



NEWS LETTER JANUARY-2022

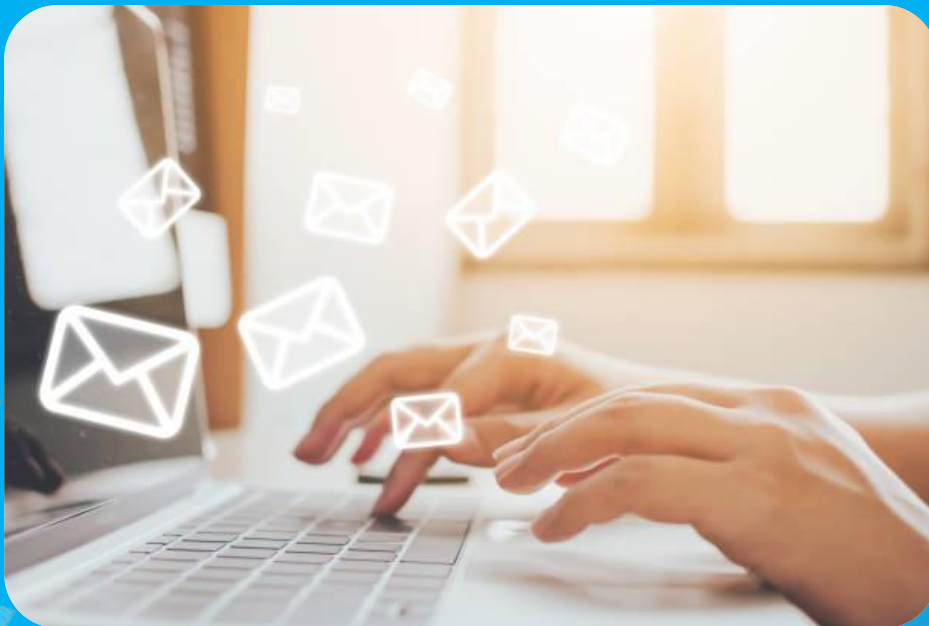


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1. An Exclusive Interview on Air & Cargo with Air India Country Head Ms. Gayathri Parthasarathi



Covid-19 pandemic has proven highly disruptive for all industries in the world, more so for the airline industry. The aftermath of the disasters is perhaps more threatening, endangering the survival and sustainability of various businesses. Airline industry is the worst hit sector, which is expected to lose USD 84.3 billion in 2022. The highest loss the sector has ever witnessed owing to the restricted movements and destinations. The industry experienced severe decline in its passenger load *perhaps* a significant parameter of airlines profitability.

As provided in the backdrop of aggressive multiplication in COVID-19 cases, the likelihood of normal passenger traffic seems distant. Restricted movements, fear psychosis, declined tourism, reduced commercial activities. Curbed disposable income is expected to have a significant impact on passenger airline demand. An important aspect of international traffic to and from India pertains to trend in foreign tourist.

According to ICAO (International Civil Aviation Organization) united Aviation study, depending upon the duration and intensity of outbreak, control measures and economic and psychological impact, the global airlines industry may witness decline of 33 to 60% seats offered and gross operating revenue loss of approximately USD 244 to 420 million for the year 2022.

After the pandemic outbreak Myanmar saw the national carrier transporting passengers to and from India with the able assistance of the Myanmar Government and the Embassy of India Myanmar. Air India took up the challenge of coming forward when no other carriers dared to come ahead, not only to Myanmar but to so many other countries across the globe bringing back stranded passengers and paving way for so many Indians to join back on their much-needed jobs abroad.

Another major step was transporting two flights of the much-needed vaccine to Myanmar which was donated by the Government of India globally.

Social distancing practices, fumigation of aircraft before boarding, compulsory RTPCR tests, provision of protective gear on board are few of the measures taken by Air India Airlines to prevent infection while travelling even though it adds to the cost. We as the flagship carrier of India will always lead with our head held high for others to follow as **"WE WILL ALWAYS BE THE LEADERS IN THE INDIAN SKIES"**

2. Recent News

Call Charges and Internet data charges are increased

Operator	Plan	Price (Kyats)
Operator 1	Data Carry Plus = 115MB(30Days)	899 ကျပ်
	Data Carry Plus = 305MB(30Days)	999 ကျပ်
Operator 2	Data Carry Plus = 630MB(30Days)	799 ကျပ်
	Data Carry Plus = 1180MB(30Days)	1,299 ကျပ်
Operator 3	Data Carry Plus = 280MB(30Days)	699 ကျပ်
	Data Carry Plus = 935MB(30Days)	1,799 ကျပ်
Operator 4	Data Carry Plus = 380MB(30Days)	799 ကျပ်
	Data Carry Plus = 1425MB(30Days)	2,699 ကျပ်

Four telecom operators in Myanmar have announced plans to increase their call charge and internet data prices on December 8. Prior to the change, the news of the internet data price increase was circulating on social media on December 3.

Will make effort so that Manipur gets full advantage of FTAs: Piyush Goyal

The Centre will make every possible effort so that Manipur gets full advantage of free-trade agreement (FTA) as the state is a gateway to Myanmar and ASEAN countries, Union Minister Piyush Goyal has said. The minister stated this on Saturday during an interaction with industry bodies of Manipur. India and the 10-nation ASEAN bloc implemented an FTA in January 2010. Under a free-trade agreement, two trading partners reduce or eliminate customs duties on the maximum number.

(Source-Economic Times)

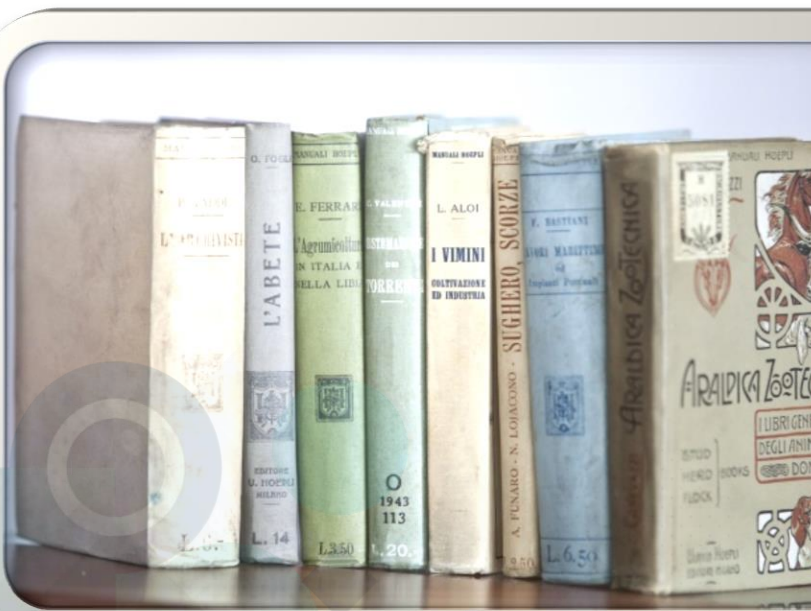


ADB to Help Improve Irrigation, Agriculture Production in Myanmar

NAY PYI TAW, MYANMAR (29 November 2016) – The Asian Development Bank (ADB) has approved a \$75 million loan to help strengthen Myanmar's agriculture production and value chain development by improving and modernizing irrigation systems in three regions of the country's central dry zone (CDZ). The Global Environment Facility is also providing a \$4.79 million technical assistance grant to help increase rural productivity, and improve integrated natural resources management in forest reserves and permanent public forests in the CDZ. The grant will be administered by ADB. Parallel to the ADB project, Agence Française de Développement (AFD) will provide a loan of \$27.9 million and extend grant support through the Asian Investment Facility of up to \$22.3 million. – (Source: ADB website)



AGROVOC's Use to Facilitate Agricultural Information Management and Access



The National School of Agriculture (ENSA), formerly INDR created in 1983, aims at delivering agricultural engineering training in specialities of animal production, plants production, soil sciences, rural equipment and agricultural economics. The library is a vital service to support teaching and research activities by providing relevant information in agriculture to teachers and students. Aspects of focus will be informational resources, principal services offered to patrons, and the project of library depository for FAO publications, between 1993 and 1997. They are mainly composed of documents in paper, audiovisual and electronic formats.

(Source: Food & Agro Organization Website)

December 2021: New release of AGROVOC Thesaurus



The December 2021 version of the AGROVOC thesaurus has been released. It now contains 39 647 concepts and 926 643 terms, in up to 41 languages. The AGROVOC team thanks all of the AGROVOC editors who have contributed to the addition of concepts, terms and other content.

(Source: Food & Agro Organization Website)

Govt pushes for greater trade with Myanmar via land



To boost trade with Myanmar, the government is pushing for more trade between the two countries through the shared land boundary, stated Commerce Secretary Rita Teatolia. "Greater trade through land border will positively affect the economy of the country's North Eastern region, and also enhance people-to-people contact," Teatolia said on Wednesday while speaking at the launch of a study on 'Enhancing India-Myanmar Border Trade: Policy and Implementation Measures' jointly brought out by Ministry of Commerce and RIS.

Source - The Dollar Business Bureau

Current Good Manufacturing Practices (cGMP) – Online Workshops for Pharmaceutical Units



Dr Poonam Khetrpal Singh, WHO Regional Director for South-East Asia

“At the heart of these workshops is the underlying philosophy behind cGMP, which is ensuring that products are consistently produced and controlled according to quality standards. WHO is fully committed to supporting such endeavors. Given the encouraging response to the earlier workshops, we hope to expand the outreach and have participation from other countries in the South East Asia Region,” said Dr Poonam Khetrpal Singh, WHO Regional Director for South-East Asia.

Take all measures to prevent further spread of Omicron – WHO

With seven countries in South-East Asia Region confirming cases of the new COVID-19 variant Omicron, the World Health Organization today emphasized on urgent scale up of public health and social measures to curtail its further spread. “Countries can – and must – prevent the spread of Omicron with the proven health and social measures. Our focus must continue to be to protect the least protected and those at high risk,” said Dr Poonam Khetrpal Singh, Regional Director, WHO South-East Asia Region. The overall threat posed by Omicron largely depends on three key questions – its transmissibility; how well the vaccines and prior SARS-CoV-2 infection protect against it, and how virulent the variant is as compared to other variants.



3. IMCC EVENTS

IMCC hosted a Farewell to the **Indian Ambassador to Myanmar H.E Shri. Saurabh Kumar** and the **IMCC BUSINESS HUB at India Centre** was inaugurated by the **Ambassador India to Myanmar H. E Shri. Saurabh Kumar** in the presence of all the dignitaries of the **Indian Embassy Myanmar**, the **IMCC President Mr. Sunil Seth**, **Vice President Mr. Naresh Kumar**, **Vice President Mr. Rajeev Rawal** and **Treasurer Mr. Desh Ratna**. The occasion was graced by all IMCC members



2. Foreign Secretary H.E Shri. Harsh Vardhan Shringla visited the IMCC Business Hub with our ambassador from India to Myanmar H.E Shri Saurabh Kumar on the inauguration of the India Centre on 23rd December 2021 in the presence of IMCC President Mr. Sunil Seth, Vice president Mr. Naresh Kumar, Vice President Mr. Rajeev Rawal and Treasurer Mr. Desh Ratna and the dignitaries of the Indian embassy Myanmar. The president IMCC briefed Shri.Shringla about the activities and focus sectors of IMCC (India Myanmar Chamber of Commerce) at the India Centre.



The IMCC BLOG

Going Digital....CMS (Cash Management Service)

What is the meaning of cash management?

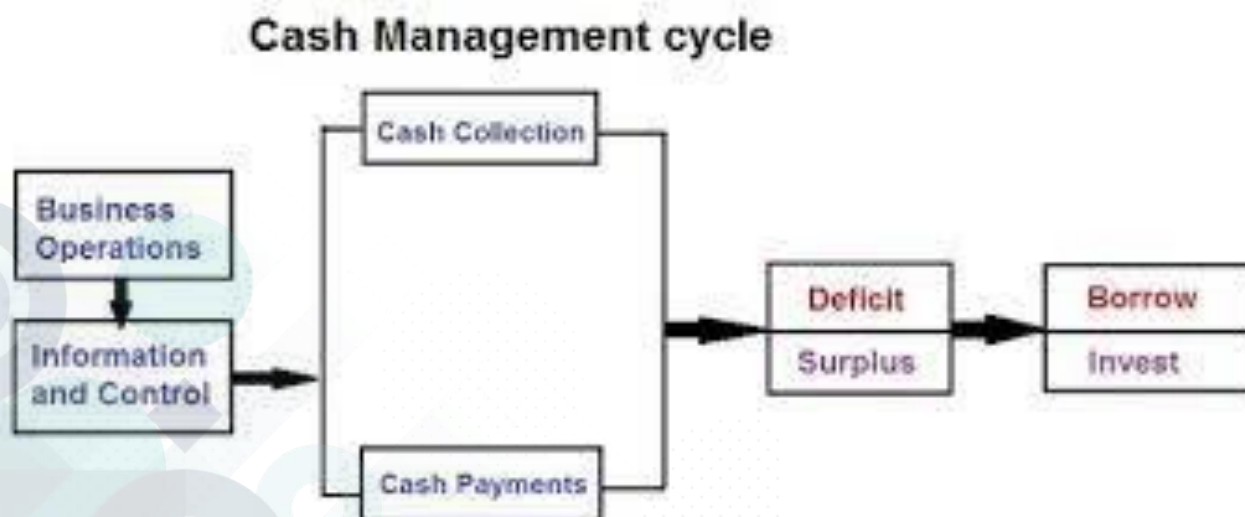
Cash management is the process of collecting and managing cash flows. Individuals and businesses have a wide range of offerings available across the financial marketplace to help with all types of cash management needs. Banks are typically a primary financial service provider for the custody of cash assets.

Benefits of Cash Management

CMS provides an easy-to-use Cash Collection service that helps you set up a cash management system for your business. This system makes money transfer hassle-free for you and your clients. We bear the end-to-end technical burden, reducing your integration task to a formality. We will provide you financial analysis report at the end of every month, so that you can track your pending list of payments. They can assure you:

- ✚ Secured Customer Profile and Client Information Data
- ✚ Tracking your Financial Data
- ✚ Tracking Your Pending Payments
- ✚ Viewing of month end Report Char

What is cash management and its objectives?



The Cash Management is concerned with the collection, disbursement and the management of cash in such a way that firm's liquidity is maintained. ... The objective of cash management is **to have adequate**

control over the cash position, to avoid the risk of insolvency and use the excessive cash in some profitable way

Why Cash Management System?

When it comes to creating and sustaining a company's financial stability, cash management is a crucial component. Since "cash" is the primary asset used to pay obligations, it must be managed accordingly to augment earnings. This impacts future growth for the company. Maintaining cash balances while earning a return on idle cash are also top concerns. Some of the benefits of a cash management system are automation that frees up your employees' time and speeds up the process of counting and reconciling cash. It also reduces errors and improves security. This in a way helps to improve customer service and productivity within your business.

What Is Cash Management, And How Can It Benefit My Business?

Cash Management System, Cash & Digital Financial Inclusion is a network business and our performance is fuelled by partnerships, whether it is our traditional financial institutions, fintech's, commercial players, or cash payment flow partnerships. Cash is the most preferred mechanism of transaction in Myanmar. Hence the systems align to the preferences by reducing the burden backend cash management and increased safety and also aids in increased financial inclusion by providing "anytime cash" solutions

Cash Handling for Businesses

Digital Cash management systems, with the advent of the pandemic, have become an essential part of the collection and reconciliation process. They offer the triple benefits of trackability, reliability and accountability. They help safe collection, transportation, and accounting, all in a single window and real-time view, greatly enhancing efficiency and safety. Institutions like Optimus Technology handle cash collection through an application, which is enabled with GPS tracking.

BANKING & CASH DELIVERY TO CLIENTS

Cash Delivery for clients at doorsteps

- ✚ Hidden Code Identification Number to ensure safety and security
- ✚ Funds made available on agreed arrangement Local and outstation Cash collection across various locations Centralized network management and well-defined process maps to achieve economies of scale Coverage throughout Myanmar

DIGITALIZATION OF CASH COLLECTION

Digitization of cash collection and payment increases client's field force productivity by many folds. It helps in augmenting sales volumes, making faster settlement, taking real time business decisions, serving more customers, reducing overhead expenses moreover it is backed by the safety and security.

Cash Collection services include:

- ✚ A secure mechanism for Cash pickups as per customer requirements
- ✚ Customized data enrichment facility to capture all critical financial and non-financial information
- ✚ Special Cash deposit slips to capture additional information
- ✚ Daily MIS for Cash collections, realization and returns in customized formats via emails
- ✚ Facility to upload reports and MIS into ERP/Accounting systems for auto-updates
- ✚ Secured modes of pick up/delivery backed by comprehensive coverage

UPCOMING EVENTS

1. The United Nations Development Program (UNDP) is the UN's global development network, advocating for change and connecting countries to knowledge, experience, and resources to help people build a better life is holding a session virtually with IMCC (India Myanmar Chamber of Commerce) members on 14th January 3.30pm (MMT) on Topic: **“ Myanmar Development Dialogue”**.
 - ✚ The speakers to grace the session are as follows:
 - Mr.Basudeb Guha Khasnobis(Country Economist,UNDP Myanmar)
 - Ms.Nadia Nivin (Focal point for private sector)
 - Mr.Peter Barwick (Peace & Development advisor at RCO)
 - Q & A with the members after the session.

The speakers will provide an overview of the economic situation in Myanmar and how the private sector may remain engaged.

2. Programme Name: Digital Marketing.

Time: 10:00 am till 12:00noon-> Date: 22.01.21

Session (Physical) to be done at IMCC Center in Auditorium / Meeting Room at India Center, Yangon

Topics & Medium of training delivery

- ✚ Presentation PPT ,-Covering the techniques for Digital marketing. How is it useful?, How a company SME, MSME, Corporate or any firm can take advantage of.DM?
- ✚ Why is Digital Marketing required in today's context? How can a company differentiate itself by such Digital Marketing?
- ✚ Live Case studies by Prominent E -Commerce company in Myanmar.
- ✚ Training material to be given at the end of Programme.
- ✚ Interactive session - for better understanding of participants and clarifying doubts.

Digital Marketing – Scope & Coverage for training program

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Who Should attend?

- 1) Marketing & Sales Personnel of Organization
- 2) CMO / Marketing Professionals / Exporter / Importer / Business Heads.

Benefits of Digital Marketing – Take away.

- 1) Measurable marketing tool
- 2) Cost effective
- 3) Target IDEAL customer – STP
- 4) Early impact creator
- 5) Agile tool – Impact
- 6) helps improve conversion rate.

Cost per Person:

For IMCC Members: USD 5 per person or MMK 10,000

For Non IMCC Members: USD 10 per person or MMK 20,000

(Only 1 person to be nominated from 1 company)

IMCC Partners



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Stay Safe Stay Healthy