

# INDO CANADIAN BUSINESS

July- September 2012



Stress on Food &  
Energy Security

## Paving Way for Deeper Ties

### INSIDE

Canada & India Continue to  
Co-chair G-20 Working Group

India Opens Retail & Aviation  
Sectors to Foreign Investment

The Canadian Connection &  
Tales of Other Locales

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### Cover Story

06

Baird's Visit Paves Way for Key  
Indo-Canadian Pacts



### Cover Story

11

Canada & India Continue to  
Co-chair G-20 Working Group



### Focus

12

India Opens Retail & Aviation  
Sectors to Foreign Investment



### Films & Tourism

20

The Canadian Connection &  
Tales of Other Locales



### Banking

24

Scotiabank Ties Up with India's  
Kotak, Offers Financial Services



### Technology

29

BlackBerry Markets 'Action' Brand  
Targeting Asia-Pacific Youth



### Profile

33

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Immigrant Settlers

Founder Chairman  
Late Shri R.K. Prasad

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**Dear Reader,**

Greetings. Relations between India and Canada have in the last six decades moved from strength to strength. Canadian Foreign Minister John Baird's recent visit to India has further widened the engagement between the two countries, which are currently negotiating a number of crucial pacts, including a Comprehensive Economic Partnership Agreement. Baird's discussions with his Indian counterpart S.M. Krishna and other Indian leaders, including Petroleum & Natural Gas Minister Jaipal Reddy have bolstered India's efforts at achieving energy and food security with Canadian help. The cover story of the current issue of Indo-Canadian Business gives details of Baird's five-day, two-city (Mumbai & New Delhi) India tour, which has also set the agenda for the proposed state visit of Canadian Prime Minister Stephen Harper to this country in November, 2012. In the magazine's focus section, we highlight India's latest economic reform package that allows foreign investment in the country's multi-brand retail and aviation sectors, analyzing the implications of the measures. Rising incomes in India's rural areas augur well for foreign investment and offer avenues for Canadian farm equipment companies to tap this promising agricultural market segment. We carry a report. There is an article on Canada's Scotiabank and India's Kotak Mahindra Bank announcing a pact offering financial services to customers in both the countries. A feature on BlackBerry's strategy to market its 'Action' brand targeting the youth across the Asia-Pacific region is carried in the magazine's technology section. There are separate reports on Canadian Prime Minister Stephen Harper being honoured with the 'World Statesman Award' and India-born American spiritualist 'Deepak Chopra with Canada's prestigious CIF Global Award'. The magazine carries a profile of World Wide Immigration Consultancy Services (WWICS), a global immigration services group having a strong presence in Canada. A feature article highlights India's Bollywood's quest for beautiful locations across the world, including those in Canada for film shooting. The magazine carries a report on the 37th Toronto International Film Festival, where a number of Indian films were premiered, including 'English Vinglish' starring Sridevi, who received a standing ovation at the event. There is also plenty of news in the magazine besides the above mentioned varied fare.

Wish you happy reading

**Satya Swaroop**

Managing Editor

satya@newmediacomm.biz

# Canada-India Trade: 'Future Bright'

- Ed Fast, Minister for International Trade & Asia-Pacific Gateway

Canada's growing trade with India is fuelled by strong people-to-people ties. The more than one million Canadians of Indian descent enrich all aspects of Canadian life, acting as a powerful engine that drives what has become an important job-creating commercial partnership between our countries. That partnership is creating prosperity and is getting stronger every day. Last year, Canadian merchandise exports to India totalled \$2.6 billion, an increase of over 27% from 2010.

Canadian companies are enjoying great success in the Indian market, in sectors as diverse as infrastructure, high technology, education and energy. Similarly, Indian investors are taking advantage of Canada's economic strengths like our low taxes, stable economy, trusted banking system and highly educated workforce. Indeed, the latest data shows that our two-way foreign direct investment has reached \$7 billion – a great demonstration of the confidence investors have in each other's market.

As Canada's Minister of International Trade, I share our business community's enthusiasm for doing more business with – and within – the Indian market, and I firmly believe that we have only scratched the surface of our partnership's true potential.

Our negotiations towards a Comprehensive Economic Partnership Agreement (CEPA) are an exciting new chapter in the Canada-India relationship. A joint study conducted by our two countries prior to the start of trade negotiations clearly demonstrated how significantly the CEPA would drive job creation and economic growth in Canada. The study showed that a trade agreement could boost Canada's economy by at least \$6 billion a year. That translates into almost 40,000 new jobs across our country, or the equivalent of a \$500 annual boost to the average Canadian family's annual income.

I am pleased to say that the Canada-India trade talks are progressing well. Both sides are committed to concluding an ambitious and comprehensive agreement which will unlock the full potential our trade and investment relationship, benefitting businesses, workers and their families in both countries.

Our Government believes that opening new markets is a critical driver of Canada's long term prosperity, and we will continue to seek out new opportunities to expand our exports and investment relationships in high growth markets around the world. ■



## Stress on Food & Energy Security

# Baird's Visit Paves Way for Key Indo-Canadian Pacts

The first ever five-day visit of Canada's Foreign Affairs Minister John Baird to India has infused renewed vigour and confidence in the bilateral relations between the two countries with discussions covering a host of key areas,

including energy and food security. The talks also covered and reviewed areas of mutual cooperation and negotiations on a number of crucial pacts that are on the cards.

Baird's five-day two-city (Mumbai and New Delhi) tour, coming ahead of Canada's Prime Minister Stephen Harper's proposed state visit to India in November 2012 has further deepened understanding between the two countries on many issues of common interests.

Minister Baird held discussions with his Indian counterpart External Affairs Minister S.M. Krishna and other senior government leaders, including Home Minister Sushil Kumar Shinde, Minister for Petroleum and Natural Gas S. Jaipal Reddy and National Security Advisor Shivshankar Menon, covering the entire gamut of bilateral relations, and on ways of enhancing and intensifying them.

Before meeting senior Indian Ministers and officials in New Delhi, the Canadian Foreign Minister Baird spent time in Mumbai, India's commercial capital and home to Bollywood, the country's famed film industry. In Mumbai, Baird met Prithviraj Chavan, the Chief Minister of Maharashtra State, of which Mumbai is the Capital and also interacted with Canadian companies operating in the city. Baird took time off to visit a



*S.M. Krishna, Minister for External Affairs shakes hands with Minister John Baird*

Bollywood film studio and also Dharavi, Asia's biggest residential and commercial slum complex.

In New Delhi, Baird's talks laid stress on areas of mutual interest and complementary synergies such as energy, minerals, agriculture and food security, infrastructure, advanced technology, higher education and people-to-people ties.

With a view to deepening the bilateral economic engagement, the two countries are currently negotiating important agreements such as a Social Security Agreement, a Bilateral Investment Promotion and Protection Agreement and a Comprehensive Economic Partnership Agreement.

With more than 30 institutionalized mechanisms of bilateral cooperation in a range of

areas and a million-strong Indo-Canadian community that includes a growing number of Indian students studying in Canada, India-Canada relations have been progressing steadily over the years. The two countries share a commitment to democracy, pluralism, federalism, individual liberty and free enterprise.

Canada is also emerging as an important destination for Indian investments, especially in energy, minerals and the IT sector. In fact, India's IFFCO, has just secured land for setting up a urea plant in Canada at the cost of around \$1.4 billion.

At the conclusion of his visit in New Delhi, Baird addressed a media conference, where he described his discussions with

India's External Affairs Minister Krishna as very productive. He said: "We discussed bilateral relations and regional and global issues of mutual interest. I took the opportunity to underscore Canada's deep commitment to the negotiations toward the Canada-India Comprehensive Economic Partnership Agreement and the administrative arrangements to the Nuclear Cooperation Agreement. These partnerships will lead to new opportunities and stronger economies in both countries"

Referring to his talks with other senior Indian Ministers Shinde and Reddy and NSA Advisor Menon, Baird said he had conveyed to them Canada's commitment to increasing its trade and people-to-people links with India. "In recent years, both countries have been working to enhance bilateral cooperation in a number of areas of mutual priority. India is an important strategic partner for Canada in the areas of food and energy security, education and infrastructure development," he said.

"In Mumbai, I met with Prithviraj Chavan, Chief Minister of Maharashtra. I also held valuable discussions with Canadian companies working in India, during which I provided updates on important files, such as the Canada-India Foreign Investment Promotion and Protection Agreement and Comprehensive Economic Partnership Agreement. I emphasized Canada's ongoing commitment to increasing business links with India and to obtaining views on ways to encourage further involvement of Canadian companies in India," Baird said.



Sushil Kumar Shinde, Home Minister of India with Minister John Baird





*Prithviraj Chavan, Chief Minister of Maharashtra with Minister John Baird*

"I had the opportunity to visit a Bollywood film studio, where I discussed the negotiations toward a Canada-India Audiovisual Co-production Agreement. The agreement would give Canadian and Indian producers increased access to investment from foreign markets and strengthen the existing relationship between the two countries, while supporting the creation of a greater number of original audiovisual co-productions that could be distributed on a larger scale," he said.

"Finally, I also had the opportunity to attend the official opening of the new offices of the Consulate General of Canada in Mumbai. This new office space will allow us to better serve Canadians and Canadian businesses in Mumbai. The eight Canadian offices in

India represent and support the strong India-Canada bilateral relationship, built upon shared traditions of democracy and pluralism and strong interpersonal connections."

Minister Baird was accompanied by Deepak Obhrai, Parliamentary Secretary to the Minister of Foreign Affairs, during the visit.

Earlier, addressing the media ahead of Minister Baird, Indian External Affairs Minister Krishna said that the Canadian leader's visit marked the beginning of a new phase of deeper engagement and more productive cooperation between our two countries.

"Today, Foreign Minister Baird and I had productive discussions on the entire gamut of our bilateral relations. We are pleased with the progress we are making

on bilateral framework agreements like the Comprehensive Economic Partnership Agreement, the Bilateral Investment Promotion and Protection Agreement and the Social Security Agreement. This is in addition to a number of agreements for cooperation in areas like agriculture, mining and higher education signed over the last few years," Krishna said in his opening remarks.

He said it was agreed that India and Canada both had the potential to be strong economic partners. "Canada's rich natural resources and sophisticated technological and educational base gives us a great promise to make our engagement more substantive," Krishna said.

"I have stressed to Foreign Minister Baird that Canada can be a true partner in India's pursuit for food security as well as energy security. Indeed, trends in supplies and price of oil and gas make Canada an economically attractive option for sourcing our requirements; and this is a subject of growing importance in our dialogue and in the engagement between our two private sectors," the Indian Minister said.

Krishna said that he and Baird were encouraged by the growing flow of investments in both directions and noted that Indian companies had invested more than US\$10 billion in Canada during the past two years, including in the resources sector.

He said that the India-Canada CEO Forum has been constituted and should commence its work soon. "We also looked forward to early completion of negotiations



on Appropriate Arrangements for the bilateral Civil Nuclear Cooperation Agreement signed in 2010," Krishna said.

The Indian Minister said that both of them had acknowledged the enormous potential for cooperation in the areas of science and technology, defence technology, higher education and clean energy. "We agreed that our two governments should establish innovative platforms to stimulate collaboration in these areas," Krishna said.

Describing the people-to-people ties between India and Canada as strong, the Indian Minister said that a million-strong Indian community is an integral part of Canada's vibrant society and acts as a bridge of friendship between our two countries.

"Canada is a rapidly growing destination for Indian students who want to pursue higher studies abroad. Canadian Government's support helped make the Year of India in Canada, 2011 a great success. I invited Foreign Minister Baird to host a Year of Canada in India," Krishna said.

He said that India and Canada are part of the wider Asia Pacific community, the Commonwealth and the G-20 and that the challenges of terrorism, proliferation and maritime security are of concern to both countries. "We welcome Canada's support for India's membership of the four international export control regimes," Krishna said.

The Indian Minister also said that his talks with Baird covered the forthcoming visit of Canadian Prime Minister Stephen Harper, who has been a strong advocate of closer India-Canada ties as an opportunity to raise our relationship to a qualitatively new level.

Ahead of the talks, Baird told media persons in Mumbai that Canada was "deeply committed" to a comprehensive bilateral economic partnership agreement and implementing the nuclear cooperation agreement with India.

"Canada remains deeply committed to the negotiations toward the Canada-India Comprehensive Economic Partnership Agreement, the

administrative arrangements to the Nuclear Cooperation Agreement and the Audiovisual Co-production Agreement."

"This visit signals a strong commitment to completing these important initiatives," he said. Bilateral trade has been expanding rapidly between the two countries and has now exceeded \$5 billion.

With the flux in the Middle East and North Africa, India is also looking to step up cooperation with Canada in the energy sector. In this context, Baird's meeting with Petroleum Minister S. Jaipal Reddy in New Delhi was expected to be critical.

GAIL (India) Ltd is understood to be buying liquefied natural gas (LNG) assets which has been put up for sale by Spain's Repsol SA in Canada. India's state-owned energy major ONGC Videsh is exploring the possibility of investing in oil sands and LNG in western Canada's Alberta province.

Baird's India visit materialized following an invitation by the Indian External Affairs Minister Krishna, who visited Canada in June, 2012, where he said the two countries were working on a number of bilateral agreements that will boost trade and investment between them.

"We are discussing other instruments to further facilitate greater trade and commerce including a Comprehensive Economic Partnership Agreement," Krishna said after a meeting with his Canadian counterpart Baird. The proposed Bilateral Foreign Investment



Minister Baird paid a visit to a commercial slum complex at Mumbai's Dharavi



Promotion and Protection Agreement (FIPPA) that aimed at protecting and promoting foreign investment through legally-binding rights and obligations would become reality soon, Krishna told reporters in Toronto.

"India-Canada relations have never been as close as they are today. These have been sustained more recently by a series of high level visits, including frequent interaction between our two Prime Ministers, both during visits to each others countries as well as at international summits," the Minister said.

"Last year was a landmark year in our relations as the Year of India was observed in Canada. It was a celebration of the tremendous space that exists in our bilateral relations. There is immense scope for further cooperation in a number of sectors," Krishna said.

Later addressing a reception organised by the Indo-Canada Chamber of Commerce and Consulate General of India, the minister invited Canadian investment in India particularly in mining, agriculture, agro-food processing, education and energy.

He appreciated achievements of the Indo-Canadian community and ethnic media saying, "We in India are indeed, proud of your achievements in Canada."

Highlighting achievements, Satish Thakkar, President of Indo-Canada Chamber of Commerce, said: "We work actively to build economic bridges between Canada and India and create conditions to promote a more India engaged Canada."

Bilateral trade during the calendar year of 2011 crossed US\$ 5 billion mark. India's exports to Canada in 2011 were up 25 per cent and imports from Canada registered an increase of 31.7 percent over 2010. Total bilateral trade during 2011 registered 28.35 percent increase over the previous year.

Major items of Indian exports are: Medicines, garments, textiles, cotton yarn, carpets, floor spreads, gem & jewellery & precious stones, diamonds, chemicals, petroleum oils, made-up, sea food, engineering goods, marble and granite, knitted garments, rice, electric equipment, plastic products, organic chemicals, coffee, spices, light engineering goods, iron & steel articles, footwear and leather products, rice, cereals, processed foods and marine products etc.

Major items of Canada's export to India are: Pulses, fertilizers, newsprint, aircrafts & aviation equipment, diamonds, copper ores and concentrates, bituminous coal, wood pulp, nickel, unwrought aluminum, asbestos, gold, cameras, lumber, ferrous waste, potash, peas, iron scrap, copper, minerals and industrial chemicals.

According to the recent figures on India's foreign trade partners, Canada accounts for 1.2% of India's total exports and 0.9% of imports. Indian exports to Canada have increased from C\$ 280 million in 1992 to C\$ 1326 million in 2003 (January to November): a five-fold increase. Canadian exports to India have marginally increased from C\$ 529 million in 1992 to C\$ 658

million in 2003 (January to November). Bilateral trade between the two countries accelerated to C\$2.45 billion in 2004. The trade balance has been in India's favour since 1993. In Rupee terms, India's total exports to Canada was Rs 3507 crore (\$1,423 million) in 2003 and imports from Canada amounted to Rs 3336 crore.

India is Canada's largest trading partner in South Asia, but is ranked as Canada's 18th largest export market. There is a room for improvement in the trade between the two countries as India's share in Canada's imports is not even 0.5%.

With the removal of the overseas investment ceiling of US \$100 million, rapid increase in FDI in Canada by Indian software manufacturers has been seen. Since 2001, Indian flagship companies have expanded their operations in Canada with several setting up software development centres.

Though, Canadian companies are enjoying increasing success in the Indian market, Canada has a modest presence in India in terms of investment. Their major thrust is in five areas: power & energy, equipment & services; oil & gas; environment products & services; telecommunications & information technology; and the financial sector, including insurance.

Growth of service sector sales reflect Canadian strength in traditional areas such as consulting and engineering, as well as a growing Canadian presence in fields such as education, software development,

## Canada & India Continue to Co-chair G-20 Working Group



Prime Minister Stephen Harper addressing the G20 Summit

Canadian Prime Minister Stephen Harper has announced that Canada will continue to co-chair the Working Group on the G-20 Framework for Strong, Sustainable and Balanced Growth – a leadership role it has played together with India since the Working Group's launch at the

2009 G-20 Summit in Pittsburgh.

Harper made the announcement on the margins of the Asia-Pacific Economic Cooperation (APEC) Leaders' Meeting, during which Russia – the next chair of the G-20 – invited Canada to remain in this role.

"It is an honour to continue co-chairing the Working Group on the G-20 Framework for Strong, Sustainable and Balanced Growth," said Prime Minister Harper. "This role is a prime example of how Canada is contributing to global financial and economic stability, and helping to lay the foundations for jobs and growth both at home and abroad."

The G-20 Framework for Strong, Sustainable and Balanced Growth is a forum where members identify and assess global economic vulnerabilities, and coordinate

policies designed to foster stronger, more sustainable and balanced economic growth. The Working Group will also be responsible for developing an Action Plan for the G-20 summit in St. Petersburg in fall 2013. Along with Canada, India will also continue to co-chair the Working Group.

The G-20 has played a significant role in mitigating the adverse effects of the global financial and economic crisis by taking decisive and coordinated measures to restore confidence, jobs and growth.

Canada has made important progress in meeting its G-20 commitments, contributing to long-term economic growth and job creation. In its capacity as co-chair of the Working Group, it will continue to work to ensure all G-20 members also meet their fiscal commitments. ■



G20 Summit at France



# India Opens Retail & Aviation Sectors to Foreign Investment

By Dev Varam, Group Editor



*An Indian Airport*



*An Indian Shopping Mall*

India has unleashed a slew of economic reforms, allowing Foreign Direct Investment (FDI) in the retail and aviation sectors to revive the country's sagging economic growth and putting an end to 'policy paralysis' that has plagued the government for months.

Analysts say the measures have opened a big opportunity for foreign firms because India is a high growth market and these moves show the government is working on all fronts to revive economic growth.

The measures, however, evoked stiff criticism from opposition political parties and even allies of the ruling coalition UPA Government resulting in the withdrawal of support by one of them - Trinamool Congress - over what it has described as anti-

people policies.

The policy initiatives came a day after the Government steeply raised the heavily subsidized diesel prices and cut subsidized LPG supply to households, ostensibly aimed at plugging the country's gaping fiscal deficit. The twin measures are expected to reduce the Government's fiscal deficit by Rs 20,300 crore.

The package, which allows 51 per cent foreign direct investment in multi-brand retail and 49 percent investment by foreign airlines in the aviation sector, also includes an announcement to clear equity sales in four public sector firms to raise Rs 15,000 crore.

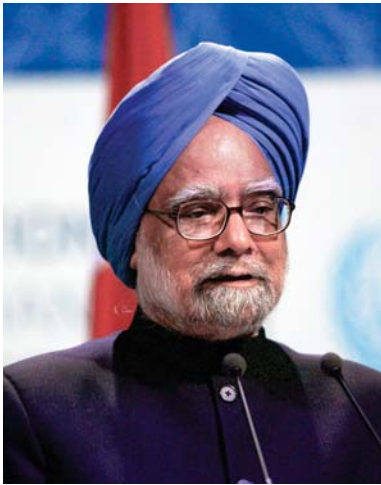
Trinamool Congress supremo and West Bengal Chief Minister Mamata Banerjee has given an ultimatum to the UPA Government to roll back the measures.

However, Prime Minister Manmohan Singh, India's original reformer, is keen on pursuing the reforms, come what may.

Commerce and Industry Minister Anand Sharma said that eight states and two union territories have already told the Centre they will support the plan to open the retail sector saying it will boost the farm sector and curb food inflation.

Even as the latest developments have created a deep political uncertainty for Dr. Singh's Government, Industry captains have hailed the policy initiatives which they consider as long overdue.

While opposition parties argue that the entry of global supermarket chains into India will render millions of employees working for family-run



Indian Prime Minister Dr. Manmohan Singh

neighborhood grocery shops jobless, policymakers are convinced that the opening of the sector will help ease prices for a country where hundreds of millions live in dire poverty.

The announcement to open up the bulk of India's \$535 billion retail sector that employs about 30 million people to foreign investors such as Walmart and Tesco was welcomed by industry bodies as "restarting the reforms process".

"The series of policy decisions announced by the government signal that India is on the move. They send out a clear message to the global investor community that the government is committed to

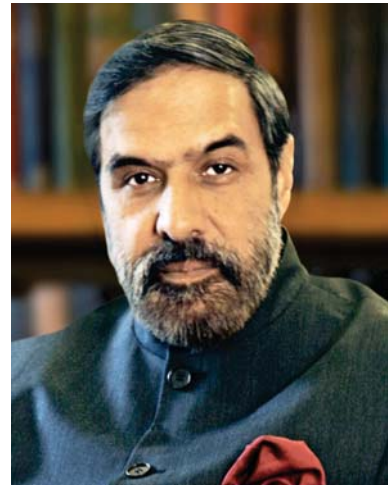


West Bengal Chief Minister Mamata Banerjee

taking forward the next generation economic reforms. More importantly, they will boost sentiment within the domestic industry and provide much needed momentum to the economy," said Sunil Bharti Mittal, Group CEO of Bharti Enterprises.

Samiran Chakraborty, Regional Economist, Standard Chartered Bank, Mumbai said: "These measures were pending for a long time and the government has now shown political courage to push things through. The process of clearing all these got delayed and it is just that all are coming together.

Kishore Biyani, Chairman, Future Group, Mumbai, said: "We are



Commerce and Industry Minister Anand Sharma

hoping this time the government will stick to its decision (allowing FDI in multi-brand retail) because that is absolutely essential."The decision to let individual states decide on whether they want it, is a good decision. This should satisfy people who are opposing it. The industry is convinced once a few states implement it the others will see the benefits and definitely consider it as well."

Sharan Lillaney, Aviation Analyst, Angel Broking said: "FDI in aviation has always been approved, this is just an approval for foreign airlines. This was not something out of the extraordinary, so there is no question of it being reversed. I



Bharti Enterprises Group CEO Sunil Bharti Mittal



Future Group Chairman Kishore Biyani



Axis Mutual Fund MD & CEO Rajiv Anand

don't think there will be a flurry of investments, but airlines in better shape will definitely see interest from foreign airlines, such as SpiceJet, Indigo or Jet."

Rajiv Anand, MD & CEO, AXIS Mutual Fund, Mumbai, said: "This is something that we have been waiting for many years, but what is also interesting is the pragmatic approach that has been taken where rather than try and get 100 percent consensus across states, what they have indicated is FDI in retail is permitted as long as each state government has the flexibility to approve it. So some states might approve it today while others may wait for a while, so looks like there is no scope for a rollback like last time."

"I think the total that has been looked at for disinvestment is about 15,000 crore rupees (150 billion rupees), I think the government will be able to raise that sort of money easily through a mix of foreign, domestic retail and institutional money," he added.

Taina Erajuuri, Fund Manager,



FIM Asset Management Fund Manager  
Taina Erajuuri

FIM Asset Management, Helsinki, said: "This is a great news. I have been waiting for a long time and I had almost given up. Foreign investors were getting fed up with India because nothing was happening there. People would now feel more comfortable to see at least some of the reforms measures going through."

An ICRIER study commissioned by the Commerce Ministry in 2010 had found that India was ranked the third most attractive destination among 30 emerging markets for foreign retailers.

Analysts said the decision to allow Indian aviation companies to court foreign investors could provide a lifeline to Kingfisher Airlines, hugely trapped in debt, as well as others such as SpiceJet. India had so far allowed foreign investment in the sector but barred foreign airlines. The latest initiative reverses an almost 15-year-old policy but comes at a time when the global airline industry is largely cutting back on expansion plans.

The PSU stake sales approved by the Cabinet include the sale of 9.5 percent in Hindustan Copper Ltd, 12.15 percent in National Aluminium Co, a 9.33 percent stake sale in MMTC and another 10 percent in Oil India Ltd.

## Following are key aspects of the new policy:

- Individual state governments will decide whether to allow foreign supermarket chains to enter.
- Foreign retailers will have to source almost a third of their manufactured and processed goods from industries with a total plant and machinery investment of less than \$1

million. Supermarket chains will certify compliance with this, themselves.

- The government will reserve the first right to procure food produce from farmers before companies do, in order to provide stocks for its food subsidy schemes for poor households.
- Foreign retailers will have to invest a minimum of \$100 million, and put at least half of their total investment into so-called 'back-end' infrastructure, such as warehousing and cold storage facilities. This requirement has to be met within three years of a retailer setting up shop.
- The aim is to meet one of the key justifications for opening the supermarket sector to foreign players -- revamping the country's crumbling infrastructure and unclogging bottlenecks.
- Foreign retailers will only be allowed to set up shop in cities with a population of more than one million. In states where there are no cities with such a big population, individual state governments can choose where to allow foreign chains to open.
- By restricting foreign firms to cities, the government hopes the supermarkets will become accessible to the country's swelling middle class, while protecting the livelihoods of shopkeepers in smaller towns and rural areas.
- The Government also approved stake sales in four state-run companies, restarting a stalled divestment programme as part of its broader push to revive a reform agenda. ■



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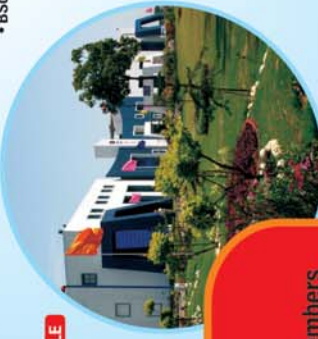
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## World Statesman Award for Canadian Prime Minister Harper

Canadian Prime Minister Stephen Harper will travel to New York City in late September 2012 to receive an award as "world statesman" for his work as "a champion of democracy, freedom and human rights."

However, despite the fact that the Prime Minister will be in New York the same week as dozens of world leaders descend on the United Nations for its annual meeting of the General Assembly, Harper will not attend. Instead, as occurred last year, Foreign Affairs Minister John Baird will speak on behalf of Canada at the UN Assembly.

The award comes from an organization called the Appeal of Conscience Foundation, which in past years has given the world statesman award to people such as then-Prime Minister Jean Chretien, former British prime minister Gordon Brown, former French president Nicolas Sarkozy and South Korean President Lee Myung-bak.

Harper will receive the award on September 27 at a dinner in the Waldorf-Astoria hotel in New York. The organization paying tribute to Harper was founded in 1965 by Rabbi Arthur Schneier. Its website says the foundation has worked on behalf of religious freedom and human rights throughout the world.

"This interfaith coalition of business and religious leaders promotes peace, tolerance and ethnic conflict resolution," says the website. "The Foundation believes that freedom, democracy and human rights are the fundamental values that give nations of the world their best hope for peace, security and shared prosperity."

Since taking office in 2006, Harper has shifted Canadian foreign policy after decades of Liberal governments. The Conservative approach embraces military action in Afghanistan and Libya, strongly supports Israel as an ally, firmly criticizes nations such as Iran and North Korea,



and pulls back from wholesale support of the United Nations — something that likely harmed Canada's bid to win a seat on the UN's Security Council.

In last year's election, the Conservatives promised to create a new Office of Religious Freedom to safeguard religious minorities abroad. Since then, the Department of Foreign Affairs has been working on establishing the \$20-million office but there have been no details on how it will work and who will lead it. ■

## Deepak Chopra Honoured with CIF Chanchlani Global Indian Award

Renowned author and speaker on human empowerment, Deepak Chopra, became the fourth recipient of Canada India Foundation (CIF)'s prestigious CIF Chanchlani Global Indian Award, at a glittering Gala held at the

Allstream Centre in Toronto. Among the more than 500 people in attendance were Premier of Ontario Dalton McGuinty, Federal Minister of State (Sport) Bal Gosal and India's Consul General in Toronto Preeti Saran.

Deepak Chopra joins a select company of previous winners: Sam Pitroda - pioneer of India's telecom revolution, Tulsi Tanti — champion of green energy and leader in deployment of wind power and Ratan Tata - India's



Deepak Chopra awarded the CIF Chanchlani Global Indian Award

most respected industrialist and philanthropist.

"We honour Deepak Chopra for his tremendous contributions to human empowerment and mind and body wellness. He embodies all that is positive in the Indian Diaspora and is a deserving recipient of the CIF Chanchlani Global Indian Award", said Ajit Someshwar, Chair of the Gala.

Delivering the Keynote Address, Premier McGuinty thanked members of Canada India Foundation and the prosperous Indo-Canadian community for making the investment and creating jobs, thereby lending shape to a strong economy and a caring society. Making a connection with India's first Nobel Laureate, Rabindranath Tagore, he said, "When we see the life of service and joy, it is only natural that we think of Dr. Deepak Chopra". The Premier, who earlier had a private meeting with Deepak Chopra, quoted from Chopra's own sayings in his speech and congratulated him on receiving the award.

Representing the Government of India, Consul General Preeti Saran spoke of the event-filled Year of India in Canada the past year and thanked Premier McGuinty for spearheading the

celebrations. Recalling the partnership of the Consulate with CIF on the Energy Forum in 2009 and Mining Forum in 2010, she added "I would like to take this opportunity to congratulate the CIF on their annual gala and look forward to working with them closely in building stronger India-Canada ties".

Minister Bal Gosal conveyed greetings from Prime Minister Stephen Harper and Minister of Citizenship, Immigration and Culture Jason Kenney, congratulating Deepak Chopra and lauding CIF for its contributions. Earlier, the evening had begun with a video message of greetings from Governor General of Canada David Johnston.

After being presented with the CIF Chanchlani Global Indian Award, Deepak Chopra held the audience captive as he blended his personal experience growing up in India, the spiritual tradition originating from India's great sages and the great contribution of India's own Ayurveda system of medicine to the well-being of people around the world. He announced that, as with previous recipients of the Award, the award money will go to a worthy cause, in his case, the Akshaya Patra Foundation, an organization based in India that runs a daily meal program for underprivileged children across the country.

Earlier, speaking on CIF's mission to promote greater participation of Indo-Canadians in the public arena, Rahul Shastri, National Convenor, CIF, said "The Indo Canadian community comprised many public minded and qualified individuals who yearn the opportunity to serve the

community, the Province and the Nation. CIF must continue to seek changes in the status quo make-up within our public institutions such that they eventually become reflective of the society in which they operate."

The evening audience also enjoyed UK based Bhangra singer H Dhami. It was held spellbound by the aerial dance performance of A2D2, and applauded the presentation of the Queen Elizabeth II Diamond Jubilee Medal by Senator Asha Seth to two respected CIF Members Ramesh Chotai and Dr. V.I. Lakshmanan.

Other prominent political dignitaries present included Ontario's Minister of Government Services Harinder Takhar, Co-Chairs of the Canada India Inter-parliamentary Friendship Group, MPs Patrick Brown and Devinder Shory, and Senator Con Di Nino. The strong presence of several of Ontario's major universities, each with its own India initiative, was highlighted when its senior representatives were invited on stage to present the award trophy to Deepak Chopra.

CIF is a national, non-profit, non-partisan organization established in 2007 to foster support for stronger bi-lateral relations between Canada and India; to educate Canadians about the changing face of India and to increase the participation of Indo-Canadians in the public policy process in Canada. CIF's founding members include entrepreneurs, senior Canadian business executives and top tier professionals. ■

For more information, write to [info@canadaindia.org](mailto:info@canadaindia.org) or call Kalyan





# ICCC Honours 11 Outstanding Achievers from Diverse Fields

More than 1,200 people converged in full force on 9 June 2012 to celebrate the 'Best of the Best' as The Indo Canada Chamber of Commerce held its annual Awards and Gala Night at The Metro Toronto Convention Centre in Downtown Toronto.

The event recognized prominent Indo-Canadian achievers from across the country in several categories through the evening. These included Female Entrepreneur (winner: Pravina Budhdev, CEO Huntington Travel Group of Companies); Male Entrepreneur (winner: Harpreet Sethi, CEO, The Grand Victorian Convention Centre and Radisson Plaza in Mississauga); Female Professional (winner: Dr. Madhur Anand, Director of Global Ecological Change Laboratory); Male Professional (winner: Sunit Radia, William Procter Sales

Master, Market Strategy & Planning, Procter & Gamble Inc); Young Achiever (winner: Akash Sahney, Co-Founder and Chief Technology Officer, My Voice); and Technology Achievement (winners: Suneet Singh and Raja Singh Tuli of Data Wind Ltd).

Additionally, Dr. Pawan Singal, Professor of Physiology and Director of Cardiovascular Studies at St. Boniface Hospital and the University of Manitoba, Winnipeg, received the Lifetime/Outstanding Achievement award. Kasi Rao walked away with the Member of the Year Award and Chandrakant Sachdev, President, Rainbow Capital Properties Inc received the Humanitarian award while Sriram Iyer, President and CEO, ICICI Bank was declared as the Corporate Executive of the Year.

Consul General of India Preeti

Saran received the President's Award.

This premiere social and business event's theme this year was 'Engaging Partners, Implementing Strategies'. The Awards Gala hosted a number of Canada's influencers who enjoyed a mix of dinner and entertainment, award presentations and speeches. Canada's Minister for Natural Resources Joe Oliver was the Chief Guest for the evening while President and CEO of iGate Phaneesh Murthy was the keynote speaker. ICCC President Satish Thakkar talked about ICCC's efforts over the past 35 years to create a better understanding between Canada and India.

"The Indo-Canada Chamber of Commerce (ICCC) has worked hard with dedication and strived to create a better understanding of India in Canada and Canada in India, provided unstinted support to India's causes and concerns in a tangible way, and built close links between India and the Indian Diaspora, and Canada," said Thakkar, who has been heading the Chamber for the past year.

"Today, we are the largest and fastest growing bilateral Indo-Canadian organization in Canada. Both the Canadian and the Indian establishments depend upon our Chamber to be a key facilitator in fostering economic relations."



Awardees at the Gala Night

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# The Canadian Connection & Tales of Other Locales

By Tarra Nayar



What is a lengthy story on film locations doing in a trade magazine, you may be tempted to ask. The simple answer is that experience has shown that Indian films in its Golden years had unwittingly promoted unexposed foreign destinations to the less affluent classes as destinations for honeymoons and holiday travel. And today, as Indian Cinema celebrates its approaching centenary, it is no longer an accident but a proven fact that the visual beauty captured by the motion picture camera in films watched by millions of viewers across the length and breadth of India gives a huge fillip to the tourism of those countries. The lure of the visuals that form the backdrops for songs and dances as well as action scenes such as car chases through silken roads bordered by mountains, rivers and waterfalls has made a definite contribution to the tourism traffic to the exposed countries.

Akshay Kumar is perhaps the first Bollywood celebrity to become the tourism ambassador of a foreign country. He has been endorsing Canada as a great tourist destination for more than a year now.

Understandably then, his Canadian connection has resulted in some of his starrers getting set in Canada or getting the gorgeous landscapes and natural



Bollywood actor Akshay Kumar enjoying a light moment with Prime Minister Stephen Harper



'Pardes' shot at Alex Fraser Bridge, BC.



'Taal' shot at Niagara Falls, Ontario.

beauty of the provinces of Canada as the setting for the filming of dance and song sequences. Besides the Akshay Kumar flicks the country has attracted film makers like Subhash Ghai (*Pardes* and *Taal*) and Rakesh Roshan (*Koi Mil Gaya*) to

shoot and derive the incentives the country offers.

In recent times Singapore, which formed the backdrop for the unfolding of the plot of Rakesh Roshan's *Krrish*, has become an increasingly popular destination for tourists from India, especially Northern India. At the moment Singapore is once again in the news as the venue for a second time for the staging of the IIFA awards. While the film *Krrish* shot on outdoor and indoor locations in Singapore excited tourists from India who prefer to visit a



'Koi Mil Gaya' at Bow Falls, Banff, Alberta.





'Krrish' shot in Singapore

neighbouring country without wasting too much time on air travel, the IIFA event has spotlighted the tiny island before a worldwide TV audience as stars attending the show speak glowingly about the fun they are having in the city's shopping centres and restaurants.



'Sangam' shot at Gstaad Glacier

Though Director Yash Chopra has been highlighted as the Indian film maker who showcased Switzerland to Indian tourists through his blockbusters, it was Raj Kapoor who first took prospective visitors to Switzerland from India on a visual joy ride via his memorable love saga Sangam.

Raj Kapoor decided while scripting Sangam that he will not show himself and his heroine Vyjayantimala discovering each other and expressing their passion for each other against the backdrop of the lakes and gardens of Kashmir as was

customary those days. Instead, he would take his cameras to the cities and country sides he had himself visited in Europe. The great showman of Hindi cinema took his viewers on a visual tour of Switzerland's Trummelbach Falls, the Gstaad Glacier and of course the Alps. He also shot extensively in Venice and Rome. The following months after the film's release and its huge success the Indian passport offices saw a rush of nouveau riche newly wed couples seeking passports and then making a beeline to travel facilitators to arrange honeymoon trips to the locations captured in Sangam.

Inspired by Raj Kapoor stars and film makers searching for beautiful backdrops for song picturisations began to eye foreign destinations. Among them Dev Anand and Yash Chopra made maximum use of locations outside the country. Yash Chopra was so fascinated by the beauty of Switzerland that he repeatedly set scenes and songs of his films in the country. The sensitive and romantic film maker became almost an unofficial tourism ambassador for his favourite destination—Switzerland.

Dev Anand loved traveling and he roamed the world not only as a keen traveler but also as a film maker discovering unexplored locations for his films. His favourite haunt was Copenhagen though he often visited London where he had friends and relatives to welcome him warmly.

A location captured in a film becomes a tourist attraction only when the film becomes a massive box office success. Which is why the United Kingdom as a tourist destination gained currency with Indian tourists and travelers after Aditya Chopra's Dilwale Dulhania Le Jayenge (DDLJ). The Trafalgar Square and the London Bridge stayed on for a long time in public memory after the film had record breaking repeat runs all over India. The film had a splendid script that allowed the leading pair to explore lots of idyllic and quaint locations while they journeyed by train, bus, car and all possible means of transport with Cupid in attendance, waiting to lock them in love. The all time hit love story was shot on uncommon locations in Berne--- can you imagine a Yash Chopra production not



'Dilwale Dulhania Le Jayenge' shot on Tower Bridge, UK

having a Swiss backdrop? --- and it is said that young lovers both married and unmarried made it a point to visit the Mauritius Church of Saanen in Obersimmental-Saanen in Berne where Sharukh Khan and Kajol kneel down and ask for the fulfillment of the same wish. Berne was exquisitely exposed in DDLJ and it wouldn't have surprised the Swiss Tourism Ministry if there was a spurt in the number of tourists from countries other than India where the film drew huge viewership seeking information about Saanen, Zweisimmen, Gstaad, Jungfrau and Interlaken. Who can indeed forget the lovely picturisation of the song 'Jhara sa jhoom loon mein' in Jungfrau?

Practically all the successful films of Bollywood had spells of shooting on foreign locations even as early as the sixties. Though none of the makers can boast of the kind of visual exploitation Yash Chopra has given to Switzerland, it must be mentioned that they, the seasoned directors of the period, tried to source vistas in countries never visited before by film units. There was a time when Tokyo figured as a location not just in song sequences but in scenes that were integral to the script. Love in Tokyo, a super hit starring Joy Mukherjee and Asha Parekh was the most noticed film of the sixties for the attention it brought to the

oriental beauty of the Japanese capital. The songs Sayonara, sayonara... and Love in Tokyo sung by Lata Mangeshkar and Mohammad Rafi respectively paid handsome tributes to Tokyo.

Successful filmmaker Mohan Kumar found it relevant to shoot in Japan and at Hiroshima for his feature film Aman endorsing the campaign for world unity through a song studded love story starring Rajendra Kumar and Saira Banu.



Ramanand Sagar shot his mega hit Aankhen, a spy thriller on many international locations including Beirut and his successful expose of the international drug peddling racket in Charas was set against the picturesque backdrop of the island of Malta.

In recent times, however, the criterion for choosing a location

outside India is not just the visual appeal. The criterion includes the government incentives, infrastructural support and production help the country can offer. Consequently, Australia, France and Turkey have emerged as preferred locations besides the popular, existing locations in England, USA and Canada.

Raj Kumar Santoshi filmed a song for his box office hit Ajab Prem Ki Ghazab Kahaani at the ruins of the temple of Apollo in Turkey. The climax of 3 Idiots was set against Pangong Lake, Ladakh. San Francisco figured prominently in My Name is Khan.



Song sequence 'Ajab Prem ki Ghazab Kahaani'.



Film scene from '3 Idiots' at Ladakh.

Within India, too, film makers would rather pick locations in those States that offer incentives and local production support. Madhya Pradesh, Goa, Punjab and Kerala are the preferred states as of now besides Delhi which is not seen as a location but a setting for the entire scripts of films. ■



Song 'Sayonara' from 'Love in Tokyo'.



A scene from the film 'Aankhen'



Bollywood actress Sridevi at TIFF

The recently held 37th Toronto film festival (TIFF) had a strong presence of Indian and Bollywood flavor. Films made by Indians or people of Indian origin were screened to much acclaim of the festival audiences. These included Indo-Canadian director Deepa Mehta's 'Midnight's Children', Meera Nair's 'The Reluctant Fundamentalist' and Gauri Shinde's 'English Vinglish'.

The 11-day festival, held from 6 to 16 September, also premiered national award-winning Kannada filmmaker Girish Kasaravalli's 'The Tortoise, An Incarnation' in the Contemporary World Cinema section.

The film extravaganza opened with action thriller 'Looper', starring Bruce Willis, Joseph Gordon-Levitt and Emily Blunt, and showed as many as 289 feature films and 83 short versions. 'Argo', a film in which Ben Affleck starred and which

## Strong Indian Presence at Toronto Film Festival, Sridevi Shines

looks back at the storming of the US embassy in Tehran in 1979 was premiered.

The Indian film 'English Vinglish', which marks the comeback of Bollywood superstar Sridevi after a gap of 15 years was a hit. The film also marks directorial debut of Gauri Shinde's, wife of film director R Balki. English Vinglish delighted international audiences. Playing a housewife who struggles with her English, Sridevi struck a chord with the global audience. They welcomed her with a 10-minute-long standing ovation.

Critics too were pleased by the production and lavished praise on English Vinglish, terming Sridevi's performance as an authentic portrayal of an issue faced by millions. Sridevi, who was at her modest best revelling in the applause, said the character she played resembled her own struggles with language.

"As a mother and as a human being, I could really relate to the character. I've done several languages [in films] without knowing the language: Malayalam, Kannada and Hindi," she told journalists after the screening.

Deepa Mehta's 'Midnight's Children' is an adaptation of Salman Rushdie's Booker Prize winning novel of the same name. The multi-starrer film is a fantasy in which children born on the cusp of India's independence from

Britain are endowed with strange, magical abilities. The cast of Midnight's Children - Shahana Goswami, Seema Biswas and Shikha Talsania were seen posing for the paparazzi along with its director Mehta.

Meera Nair's 'The Reluctant Fundamentalist', which stars Kate Hudson, Kiefer Sutherland and Liev Schreiber, is an adaptation of Mohsin Hamid's international best-selling novel.

TIFF showcased some 10 films from Mumbai as part of its City-to-City program, including Vasan Bala's 'Peddlers', Hansal Mehta's 'Shahid', Dibakar Banerjee's 'Shanghai' and Habib Faisal's 'Ishaqzaade'.

Other films screened were family drama 'Silver Linings Playbook', 'The Fighter', 'Caught in the Web', 'Anna Karenina', 'Cloud Atlas' and 'On the Road'.

Abhay Deol, the star of the film Shanghai and the film's director Dibakar Banerjee were present at the premiere of their film. While Abhay Deol looked dapper in semi formals, director Dibakar Banerjee was in his usual bespectacled self. The duo were seen busy hobnobbing with film enthusiasts and interacting with the audience.

Director Anurag Kashyap's Gangs Of Wasseypur and Hansal Mehta's Ishaqzaade were hot-picks at the 11-day event. ■



# Scotiabank Ties Up with India's Kotak, Offers Financial Services

Scotiabank has announced in Toronto that it had reached an agreement with India's Kotak Mahindra Bank Limited to provide financial services to people emigrating to Canada and to Indo-Canadians seeking accounts and investment services in India. This alliance will bring together the respective strengths of each bank to enable referrals for customers in Canada and India, subject to local banking regulations.

"We're Canada's most international bank and we've had a presence in India for the past 30 years which gives us a unique perspective on what international clients are looking for in financial planning," said Troy Wright, Scotiabank's Executive Vice President of Retail Distribution, Canadian Banking. "Partnering with Kotak Mahindra Bank gives Scotiabank a platform to reach out to Indian residents immigrating to Canada and provides our customers in Canada with a referral to one of the leading financial institutions in India."

Through the alliance, select Kotak Mahindra Bank branches will offer Canada-bound Indian residents with access to the Scotiabank StartRight Program for Newcomers. The Scotiabank StartRight program includes an international account opening program and assists with

Canadian credit card applications, all prior to leaving India. In Canada, select Scotiabank branches will help non-resident Indian customers seeking bank accounts in India by referring them to Kotak Mahindra Bank's MyIndia Program - their non-resident Indian (NRI) and people of Indian Origin (POI) banking solution.

"We are delighted to partner with Scotiabank," said KVS Manian, President, Consumer Banking, Kotak Mahindra Bank. "The alliance brings together the strengths of both banks to collectively meet the diverse financial needs of the Indian community. We look forward to providing a comprehensive NRI Banking product suite to the Indian Diaspora in Canada through our MyIndia Program."

Kotak Mahindra Bank received a banking license from the Reserve Bank of India in February 2003 and has over 375 branches, and 863 ABMs, in 219 locations across India. The Kotak Mahindra group has a consolidated net worth of Rs.13,430 cr (approximately US\$ 2.4 billion) as of June 30, 2012.

"We have a strong focus on NRI Banking and our alliance with Scotiabank further strengthens our customer offering," said Virat Diwanji, Executive Vice President & Head, Branch Banking, Business



*Scotiabank headquarters in Canada*

Assets & NR, Kotak Mahindra Bank. "Canada has a sizable NRI and PIO population and both banks look forward to sharing common values of excellence in serving our clients and meeting their banking and financial needs."

In addition to its new partnership with Kotak Mahindra Bank, Scotiabank offers the Scotiabank StartRight international account opening program in select



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The Scotiabank StartRight Program is available at any Scotiabank branch in Canada or by calling 1-866-800-5159 (from North America) or 000 800 100 7460 (from India). To better assist customers both in India and Canada, the Scotiabank StartRight website

([www.scotiabank.com/startright](http://www.scotiabank.com/startright)) is available in a variety of languages, including Punjabi. Once in Canada, newcomers can also find the nearest branch with an advisor fluent in their language by using the branch locator tool at [www.scotiabank.com/branchlocat](http://www.scotiabank.com/branchlocat) or.

About the Scotiabank StartRight Program for Newcomers Launched in 2008, the Scotiabank StartRight Program for Newcomers was created for Canadian Landed Immigrants from 0-3 years in Canada, International Students and Foreign Workers. The Scotiabank StartRight Program provides the right advice and financial solutions to help

newcomers plan their future in Canada. For more details on the Scotiabank StartRight Program, please visit [www.scotiabank.com/startright](http://www.scotiabank.com/startright).

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Exchanges (BNS). For more information please visit [www.scotiabank.com](http://www.scotiabank.com).

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Established in 1985, the Kotak Mahindra group is one of India's leading financial services conglomerates. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the group's flagship company, received banking license from the Reserve Bank of India (RBI). With this, KMFL became the first non-banking finance company in India to become a bank - Kotak Mahindra Bank Ltd.

Kotak Mahindra Bank offers complete retail financial solutions

for varied customer requirements. The Savings Account goes beyond the traditional role of savings and provides a range of services through a comprehensive suite of investment services and other transactional conveniences like Online Shopping, Bill Payments, ASBA, Netc@rd, ActivMoney (Automatic TD sweep-in and Sweep-out) etc. The Bank also offers an Investment Account where Mutual Fund investments are recorded and can be viewed in a consolidated fashion across fund houses & schemes. One can purchase, redeem, switch and even make systematic investments in Mutual Fund Schemes of over 20 Indian Mutual Fund houses. All this can be availed through Internet or phone banking services. The Bank also offers loan products such as Home Loans, Personal Loans, Commercial Vehicle Loans, etc.

Keeping in mind the diverse needs of the Business Community, Kotak Mahindra Bank offers comprehensive business solutions that include Current Account, Trade Services, Cash Management Services and Credit facilities. Kotak Mahindra Bank has over 375 branches and over 863 ATMs spread across 219 locations in the country. The Bank has the products, the experience, the infrastructure and most importantly the commitment to deliver pragmatic, end-to-end solutions that really work. For more information, please visit [www.kotak.com](http://www.kotak.com). ■

(Source: Scotiabank)





Bombardier's factory at Savli in Gujarat, India

# Bombardier's Indian Plant to Supply Railway Bogies to Australia

Bombardier Transportation, the first multinational company to have invested in a wholly owned railway vehicle manufacturing site in India, has announced that it will start exports of BOMBARDIER FLEXX Metro 3001 bogies from its factory in Savli near Vadodara in India's western state of Gujarat.

Bombardier Transportation won an order from the Government of South Australia in March 2011 for the supply and maintenance of 25kV electric trains to be delivered as three-car sets. The rail cars will be built at Bombardier's Dandenong (Victoria) and Maryborough (Queensland)

manufacturing facilities in Australia.

The Savli site will manufacture and supply semi-finished BOMBARDIER FLEXX Metro 3001 bogies for the vehicles. Exports are expected to start in the last quarter of 2012 with completion of deliveries in the second quarter of 2014.

The new rail cars designed specifically for Adelaide will form 240-seat trains with state-of-the-art technology, including the BOMBARDIER MITRAC propulsion and control system and FLEXX bogies. The vehicles known locally as "A-City" will be the first rail

vehicles in Australia to meet stringent new international crash standard specifications. Adelaide commuters will enjoy a smoother and faster ride in what will be Australia's most modern trains. This first export order to be manufactured at Savli comes only three years after the start of commercial production in June 2009.

In addition to catering to the Indian market, the Savli site is set to develop export activities around the region. With an investment valued at 33 million euro, Savli site employs nearly 700 highly skilled team members and



indirectly generates approximately 3,000 jobs in the Vadodara region of Gujarat. It has also made Vadodara the only city in the world with the capacity to deliver all key electrical and mechanical components for the manufacturing of railway vehicles.

Bombardier has more than 160 years' experience in developing and producing running gear for rail vehicles and its bogies are world-renowned for their quality, innovation and performance. More than 200,000 FLEXX bogies are successfully operating around the world and Bombardier Transportation manufactures more than 4,000 of these bogies each year. Employees at the bogie manufacturing hall in Savli are fully trained according to Bombardier Transportation Bogies global standards to ensure the highest quality.

Inaugurated in November 2008, the Savli site consists of 55,000 square metres of production facilities located on 165,000 square metres of land. It made the transition from a green field site to a modern, fully equipped and production ready factory in just 18 months, the fastest ever within Bombardier and delivered the first MOVIA metro car at the end of 19 months, a great achievement as per industry standards.

Equipped with the latest technology and equipment, the bogie production hall at Savli has already manufactured more than 1,250 FLEXX Metro 3000 bogies for Delhi Metro Rail Corporation (DMRC). The site is capable of producing 1,500 assembled bogies a year. Savli's bogie production team recently completed 1,000 accident free

hours by maintaining high safety standards.

The Savli site has also delivered more than 500 BOMBARDIER MOVIA metro cars with a total order volume of 614 cars for DMRC and reached a manufacturing rate of 32 cars per month. The site has been contributing to the modernization of India's rail transportation network, and MOVIA metro trains for the city of New Delhi will help to move more than four million passengers every day.

## About Bombardier Transportation in India

After more than four decades of investing in the country, Bombardier Transportation has built up capabilities which cover the complete range of railway vehicle manufacturing, software development, and customer service competencies. The company employs around 1,100 people in India, where it operates a railway vehicle manufacturing site at Savli, Gujarat; a propulsion systems manufacturing facility and software development centre for signalling and traction applications at Maneja, Gujarat; and an engineering centre in Hyderabad, Andhra Pradesh, which is already sourcing key global projects.

The company has the capability not only to address the country's rail industry requirements for the production of metros and monorails, electric multiple units and locomotives, advanced IGBT propulsion systems and signalling systems, but also to supply state-of-the-art made-in-India trains to neighbouring markets in the region.

## About Bombardier Transportation

Bombardier Transportation, a global leader in rail technology, offers the broadest portfolio in the rail industry and delivers innovative products and services that set new standards in sustainable mobility. BOMBARDIER ECO4 technologies – built on the four cornerstones of energy, efficiency, economy and ecology – conserve energy, protect the environment and help to improve total train performance. Bombardier Transportation is headquartered in Berlin, Germany and has a very diverse customer base with products or services in more than 60 countries. It has an installed base of over 100,000 vehicles worldwide.. ■

## About Bombardier

*Bombardier is the world's only manufacturer of both planes and trains. Looking far ahead while delivering today, Bombardier is evolving mobility worldwide by answering the call for more efficient, sustainable and enjoyable transportation everywhere. Its vehicles, services and, most of all, the company's employees are what make it a global leader in transportation. Bombardier is headquartered in Montréal, Canada. The company's shares are traded on the Toronto Stock Exchange (BBD) and we are listed on the Dow Jones Sustainability World and North America indexes. In the fiscal year ended December 31, 2011, the company posted revenues of \$18.3 billion USD.*





# BlackBerry Markets 'Action' Brand Targeting Asia-Pacific Youth



BlackBerry has launched a new advertising campaign in Asia Pacific focusing on the spirit that drives the Asian youth - action. Created by BBDO India, the campaign capitalizes on the truth that BlackBerry has always been about making things happen. In Asia, where the median age is 29 years old, people are doers. They have action seeped in their consciousness. This campaign has come at the right time.

Speaking about the campaign, Josy Paul, Chairman and Chief Creative Officer, BBDO India says, "It all started when Sunil Dutt, the new head of India operations for RIM asked us the all important question 'What does BlackBerry stand for?' Along with Krishnadeep Baruah, Amisha Sethi and the marketing team at RIM, we developed the idea that every BlackBerry is born for action. There's an inherent urgency for action built into it. Look at the red splat that appears every time you get a message. The sign refuses to go away until you take action. The first thing we do when we wake up in the morning is check for the red splat. That's how we created the launch ad 'Action now has a symbol' and the brand line 'Action starts here'. That's what differentiates BlackBerry from other mobile phones."

Bringing the red splat to the forefront leverages one of the brands properties that consumers connect to. The little red light that pops up on the screen is not only a reminder, it tells the user something new is waiting for them. It is the catalyst to action.

"It's what we call a useful idea", says Ajai Jhala, CEO BBDO India. "We all have things we talk about doing. We hope the idea will inspire people to stop sitting on the things they've been wanting to do".

Action never had a symbol. The new red splat that resides in every BlackBerry phone will now be the symbol of action. The symbol is an integral part of the 'action' campaign that will run across all touch points including TV, print, OOH and digital. It has already been launched in Thailand and India.

## BlackBerry: It's all about Action

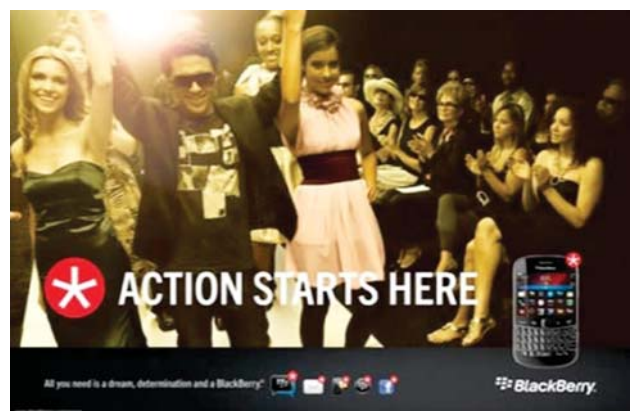
In today's fast paced society, individuals are looking to progress, take action and to be successful.

No one wants to be left behind; neither do they want to be waiting as everything should be in real time. Taking this into consideration, BlackBerry recently launched their brand campaign around the concept of "Action Starts Here".

## All About Action

Action Starts Here is a regionally developed brand campaign that is the product of over six months of strategic and creative development between BBDO and RIM.

The concept stemmed from understanding that BlackBerry is an enable of action. The campaign showcases the strengths of BlackBerry as a brand that support individuals to get things done. BlackBerry is for those who want more than just a smartphone. It's for people of







action who put more into life to get more out of it. No matter what the action is, it starts here with a BlackBerry.

This resonates strongly with the brand, as the use of the red icon or the "Splat" is a symbol of action which is unique to BlackBerry. It is the symbol of a new message incoming as an icon of action. The splat is used as a rallying symbol for those who seek to action and find opportunities in any situation.

## The Brand Aspect

The campaign will be unveiled across India through thematic lifestyle imagery that depicts people of action and BlackBerry devices that deliver to that promise.

From print advertisements to retail elements, digital campaign, social engagement and a unique TV commercial, the message is clear



that BlackBerry is a brand for the person of action. And it all begins here with BlackBerry – Action Starts Here. ■

## India's IFFCO Gets Land in Canada for Setting up Urea Plant

India's Fertilizer major IFFCO has said it has identified land in Canada for setting up a gas-based urea plant at a cost of \$1.2 billion and expects the facility to be operational in the next five years. Early this year, IFFCO had announced setting up of a urea plant in Canada with a capacity of 1.27 million tonnes via joint venture with a local partner there.

"Much progress has been made in Canada. Land has been earmarked in Quebec government's Becancour Waterfront Industrial Park. We are hopeful of getting environment clearance in 2-3 years," IFFCO Chairman and Managing Director U S Awasthi told media recently. The IFFCO has also tied up with a company for shale gas supply and is doing

feasible study for seeking environment approval. After the green nod, production should start from 2017-18, he said.

In July, the IFFCO and Canadian firm Pacific Gateway Energy, Canada formed a JV firm "IFFCO Canada Enterprise Limited" in



Quebec, he added. The proposed Canada plant will be IFFCO's fifth ammonia urea plant. It has three plants in India and one in Oman. The 2-million-tonne urea plant in Oman called OMIFCO is a joint venture between Oman oil company SAOC, IFFCO and Kribhco.

For the Canada plant, Awasthi said that the IFFCO will invest at least \$100-200 million and the rest will be raised through equity and debt.

"There has been good response from investors in India and abroad for the proposed JV company. The cooperative is in talks with some investors," he said.

India imports about nine million tonnes of urea annually. The domestic companies are looking at joint ventures abroad for getting an assured supply of soil nutrients at an economical cost. ■



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# Harper & Kenny Greet Indians on Independence Day

On 15 August 2012, Canadian Prime Minister Stephen Harper and his cabinet colleague Minister of Citizenship, Immigration & Multiculturalism Jason Kenny greeted Indians on the occasion to mark the 65th anniversary of India's independence.

**Harper's statement is given below, followed by Kenney's.**



"I am pleased to extend my very best wishes to all those celebrating the 65th anniversary of India's independence, which also coincides with the establishment of diplomatic relations between India and Canada.

"Since gaining independence in 1947, the people of India have built a strong and dynamic country; a country that has become one of the world's leading economies.

"India remains a valuable partner to Canada in the world. With

more than one million Canadians of Indian descent, we benefit immensely from the rich and longstanding economic, cultural and people-to-people connections that exist between our two countries.

"In 2010, Prime Minister Singh and I launched trade negotiations, which will help Canadian and Indian businesses prosper. In the months and years ahead, I look forward to further strengthening our ties, especially in the areas of energy and food security, education, infrastructure development, and finance.

"Once again, on behalf of all Canadians, Laureen and I would like to join the people of India, as well as Canadians of Indian heritage, in celebrating this important milestone."

## **Kenney's statement:**

Today is a national holiday in India that commemorates one of the most significant days in the country's history. It was at midnight on this day in 1947 that India achieved independence from British rule and joined the family of sovereign nations.

Moments before midnight on August 15, 1947, India's first prime minister, Jawaharlal Nehru, delivered his famous 'Tryst with Destiny' speech before the Indian Constituent Assembly. Shortly thereafter, the national flag of an independent India was hoisted for the very first time.

The central event of India's Independence Day is the hoisting of the Indian flag by the Prime Minister at the historic Red Fort in Delhi, followed by an address to the nation from its ramparts. The day is also celebrated across India and in communities in Canada and around the world with parades and flag-raising ceremonies.

Canadians of Indian descent have



played an important role in building our prosperous and pluralistic society, while taking great pride in their culture, heritage and traditions. Their contributions over the years have helped build the strong and diverse Canada we know today, and with India being among our top source countries for immigrants, they will continue to help shape our national story.

As Minister of Citizenship, Immigration and Multiculturalism, I wish all Canadians and Indians celebrating today a very happy Independence Day. ■





# WWICS Makes Things Easy for Immigrant Settlers



*Col. B.S. Sandhu, Founder of WWICS*

WorldWide Immigration Consultancy Services (WWICS), the world's largest immigration services group, has earned a respectable position across the globe over the years. The founder of WWICS, Lt. Col. B.S. Sandhu's (Retd.) impeccable vision and the acumen of his sons, Devinder Sandhu and Parvinder Sandhu have steered the company offering placement and resettlement solutions to help immigration aspirants settle in their dream destination in a hassle-free manner. Till now, WWICS has helped more than 80,000 individuals resettle in the country of their choice.

WWICS, the first ISO 9001: 2008

certified immigration consultancy group has tirelessly worked towards maintaining its position of being the leader in the immigration industry. WWICS had a modest beginning with just one office in India and one in Canada and has grown manifold. The relentless hard work all these years has now turned WWICS into a multi-national conglomerate with diverse interests in Immigration, Settlement, Placement, Strategic Business Consultancy, Higher Education, Hospitality, Golf and the newly added Real Estate division.

Other proud sister concerns of WWICS are: Continental Group of Institutes, Forest Hill Golf &

Country Club and WWICS Estates Pvt. Ltd. WWICS boasts of global presence with 15 offices in India, and overseas offices in Canada (Toronto), Australia (Sydney), Middle East, (Dubai, Sharjah, Bahrain, Muscat, Kuwait & Qatar), and Kenya (Nairobi).

The specialization of offering tailor-made services by WWICS has been its USP for the last 19 glorious years, and this organization has proven its mettle and worth across the globe. WWICS offers customized resettlement solutions to professionals and skilled workers, business persons and students by strictly adhering to the ethics and norms of the immigration industry.



# Rising Rural India Offers Avenues for Canadian Farm Tools Firms

By Narayanan Madhavan

On 14 August 2012, a day before India's Independence Day, which marks the end of British colonial rule, I visited the Canadian High Commission.

The I-Day evening is celebrated as India-Canada Friendship Day. I have been to many Western missions over the past several years, but none come close to Canada in terms of going that extra mile to reach out to Indians. Canada has no colonial baggage and its multicultural outlook plays a great role in breaking the ice. I met High Commissioner Stewart Beck after he danced in a colourful kurta-pyjama while his staff flew kites in the monsoon sky.

There's a lesson here for Canadian companies, and an opportunity. Late last month, credit rating firm CRISIL, an affiliate of Standard and Poor's, released a study that underlines a landmark change in the rural economy of India.

While it's true that India's economy as a whole has slowed in the past four years as a result of the global economic crisis, there has been a quiet revolution in the countryside. Rural incomes and spending have increased significantly. India has been hit by a surge in the cost of food, but that's because hundreds of millions of people have now moved above the poverty line and they are consuming eggs, pulses and animal proteins – long considered luxuries for the poor. This is the result of 20 years of

annual economic growth rates around 6 percent to 8 percent.

"For the first time since economic reforms began two decades ago, consumption in rural India is growing faster than in urban India," CRISIL said.

Over a recent two-year period, additional spending in rural India was 3,750 billion rupees (\$66-billion at current exchange rates), significantly higher than the 2,994 billion rupees (\$53-billion) spent by urban citizens.

New employment opportunities have emerged outside the farming sector, helped by job creation by government to build rural infrastructure, which offers work in villages at guaranteed minimum wages. The result is that labour costs have increased for private farms.

"Rural wages have risen faster than inflation since 2007-08," CRISIL said

Citing government survey data, CRISIL says between 2004 and 2010, there were more rural construction jobs while the number of people employed in agriculture fell from 229 million to 249 million. "In addition, migrants from villages to urban areas who benefitted from job opportunities in infrastructure and construction projects increased remittances to their families in rural India, which boosted consumption," CRISIL says.

About one of every two rural households has a mobile phone and 42 percent owned a television in 2009-10, up from 26 percent five years earlier.

What does all this mean for Canadian companies? A lot of the focus of Canadian firms in India has been on large infrastructure projects or in hot sectors such as automotive or on consumer goods.

It's time for smaller Canadian companies serving farming communities to try to harness the rural Indian market. Rising rural wages and a shift in rural employment indicates a trend toward increased demand for automation and other productivity-enhancing services. India has been hit by a surge in global crude prices. Sooner than later, a rise in state-administered diesel prices seems inevitable.

If there are Canadian firms that make cost-effective agricultural machinery that also saves on fuel, they know where to look to find a big market. Canada's large Sikh community, which has its roots in the farm belt of Punjab, could be a vital cultural link in tapping an emerging economic landscape in rural India.

These could present a number of strategic opportunities to help build the economic partnership Canada craves. ■

*(Courtesy: The Globe and Mail)*



# Participate in India's Massive Maritime Makeover



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The magazine that deliberate on issues concerning freight handling capacities and future readiness of Indian and international ports.

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# Canadian MPs Visit Kerala

## IT Technopark, Eye JV Tie-ups

A five-member high-level delegation from Canadian Parliament headed by Russell Hierbert, Member of Parliament, visited Technopark in the southern city of Thiruvananthapuram with the basic objective to improve the investments and trade relations between IT companies based in Canada and the state of Kerala where the city is located.

Hierbert was accompanied by Members of Parliament; Devinder Shory and Joe Daniel; Senators: Raynell Andreychuk and David Smith and Secretary to the Delegation Elizabeth Kingston.

Technopark CEO K G Girish Babu made a detailed presentation on the advantages of Kerala IT in comparison to other states in the country.

He said, 'Kerala will be the next IT Powerhouse' and would become a

major investment destination due to the success of its hub and spoke model adopted by Kerala IT/ITES companies. Babu also explained to the delegation about the readily available global standard IT infrastructure in the Special Economic Zone (SEZ) and domestic tariff area across the state.

The cost of operations in Kerala is 30pc cheaper and the main advantage for companies who have set their campuses in Technopark is that they run 99 percent of the time on grid power whereas in other locations, companies have to use up to 80 percent DG power which is very expensive. In continuity he said



Canadian MPs Visit Kerala

that the state was superior to other destinations in the country.

After the presentation and tour of the campus, Russel Hiebert said 'We are impressed with the facilities and advantages' Technopark campus has to offer to international and home grown IT companies, I am also happy to see some Canadian companies taking advantage of this opportunity and we are optimistic that many more of our companies will also set their campuses in this IT park in the near future'. ■

## SNC Lavalin in Tie-up with India's IDFC to Set Up Road Assets JV

Montreal-headquartered engineering firm SNC Lavalin and India's Infrastructure Development Finance Company Limited (IDFC) announced a joint venture to develop an exclusive partnership arrangement to build a diversified portfolio of operating and under construction road assets. The joint venture came to fruition as a result of an introduction by Export Development Canada (EDC), Canada's export credit agency, an investor in one of IDFC's infrastructure funds.

SNC Lavalin and IDFC identified Ashok Piramal Group to complete the tri-party arrangement. The new company, called Piramal Roads Infrastructure Limited, will work to develop a portfolio of road assets in India. ■



# Indian IIT Undergrads Shine at Canadian 'Varsities in Innovation

More than 100 IIT undergraduate students from India, who are in Canada on summer internships with various universities, have impressed their hosts with their research and innovative skills.

The 105 bright students, mostly from eight IITs, are taking part in three-month research projects in computer science, engineering, mathematics and business at 14 Canadian universities.

They are here under the Globalink internship programme instituted by the Mathematics of Information Technology and Complex Systems (MITACS) - a Canadian research network that links industry and international students with Canadian universities.

The aim of the internship programme is to woo undergraduate Indian students to come to Canada for their graduate studies.

"We had 17 Indian students at the University of British Columbia and Simon Fraser Universities here in Vancouver and the University of Victoria in Victoria last year. The programme was very successful, and we decided to raise the number to 105 this year. The students were very satisfied," Megan Mercer, director for MITACS Globalink, said in Vancouver recently.

Of these students, 49 have been assigned to the same three universities in Vancouver and Victoria - the capital city of British

Columbia province where Indians constitute about seven percent of the provincial population of 4.4 million.

While Deepak Krishnamurthy is with Simon Fraser University on a project to produce a fuel cell that will fit in the palm of your hand, Avirishu Verma is with the University of Victoria researchers who are looking at ways to help software engineers use social media to write code together. Kashyap Jataprolu is at the University of British Columbia here doing research on new technology that will relay wireless communications flawlessly despite interference from rain, fog or snow.

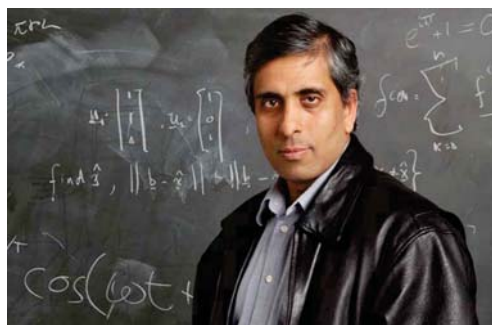
"Through this international partnership, we are helping to develop the skilled scientists and technologists needed by both our countries, while forging new research links with one of the world's most dynamic economies," said Iain Black, provincial minister of small business, technology and economic development, welcoming the Indian students.

"Indeed, our pilot Globalink programme was so successful that this year we have tripled the number of top science and engineering students coming here from India to work with BC (British Columbia) researchers," he said.

Added Arvind Gupta, scientific director of MITACS, "We need to put BC (British Columbia Province) on the radar of the tens of thousands of future entrepreneurs and scientists from India who travel abroad to countries like the US or UK for graduate studies every year.

"Our message to international students is that Canada has world-class universities that provide superior education and innovative collaborative research opportunities as well as world-class companies interested in working with these students to help commercialize their ideas into the new products of tomorrow."

About 85 percent of the undergraduates who were here last year under the Globalink programme say they are interested in coming back to Canada for their graduate studies, according to MITACS which also plans to



Arvind Gupta scientific director of MITACS

send Canadian students to India for research work. ■



# Canada-based Baroda Resident Bags Queen's Medal of Honour

Mukund Purohit, a Canada-based Baroda resident, is the only non-resident Gujarati (NRG) to receive Queen Elizabeth II Diamond Jubilee Medal which honours individuals for their contribution to Canada.

The Government of Canada had recently created the new commemorative medal to mark the 2012 celebrations of the 60th anniversary of Queen Elizabeth II's accession to the Throne as Queen of Canada.

The Queen Elizabeth II Diamond Jubilee Medal is a tangible way for Canada to honour the Queen for her service to that country. At the same time, the medal serves to honor significant contributions and achievements by Canadians. During the year of celebrations, deserving Canadians will be felicitated through this medal.

The Chancellery of Honours, as part of the Office of the Secretary to the Governor General, administers the Queen Elizabeth II Diamond Jubilee Medal

programme.

"It is one of the proudest moments of my life and I am highly obliged for recognizing my contributions," says Purohit, who received the honour on 6 September 2012 at the Canadian High Commission, New Delhi in the presence of the Canadian High Commissioner Stewart Beck, chairman of Indo-Canadian parliamentary committee and Canadian MP Patrick Brown apart from other dignitaries.

Co-chair of the Canadian Friend's of Gujarat and former president of Gujarati Business Association (GBA) at Canada, Purohit is actively involved in promoting relations between Gujarat and Canada.

He had organized the first video conference-based interaction between the Gujarati community in Canada and the Chief Minister of Gujarat, Narendra Modi in 2008.

In 2009 as GBA's president, he took the initiative to celebrate

Gujarat Day for the first time in the history of Canada to showcase Gujarat and the progress of the state to the Canadian diaspora. With nearly two lakh populace with nearly half of them based in Toronto, Gujaratis are second biggest Indian community after Punjabis in Canada.

"We had invited a 12-member delegation from the Gujarat Chamber of Commerce and Industry to explore business opportunities in Canada, where in the delegates had a one-on-one interaction with various Canadian business houses," says Purohit, who after completing his B. Com and a diploma in human resource management from M S University had moved to Canada in 2000.

Apart from playing a pivotal role in bringing Canadian government delegations to Gujarat, especially during the Vibrant Gujarat Global Investors Summit in 2009 and 2011, Purohit was instrumental for the first MoU between the province of Saskatchewan and Gujarat. ■

## Agila Enters Canada's Generic Drugs Market

Agila Specialties Pharma Corporation, part of the injectable drug division of India-based Strides Arcolab, has formed a joint venture with Jamp Pharma, a Canadian generic drug company, to introduce a variety of injectable generic drugs in Canada. This sales and marketing joint venture will operate under the name Agila-Jamp Canada Inc., in which Agila will hold 70 percent stake and the remaining 30 percent will be held by Jamp Pharma.

The JV will be headquartered in Boucherville, Québec. Strides Arcolab is a pharmaceutical company headquartered in Bangalore, India. Jamp Pharma Corporation specializes in the development, the distribution and marketing of branded generic drugs and non-prescription products. ■





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They become symbols.

As symbols they transcend language, borders,  
and become truly immortal.

Now it is the time for action,  
the most powerful word of all, to do the same.

After all, we live in a time of action.

We've got a minute to win it.

We've got a second to make it.

We live in a time of instant opportunity.

A time of constant action.

It is action that fuels our ambition.

It is action that keeps us awake.

**Action never sits.** Action never procrastinates.

Action never stays in bed on a Sunday.

Action feeds on action.

Action is how we live our lives.

**Action is a language called BlackBerry.**



**ACTION STARTS HERE.**

**BlackBerry®**

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