

# Strategic Government Advisory

## Key Assignments



### Policy Advisory

- ✓ **Electric Vehicles:**
  - Department of Transport, Government of Punjab: Development of Punjab Electric Vehicle Policy 2019
  - Department of Industries, Government of Telangana: Review of Telangana Electric Vehicle Policy
  - Kadamba Transport Corporation, Government of Goa: Development of State Electric Vehicle Policy
  - Department of Transport, Government of Rajasthan: Development of Rajasthan Electric Vehicle Policy
- ✓ **Logistics:**
  - Department of Industries, Government of Telangana: Preparation of Telangana Integrated Logistics Policy 2018
  - Department of Industries, Government of Karnataka: Preparation of Karnataka Logistics Policy 2018
- ✓ **Tourism:**
  - Department of Tourism, Union Territory of Daman & Diu and Dadra & Nagar Haveli: Preparation of Tourism Policy 2019-2024
  - Uttarakhand Tourism Development Board: Preparation of Uttarakhand Tourism Policy 2018
  - Department of Tourism, Government of Puducherry: Preparation of Tourism Policy for Union Territory of Puducherry 2017
  - Department of Tourism, Government of West Bengal: Preparation of West Bengal Homestay Tourism Policy 2017
  - Department of Tourism, Government of Karnataka: Preparation of Karnataka Film Tourism Policy 2017
  - Department of Tourism, Government of Uttar Pradesh: Preparation of Uttar Pradesh Tourism Policy Perspective & Tourism Policy 2016
- ✓ **AYUSH:**
  - Department of AYUSH, Government of Uttarakhand: Development of Uttarakhand AYUSH Policy 2018
  - Department of AYUSH, Government of Kerala: Prepared the Kerala AYUSH Health Policy 2016, the first of its kind in India
- ✓ **Start-up:**
  - Department of Industries, Government of Bihar: Consultants to prepare the Start-up Policy 2016 for the State of Bihar



## Strategic Advisory

### ✓ Investment Promotion Advisory:

- Vibrant Goa Global Expo & Summit 2019: Knowledge Partner; prepared investor handbook '*Invest in Goa: Land of Happiness, Sea of Opportunities*' and background papers on Tourism, Pharma & Healthcare, Startup & E-mobility, and Agro & Food Processing sectors in the State
- Uttar Pradesh Investors Summit 2018: Banking Partner; prepared investor handbook '*Uttar Pradesh: Powering New India – Investment Opportunities Abound*'
- Destination Uttarakhand Investors Summit 2018: Banking Partner; provided policy advocacy support and prepared a knowledge report on '*Potential for Organic Spices in Uttarakhand*'
- Sunrise Andhra Pradesh Investment Meet 2018: developed knowledge report on 3 focus sectors for the summit – Tourism, Food Processing & Textiles
- Magnetic Maharashtra Convergence 2018 Global Investment Summit: Partnered Maharashtra Industrial Development Corporation to prepare the publication '*AURIC: India's First Greenfield Smart Industrial Township*'
- Make in India - Karnataka Conference 2017: *Karnataka Investment Snapshot 2017* prepared by YES BANK released by dignitaries during the inaugural session
- Happening Haryana Global Investors Summit 2016: Banking Partner; prepared investor handbook '*Make a Smart Choice: Invest in Haryana*' showcasing key investible projects and investor friendly policies in Haryana
- Invest Karnataka 2016: Socio Economic Snapshot of Karnataka
- Vidarbha Investment Summit 2016: Knowledge publication '*Tourism industry in Maharashtra: Focus Vidarbha*'
- Tamil Nadu Global Investor's Meet 2015: Socio Economic Snapshot of Tamil Nadu
- Bengal Global Business Summit 2015: Prepared roadmap report '*Positioning Bengal as India's Leading Investment Destination*'

### ✓ Sectoral Development Roadmaps:

- Department of Tourism, Government of Andhra Pradesh: Tourism Mission Document 2029 for the state of Andhra Pradesh
- Department of Tourism, Government of Andhra Pradesh: Strategic Consultant for Mission Implementation Support to Department of Tourism
- Tourism Corporation of Gujarat Limited (TCGL), Government of Gujarat: Vision Document on Tourism for the State of Gujarat
- Department of Tourism, Government of West Bengal: Tourism Roadmap Document for the Sunderbans

### ✓ Smart City Advisory: Engaging with 25 partner Smart Cities in providing project/financial advisory for various projects

### ✓ Government Financial Advisory: Technical assistance to 8 Urban Local Bodies for raising Municipal Bonds

- ✓ **FAME II Bid Advisory for Deployment of Electric Buses:** Preparation of response to Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises EoI:
  - Uttarakhand Transport Corporation, Government of Uttarakhand
  - Raipur Smart City Limited
  - Himachal Pradesh Road Transport Corporation
  - Kadamba Transport Corporation, Government of Goa
- ✓ **FAME II Bid Advisory for Setting up of Charging Infrastructure:** Preparation of response to Department of Heavy Industry, Ministry of Heavy Industries and Public Enterprises EoI:
  - Guwahati Smart City Limited
  - Dehradun Smart City Limited
  - Himachal Pradesh Road Transport Corporation
  - Raipur Smart City Limited
  - Jorhat Municipal Board
  - Kadamba Transport Corporation, Government of Goa
  - Navi Mumbai Municipal Transport (NMMT) Corporation
  - New & Renewable Energy Development Corporation of Andhra Pradesh Limited: Vishakhapatnam, Vijayawada, Kakinada and Tirupati
- ✓ **Strategic Support:**
  - Maharashtra Maritime Board: Strategic Advisors for formulating a project development structure to develop port connectivity to the hinterland for augmenting connectivity infrastructure in the State of Maharashtra
  - Gujarat Industrial Development Corporation: Advisor for development of Business Plan for Gujarat Rail Infrastructure Development Ltd (GRIDE)
  - Andhra Pradesh State KAPU Welfare & Development Corporation Ltd.: Strategic support in designing welfare schemes and setting up the corporation



### **Business Growth Advisory**

- ✓ Strategic advisory services to an online homestay aggregator for development of various rural tourism products
- ✓ Market study & opportunity assessment for a Chinese company interested in entering the Indian beauty & cosmetics market and identification of manufacturers and retailers for potential acquisitions/ partnerships
- ✓ Opportunity assessment for an Indian energy and engineering company interested in identifying EPC opportunity in railways electrification
- ✓ Market study on a multinational auto component manufacturer for diversifying into electric vehicles segment

To know more about services, please write to us at [bhupesh.rathore1@yesbank.in](mailto:bhupesh.rathore1@yesbank.in)

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