

Daily News Monitor: 22 March 2021

1. Skoda lines up new products, plans to boost sales infra as it gears up for 2nd innings in India

Source: Money Control ([Link](#))

Czech automaker Skoda is looking to launch multiple products, expand its sales network and enhance local content in its cars as it aims to carve out viable business for itself in the highly competitive Indian passenger vehicle segment, according to a top company official. The company, which is responsible for pressing ahead with the India 2.0 project on behalf of Volkswagen Group since June 2018, plans to enhance brand awareness, reduce of cost of ownership of its cars for customers and bring in financially strong dealer partners who also care for customer satisfaction as part of its efforts to become a viable player in the country. The automaker, which currently sells just two products in the domestic market, plans to launch four products, including the recently unveiled compact SUV Kushaq, over the next one year. The company also plans to enhance its dealership count to 150 by this year-end.

2. PM Narendra Modi to launch ‘Catch the Rain’ campaign on Monday

Source: Financial Express ([Link](#))

Prime Minister Narendra Modi will launch the “Jal Shakti Abhiyan: Catch the Rain” campaign on the World Water Day on 22 March. The historic MoU to implement the Ken Betwa Link Project, the first project of the national perspective plan for interlinking of rivers, will also be signed by Uttar Pradesh and Madhya Pradesh chief ministers at the event. The PMO said in a statement that the campaign will be undertaken across the country in both rural and urban areas with the theme “catch the rain, where it falls, when it falls”. It will be implemented from March 22 to November 30 – the pre-monsoon and monsoon period in the country. It will be launched as a ‘Jan Andolan’ (public movement) to take water conservation at the grassroot level through people’s participation. It is intended to nudge all stakeholders to create rainwater harvesting structures suitable to climatic conditions and subsoil strata, to ensure proper storage of rainwater, the PMO said.

3. Govt plans scheme for agri entrepreneurs

Source: Livemint ([Link](#))

The Centre will soon roll out a ₹5,000-crore scheme to promote entrepreneurship in the animal husbandry sector, with the twin objective of increasing productivity and reducing input costs, Atul Chaturvedi, secretary, ministry of fisheries, animal husbandry and dairying,

said in an interview. The focus will shift from alleviating poverty to encouraging more investments in the sector, he added. The scheme will initially run for five years and seeks to create a chain of entrepreneurs who will breed quality farm animals (such as cows, buffaloes, goats and pigs) and sell them to farmers. The Centre will provide up to 50% subsidy to entrepreneurs, Chaturvedi said. They can avail bank loans to meet capital expenditure requirements, for buying breeds and technology.

4. 20 states complete ease of doing business reforms, eligible for additional borrowing **Source: The Economic Times ([Link](#))**

As many as 20 states have successfully completed ease of doing business reforms, the Finance Ministry said on Saturday. States completing the reforms are eligible for additional borrowing of 0.25 per cent of Gross State Domestic Product (GSDP). "The number of States who have successfully completed the 'Ease of Doing Business' reforms has reached to 20. Five more states namely, Arunachal Pradesh, Chhattisgarh, Goa, Meghalaya and Tripura have completed the 'Ease of Doing Business' reforms stipulated by the Department of Expenditure," the Ministry said in a statement.

5. Adani Green Energy arm get letter of award for 300 MW wind project **Source: Business Standard ([Link](#))**

Adani Green Energy (AGEL) on 22 March said that its arm has received a letter of award for 300 MW wind power project under a tender of Solar Energy Corporation of India (SECI). "AREHFL, a subsidiary of the AGEL, had participated in the tender issued by SECI for setting up 1,200 MW ISTS-connected wind power project (Tranche-X) and received the letter of award (LOA) to set up 300 MW wind power project under this tender," a company statement said. According to statement the fixed tariff for this project capacity is Rs 2.77/kWh for a period of 25 years. With this, AGEL's total renewable capacity now stands at 15,165 MW, of which 3,395 MW renewable plants are operational and 11,770 MW projects are under implementation.