



# Newsletter

June 2024

# Message from H.E Ambassador of Norway to India

Ms. May-Elin Stener



Dear Readers, 2024 is a momentous year for India Norway business relationships. The signing of the Trade and Economic Partnership Agreement (TEPA) between India and EFTA on the 10th of March was historic and marks a new era in Indo-Norwegian economic cooperation.

The agreement opens doors to a host of opportunities for Norway to contribute to India's green transition and facilitates exports from Norwegian green industries. Norwegian businesses will thus play a pivotal role in advancing Norway's broader mission of green cooperation with India

The Norwegian Business Association in India (NBAI) will have an important role in realizing the remarkable potential inherent in the agreement. This will happen through informing Norwegian business about the newly unlocked possibilities in India and leveraging synergies between actors to navigate the Indian business landscape.

NBAI contributes greatly to Team Norway's business promotion efforts, and going forward, Team Norway's role in developing Indo-Norwegian economic ties will become more important than ever.

The new NBAI newsletter is a great initiative and will be a good platform to highlight recent activities and upcoming events, along with success stories of Norwegian companies in India.

I look forward to following the newsletter to see highlights from cultural events, key partnerships, and initiatives aimed at fostering collaboration and understanding between Norway and India. As we start this new chapter, I look forward to collaborating on strengthening Indo-Norwegian business relations and to see the fruits of the newly signed TEPA-agreement realized by the innovative Indian- Norwegian business community.

## Foreword from NBAI Chairman



Mr. Deepak Kumar Swain

Dear Readers,

As the Chairman of the Norwegian Business Association of India (NBAI), it is my pleasure to welcome you to this edition of our newsletter. Through this initiative we want our community to be informed and engaged with the latest developments, activities, and opportunities within our association and beyond.

Our mission at NBAI is to foster strong business relations between Norway and India, promoting mutual growth and prosperity, enhancing member interactions and also creating a favourable climate to accelerate bilateral trade and promote sustainable business practices.

Over the past months, we have seen remarkable progress and collaborative efforts that underscore the strength of our partnership. Through the newsletter we want to highlight on recent initiatives and activities , Success stories and case studies from our member companies. Information on upcoming events and networking opportunities Insights and expert opinions on the current business climate and emerging trends.

I encourage you to explore the newsletter and leverage the opportunities they present. Your active participation and feedback are invaluable to us, as we strive to create a dynamic and supportive business community.

Thank you for your continued support and commitment to NBAI.



## Reflections on Norwegian business engagement with India: A farewell address from the Consul General in Mumbai

Greetings! I am very happy to be given this opportunity to send you a greeting. My four year tenure as Consul General in Mumbai is coming to an end this summer. I would therefore like to use this opportunity to look back at the years that have passed as well as to try to reflect on what lies ahead of us with regards to the Norwegian business engagement with India – seen from my position.

The Norwegian business engagement with India has increased over the last decade, and has rocketed out of the pandemic. The number of Norwegian companies in India has doubled.



Photo: Mr. Arne Jan Flølo at beach cleanup saturday in Mumbai

Common for most Norwegian companies in India has been more growth, more sales, more investments and more recruitments. Norwegian exports to India has also been steadily increasing in this period. These are developments that I am very glad to have witnessed during the last four years.

The period from the pandemic has been marked by optimism and opportunity in India, and India continues to see consistent economic growth. This has taken place at the backdrop of global disruptions and energy crisis, supply chain challenges, economic slow-down, conflicts, and geopolitical competition. India is emerging and is getting more and more attention.

The signing of the EFTA Trade and Economic Partnership agreement with India on 10 March was a huge milestone and it marks the start of a new era for the economic relationship between Norway and India. The agreement, held by Prime Minister Støre to be the most significant trade agreement for Norway since the EEC Agreement, is sending a powerful signal to business communities about the opportunities in India. Once the agreement is ratified, but even before, we can expect more visits, more companies establishing business in India, more trade and more investment.

Those with the shoes on and on the ground in India knows that it is not easy to do business in India even if there are great opportunities. India is a complex market. It is important to continue to share experiences and to discuss issues relating to ease of doing business, including in the dialogue with relevant authorities. There are a number of success stories amongst NBAI members, and I believe it is important to continue to share those experiences to newcomers who are looking at establishing business with or in India. The most important task for the Consulate General is to support Norwegian companies in its area of jurisdiction.



Photo: A visit from the Asia Delegation of the Norwegian Parliament

The collaboration with NBAI is a corner stone in that work. The Consulate General is very committed to continue to work to add value to Norwegian companies endeavors. I am confident that this work and the relationship with NBAI will reach new heights in the time ahead. There is still a few months left, and important work is still to be done, but I would like to use this opportunity to thank all members for the friendship and support given to me during my tenure. I hope that the Consulate General has added value to your work in India. The relationship with you all has been truly rewarding.



## Historic signing of TEPA between India and EFTA nations

In a historic move aimed at fostering economic ties and boosting trade relations, India and the European Free Trade Association (EFTA) countries, comprising Switzerland, Iceland, Norway, and Liechtenstein, signed the Trade and Economic Partnership Agreement (TEPA) on March 10, 2024.

The agreement is set to have a profound impact on Norwegian businesses operating in India. “Norwegian businesses that export to India today meet high tariff barriers of up to 40 per cent on certain goods. With this new agreement, we have secured zero tariffs on almost all Norwegian exports to India,” he said. Minister Vestre highlighted the significance of this development by stating, “This is a breakthrough that can mean a lot for workplaces throughout Norway.” said Jan Christian Vestre, Norway’s Minister of Trade and Industry The agreement has received a warm welcome from the Norwegian Business Association India (NBAI), with Chairman Mr. Deepak Kumar Swain acknowledging the unprecedented opportunities it brings. “Norway, being a part of the bloc, will have access to the world’s fifth-largest economy and one of the biggest markets to export Norwegian products,” said Mr. Deepak Kumar Swain, Chairman NBAI He emphasized the potential for Norwegian businesses to contribute to



Photo: Mr. Deepak Kumar Swain, Chairman NBAI

India's green and digital transition, spanning renewable energy, health technology, energy, maritime, green mobility, circular economy, seafood, and more.



Norwegian National Day Celebrated with Pride and Unity in Mumbai



In the bustling streets of Mumbai, amidst the vibrant colors and rich cultural tapestry of India, a unique celebration unfolded. It was not just any festivity; it was a heartfelt commemoration of Norway's National Day, a momentous occasion cherished by friends of the Royal Norwegian Consulate General.

Dressed in the traditional garb of Norway, adorned with the proud colors of red, white, and blue, attendees gathered, embodying a sense of unity and homage to their homeland. Amidst the fluttering Norwegian flags, speeches echoed, reflecting on the profound significance of Norway's Constitution Day.

Norway's National Day holds immense importance for Norwegians around the world. It marks the adoption of the Norwegian Constitution on May 17, 1814, a pivotal moment in the nation's history. Beyond being a day of celebration, it serves as a testament to Norway's unwavering commitment to democracy, equality, and freedom.

For Norwegians residing in India, this day is not just a chance to rejoice but also a poignant reminder of their roots. It symbolizes a connection to their homeland, a reaffirmation of their cultural identity, and a celebration of the values that define Norway as a nation.



As the festivities unfolded, a beautiful blend of Norwegian and Indian cultures permeated the air. Indian guests, embracing the spirit of camaraderie and cultural exchange, joined in the revelry with open hearts.

Together, they expressed gratitude for the opportunity to honor Norway's National Day amidst the vibrant streets of Mumbai, recognizing its significance in reinforcing bonds of friendship and celebrating the shared values that unite us all.

# Member Spotlight

Yara International



Knowledge grows

# Unlocking Potential: YARA's Journey Towards Sustainable Growth in India

In a world where the demand for food grows exponentially alongside environmental concerns, Yara emerges as a global leader committed to addressing these challenges sustainably. With a legacy deeply rooted in overcoming the most pressing food crises, they continue to pioneer solutions that not only boost productivity but also safeguard the planet for future generations. In India, a country where agriculture is not just an occupation but a way of life, their commitment to responsibly feed the world and protect the planet takes on profound significance.

India's agricultural landscape is as vast and varied as the country itself, offering immense opportunities while presenting formidable challenges. With a population projected to surpass 1.5 billion by 2030, the demand for food will soar. However, this growth must be balanced with environmental sustainability and economic prosperity for farmers. Yara recognizes this dual imperative and stands ready to unlock India's agricultural potential sustainably.

**Nurturing Growth Amidst Market Challenges** The challenges are manifold. Climate change threatens to disrupt traditional farming practices, with erratic weather patterns, droughts, and floods becoming increasingly common. Soil degradation and nutrient depletion pose significant risks to long-term agricultural productivity. Moreover, the livelihoods of millions of smallholder farmers hang in the balance, with fluctuating market prices and limited access to modern farming inputs and technologies.

However, amidst these challenges lie immense opportunities. India's burgeoning population not only presents a vast market for agricultural products but also drives innovation and investment in the sector. The government's focus on doubling farmers' income by 2022, coupled with initiatives like the National Mission for Sustainable Agriculture and the Pradhan Mantri Krishi Sinchai Yojana, underscores the importance of sustainable agricultural development in India.

Yara is uniquely positioned to capitalize on these opportunities while addressing the challenges head-on. With a century of agronomic knowledge, a portfolio of speciality fertiliser products and innovative solutions, they are committed to driving transformative change in India's agricultural sector. Yara in India is digitally connected with 5 million farmers and engaged with an additional 150,000 farmers through face-to-face meetings in the past year. Their focus on climate neutrality, regenerative farming, and prosperity for farmers forms the cornerstone of their growth strategy in the country. And all of these have remained key to our growing top-line and bottom-line.

### Local Partnerships to Catalyse Change

Their journey in India is not just about selling products; it's about forging meaningful partnerships and driving transformative change. The acquisition of Tata Chemical's urea plant in Babrala, Uttar Pradesh was a strategic move, enriching their portfolio and deepening their roots in the Indian agricultural landscape. Their collaboration with Sea6 Energy and BioPrime exemplifies Yara's commitment to harnessing cutting-edge technologies and nurturing local talent to create a nature-positive food future.



Photo: Estefania Chaves Chaves, Yara Food Chain Specialist

The partnership with Sea6 Energy, a Bengaluru-based startup with expertise in biotech research and ocean farming, marks a significant step

towards promoting sustainable agriculture in India. Through this collaboration, they aim to market and distribute Sea6's biostimulant 'AG Boost,' a technologically advanced product designed to bolster agricultural productivity and improve fertilizer use efficiency. By leveraging Yara's extensive distribution network and Sea6's innovative technology, they seek to empower Indian farmers with solutions that enhance productivity while minimizing environmental impact.

Similarly, their partnership with BioPrime, a leading ag-biotech startup, underscores their commitment to driving innovation in agriculture. Through the strategic collaboration, they aim to combine BioPrime's cutting-edge SNIPR technology-based product 'Chiron' with Yara's expertise in crop nutrition to deliver sustainable solutions that mitigate the risk of crop failures and boost yields. By leveraging their respective strengths and capabilities, they seek to empower Indian farmers with tools and technologies that enhance resilience and prosperity.

### Innovation and Adaptation: Pioneering Solutions for Tomorrow's Challenges

Innovation serves as the lifeblood of their success, propelling them to explore the boundaries of what's achievable. Technologies like YaraVita Procote Zn and YaraRega epitomize their dedication to improving fertilizer efficiency and lessening environmental impact. Through conducting crop training programs, field demonstrations, and engaging with farmers via Yara digital tools, they democratize knowledge, empowering growers to embrace best practices for sustainable agriculture.

YaraVita Procote Zn stands as a breakthrough micronutrient coating technology designed to amplify the efficacy of zinc fertilizers, ensuring optimal nutrient absorption by crops while minimizing environmental losses. By encasing zinc particles in a protective coating, YaraVita Procote Zn delivers nutrients directly to the plant's roots, thereby diminishing the risks of leaching and runoff. This innovative approach contributes to sustainable agriculture in India by enhancing crop yields while mitigating the environmental repercussions of fertilizer usage.



Photo: Yara Open Innovation Challenge

YaraRega represents yet another pioneering technology engineered by Yara to foster water conservation and augment crop productivity. YaraRega encompasses a range of water-soluble fertilizers meticulously formulated to fulfill crops' nutritional requirements while maximizing water usage efficiency. By supplying nutrients directly to the plant's roots in an easily accessible form, YaraRega aids in optimizing nutrient absorption and curtailing water wastage. This innovative technology holds particular significance in water-scarce regions such as India, where efficient water management stands as a linchpin for agricultural sustainability.

### Growth Plans: Innovating for a Sustainable Tomorrow

Their growth plans mirror Yara's unwavering commitment to innovation and adaptability. Their strategic priorities revolve around achieving climate neutrality, fostering regenerative farming practices, and fostering prosperity for farmers. From pioneering micronutrient coating technologies to introducing water-soluble fertilizers, they stand at the vanguard of transforming agricultural methodologies in India.

The specter of climate change poses one of the most pressing challenges to agricultural sustainability. With erratic weather patterns, soaring temperatures, and shifting precipitation trends threatening to disrupt traditional farming techniques and diminish agricultural output, Yara has

pledged to tackle these obstacles through a multifaceted strategy. This strategy prioritizes emission reduction, productivity enhancement, and resilience promotion.

Their endeavors toward achieving climate neutrality encompass a multifaceted approach. They invest in renewable energy sources, enhance energy efficiency at production sites, and explore innovative solutions such as carbon capture and storage. By curbing their carbon footprint and championing sustainable practices across the value chain, they aim to contribute to India's shift toward a low-carbon economy while bolstering agricultural sustainability.



Photo: Yara's digital farming for regenerative agriculture

Regenerative farming stands as another pivotal focus area for Yara in India. By advocating for soil health, biodiversity, and water conservation, they strive to fortify the resilience and productivity of agricultural ecosystems. Their initiatives span from promoting precision agriculture methods and optimizing nutrient utilization to endorsing organic farming practices. Through collaborations with farmers, research institutions, and governmental bodies, they endeavor to catalyze the adoption of regenerative farming practices that amplify sustainability and resilience. At the core of their growth strategy in India lies the aspiration for farmer prosperity. They acknowledge that sustainable agriculture transcends mere yield maximization; it encompasses ensuring an equitable



distribution of benefits throughout the value chain. Their initiatives center on augmenting farmer incomes, fostering gender parity, and bolstering food security. Through capacitybuilding programs, market access facilitation, and value-added services, they aim to equip Indian farmers with the knowledge and resources essential for thriving in a dynamically evolving landscape.

## Responsible Corporate Empowering Communities, Transforming Lives

Their CSR initiatives, which encompass healthcare, education, skill development, and infrastructure, serve as a testament to their dedication to holistic community development. By aligning with national programs and policies, they guarantee that their endeavors harmonize with and augment the government's initiatives, fostering significant change where it is most necessary. Through collaborations with Farmer Producer Organizations and digital outreach, they expand their influence to millions of farmers nationwide.



Photo: Yara's CSR events in India

Healthcare stands as a fundamental pillar of their CSR strategy in India. They hold the belief that access to quality healthcare is indispensable for the welfare of rural communities and the holistic advancement of the nation. Through endeavors such as mobile health camps, telemedicine services, and health awareness campaigns, their objective is to enhance

access to healthcare services and advocate for preventive healthcare measures among rural populations. Through partnerships with local healthcare providers and NGOs, they strive to meet the healthcare requirements of underserved communities and play a role in bolstering the government's endeavors to attain universal healthcare coverage in India.

# Key Outcome



**81.8%**

of the respondents received nutritional advice and support.



**96.3%**

of the respondents were aware of their child's height and weight measurements during the identification of malnourishment.



Approximately three quarters of participants (75%) received health screenings and nutrition garden planting instructions.



All respondents received guidance to address different symptoms of menstrual hygiene and access to appropriate treatment facility.



Home visits were conducted for 95.5% of respondents.



All respondents received cataract surgeries from the Divya Drishti program.



**90.9%**

of the respondents actively participated in meetings or camps.



**66.7%**

of the respondents received complete service for prosthetic tool implantation.



Identification of Moderate Acute Malnourished (MAM) and Severe Acute Malnourished (SAM) children.



**86.7%**

of the respondents received training or orientation support for family members to use the aids effectively.



Distribution of essential provisions like food, medicines, and supplements to address malnutrition.



**92.6%**

of the respondents received direct support from the project team to identify malnourishment status and gain awareness.



Identification of the beneficiaries and facilitation in getting the pension for all of them.

Education stands as another key focus area of their CSR initiatives in India. They acknowledge that education serves as the cornerstone of social and economic development, enabling individuals and communities to break free from the cycle of poverty and pave the way for a brighter future.

# Key Impact



**54.8%**

of increased preference for hospital deliveries among respondents post-intervention.



Increased usage of sanitary napkins/safe cloth usages among respondents as all respondents (100%) reported using sanitary napkins for menstruation after coming in contact with the project team.



Completion rates of antenatal Check-ups (ANC) increased by 59.1% among respondents after the intervention.



**81.5%**

of the respondents visited the gynaecologist camp for health checkups related to menstrual or other reproductive issues.



Enhanced awareness and importance of timely pregnancy registration with 100% Pregnancy registration.



**85.7%**

of the participants acknowledged a significant and better management of seasonal diseases due to the regular intervention of the Outpatient Department (OPD).



Increase in the initiation of breastfeeding within the first hour of birth among respondents by 59.1%.



Improvement in health parameters such as increased haemoglobin levels and weight gain.



**85.7%**

of the respondents reported reducing their treatment costs.



**100.0%**

of the respondents received Tetanus vaccinations.



**100.0%**

of the respondents reported getting pensions after the intervention.



**100.0%**

of the respondents reported that their children received all necessary vaccines within five years.



**73.1%**

of the children achieved normal growth from malnourishment while 26.9% showed improved weight gain.



**86.7%**

reported reduced absenteeism during menstrual cycles.

Through endeavors such as school adoption programs, scholarships, and vocational training courses, their aim is to enhance access to quality education and augment the employability of youth in rural regions. Through collaborations with schools, colleges, and vocational training institutes, they endeavor to create learning avenues that empower individuals to unlock their full potential and play a part in the nation's advancement.

Skill development constitutes a critical component of their CSR strategy in India. They hold the belief that furnishing individuals with the requisite skills and knowledge necessary to thrive in the 21st-century economy is pivotal for fostering inclusive growth and alleviating poverty.

## Key Outcome



Developed and implemented a comprehensive curriculum for all the children aged 3 to 6 years.



Fostered community involvement and ownership through active engagement with Self Help Groups (SHGs) with a direct payment of ₹.10/- per child to the SHG.



Maintained a minimal fee structure of ₹100, to ensure affordability for parents.



Organized teacher training sessions focusing on effective teaching methodologies.



Conducted health check-ups and collaborated with healthcare services for children's well-being with ICDS and government hospitals for immunizations for 68.6% of parents in the Rainbow program.



Engaged 100% parents through regular weekly interactions and monthly meetings, involving them in their children's educational journey.



Promoted community engagement and collaboration for sustainable educational development in the region.

## Key Impact



Enhanced educational readiness by preparing children aged 3 to 6 years for formal schooling through tailored educational activities and essentials like stationary items, bags, dress and shoes.



Increased community participation and empowered the community by involving SHGs, ensuring a sense of ownership and participation.



Improved positive behaviour among children according to 91.4% of parents.

- All parents (100%) reported improvements in children's ability to listen to instructions.
- A majority (90.6%) observed increased expressiveness in children
- A significant majority (90.6%) reported increased playfulness in children.



Enhanced teaching methodologies and improved teaching quality through training sessions, leading to better educational experiences for children.



Improved satisfaction regarding the Education program for 96% of the parents.



Increased attendance recorded for the after-school learning center, according to 97.5% of the respondents.

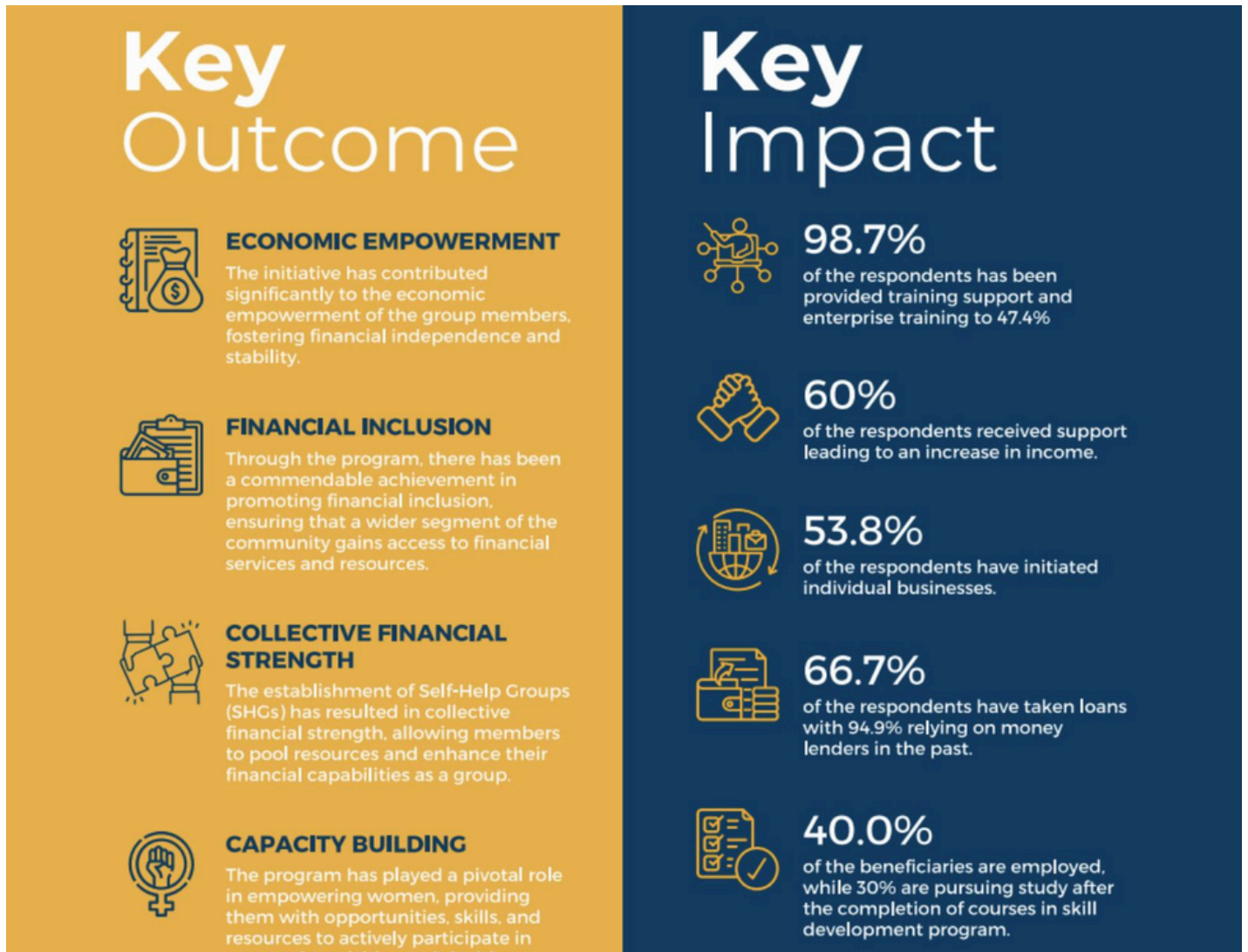


Completion of course with Program's scholarships for 58.3% of the respondents.



Promoted sustainable educational development by fostering collaboration and engagement within the community.

Through endeavors such as skill development workshops, entrepreneurship training programs, and job placement services, their goal is to bolster the employability of youth and foster entrepreneurship in rural locales.



Through collaborations with vocational training institutes, industry associations, and government bodies, they strive to forge pathways to economic opportunity for underserved communities and play a role in furthering the government's initiatives aimed at promoting skill development and job creation in India.

Infrastructure development emerges as another pivotal focus area of their CSR initiatives in India. They acknowledge that access to fundamental infrastructure such as roads, electricity, and sanitation stands as a linchpin for stimulating economic growth and augmenting the standard of living in rural regions. Through endeavors such as rural electrification projects, road construction initiatives, and sanitation

# Key Outcome



Enhanced daily water access was reported by 97.5% of respondents who received a minimum of 20 litres of water every day.



**100.0%** of the respondents are using twin leach pit toilet.



Ensured drainage availability was confirmed by 98% of respondents.



Well-maintained toilet functionality was observed for 85.7% of toilets.



Elevated transportation conditions positively impacted 100% of respondents, noting substantial improvements in road safety and enhanced connectivity in transportation.



Mitigated flooding and reduced waterlogging-related diseases.



Improved educational spaces and enhanced learning experiences for beneficiaries through renovation efforts and furniture distribution in schools and Anganwadi centers.

# Key Impact



**100.0%** of respondents receive water free of cost through Reverse Osmosis (RO) system.



**77.5%** of the respondents confirmed the reduction in waterborne diseases post Reverse Osmosis (RO) plant installation.



**87.5%** of the respondents solely relied on RO water.



**95.0%** of the beneficiaries reported an improved community health and well-being with a positive shift in attitude towards raising awareness and consumption of Reverse Osmosis (RO) water.



**95.9%** of the respondents reported a reduction in illnesses such as diarrhoea, skin diseases, and abdominal pain.



**83.7%** of the respondents developed good hygienic practices and responsible cleaning habits through regular toilet utilization.



**100.0%** of the respondents noted improved transportation and mobility.



**100.0%** of the respondents shared that excess water passes through the drains, during the flood, which prevents crop losses adjunct to roadside farmland.

campaigns, their objective is to ameliorate access to basic infrastructure services and elevate the living standards of rural communities. Through collaborations with local governments, NGOs, and community-based organizations, they strive to address the infrastructure requisites of underserved communities and contribute to the government's endeavors aimed at fostering inclusive and sustainable development in India.

## Key Outcome



Enhanced skill sets in preferred courses, industry exposure visits for 86.7% of the respondents and certification of 93.3% of the respondents.



Increased job placement rates for 90% of the respondents.



Improved family economic status and reduced financial constraints to a great extent for 81.3% of the respondents.



Increased access to higher education and enhanced academic opportunities with scholarships.



Raised awareness on crucial topics and empowered women with diverse knowledge.



Facilitated positive changes in daily practices as shared by all the respondents.

## Key Impact



Improved decision-making within families with high satisfaction among 96.7% of the respondents because of Employability program.



Enhanced contribution in families for 90% of the respondents.



Improved savings for 80% of the respondents.



Positive impact on educational aspirations through Scholarship program.



Elevated awareness and knowledge of the women with no formal schooling through Women Education program.



Strong demand for further similar sessions as expressed by 85.3% of participants.

Yara India's Affirmative Action initiative, as part of its CSR interventions, embodies a commitment to social equity and inclusivity. By aligning with constitutional provisions and addressing systemic inequalities, it empowers marginalized groups irrespective of gender. Through strategic interventions in employment, education, and governance, the program

fosters substantive equality and diversity. By providing scholarships, skill-building opportunities, and promoting women's education, it catalyzes positive change within communities.

The initiative's efficient resource utilization has resulted in tangible benefits, including enhanced employability and sustained community development. By rectifying historical injustices and promoting fair opportunities, the initiative continues to uplift and empower marginalized communities, paving the way for a more egalitarian society. Yara's journey in India is not merely about business; it's about forging lasting partnerships, driving innovation, and creating a sustainable future for generations to come.

As they navigate the intricate challenges of feeding a growing population while safeguarding the environment, their commitment to responsible growth remains steadfast. Unlocking the agricultural potential of the world's most populous country will help them build a future where prosperity coexists with sustainability.

## NBAI 2024 Events

MAY 15  
2024 | Session by Invest  
India - Virtual

JUN  
2024 | Gujarat Visit

JUL  
2024 | Decoding TEPA  
Agreement Norway

AUG  
2024 | Networking Event  
Nordic Chambers

SEP  
2024 | Annual General  
Meeting

OCT  
2024 | Diwali  
Party

NOV  
2024 | Norway India  
Connect





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