacturing GDP, 13% of exports and 6% of total industrial investment.

INDIA IS THE LARGEST PRODUCER OF SEVERAL AGRICULTURAL COMMODITIES, AND IS RANKED SECOND IN TOTAL FOOD PRODUCTION, GLOBALLY

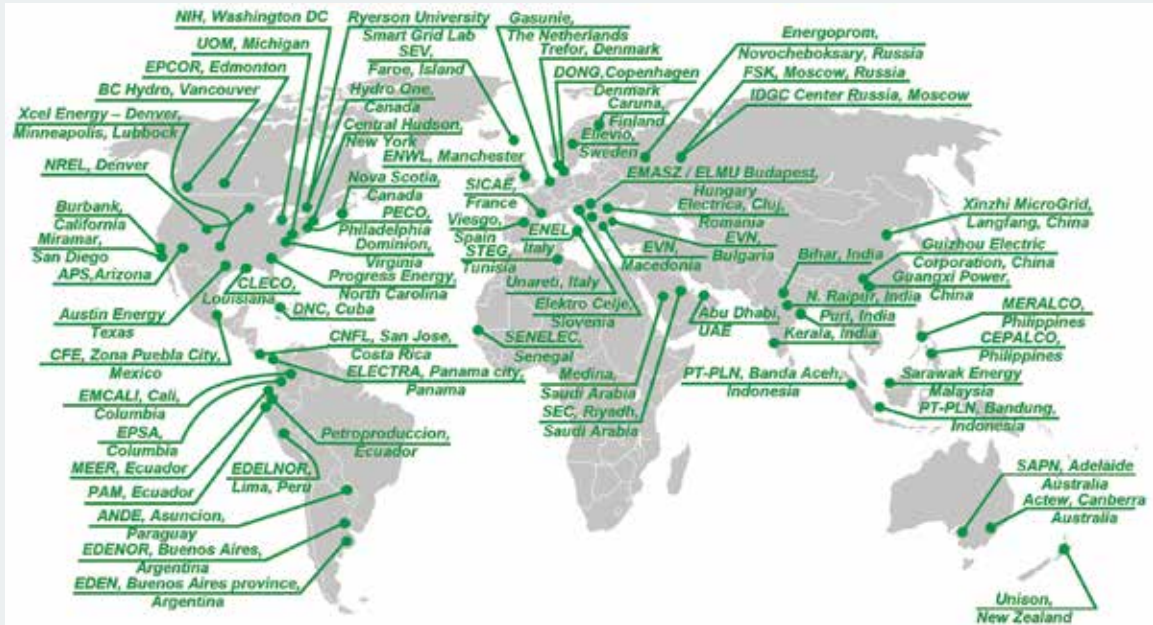
The 'World Food India-2017' (WFI) in New Delhi on 3-5 November, 2017 is a global event to facilitate partnerships between Indian and international businesses and investors, it is a gateway to the Indian food economy and an opportunity to showcase, connect, and collaborate. Organized by the Ministry of

Food Processing Industries of India, WFI will be the largest gathering of investors, manufacturers, producers, food processors, policy makers, and organizations from the global food ecosystem. It aims to provide opportunities for both investment and trade in the food processing sector for leading Indian and international companies. It is a promising platform to showcase offerings and services along the food value chain – production, processing, packaging, technology, equipment, storage, logistics or retail. Network and build partnerships with Indian and international businesses, investors, and governments – to leverage India's massive food market and economic opportunities to grow your business.

With a massive food market that is fast-expanding, exciting growth in the retail sector, and attractive economic policies and fiscal incentives, India's food ecosystem is the place to be in. Join in transforming the food economy by leveraging opportunities along the food value chain.

India is the largest producer of several agricultural commodities, and is ranked second in total food production, globally. The annual growth rate of the food processing sector is more than 7% and the online food delivery industry grew by 150% in 2016. With the largest diversified production base, India offers numerous opportunities that can be capitalized along the food value chain. Proposed to be the largest gathering of investors, manufacturers, producers, food processors, policy makers and organizations around the food ecosystem globally, WFI 2017 is one of a kind event which provides opportunities for both investment and trade in the food processing sector. <

Leader in Power and Computer Engineering



SCHNEIDER ELECTRIC DMS NS LLC

Novi Sad, Serbia
in India

The main product-ADMS, encompasses a variety of analytical functions for calculation and optimization of the electrical distribution utilities operation



Schneider Electric DMS NS LLC is a joint venture IT company that researches, develops and delivers electrical grid management software all around the World. It is fast growing company, gathering over 1000 experts (30 PhD) in power and computer engineering with a long-lasting cooperation with universities, power utilities, manufacturers and IT integrators worldwide.

The main product, the Advanced Distribution Management System (ADMS), encompasses a variety of analytical functions for calculation and optimization of the electrical distribution utilities operation, thus enabling efficient monitoring, management and design of electrical distribution systems. The ADMS enables utilities to efficiently utilize and optimize operation of all existing power grid resources and reduce cost of operation.

DELIVERING ADMS PROJECTS IN INDIA

Throughout last 5 years SE DMS is delivering in India its most advanced 3rd generation of ADMS. Starting in 2013, with OPTCL Puri in Odisha state, continuing with R-APDRP ADMS projects in Bihar and Kerala, and commencing Smart City project in Naya

Raipur in 2017, ADMS is more and more present in the utilities in India.

SCADA/DMS/OMS SOLUTION FOR OPTCL PURI CITY

Two ADMS projects took place in OPTCL Puri: SCADA/DMS project and OMS project.

Supervisory Control and Data Acquisition System (SCADA) & Distribution Management System (DMS) helps utility to manage the field equipment with more efficiently and reducing the technical losses.

Outage Management Software (OMS) software along with SCADA/DMS solution is used to know about outages for the HT i.e 33 kV & 11 kV as well as LT i.e. 415 V through integration of the different smart grid systems. At high level, what

ADMS

THE ADMS SOLUTION HAS BEEN DEPLOYED IN 170 CONTROL CENTERS IN 80 UTILITIES WORLDWIDE, SUPPLYING 400 MILLION ELECTRICAL CUSTOMERS

OMS is bringing to Puri is: planned and unplanned outage management; Work order management and Crew Management through AVL system.

➔ RAPDRP - BIHAR SCADA/DMS SOLUTION FOR PATNA CITY

Restructured Accelerated Power Development and Reforms Programme (R-APDRP) has been launched by the Ministry of Power, Government of India under its XI Five Year Plan. The R-APDRP scheme is aimed at the strengthening of the Electricity Distribution framework of the country by bringing in reduction of the AT&C losses.

Power has been identified as a priority sector in Bihar and Kerala, so the state government has taken multiple initiatives to achieve self-reliance and 'Power for all' by 2018-19 through capacity addition and strengthening the transmission & distribution network. This has led the government to implement a SCADA-DMS project which will monitor power, ensure 24/7 availability, eliminate voltage fluctuations, deliver efficient services, and help in indexing of consumers and quick fault identification. The SCADA-DMS projects for Patna city was undertaken by Council's lead partner Schneider Electric and was inaugurated by Nitish Kumar, Chief Minister, Bihar.

The project's scope includes the data center, DMS control center, grid modernization, automation of existing and new substations, RMU automation, telecom network, integration of GIS mapping, efficient exchange of data from and to customer care, and billing. The project will modernize Patna's electric distribution network by deploying a Smart Grid and implementing the advanced SCADA-DMS system for managing 53 substations of 33/11kV, 250+ feeders, 305 Ring Main Units for distribution power reliability and 550 Fault Passage Indicators on the overhead lines.

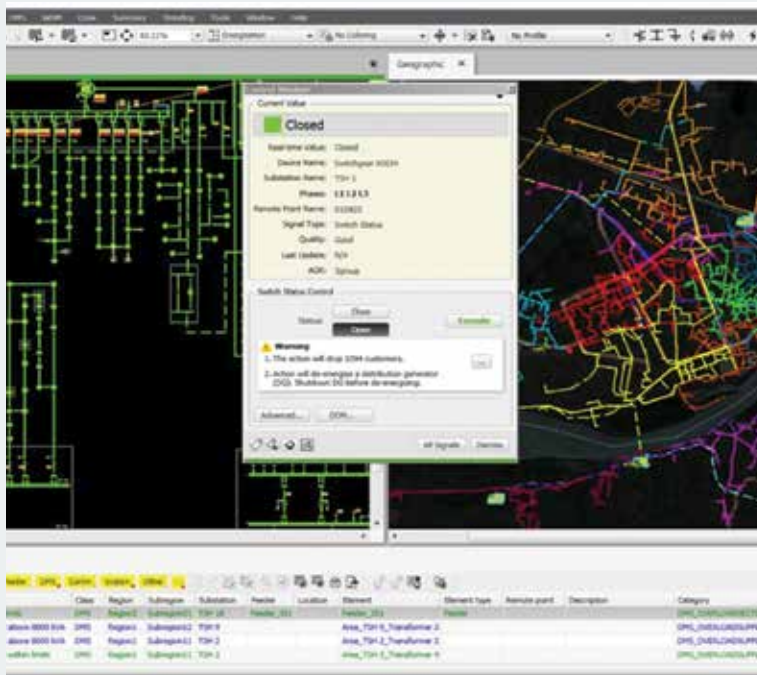
The benefits include centralized monitoring of all 53 substations across Patna and power outages due to line faults being known instantly at the Control Centre. The project will effectively reduce network losses with feeder reconfiguration and load balancing, optimal network management for network's long life as well as improved safety and reliability of the network.

➔ RAPDRP - KERALA SCADA/DMS SOLUTION FOR TRIVANDRUM, ERNAKULUM, KOZHIKODE CITIES

As part of implementation of RAPDRP, SCADA/DMS is implemented in the urban areas which are towns and cities with population of more than 4,000,000. In Kerala State Electricity Board (KSEB), the SCADA/DMS project for automation of distribution systems up to 33kV is being implemented in Thiruvananthapuram, Kochi and Kozhikode towns. As part the above, field survey of primary

➔ NAYA RAIPUR SMART CITY SCADA/DMS/OMS SOLUTION

The Naya Raipur Development Authority (NRDA) is constructing a state-of-the-art 'Command and Control Center (CCC) Building' at its new capital city. The system will comprise of smart governance, city surveillance, intelligent transport management system, electricity and water supply and City Command and Control Centre among others. The CCC will be the central hub for city manage-



UTILITIES

ADMS ENABLES UTILITIES TO SIMULATE DESIGN AND DEVELOPMENT OF NEW DISTRIBUTION FACILITIES PRIOR ACTUALLY INVESTING IN THEM

substations in the above three towns has been completed. Ring Main Unit (RMU) field survey was initiated in the three towns. Procurement of PSS equipment was started for Thiruvananthapuram town. The work of setting up the physical infrastructure for the SCADA Control Centers in the above three towns is nearing completion in 2017.

ment, i.e. managing the city operations and emergency response. ADMS is very important part of managing distribution power grid in the entire CCC gamut.

With a plan to develop 109 Smart Cities, which is priority of Indian government, Naya Raipur is among the first in the sequence. The ultimate goal is to create cities that maintain sustainable growth in different sectors for making them better place for people to live in. Advanced DMS (SCADA, OMS, DMS) is necessary part of any Smart City to monitor, control and optimize in various ways its distribution power grid. The project commenced in April 2017. ADMS version 3.7.1 with SCADA and basic DMS will be rolled-out in November 2017., followed with 6 months for OMS and advanced DMS functionality implementation.



YUGOIMPORT-SDPR

Leading Exporter of Serbian Defense Equipment

Today, Yugoimport-SDPR appears on the international defense market as a marketing and commercial integrator of the products and services of the Serbian defense industry, including complex combat systems from its in-house development and production programs

→ HISTORY

The company for international trade "Yugoimport" was founded on 1949 with the primary goal to import raw materials, components and technological and laboratory equipment for the needs of the Yugoslav defense industry.

Today, Yugoimport-SDPR appears on the international defense market as a marketing and commercial integrator of the products and services of the Serbian defense industry, including complex combat systems from its in-house development and production programs.

Since the very beginning, Yugoimport-SDPR has been successfully winning the trust of its business partners, tending to and meeting their needs and specific requirements, including training, maintenance and overhaul services, supply of spare parts, and after-sales services. Our professional and amicable approach has contributed to establishing long-term cooperation and close relations with a number of our partners.

→ MISSION

In its business policy Yugoimport-SDPR is focused on three missions:

- Integrator of the Serbian Defense & Industrial Complex on the global armaments and defense equipment market
- Development and production of complex combat systems and other defense equipment for export and outfitting the Ministry of Defense and the Ministry of Interior of the Republic of Serbia,
- Supplying the Ministry of Defense and Ministry of Interior of Serbia with imported armament and defense equipment, including complex combat systems.

One of the business missions of Yu-goimport-SDPR is integration of Serbian defense companies, research and development, testing and overhaul facilities of the Ministry of Defense of the Republic of Serbia in the sphere of export of armaments and defense equipment. The mission includes complex modalities of cooperation, such as: delivery of defense products, organization of maintenance, overhaul, modernization, modification and conversion of different army, air force and navy systems and platforms, joint development and production programs, transfer of technologies, designing, construction and

BUYER

HAVING IN MIND THAT INDIA IS ONE OF THE WORLD'S LEADING BUYERS OF DEFENSE EQUIPMENT, IT HAS ALWAYS BEEN ITS GOAL TO SIGNIFICANTLY INCREASE ITS PRESENTS ON THE INDIAN MARKET

equipping of military infrastructures, staff training and education, etc.

→ COOPERATION WITH INDIA

Having in mind that India is one of the world's leading Buyers of defense equipment and that Yu-goimport SDPR is the leading exporter of Serbian defense equipment, it has always been its goal to significantly increase its presents on the Indian market.

The new Indian procurement policy

“Make and Buy Indian”, by which various Indian companies have been licensed for production of certain defense products, has presented the opportunity for Yu-goimport SDPR to engage in cooperation with various Indian companies and in that way position itself on this market.

Procurement projects that are currently of special interest to Yu-goimport SDPR, having in mind “Make and Buy Indian” policy, involve the possibility of offering the transfer of technology for production of various defense products.

Having in mind that these are first of many projects of “Make and Buy Indian” policy, Yu-goimport SDPR is highly committed to pursuing projects for development ammunition, as well as for other arms and armament equipment considering its large production list.

Beside these projects, Yu-goimport SDPR is regularly participating in the Global tenders issued by the Indian MoD and as per the usual practice, in these procurements, is sending its products for No Cost No Commitment (NCNC) trials constantly proving that the technical specifications of its products meet the requirements of Indian Army.



INDIA-SERBIA COOPERATION

There are more than 2000 innovative IT companies in Serbia. India and Serbia are thus natural partners



The “Digital India” program with its focus on three key vision areas - infrastructure as a utility to every citizen, governance and services on demand and digital empowerment of citizens - has the potential to provide an incremental 20- 30% increase in India’s GDP by 2025. Since its launch in July 2015, significant progress has been made in several initiatives under Digital India.

Over the past several years, the Serbian economy has experienced growth due

to strong foreign investments and continuous improvement of its business environment. The ICT sector is extremely vibrant where both local and international players are riding the wave of talented skilful people and Serbian companies have achieved global success with their creativity and enthusiasm. There are more than 2000 innovative IT companies in Serbia. India and Serbia are thus natural partners.

Serbian PM H.E. Ms. Ana Brnabić, in her expose to the National Assembly

focused on digitalization, education, the continuation of economic reforms and speeding up economic growth as among the new cabinet’s top priorities. Digitalisation initiatives in Serbia will provides business opportunities primarily in the following sectors where India can be an important partner:

1 TRAINING

In order to develop sufficient skills to support digital initiative in Serbia, Indian

institutions can provide training and education to adopt digital technologies so that the benefits of digitalization can reach to all sections of the Serbian society. India's fully funded on-going training programmes (ITEC) can be utilized on priority basis.

2 E-GOVERNANCE

India and Serbia can also enhance cooperation by using IT as a tool to improve public service delivery i.e. e-learning, e-government services, tele-medicine, e-education, e-authentication, cyber security, internet-governance, e-commerce etc. under the bilateral MOU on IT & Electronics. The MOU envisages joint research in ICT, joint projects and organisation of technical exhibitions, fairs and exchange of expert visits.

3 ICT

ICT is deeply enmeshed in Digital banking, insurance, eCommerce, entertainment, eHealth, eEducation, IT/ITES, modern manufacturing, transportation, agriculture and many such sectors today. ICT has been identified as one of the possible area of cooperation under the MOU on Scientific and Technological Cooperation.

4 AGRICULTURE

Both countries can enhance cooperation as per Programme of Cooperation signed under the MOU on Agriculture and allied sectors which envisages exchange of Researchers, Scientists & experts, and exchange of information especially ICT in agriculture extension.



5 ROBUSTNESS & QUALITY

The robustness and the quality of ICT infrastructure will determine the success of digitalization of a country. Serbian companies can make use of IT Park developed by Indian real estate company Embassy Techzone in Indjija which is the first LEED GOLD certified building in the region and has the potential to become an IT hub. This is the most super-intelligent building in Serbia.

6 TELECOM / MOBILE

With SIM penetration of close to 130% (9.16 ml mobile phones) and 64% internet connectivity, Serbian customers are at par with the Western European countries. The Smartphone penetration amongst Serbian mobile users is around 35%, and constantly rising. Indian manufacturers are perfect partners due to competitive prices.

DIGITALIZATION FEATURED PROMINENTLY DURING THE RECENTLY HELD G-20 SUMMIT IN HAMBURG, WHERE INDIAN PRIME MINISTER SPOKE OF INDIA'S USD 1 TRILLION DIGITAL ECONOMY, 1.8 BILLION MOBILE PHONE USERS, OVER A BILLION DIGITAL IDENTITY CARDS AND A GROWING ECOSYSTEM FOR DIGITAL PAYMENTS

7 INFRASTRUCTURE

Infrastructure: ICT infrastructure lies at the very foundation of the success of Digital nation. Investment in infrastructure is a high priority for the Serbian government. India can play an important role in building the infrastructure as well as software and security infrastructure for a truly Digital Serbia.

8 ELECTRONIC MANUFACTURING

The electronic market in India is one of the largest in the world and is expected to reach \$400 billion in 2020. FDI in Electronics manufacturing in 2016 was an all-time high of \$18.36 billion. India-Serbia cooperation in this sector will enable Serbia to achieve its goal of digitalization. <



Dr. Jitendra Singh, Minister of State (PMO) meeting with H.E. Mr. Ivica Dacic, First Deputy Prime Minister and Minister of Foreign Affairs of the Republic of Serbia

INDIA SCRIPTED HISTORY

India hits new milestone with world record satellite launch



Indian Space Research Organization (ISRO), space agency of India scripted history by successfully launching a record 104 satellites on February 15, 2017. This is the highest number of satellites ever launched in a single mission.

In its thirty ninth flight (PSLV-C37), ISRO's Polar Satellite Launch Vehicle successfully launched the 714 kg Cartosat-2 Series India's earth observation satellite along with 103 co-passenger satellites on February 15, 2017 from Satish Dhawan Space Centre SHAR, Sriharikota, Andhra Pradesh.

Of the 103 co-passenger satellites carried by PSLV-C37, two - ISRO Nano Satellite-1 (INS-1) weighing 8.4 kg and INS-2 weighing 9.7 kg - are technology demonstration satellites from India. The remaining 101 co-passenger satellites carried were international customer satellites from USA (96), The Netherlands (1), Switzerland (1), Israel (1), Kazakhstan (1) and UAE (1). The total weight of all the 104 satellites carried on-board PSLV-C37 was 1378 kg. This is the thirty eighth consecutively successful mission of PSLV.

This mission involved many technical challenges like realising the launch of a large number of satellites during a single



mission within the time frame sought by the customers. Besides, ensuring adequate separation between all the 104 satellites during their orbital injection as well as during their subsequent orbital life was yet another challenge associated with this complex mission.

Indian Space Research Organization was formed in 1969 to provide the space based services and to develop the technol-

ogies to achieve the same independently. Throughout the years, ISRO has upheld its mission of bringing space to the service of the common man, to the service of the Nation. In the process, it has become one of the six largest space agencies in the world. ISRO maintains one of the largest fleet of communication satellites (INSAT) and remote sensing (IRS) satellites, that cater to the ever growing demand for fast and reliable communication and earth observation respectively.

ISRO develops and delivers application specific satellite products and tools: broadcasts, communications, weather forecasts, disaster management tools, Geographic Information Systems, cartography, navigation, telemedicine, dedicated distance education satellites being some of them. The development and operationalization of Polar Satellite Launch Vehicle (PSLV) and development of Geo-synchronous Satellite Launch Vehicle (GSLV) were significant achievements in creating space infrastructure in India. <

THIS MISSION INVOLVED MANY TECHNICAL CHALLENGES LIKE REALISING THE LAUNCH OF A LARGE NUMBER OF SATELLITES DURING A SINGLE MISSION WITHIN THE TIME FRAME SOUGHT BY THE CUSTOMERS

Swamped Wilderness



The Sundarbans National Park is a Tiger Reserve and a Biosphere Reserve in West Bengal, India. It is part of the Sundarbans – a cluster of low-lying islands in the Bay of Bengal, known for its unique mangrove forests. The National Park is one of the largest reserves for the Bengal tiger and is also home to a variety of bird, reptile and invertebrate species, including the salt-water crocodile. It is a UNESCO World Heritage Site, inscribed in 1987 and is recognised as a World Network of Biosphere Reserve (Man and Biosphere Reserve).

Explore West Bengal and Discover More of India.

For more information, contact Embassy of India, Belgrade • www.eoibelgrade.gov.in
Follow us on Facebook: [IndiaInSerbia](https://www.facebook.com/IndiaInSerbia) • Twitter: [@IndiaInSerbia](https://twitter.com/IndiaInSerbia)



VISIT
India

Medicinal Herbs For Beautiful And Healthy Complexion

HIMALAYA

Herbal
Healthcare

We would like to present you the CLARINA medical cosmetic line based on medicinal herbs from the Himalaya product range



Himalaya is an Indian company that has been producing nutritional supplements and cosmetics based on medicinal herbs for several decades now. The company's products are available for purchase in 60 countries and are recommended by over 300,000 physicians.

The CLARINA line has everything that you need in order to keep your skin perfectly clean, healthy and nourished. The line comprises of three products – cleansing face gel, facial mask and anti-acne cream. All of these products are made from herbs and are a unique blend of contemporary medical know-how and centuries-long tradition in using medicinal herbs in treatments.

- The CLARINA cleansing facial gel can be used every day. It contains an extract of the Neem tree which is a natural antiseptic, aloe and turmeric, a powerful anti-inflammatory agent. It cleans clogged pores, removes blackheads, regulates excess sebum and controls excessive secretion. It also has antibacterial prop-

erties, soothes inflammation and skin irritation, and the skin becomes clear, smooth and problem-free.

- The CLARINA facial mask contains aloe, turmeric, Indian willow and natural salicylic acid that gently removes the layer of dead cells from the skin surface and provides antibacterial protection. It maintains natural moisture, deeply cleanses, removes acne and pimples and does not cause irritation. It prevents inflammation, redness and scar formation.

- The CLARINA anti-acne cream is based on aloe, almonds and Rubia. It removes acne and pimples, leaving the skin clean, regenerated, smooth and glowing. It also accelerates the healing of damaged skin and prevents the appearance of scars. It has antibacterial properties, reduces inflammation and irritation.

- Bleminor combines liquorice, almonds and silk tree to remove dark spots on the skin, making the complexion uniform and irritation-free. It contains natural antioxidants which rejuvenate the skin and protect it from external influences.

NEW

Clarina® | **Bleminor™**

FREE YOUR SKIN FROM ACNE

Anti-acne cream | Weekly deep purifier | Daily cleansing

Eliminates free skin

Himalaya
Bleminor

Himalaya
Clarina

Himalaya
Clarina

Himalaya
Clarina

Contains all
Cleanses pores
Cleans skin

Cleanses skin
Controls acne

DERMATOLOGICALLY TESTED

Himalaya
HERBAL HEALTHCARE
<https://www.facebook.com/ALekHimalaya>

Manufacturer: The Himalaya Drug Company, Makli, Bangalore 562 123, India; www.himalayawellness.com
Importer and distributor: A-Lek, Beograd, tel/fax: 011 3440 152; 3449 321; e-mail: a.lek@himalaya.co.rs; www.a.lek-himalaya.co.rs; www.himalaya.co.rs

HimalayaTM

HERBAL HEALTHCARE

Liv.52 TABLETE

Svake sekunde, negde u svetu nekom pomogne

- KAO PROTEKTIV u svim stanjima smanjene funkcije jetre kod dece starije od 12 godina i odraslih
- Štiti ćeliju jetre od toksičnih efekata alkohola, lekova i drugih hemijskih supstanci
- Omogućava brži oporavak i pomaže funkciju jetrine ćelije



Speman TABLETE

SPEMAN, kao dodatak u ishrani, koristi se za održavanje reproduktivnog zdravlja muškarca.

- Doprinosi normalnom fiziološkom stanju prostate i njenom boljem funkcionisanju
- Kod dobroćudnog uvećanja prostate deluje preventivno i pozitivno
- Doprinosi reproduktivnom zdravlju (boljem kvalitetu spermalne tečnosti i spermograma)



Cystone TABLETE

Dijetetski proizvod koji se primenjuje veoma uspešno preko 65 godina u svetu za uredno funkcionisanje bubrega i mokraćnih puteva. Preporučuje se kod:

- Prisustva peska i kamena u bubregu i mokraćni putevima za koje se očekuje spontana eliminacija
- Učestalog i bolnog mokrenja izazvanog infekcijama mokraćnih puteva
- Prirodni čistač bubrega, mokraćne bešike i mokraćnih kanala



Pilex TABLETE & MAST

Jedinstvena formula dijetetskog proizvoda koji blagotvorno deluje na spoljašnje i unutrašnje hemoroide i fisure anusa. Olakšava tegobe tako što:

- Smanjuje krvarenje
- Smiruje bol
- Jača venske zidove
- Omekšava crevni sadržaj



Rumalaya TABLETE & GEL

Koristi se kao dodatak u ishrani, preporučuje se kod:

- Smanjene pokretljivosti i bolova koji su posledica reumatskih bolesti
Pomaže:
 - Oporavak nakon povreda
 - Smanjenje otoka i bolne ukočenosti zglobova
 - Eliminaciju mokraćne kiseline kod gihta



Septilin TABLETE

Dijetetski suplement proizveden od ekstrakata biljaka. Kao imunomodulator, ima dokazana protivupalna svojstva i doprinosi brzom oporavku. Preporučuje se kod osoba sklonih čestim infekcijama. Pomaže kod infekcija i upala:

- Disajnih puteva
- Oka
- Zuba i desni
- Kože i mekih tkiva
- Kostiju i zglobova
- Mokraćnih puteva



Proizvođač: The Himalaya Drug Company, Makali, Bangalore 562 123, India, www.himalayawellness.com
Uvoznik i distributer: A-lek, Beograd, tel/fax 011 344 01 52, 344 93 21; e-mail: a-lek@himalaya.co.rs; www.a-lek-himalaya.co.rs

Dijetetski proizvod nije namenjen za dijagnozu, tretman ili lečenje bilo koje bolesti. Pre upotrebe konsultovati se sa lekarom ili farmaceutom!

INDIAN HEALTH FOOD



With gluten sensitivity on the rise, many are taking on the wheat-free lifestyle and making alternative whole grains an integral part of their healthy diet. Buckwheat is preferred by many, owing to its health benefits. A pseudo grain, known for its nutty flavour, it lends itself to several dishes across cuisines. The buckwheat flour is mixed with wheat flour to make Japanese soba noodles. Being gluten free, it is used for pancakes, crepes, chapatis, cookies and even mixed

with other flours and millets to enhance a dish's texture.

DID YOU KNOW?

Buckwheat, contrary to its name, is not related to wheat but a gluten-free power food.

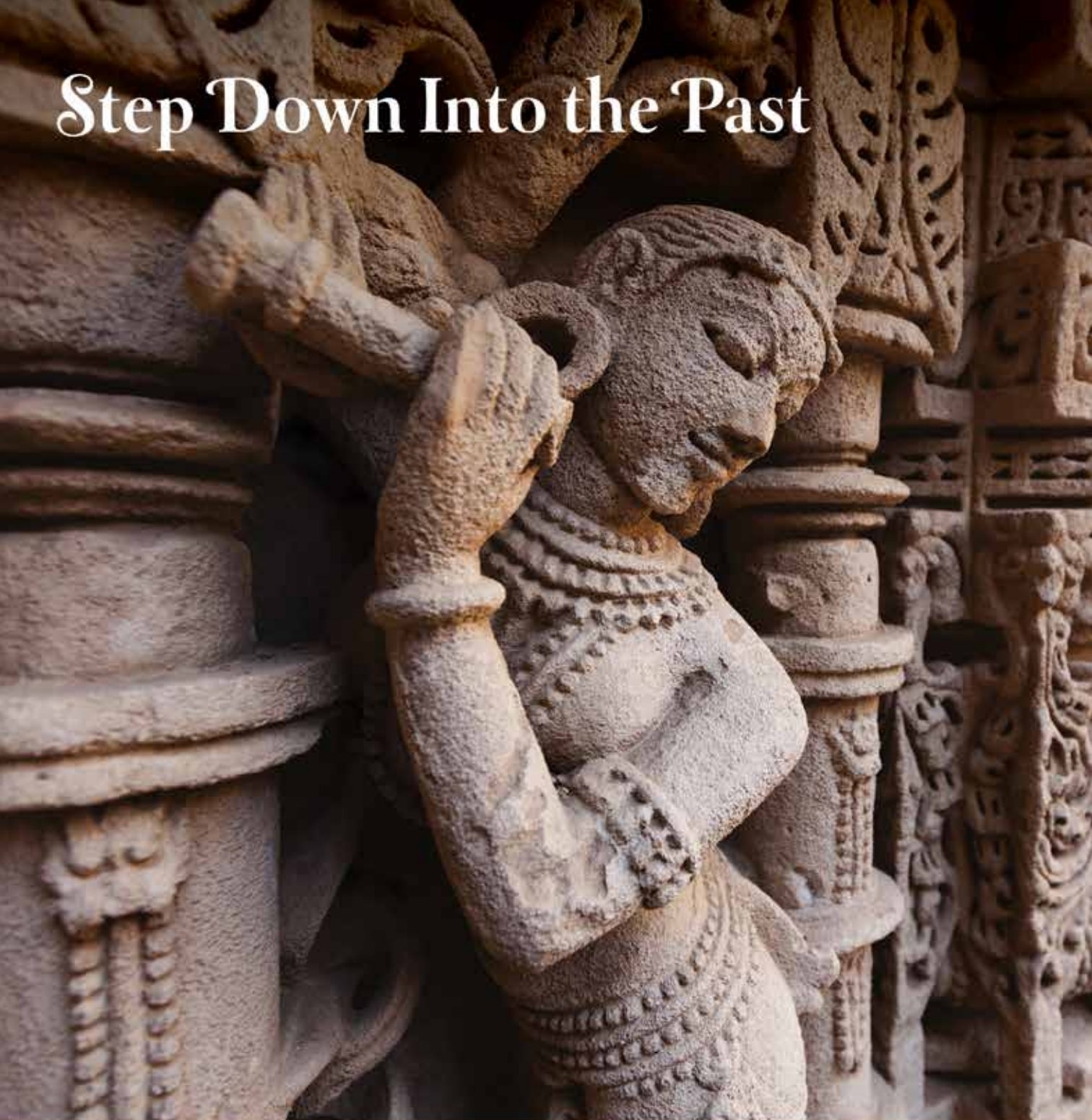
You can make delicious dhokla, muffins, pancakes and dosa with buckwheat flour.

Buckwheat, is a good source of magnesium. This mineral relaxes blood vessels, improves blood flow and lowers blood pressure.

The buckwheat flower is also used for manufacturing intensely flavoured, dark-colour honey. <



Step Down Into the Past



Rani ki vav is an intricately constructed stepwell situated in the town of Patan in Gujarat. *Rani ki vav* was built as a memorial to an 11th century AD king Bhimdev I. Stepwells are a distinctive form of subterranean water resource and storage systems on the Indian subcontinent and have been constructed since the 3rd millennium BC. *Rani ki vav* has been designed as an inverted temple and it is divided into seven levels of stairs with sculptural panels of high artistic quality; more than 500 principal sculptures and over a thousand minor ones that combine religious, mythological and secular imagery.

Explore Gujarat and Discover More of India.

For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
Follow us on Facebook: [IndiaInSerbia](https://www.facebook.com/IndiaInSerbia) • Twitter: [@IndiaInSerbia](https://twitter.com/IndiaInSerbia)



VISIT
India

YOGA COMPETITION

YOGA BENEFITS IN BATTLING CANCER

Benefits of yoga are multifold, both in preventing the appearance of this severe illness, as well as in post-radiation and post-chemotherapy period when its effects are visible at all levels of human existence



By
Dr. Iva Pavlović



As a doctor at the beginning of my career, with an enormous interest in oncology and also being a long-standing passionate explorer of Indian culture, tradition and spiritual practice, I experienced yoga as a holistic approach to human well-being and health, focusing on wholeness and integration of all human aspects into one thing. In understanding Oneself.

As a meditative discipline of our mental and physical body, the yogic practice, through asanas, pranayamas and savasanas, returns us to the focus in ourselves and the balance that is disturbed under conditions of stress, strain and illness. And in the modern era of our time, cancer, as an ubiquitous danger, quietly crawls undermining immunity and subduing the physical and psychological well-being of the individual.

First of all, by working on our physical body through asanas, we are aimed to strengthen the muscular and bone system, thus improving the flexibility of the body while eliminating pain, stiffness and discomfort as a result of inac-

tive lifestyle. By reducing the secretion of cortisol hormones, fatigue that often occurs as a result of oncologic treatment protocols or as an early indicator of this severe illness, is transformed into energy due to deeper breathing and circulation of oxygen-rich blood and, consequently,

YOGA, THEREFORE, REPRESENTS THE AXIS WHEEL IN THE BODY'S DEFENSE MECHANISM FROM ONCOLOGIC DISEASES

better oxygenation of all the cells in our body. Improvement of the body's immune response due to higher production of white blood cells and faster lymphatic circulation, makes yoga an ideal skill in accomplishing mind and body detox, thus balancing the regulation of the in-

dividual's spirit level.

The social aspect of yoga is another of its numerous benefits because it enables people to connect with others striving at common values in an environment of security and acceptance, without shame, fear or insecurity, and thus preserve and support the quality of their mental health. Through group meditations as an inseparable part of yoga practice, like a bridge, it connects all the sensations that our body and mind feel at the present moment. In the presence, now and here. By freeing our mind from negativity and anxiety, doors open wide to unobstructed flow of life energy through the system of our chakras.

Yoga, therefore, represents the axis wheel in the body's defense mechanism from oncologic diseases. Its implementation in our daily functioning leads us to a journey from which we will never want to return, because present-day will become a constant and we always present, with a full of heart, healthy body and a free mind.

Yogistically, dedicated with love. <



YOGA COMPETITION

YOGA BENEFITS IN BATTLING DEPRESSION

Yoga is a method that realistically and profoundly helps cure depression, with no side effects



By
Suzana Arnaut Nikolić
*Yoga Instructor and General
Medicine Physician*

Depression is a disease that will mark the 21st century due to the pace of life. The medications used in the treatment do not change the perception of reality. They can reduce the level of tension, raise the level of life energy, affect sleep, but they will not solve the problem. Often, there are negative experiences in the psychosocial maturity, which condition depressive patterns of thinking, and they can be activated during life, every time circumstances do not go hand in hand.

Yoga is an ancient method of recognition of man, his physical, psychological, mental, and spiritual aspect and as such it has its place in preservation of health - in the prevention of certain diseases, and it can also help eliminate or reduce pain resulting from certain chronic diseases as a supplement to medical treatment. The methods used in yoga in the battle to improve health are asanas - body postures, breathing techniques, relaxation methods, concentration techniques and meditation, as well as body purification techniques.

Yoga exercises are psychosomatic, which means that, in addition to physical body, they influence the entire human being. During static and dynamic exercises, we learn to connect our own consciousness with the most recognizable form of our own energy - the physical body. During yoga practice, we draw our

**YOGA EXERCISES ARE
PSYCHOSOMATIC,
WHICH MEANS THAT, IN
ADDITION TO PHYSICAL
BODY, THEY INFLUENCE
THE ENTIRE HUMAN
BEING**

attention from the outside world into the inner world, stop every automatic movement, and direct our attention to one form of our own movement over which we take control. In neurotic and depressive disorders, there is a state of mental

scattering, often overwhelmed by mindless thinking that revolves around fear of the perceived dangers, fraught with distress and negative emotions. During yoga practice, we collect our own attention, withdraw it from thoughts and emotions, and therefore from the disturbing content, directing it to the movement of body and breath. Every focus of attention relaxes the nervous system, it makes it more functional, calming the negative affect, and developing an introspection that will eventually become crucial in understanding the inner depressive patterns. The technique of conscious relaxation helps eliminate tension, fear, insomnia and depression.

Breathing techniques are very helpful in overcoming depressive conditions. Breathing can affect the nervous system and the mental condition, because every mental condition is associated with a particular type of breathing. There is also a feedback connected to this. Yogis have discovered which breathing patterns are associated with the nervous system's healthier conditions, giving it to the world as a technique. ◀



- The Yoga Institute, Mumbai
www.theyogainstitute.org
- Ramamani Iyengar Memorial Yoga Institute, Pune
www.bksiyengar.com
- S-Vyasa, Bengaluru
www.svyasa.edu.in
- Krishnansacharya Yoga Mandiram, Chennai
www.kym.org
- Sivananda Yoga Vedanta Dhanwantari Ashram, Thiruvananthapuram, Kerala
www.sivananda.org
- Bihar School of Yoga, Munger, Bihar
www.biharyoga.net
- Brahma Kumar Center, Abu Road, Rajasthan
www.brahmakumaris.com

YOGA COMPETITION

BENEFITS OF YOGA FOR DEPRESSION

My ten years' experience, summed up in one word is - yoga is TRUTH! Not a painful truth, but a healing one. That is what yoga teaches us. It is achieved through practice



By
Lucija Dinić

Recreation is a must! A compulsory action to preserve the vitality of the spirit and body. Around the age of 45 crisis set in, hormonal disbalance, unexpectedly strenuous! How to go on? Aerobic, gyms, jogging - all the things I enjoyed for decades now became too demanding and unpredictable to schedule in my leisure time. Concern grew! To live without body flexibility, to give up - that is the last option!

Sheer coincidence decided. My son Marko, on his way to his martial arts trainings, saw a notice board on yoga, thank you, Marko! The desire for movement and stretching gets a new option, I'll give it a try! And then came - REVELATION! Very quickly, with the aid of an exceptional yoga instructor, I realize that yoga brings a new, more joyful dimension of life!

Through asanas the body parts are awakened. Through meditation, we calm our mind. We relieve our mind from confinement, forgiving even the most difficult things. Harmony becomes attainable. Optimism grows!

Yoga breaks down the ego, which causes the most suffering. It breaks down the illusion of words, as words are nothing. It teaches us about actions which are everything. It develops empathy. It teaches us about connection among all people. Without desperation in times of sorrow. Without euphoria in times of joy!

IN YOGA WE LEARN THAT WE HAVE TO ENDURE LIFE WHEN IT HURTS, AS WELL AS WHEN IT LOVES US

In yoga we learn that we have to endure life when it hurts, as well as when it loves us. This can be achieved through asanas, which require deep concentration, as they are often very difficult. During yoga class we talk, make jokes. Rarely a class goes by without loud laughter.

Is there a better medicine than

laughter? Yoga creates happy people. It teaches us not to form attachments with anyone or anything. It is a great truth! Yoga relieves us from our fears, even the fear of death. Precisely all that leads to depressive conditions - yoga dissolves. It dissolves fears, attachments, evasion of truth. And it gives us a sense of self-sufficiency that empowers.

Through many inverted postures we achieve balance and self-confidence. We strengthen the musculature, as well as the mind. The classes pass by with relaxing music, with a lot of affection and love, in relaxed surroundings. We bring out a smile even during the most difficult asanas. Yoga tells us that love should not be restricted or disguised. Yoga is sane and wise. Very humane and noble. A philosophy of life that teaches us gratitude and survival. It teaches us about healthy eating, purifying our organism, various techniques. Frequent exercise leads to mental shape to overcome problems easily. And that takes root, it succeeds! We become braver and healthier. You just need to be persistent! <



Oopiri
(Untouchables)

The shooting of Indian film, 'Vivegam' (Prudence) has taken place in areas around Serbia including in Bor, Belgrade and mountains of Stara Planina.

With the appeal of excellent crews and beautiful natural locations becoming increasingly recognized, Serbia has been attracting more and more big budget Indian productions. Vivegam is the latest large Indian production following "Oopiri" and Mani Ratnam's 'Kaatru Veliyidai' (into the wind) (2017) shot on locations in Serbia.

Oopiri is the remake of the French film "Untouchables" and was shot in Belgrade in 2016.

Mani Ratnam, great Indian film director, screenwriter and producer shot "Kaatru Veliyidai" (Into the Wind) in snowy Stara Planina and the Batajnica airport in Serbia. ◀

FILM FRIENDLY SERBIA

SHOOTING OF INDIAN FILMS



Kaatru Veliyidai / Into the Wind



Vivegani

EMBASSY OF INDIA **EVENTS**



India pavilion at the 61st International Belgrade Book Fair 2016 23-30 October, 2016



Ambassador inaugurates India-Serbia Tourism Workshop, Belgrade, 13th December 2016



Incredible India at 39th International Tourism Fair, February 2017 Belgrade



Indian agri-machinery at 84th International Agricultural Fair, Novi Sad, Serbia, 13-19 May 2017



Unveiling of India Library at the Faculty of Philology, University of Belgrade, 23rd May 2017



3rd International Day of Yoga (IDY) marked on river Sava & Danube, 21st June 2017



Performance of India Dance – Drama "Where the Shadow Ends" By Kryative Theatre from Bangalore



Permanent Exhibition of Nek Chand Rock Garden at the Museum of Naive & Marginal Arts , Jagodina



Celebration of ITEC Day (Feb 13, 2017)



Second Meeting of India-Serbia Business Forum (Feb 27, 2017)



3rd International Day of Yoga (IDY) marked in Serbia (June 17, 2017)

GOOGLE'S PRESENCE IN THE INDIAN TECH MARKET



Google has recently acquired newly launched Bengaluru-based AI (Artificial Intelligence) startup Halli Labs. The acquisition will allow Google to utilize Halli Labs' advanced AI and ML (Machine Learning) technologies to upgrade older domains and platforms for better performance.

Halli Labs was jointly founded in April this year by Pradhuman Jhala and data scientist Pankaj Gupta and the startup currently specializes in speech recognition and natural language processing tools. Interestingly, the word "halli" actually means village in Kannada language.

In the past year, Google has deployed several services for strengthening its presence in the Indian market. In September 2016, it developed a website, Bharat Saves, to offer information on financial planning to the Indian audience. During the same period, it introduced five new products tailored for expanding access to the Internet for Indian users, including YouTube Go, Google Assistant in Hindi for Allo, faster browsing for Google Play on 2G connections, Google Station WiFi and new data-saving features in Chrome for mobile.

Google also announced plans to set up a 'Cloud region' for India. It plans to

train 2 Mn mobile developers on Android, in order to make India a global hub for innovation. As part of the initiative, the tech giant launched its 'Solve for India' programme to empower developers from Tier II cities in April of this year.

Internet giant has been especially proactive in providing support to entrepreneurs in India through such initiatives as its WiFi offering, in partnership with Railtel, its partnership with Tata Trust, wherein it has trained over a million women across 10 states to use the Internet, among others.

The acquisition of Halli Labs will help Google to further infiltrate India's growing tech realm in the coming years. <

Walk Back into the Past Experience History



Hampi, capital of the Vijayanagara empire, sits on the banks of the Tungabhadra River 350 km from Bangalore, in the state of Karnataka in southern India. The Group of Monuments at Hampi has been designated as a UNESCO World Heritage Site. Virupaksha Temple is the main center of pilgrimage here and has been considered the most sacred sanctuary over the centuries. It is intact among the surrounding ruins and is still used in worship. The temple is dedicated to Lord Shiva, known here as Virupaksha.

Explore Karnataka and Discover More of India.

For more information, contact Embassy of India, Belgrade - www.eoibelgrade.gov.in
Follow us on Facebook: [IndiaInSerbia](https://www.facebook.com/IndiaInSerbia) - Twitter: [@IndiaInSerbia](https://twitter.com/IndiaInSerbia)



VISIT
India

**“Glory lies in the attempt to reach
one's goal and not in reaching it.”**

- Mahatma Gandhi -



**Dear friends we congratulate you on
70 years of India's Independence.**

**Celebrating over 15 years of successful cooperation
between India & our company**



glotec ltd
GLOBAL TECHNOLOGY

Glotec doo Representative Office Belgrade
Studentski trg 17/8, 11000 Belgrade