

SCOTLAND'S INTERNATIONAL FRAMEWORK INDIA ENGAGEMENT STRATEGY





↑
East meets West at The Royal Edinburgh Military Tattoo,
Credit: The Royal Edinburgh Military Tattoo

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Childrens tent at Dussehra in Edinburgh
Credit: Tasverran

SCOTLAND'S COMMITMENT TO A STRONG, LONG-TERM, BILATERAL PARTNERSHIP WITH INDIA

Why India?

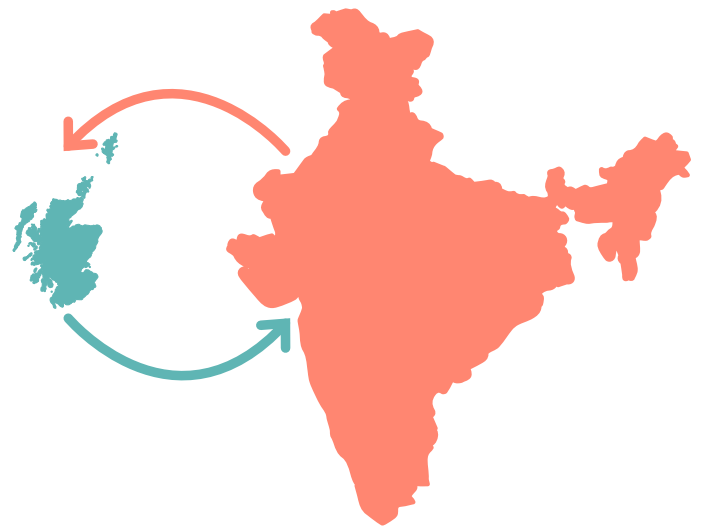
With a population expected to reach 1.4 billion by 2025¹, India is the world's largest democracy and one of its future leading powers. It is a country which has seen significant urbanisation, social change and economic growth in recent years.

India has an unrivalled youth demographic, with 65% of the population 35 or under.² It is estimated that by 2030, one quarter of the global labour force will be Indian.³ India's spirit of creativity and entrepreneurship, young ambitious workforce and digital agenda will ensure that the country continues to move at a fast pace.

As we build sustainable economic growth in Scotland, it is important that India remains a priority country for our international engagement. Scotland has expertise in areas of priority for India, such as education, skills, energy and water. We are committed to a partnership that has mutual benefit – allowing both countries to achieve their goals, whilst collectively reducing inequality.

It is critical that we directly engage Indian national and state governments, the Indian academic, business and cultural communities and civil society. Crucially, we want to connect with young Indians to show them what contemporary Scotland has to offer.

[Find out more about current collaboration between India and Scotland](#)



¹ Reference: UN Population Prospects 2015 <http://esa.un.org/unpd/wpp/>

² Reference: The Guardian, April 2014 <http://www.theguardian.com/commentisfree/2014/apr/08/india-leaders-young-people-change-2014-elections>

³ Richard Everitt: Head of Education, British Council India, Sept 2015

INDIA AND SCOTLAND



32,706 INDIANS IN SCOTLAND

COLLABORATION BETWEEN INDIA AND SCOTLAND IN:



TRADE AND INVESTMENT



EDUCATION AND SKILLS



ENERGY AND WATER



CULTURE, HERITAGE AND TOURISM



INDIAN CONSULATE
BASED IN
EDINBURGH

THREE SCOTTISH DEVELOPMENT INTERNATIONAL TRADE AND INVESTMENT OFFICES IN INDIA: DELHI, HYDERABAD AND MUMBAI

GLASGOW HAS BEEN NAMED CURRY CAPITAL OF BRITAIN MORE TIMES THAN ANY OTHER CITY IN THE UK



SINCE 
2009

THERE HAVE BEEN **8 SCOTTISH MINISTERIAL VISITS TO INDIA** PROMOTING CO-OPERATION BETWEEN OUR TWO COUNTRIES

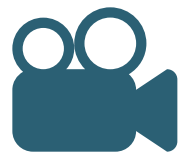


DID YOU KNOW THESE WORDS ORIGINATE FROM ONE OF INDIA'S MANY LANGUAGES
TODDY, CUSHY, SHAMPOO, DINGHY

16

OF SCOTLAND'S HIGHER EDUCATION INSTITUTES HAVE ACADEMIC AND RESEARCH LINKS WITH INDIAN UNIVERSITIES

OVER 20 BOLLYWOOD FILMS HAVE BEEN SHOT IN SCOTLAND SINCE 1998



Scotland's international ambitions

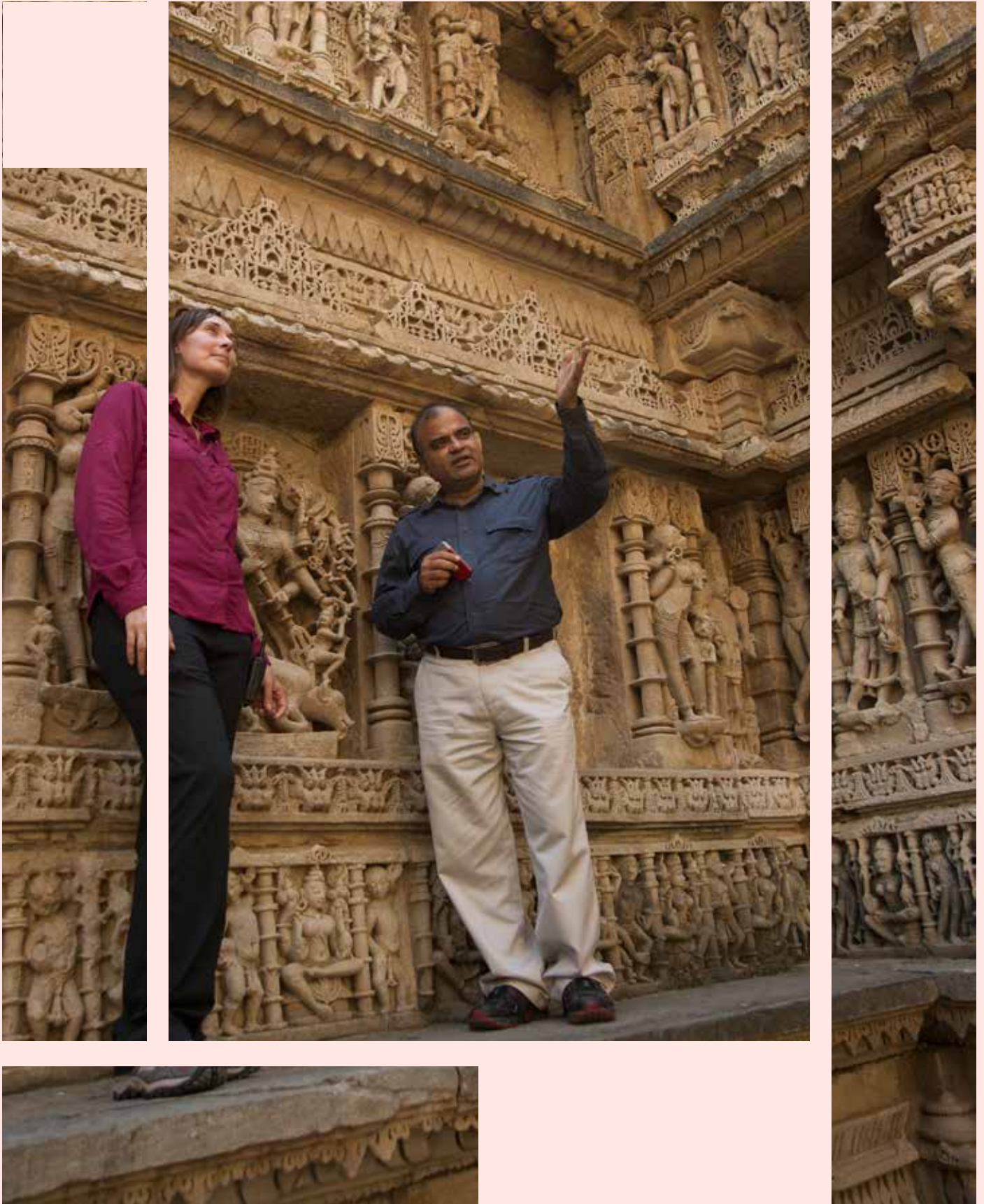
One of the key priorities of [Scotland's Economic Strategy](#) is internationalisation. Our co-operation with India fully supports this. The aims of internationalisation are defined in [Scotland's International Framework](#):

- to create an environment within Scotland that supports a better understanding of international opportunities and a greater appetite and ability to seize them; and
- to influence the world around us on the issues that matter most in helping Scotland flourish.

Scotland's ambitions for working with India, complement these ambitions as well as the [UN Sustainable Development Goals](#).

Strategic objectives for engagement with India

Our International Framework has **four** strategic objectives, to which our engagement with India is aligned. Our engagement reflects some of India's priorities, matched with Scotland's expertise. It also offers scope for Scotland to learn from India.



Scottish Ten Project - Rani Ki Vav digital survey
Credit: Centre for Digital Documentation and Visualisation LLP

STRATEGIC OBJECTIVE 1 –

GLOBAL OUTLOOK

Aim

To enhance Scotland's global outlook, we will embed internationalisation and create an environment which encourages knowledge exchange. We will provide targeted support to our people, businesses and institutions to help them to seize international opportunities. We must also understand the impact of our work on others.

Trade and Investment

The Scottish Government's purpose is sustainable economic growth. Similarly, the Indian Government is focused on continuing to build and diversify the Indian economy, through nationwide initiatives such as 'Make in India', 'Invest in India' and 'Digital India',⁴ and has ambitious plans to create 100 'Smart Cities'.⁵

This presents huge opportunities for Scottish companies to work in India, particularly in life sciences, technology and engineering, business and financial services and energy. Scotland's competitive taxes, business-friendly environment, skilled workforce and easy access to the rest of Europe and beyond, make it an ideal country for Indian companies to set up business. We will work with India to reduce barriers to trade and increase cooperation.

Through its offices in India (Delhi, Mumbai, Hyderabad) and Scotland, Scottish Development International can support this engagement.

Long-term ambitions

- Support more Scottish companies to successfully do business in India.
- Increase Scottish exports to India.
- Support Scottish companies operating in India to increase their revenues.
- Scotland is seen as a preferred trade and investment partner in India in technology, innovation and skills.
- Encourage greater flows of talent and knowledge between Scotland and India.
- Seek further investment from India into Scotland, with a focus on new high value investment.

[Find out more about current collaboration in Trade and Investment](#)

[Find out about some of the organisations involved](#)

⁴ Government of India, Department of Electronics and Information Technology www.digitalindia.gov.in/

⁵ Indian Ministry of Urban Development: <http://smartcities.gov.in/>

TRADE AND INVESTMENT

TRADE AND INVESTMENT BETWEEN INDIA AND SCOTLAND IN:



RENEWABLE
ENERGY



ICT



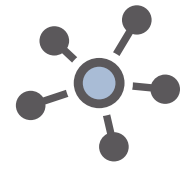
BUSINESS
PROCESS
OUTSOURCING



EDUCATION



FOOD AND
DRINK



LIFE SCIENCES

SCOTTISH DEVELOPMENT INTERNATIONAL
HAS TRADE AND INVESTMENT OFFICES

**IN DELHI, MUMBAI
AND HYDERABAD**



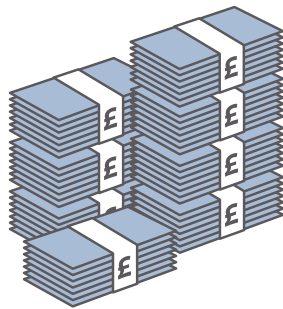
15 SCOTTISH
COMPANIES WITH
INVESTMENTS
IN INDIA

11 INDIAN
COMPANIES
IN SCOTLAND



£225M
SCOTTISH
EXPORTS TO
INDIA IN 2014

£205M
TURNOVER
OF INDIAN
COMPANIES
IN SCOTLAND



10 INDIAN GLOBALSCOTS,
INCLUDING SUNIL KANT
MUNJAL FROM INDIA'S
£MULTI-BILLION
HERO GROUP

THE INDIAN CONSUMER MARKET
LIKELY TO BE
THE WORLD'S
LARGEST BY 2030



SCOTTISH TECHNOLOGY
CLEANING
DRINKING WATER IN INDIA



Updated February 2016



↑
India-Scotland Business summit 2015
Credit: Callam Fletcher

STRATEGIC OBJECTIVE 2 – RELATIONSHIP AND PARTNERSHIPS

Aim

We will work with partners to share local knowledge and build bilateral relationships and networks. We will continue to be a good global citizen, making distinctive contributions to addressing global challenges such as climate change, tackling inequality and promoting human rights. Our partnership with India will be sustainable. A relationship of trust, collaboration and mutual benefit is more likely to lead to long-term co-operation.

In higher education Scotland has a reputation for world-leading research. Five Scottish universities feature in the world's top 200⁸, and funding is in place to enable research partnerships and further collaboration. Furthermore, 19 Scottish higher education institutions work with 26,000 companies each year to turn research and development into new products.⁹ A wealth of experience in Scotland and a tech savvy student population in India makes for a perfect partnership.

Education and Skills

The Indian Government is focused on raising academic and vocational standards of education and training. With the largest youth population in the world (356 million 10-24 year-olds⁶), the demand for education is high. The current skills development programme in India has the capacity to educate some 3.1 million Indians per year – however India has set a target of skilling 500 million people by 2022.⁷

Scotland has a global reputation for high quality education across all ages and stages. Scotland's education and research expertise makes us an ideal partner for India, whether focused on social enterprise, higher education, community learning, school (through the Curriculum for Excellence) or early years. In addition, Scotland has a skills development programme to equip people with the skills that they need to flourish in work.

What is our long-term ambition?

- Scotland and India's education, skills and research strengths are enhanced.
- Scotland's educational reputation in India is improved.
- India's educational reputation in Scotland is improved.
- We contribute to Sustainable Development Goal 4 to ensure inclusive education.

[Find out more about current collaboration in education and skills](#)

[Find out about some of the organisations involved](#)

⁶ Source: UN Report, 2014

⁷ Source: India's National Policy on Skill Development, 2015

⁸ Source: Times Higher Education World University Index 2015

⁹ Source: Universities Scotland

EDUCATION AND SKILLS

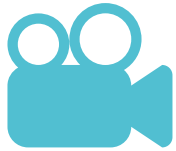


INDIA IS SCOTLAND'S
FIFTH-BIGGEST
INTERNATIONAL
MARKET FOR FURTHER
AND HIGHER
EDUCATION STUDENTS

16 

**OF SCOTLAND'S
HIGHER EDUCATION
INSTITUTES HAVE
ACADEMIC AND
RESEARCH LINKS WITH
INDIAN UNIVERSITIES**

THE UK'S FIRST SOUTH ASIAN
**ASSOCIATION WAS SET UP BY
INDIAN STUDENTS IN EDINBURGH IN 1875**

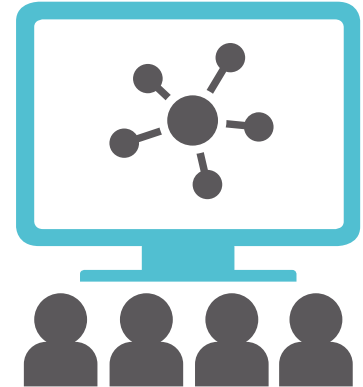


WORLD FAMOUS
BOLLYWOOD ACTOR
SHAH RUKH KHAN
HAS AN HONORARY DEGREE
FROM A SCOTTISH UNIVERSITY

THERE ARE

20

**'CONNECTED
CLASSROOMS'**
BETWEEN INDIAN
AND SCOTTISH SCHOOLS



SCOTLAND HAS 5
UNIVERSITIES IN
**THE TOP 200 IN
THE WORLD**



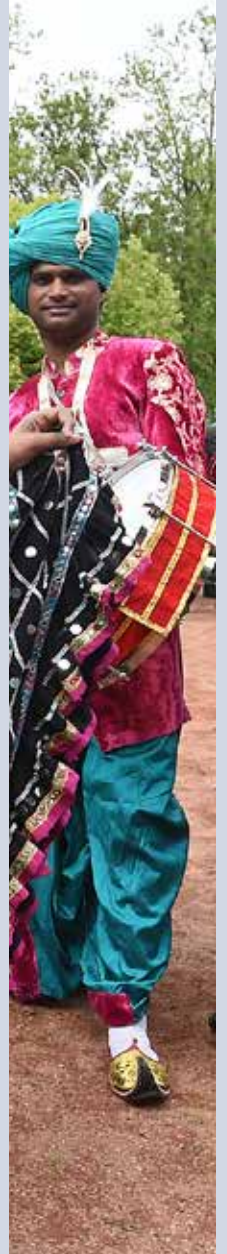
**TOP
200**

MORE THAN 94%
OF INTERNATIONAL
STUDENTS BELIEVE
THAT SCOTLAND IS A
'GOOD PLACE TO BE'



**5 OF SCOTLAND'S
HIGHER EDUCATION
INSTITUTES ARE IN
THE TOP 120 IN THE
WORLD FOR SCIENTIFIC
PERFORMANCE**





↑
Rajasthan Heritage Brass Band at Glasgow Mela
Credit: Glasgow Life

STRATEGIC OBJECTIVE 3 –

REPUTATION AND ATTRACTIVENESS

Aim

We are committed to building our reputation and international attractiveness by celebrating and promoting our culture and values, boosting our export performance, ensuring that Scotland remains an attractive location for investment and building on our education research capability.

Energy and Water

With India's large population the demand for energy is very high. The Indian Government recognises that it needs not just a plan to add 175 GW of renewable energy by 2022¹⁰, but a development strategy that will enable it to transition to a more sustainable energy mix. Scotland, which aims to generate an equivalent of 100% of electricity demand from renewable sources by 2020, is well positioned to partner with India.

Given the importance that the Indian Government is placing on clean water (such as the 'Ganga River Cleaning Project'), there are opportunities for collaboration in an area where Scotland has considerable expertise. This requires co-operation with both state and national governments.

The Scottish Government is committed to making Scotland a Hydro Nation. Our water resource is significant and in a world demanding more food and water, there is good reason to nurture it for long term sustainable use. Partnering with India to share best practice on the management of water and developing and piloting water purification technologies, will enhance Scotland's profile as a Hydro Nation and provide direct economic benefit to both countries.

What is our long-term ambition?

- Contribute to UN Sustainable Development Goal 6 to ensure clean water and sanitation for all.
- Contribute to Sustainable Development Goal 7 to ensure sustainable energy for all.
- Encourage the use of Scottish technologies for water purification in India.
- Support entrepreneurs from Scotland and India to establish water and energy businesses.

[Find out more about current collaboration in energy and water](#)

[Find out about some of the organisations involved](#)

¹⁰ Source: Indian Ministry for New and Renewable Energy: <http://www.mnre.gov.in/>

ENERGY AND WATER



SCOTLAND-INDIA SCIENCE AND TECHNOLOGY BRIDGE

TO SHARE UNDERSTANDING OF THE COMMERCIAL OPPORTUNITIES OF WATER TECHNOLOGY



COLLABORATION
BETWEEN INDIA
AND SCOTLAND
IN OFFSHORE
WIND TECHNOLOGY

SCOTLAND IS HOME TO THE
WORLD-LEADING
EUROPEAN MARINE
ENERGY CENTRE

SCOTLAND IS HOME
TO THE CENTRE OF
EXPERTISE FOR WATERS



SCOTLAND HAS 25%
OF EUROPE'S OFFSHORE
WIND & TIDAL
ENERGY POTENTIAL



COLLABORATION BETWEEN THE SCOTTISH
GOVERNMENT AND INDIAN GOVERNMENT ON NEW
AND RENEWABLE ENERGY TECHNOLOGY

SCOTLAND IS ALREADY GENERATING 44% OF
ITS ELECTRICITY NEEDS FROM RENEWABLES
AND IS A WORLD LEADER IN THE FAST GROWING
GREEN TECHNOLOGY SECTOR



Updated February 2016

Culture, Heritage and Tourism

Cultural collaboration between India and Scotland helps to develop mutual understanding and build a relationship of respect, trust and celebration. Both Scotland and India have distinct and diverse cultures and heritage, allowing infinite opportunities to inspire each other creatively, share skills and develop long-lasting partnerships. Culture can also be used to enhance educational and business co-operation between our two countries.

India has a growing middle class (expected to reach 200 million by 2020) with disposable income and interest in travelling overseas. Scotland has much to offer as a destination for both new Indian visitors and those with family ties.

What is our long-term ambition?

- Strong, long term cultural co-operation between India and Scotland.
- Greater awareness of Indian culture in Scotland, helping Scotland to internationalise.
- Greater awareness in India of Scottish culture, including better visibility of Scottish cultural acts in India.
- Scotland is established as a must-visit, must-return destination for key Indian tourist markets.
- India is regarded as a key market for the Scottish tourism industry.

European Union

Aim: Encourage engagement with the European Union.

Our ambitions for working with India align with the first **three objectives** of the International Framework. However, it is important that Scotland presents its views as appropriate on any EU-India agreements or collaborations.

Delivery

This strategy for engagement with India is clearly aligned with the Scottish Government's International Framework. As such, reporting on the success of the delivery of this engagement strategy will be through the International Framework's reporting mechanisms and contribute to the 'regular updates' that the Framework's accompanying policy statement set out.

[Find out more about current collaboration in culture, heritage and tourism](#)

[Find out about some of the organisations involved](#)

CULTURE, HERITAGE AND TOURISM

COLLABORATION BETWEEN INDIA AND SCOTLAND
IN MUSIC, DANCE, TEXTILES, MUSEUMS, VISUAL ARTS, THEATRE, LITERATURE, FILM



OVER 20
BOLLYWOOD FILMS
HAVE BEEN SHOT IN
SCOTLAND SINCE 1998

19 PROJECTS
WITH INDIAN CONNECTIONS,
AS PART OF THE GLASGOW'S
2014 COMMONWEALTH GAMES CULTURAL PROGRAMME

10,000

INDIAN SCHOOL CHILDREN ATTENDED
WORKSHOPS IN THREE INDIAN
CITIES AS PART OF THE BBC SCOTTISH
SYMPHONY ORCHESTRA AND ROYAL
CONSERVATOIRE SCOTLAND'S 11-DAY
TOUR OF DELHI, CHENNAI AND MUMBAI



2,260

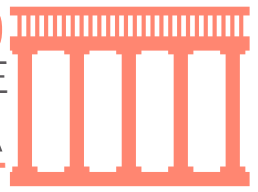
INDIAN 'SCOTS AGENTS'
TRAVEL AGENTS
WITH A SPECIALIST
KNOWLEDGE OF
SCOTLAND



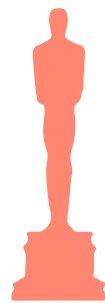
**SCOTTISH-INDIAN DIGITAL
DOCUMENTATION PROJECT**

AT A UNESCO
WORLD HERITAGE
SITE IN INDIA

RANI KI VAV, GUJARAT



ANNUAL MELA FESTIVALS
IN SCOTLAND'S 3 LARGEST CITIES
GLASGOW, EDINBURGH AND ABERDEEN



OSCAR WINNING
'SLUMDOG MILLIONAIRE'
COMPOSER, AR RAHMAN,
PERFORMED WITH SCOTTISH AND
INDIAN MUSIC STUDENTS AS
PART OF GLASGOW'S 2014
CELTIC CONNECTIONS FESTIVAL

GLOBAL TV AUDIENCE
OF OVER 100M
WATCHED



BOLLYWOOD DANCERS PERFORM IN THE 2015
EDINBURGH MILITARY TATTOO

OVER 75,000

VISITORS FROM INDIA TO SCOTLAND OVER 3 YEARS

Find out more from some of the organisations involved

Trade and investment

- Scottish Development International <http://www.sdi.co.uk/locations/asia-and-pacific/india-new-delhi/new-delhi-office-details>
- Scottish Enterprise <http://www.scottish-enterprise.com/knowledge-hub/articles/insight/india-key-market-for-scottish-business>
- Highlands and Islands Enterprise <http://www.hie.co.uk/>
- GlobalScots <http://www.globalscot.com/>
- UK India Business Council <http://www.ukibc.com/>
- Scottish Chambers of Commerce <http://www.scottishchambers.org.uk/>
- UK Trade and Investment <https://www.gov.uk/government/organisations/uk-trade-investment>

Education and skills

- Scottish Government <http://www.gov.scot/Topics/Education>
- British Council India <http://www.britishcouncil.in/>
- UK - India Research Initiative <http://www.ukieri.org/>
- Universities Scotland <http://www.universities-scotland.ac.uk/>
- Universities <http://www.scotland.org/study-in-scotland/universities-in-scotland/>
- Colleges Scotland <http://www.collegesscotland.ac.uk/member-colleges.html>
- Scottish Development International <http://www.sdi.co.uk/locations/asia-and-pacific/india-new-delhi/new-delhi-office-details>
- Education Scotland <http://www.educationscotland.gov.uk/>
- Skills Development Scotland <https://www.skillsdevelopmentscotland.co.uk/>

Energy and water

- Scottish Development International <http://www.sdi.co.uk/locations/asia-and-pacific/india-new-delhi/new-delhi-office-details>
- Highlands and Islands Enterprise <http://www.hie.co.uk/>
- Scottish Government <http://www.gov.scot/Topics/Environment>
- James Hutton Institute <http://www.hutton.ac.uk/>
- Centre of Expertise for Water <http://www.crew.ac.uk/>
- Scottish Environment Protection Agency <http://www.sepa.org.uk/>
- Water Industry Commission for Scotland <http://www.watercommission.co.uk/>
- Scottish Water International <http://www.scottishwater.co.uk/business/international>
- Hydro Nation Scholars Programme <http://www.hydronationscholars.scot/>

Culture, heritage and tourism

- Creative Scotland <http://www.creativescotland.com/>
- British Council Scotland <http://scotland.britishcouncil.org/>
- British Council India <http://www.britishcouncil.in/>
- National Performing Companies <http://www.gov.scot/Topics/ArtsCultureSport/arts/Sponsored-bodies/NationalPerformingCompanies>
- National Museums Scotland <http://www.nms.ac.uk/explore/introducing-our-collections/>
- Scottish Ten Project <http://www.scottishten.org/property4>
- VisitScotland <http://www.visitscotland.com/>
- VisitBritain <https://www.visitbritain.org/>



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W W W . G O V . S C O T