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- Penelope Wensley AO,
Australian High Commissioner in India.



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Dear Readers,

Every issue of the Indo-Australian Business magazine that rolls out reinforces the fact that the Indo-Australian bilateral relationship is well on course and is flourishing. Each issue endeavours to take this positive aspect, one step forward. Bearing this in mind, it brings me great pleasure to present the fourth issue of the magazine, which is getting the much-required encouragement and is gradually climbing the ladder of success. This is evident from the recent visit of David Bennett, Solicitor General, and Laurence Street, Former Chief Justice, Australia, along with a legal delegation. There have also been frequent visits of sandalwood and wine companies who are keen on exploring and tapping the vast potential in these industries in both the countries. In this context, the optimism of the Western Australian tourism minister about joint promotional activities is significant.

At the same time, we have in our own way tried to promote business between the two countries by bringing to you the latest that's happening in segments like tourism, entertainment (Bollywood) and diamond jewellery manufacture, where Argyle, the renowned manufacturers of pink diamonds, has an edge. In an article on the Australian pink diamond industry showcasing Argyle, the MD of the company shares his views on its international operations. Penelope Wensley AO, Australian High Commissioner in India says in an exclusive interview that trade relations between both countries are expanding rapidly, while in another interview, Shabbir Wahid, former Consul General of Australia and presently adviser to the ASIAWORLD group of companies, expresses his views on a number of topical issues.

Our focus this time is on Australian Education that has attained a very high standard, worldwide. The Indian students aspiring for advanced education have a wide variety of curricula and universities to choose from. C. Sarat Chandran has provided food for thought for the readers highlighting the different aspects of Australian education and how it differs from the Indian way of teaching. Learning with fun, a relatively new Australian concept, is fast catching up with the rich and the famous in India. You will find a report on this interesting subject included in this issue. Qantas, is back after a brief spell of silence and offering you interesting services. This time in the IT section we have articles by Satyam Computers and End-End Software and Ramdorai's opinion in cooperation in the field of IT.

Finally, the newsletter of the Australia-India Council brings to you tit-bits in the world of education, cricket, business, opening of new visa centres, and much more. I also take the opportunity to thank all those who are supporting the magazine and encouraging us to improve each issue.

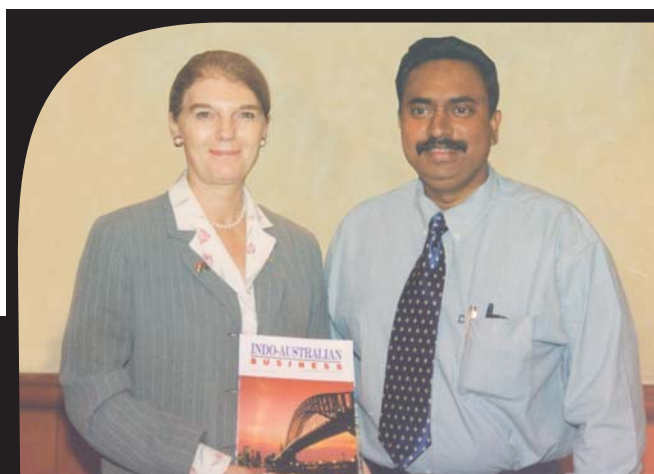
Happy reading

Satya Swaroop

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**Satya Swaroop with
Penelope Wensley AO, the
High Commissioner of
Australia in India**





“Australia and India are changing and have an enormous amount to offer to each other”

- Penelope Wensley AO,
Australian High Commissioner in India.

While India has emerged as a globalised economy in the recent years, its trade with Australia has also seen a remarkable growth. In an exclusive meeting, the Australian High Commissioner in India, *Penelope Wensley AO*, shares her views on the present Indo-Australian relations, in her recent visit to Mumbai, with *Rojita Padhy*.

Here is an excerpt of the interview.

In your message published in the inaugural issue of Indo-Australian Business, you had mentioned that Australia's fourth largest export market is India. How do you see the scenario of trade and investment and do you find any developments and changes in this?

The relationship between Australia and India is growing stronger day by day. Particularly in the figures of trade and investment, it is evident. Couple of months ago the latest figures revealed, that now India is emerging as the ninth largest export market of Australia. Australia's exports to India are larger than its' export to Italy, Canada, Germany and Malaysia. The other way, India's trade to Australia is also growing. We are very keen to see an increased investment in both directions. Because, we think that, it stimulates everybody and so we are happy to see India's export to Australia. Two-way trade is three and a half million dollars now. On the investment side, Australia is the eighth largest investor in India, which is very satisfying. We have above one and a half billion-dollar Australian investment money coming into India covering 100 different major projects. In other direction, Indian investment in Australia is also picking up, approaching a billion dollar recently in IT and we believe as the Indian economy grows and the reform process continues, the prospects of growth in India-Australia trade investment are very large indeed.

Could you highlight the emerging sectors?

The core of Australia's trade with India had traditionally been in big commodities and that will continue. The products include, Cotton, Wool, Iron Ore, Sandalwood, Fire parts, and Environmental technologies. These days you see Australian products coming to India in whole range. Sandalwood is the area where we can open up and explore trade. India is an enormous country and the size of population in India puts a lot of pressure. Australia is a country having climatic extremities and a range of environmental challenges. I believe, the areas like solar energy, waste management in efficient ways, etc have a lot

of opportunity. The Health and Insurance sector is also growing. All the areas, which have a connection with the change in life style and pattern of consumption in India, are giving a chance to the Indians to think of something different. Agro products, food, wine, form another big field of commerce. We can also bring fruits and vegetables to India when India is having its off seasons. As India moves to the retail marketing

adopting the super market culture, it needs to increase the food processing units and the storage capacity. Australia is sufficient as an agricultural producer and a major exporter of food.

Coming back to Education here:

All the figures that I have given about trade here, relate to commodities, but trade in services is an area to be explained very strongly. In service sector, education would be an area of co-interest for both countries. Indians have a tremendous interest in education but with a large population, pressures on the infrastructure and on resources, Indians simply cannot create the demand for education even if have quality institutions. Therefore, Indians look to have education particularly the postgraduate education, overseas. Australia has moved steadily up in people's awareness as a country, which can provide high quality education, at a competitive cost. We have 10,000 Indian students studying in Australia now. The majority of them are postgraduate students. Traditionally the students were interested in IT and Business Management but now it is changing. The level of awareness is raised and they are accepting the vastness of the quality education that we offer. They include engineering, biotechnology, sciences, and microbiology. Vocational education also has great strength and Australia occupies the forefront in it. We have been keen to encourage educational linkages in terms of contacts and collaborations between Indian institutions and Australian institutions. A lot of interest has been seen among the Australian educationists to visit India and to form educational linkages. Some of them are research institutions, some are teaching institutions, universities, colleges, and we are very excited about the prospects in this area.

What measures should be taken to accelerate the process of bi-lateral relationship between Australia and India?

At the political level, a relationship is always boosted by

high level visits in both directions. In last couple of years, we have had visits to India by Australia's Prime Minister, Australian Trade Minister, then Minister for Education, and Minister of environment. In other direction, Indian Foreign Minister, Yashwant Sinha, visited Australia in last August to attend an annual meeting of two countries ministers. Arun Jatiely and Arun Shourie went down also for meetings. We are very keen for continuing flow of high level visits in both directions. The forth coming Indian elections have put that on hold for the time being but as soon as this is over we have some important such programs. Prime Minister has scheduled three times his visits in last two years but it has been post-poned. However, it is my strong hope that the fourth time it would be lucky and he will visit Australia before the end of 2004. I believe his visit would be accompanied by significant business and trade mission. This would certainly send the strongest of signals to both countries that our governments really want this relationship to grow and we mean business. So high-level visits in both directions focusing on particular areas and sectors are important.

More collaborations and agreements underpinned by joint working groups, focusing on practical work plans and programs of action are also significant. In the last couple of years, we have signed a new agreement on telecommunication co-operations, counter terrorism co-operation, etc. We have one in the pipeline on defense co-operation. We signed a new agreement last October when the Minister for Education was here on an Educational Exchange Program and we have the need of Science and Technology co-operation Agreement, Cultural agreement and we will be signing a sports oriented agreement too. These formal agreements will not work effectively, after these ceremonies, unless, both the governments sit and decide, how to implement it and discuss how will it be beneficial by actively following it. This will give a big boost to the whole process.

Finally, more media attention is required. We need to change the way Australians think about India and the way Indians look at Australia. It is happening now, but it still focuses on the iconic images only. We have Cricket as a wonderful vehicle for friendship and co-operation between the two countries. But there is a lot more to do. Australians today do not know much about modern India, they are not aware of the development happening in Bangalore or Mumbai. They do not know to the extent India is modernising and transforming and engaging itself internationally in a globalised economy. We need to raise the awareness level of Australians about modern India. And it is the same for Indians too. We need the media to do that. We need more tourists' inflows with direct air links. It is disappointing that when things are at peak, we do not have any direct connectivity between Australia and India. Therefore, there are ranges of things that we can do. Above all, we should get the message clear that Australia and India are changing and have an enormous amount to offer one another at this exciting point in the history of both our

countries and the bi-lateral relationship.

Something about Tourism and Bollywood...

The relationship is surging but tourism is still underdeveloped I believe. As Indians are now traveling more and have more purchasing power, I would like to see more Indians visiting Australia. Again, the Australians also need to lure out their concentration on only Delhi, Jaipur, and Agra and see other places. Therefore, tourism needs a big effort. In addition, one way to that leads to Bollywood, film and film making. We would like to see more Indian filmmakers going to Australia. I can turn on the TV here and suddenly get a surprise by seeing the Opera House in Sydney harbor and we could provide far more possible sights of Australia that could please the Indian film viewers and theatergoers. The Indian TV Soap, *Kyon Ki Saas Bhi Kabhi Bahuthi* (KKSBBKT) was shot in Australia. However, there must be scope to do more such shoots. Those certainly can reach enormous audience very quickly and directly. This will help stimulate interest of people in visiting a wonderful and most favoured tourist destination that is Australia. About film trade, I believe we have a wide industry base. We have schools of cinemas and cinematography, highly efficient studios for photography and film production and a whole lot of things. We see these as the stronger areas to increase collaborations. We have a lot to offer one another in this area.

Anything you would like to add.

Here we have talked about trade and investment, education, political relationships, and the last point I would like to make is that, we should see the new organizations and particularly the Indian communities in Australia who are working towards growing business in both countries. About 1,50,000 Indians are there in Australia. NRI's, students and others form an important part of the multicultural Australia. However, they have not been particularly engaged in developing the bi-lateral relationship. The Australia India Business Council (AIBC) is the team headed by Neville Roach who is working towards the same concern. However, CII, FICCI, ASSOCHAM, and Chamber of Commerce here, have a lot of scope to work with their Australian counter parts to raise awareness.

As Indian students study in Australia, they live in this vibrant, friendly country with a welcoming environment; they will take the message back to India. In addition, Indians will choose to actually work and stay in Australia. This too will transform the relationship. It is not widely known that India constitutes the second largest source of independent skewed migrants in Australia after the UK. Very significant change is taking place. Contacts through business councils and chambers of commerce, is another area and particularly relevant to your magazine, to get the message out that we have the vehicles to promote the relationship. People will hear about Australia and India and would like to see the relationship getting stronger and vibrant to benefit both countries and their people.

Family Friendly CAIRNS



Cairns - Gateway to one of the World's natural wonders The Great Barrier Reef. Ballooning, snorkelling, riding the Skyrail, white water rafting, discovering the mystery of the rainforests and the aborigines, driving along its scenic coastline.... Cairns has it all for families & more!

Cairns Family Fun...

Catch the famous Kuranda Scenic rail from Cairns to Kuranda, or the kids will love taking a ride on the world's longest rainforest cableway the 'Skyrail'. You will appreciate the unspoilt rainforest as you silently glide over the top of the tree canopy. There are a host of things to do for the whole family once the Skyrail or train arrives in the village of Kuranda. The markets are a delight to explore & the attractions such as the Butterfly sanctuary; Koala Gardens and Bird world offer endless entertainment for everyone.

Rainforestation, located not far from the village of Kuranda offers another unique family outing option guided tours on amphibious Army ducks, boomerang throwing, Wildlife Park & Pamagirri aboriginal dance show.

Evening activities for the family include the Cairns Night Zoo & Tjapukai by Night. Cairns Night Zoo offers everyone a chance to spotlight for animals and catch them at their most active time of day. The billy tea & damper by the campfire in the kangaroo pen & interactive bush dancing afterwards ensure the entire family sleeps well.

Tjapukai by Night is an educational option where everyone gets his or her own clap stick to join in a corroboree around the campfire by the lake. Followed by a spectacular meal and song and dance show, this evening activity will ensure that everyone walks away feeling like they have been part of something special.

Family Great Barrier Reef

There are so many ways to explore the Great Barrier Reef with many different Cruise companies. Most of the larger operators all offer, snorkelling, Glass bottom

boats, semi-submersibles & introductory or certified dives.

Two new ways to explore the underwater wonderland of the reef are 'Scuba Doo' and 'Sea walker'. Scuba Doo is like an underwater bike fitted with a helmet pumped full of air. Sea walker is a similar concept where you walk on an underwater platform with the helmet on surrounded by colourful fish.

For those will younger kids or not so confident in the water, an option is a visit to one of the many reef islands. Both Fitzroy Island & Green Island are located only 45minutes from Cairns and offer accommodation options for a 'reef sleep'.

Cairns Shopping and Dining

Cairns offers many options for Shopping, dining & Nightlife. The Night markets located on the Esplanade are open daily until 11pm. The Pier Marketplace until 9pm & Cairns Central shopping centre Cairns' largest shopping centre is open daily from 0830am with late night shopping on Thursday nights until 9pm.

There are countless options to wine & dine, taking delight in the local fresh produce & seafood. The restaurants all have great children menus & don't make the little ones feel left out. Once the kids are put to bed, if you are feeling lucky, hire a sitter & head over to the The Reef Hotel Casino. A small but friendly casino, it offers people a chance to try their luck at roulette, blackjack & baccarat.

Self Drive

A great way to explore the region is by hire car. If you have a large family, then hire a Tarago so that there is plenty of space for luggage & people.

An hour's drive over the range west of Cairns is the Atherton Tablelands. With its waterfalls, lakes & vast areas of farming land, the tablelands makes a great day trip or overnight stay in one of many quaint B & B or rainforest chalets. Do not forget to sample the local products such as locally grown coffee at the Coffee Works (Be sure to try the Chocolate Macadamia coffee!) & the unique, yet refreshing Mango Wine at the Golden Pride winery. There is plenty of space for the kids to run around in the fresh air.

If you prefer to stay close to the coastline, head north & take in the spectacular coastline road to Palm Cove & Port Douglas. Be sure to stop at Rex Lookout to take in the spectacular



view from up high. If you are lucky the local hang gliding club might even be cruising the sky in front of the lookout.

Whatever activity you choose for your family while in Cairns, they are sure to have a great time!

Getting there: Australian Airlines flies three times per week direct from Singapore to Cairns. www.australianairlines.com.sg

By Wendy A Levy, Marketing Communications Manager Tourism Queensland Singapore



ABOVE AND BEYOND AUSTRALIA! AUSTRALIA VISION



Yes, Legacies of early-settlers, ethnic cities with long memories, remains...

But today high rise tower blocks, modern commercial buildings a majestic Opera House, Olympic Pools and famous landmark of MCG Stadium, a large continent offers and captivates an inspired relaxed warm way of life. With a Mediterranean climate the inheritance, contours have tamed natural wild-ness to radiant relaxed fragrance of sentimentality. The Southern Cross proudly displays on the Flag the Symbol of diverse harmony, a tourist paradise and multinational rhythm that is AUSTRALIA.

To visitors, travellers, students and businessmen it is overwhelming to visit a country, which provides opportunity to all. A democracy steeped in achievement, a competitive economy and a multicultural society, which looks to the future with confidence.

What do you want and what do you seek? Whether you want people exuding warmth, geniality, and unity of character or aspirations from brisk efficiency, cook formality, stately elegance, reputed Universities to the bushlands! Stretches of pristine beaches, the unique



Sydney Opera House or Melbourne Art Gallery? A scenic air of magic hovers over visible signs of dramatic landscapes.

Australia is all and of contrasts, a vibrant nation and above all unity amongst cosmopolitan hospitable cultures of the world, to light up your face and make you part of one nation. Everybody eats, and eats well in Australia. Are you experiencing that waft? That aroma of Barbeque? A happy combination of fruits, cheese, seafood and do not forget that splash of olive oil. A

collage of culinary delights to whet any taste. Dive into Surfer's Blue Ocean and play with the bottlenose Dolphins. Show your kids exotic species of flora and fauna. Watch Kangaroo Joe hop across with Joey in his pouch, cuddly Koala and treat you to that stunning Opal.

In search of Travel, Education, Trade or Holiday what is it that makes people choose Australia frequently!!!

It is a youthful vibrant nation, harmony in environment, gourmet restaurants to suit every pocket with BYO wines for the most selective tastes and endless parade of shopping- markets and designers.

No country can boast of so much from azure waters of Coast, fresh springs, to the delightful fairy penguins. Awesome! Parks, cities and vast tracks of vista Vision, there you are! "Australia Vision". Enjoy the stunning Blue Mountains, Beaches, and Kangaroo Island. The entire continent Child friendly Stay and Play! You can be pampered, or live with a backpack Swagman and just explore.

Cutting swathes through urban landscapes awesome freeways, inter-city and cross-country travel with quaint trams of Melbourne would make Captain Cook proud of his discovery. Dominated by agricultural and pastoral pursuits, strong influence of commercial life, all reflects the charm and wonder of Australia.

The sunsets and lights stretch over casinos, hotels and homes. Territories sparkle for tourists and visitors. The aspiration, the expanse and character, Australia welcomes you. As you wing your way home, you are already planning your next colourful visit to the Continent and grandeur of yet another "Australian Vision".

(The author Joyce Pereira, is an Executive Assistant and Consular Officer at Australian Trade Commission, Mumbai)



C. Sarat Chandran

Education and Information Technology: The two pillars of Indo-Australian business relations

On a freezing cold afternoon last January, about 400 students gathered in a plush hotel in Chennai to prepare themselves for a trip to Australia. In that "departure meet" organized by the high profile IDP Education Australia, what struck me was the wide range of subjects these students planned to pursue, when they join the Australian Universities - from Computer Science and Business Management to Pharmacy, Fashion Designing and Hospitality. The Indian students going out into the world in search of knowledge has been one of the great stories of our time, and Australia is the most recent destination. Unlike the fifteenth century explorers of Europe, these young minds are lured not by wealth but by wisdom. Global communities have evolved out of them. Over the years they have become great opinion makers and influence builders in the countries of their adoption.

The great upsurge on Indo-American relations today is the outcome of hundreds of expatriate Indians who reached the United States as students. Every Nobel Prize India has won in the last fifty years has gone to an Indo-American Gobind Khorana, Subramaniam Chandrasekhar and Amartya Sen. Australia is moving in the same direction, perhaps one generation behind. Already there are several Indians who occupy senior positions in Government and Business. Peter Verghese, Australia's High Commissioner in Malaysia and Neville Roach, Chairman of Fujitsu Australia are good examples.

I have often wondered what attracts Indian students in such large numbers to Australian Universities. I feel there are two reasons. **Firstly, in a market driven world, Australia offers one of the best market related education.** If you look at the publicity material of an Australian University, you will find an amazing range of courses from Aerospace to Performing Arts. In between you will also find courses in frontier technologies like IT, Biotechnology and Genetics. **Secondly, Australians are great innovators developing new ideas and new industries.** When the Sydney Olympics became a highly acclaimed sporting event, Australia saw the potential for combining project development with event management to create a brand new industry and reach out to the world.

While education represents one of the most visible dimensions of Indo-Australian relations today, the

other major thrust is provided by Information Technology. Here again, there are close parallels between the Indo-Australian story and the Indo-American experience. 26 Indian IT companies have now set up operations in Australia; these include all the big names in the Indian IT industry, such as, Infosys, Wipro, Satyam, Polaris and many others. Recently, when Infosys announced its first acquisition, it was not a U.S. or European Company, "but an Australian company with which Infosys fell in love" to quote Mr Narayana Murthy, the legendary Chairman and Mentor of Infosys Technologies.

However, the great successes of Indo-American collaborations in IT industry have eluded the Indo-Australian scene. An important study jointly done by Austrade and Ernst & Young in the year 2000 extensively documents the great synergies, equations and complementarities between India and Australia in the sector. The study pointed out that Australia with its high IT and Internet penetration and India with its highly skilled and cost effective manpower, could be a formidable combination to reach out to the world markets. To achieve that objective, both countries need to work more closely to understand each other better and remove some of the misgivings and apprehensions in Australia that Indians will take away many Australian jobs. In a perceptive article published in the prestigious "Australia's Financial Review" Mr Neville Roach argued for an objective assessment of the issues in the context of a global economy based on free trade and use of ICT and said "competition from Indian firms will force Australia to be more competitive and acquire the skills which India has developed over the last 20 or more years." That shows the way the two countries can add value to each other.

Education and IT symbolize the emergence of a shift in Indo-Australian business relations. That shift is from products to services. The economic relations between the two countries seem to be entering a new era dominated less by commodities like coal and wool, garments and textiles to a whole range of services and people-to-people contacts.

(The author is the Director, Indo -Australian Chamber of Commerce, Chennai.)



Study Markets, Turn Ideas Into TECHNOLOGY - *Shabbir Wahid*

“Consistency in both supply and quality are the key words for a successful business” sums up *Shabbir Wahid*, former Consul General, Australian Consulate General, Mumbai and Advisor to the ASIAWORLD group of companies, while explaining what opportunities awaited businessmen from India and Australia, in an exclusive interview to *Satya Swaroop* and *Rojita Padhy* during his recent visit to Mumbai.

Shabbir Wahid, who has just taken over as Vice-Chairman of Australia-India Business Council (AIBC), the prestigious bilateral forum, delved on business issues related to various sectors, such as tourism, Bollywood, mining, education and environmental matters. Here are the excerpts.

What are the various sectors of co-operation that you see Australia and India can explore?

The buzzword these days seem to be “outsourcing”. It is true that this particular sector has been registering much success recently in the field of BPO. However, it does encompass a number of other areas as well. One of the Asiaworld group companies that specialize in fumigation technology is seeking to fabricate its gas circulating and distribution equipment from India.

There are varied ranges of other fields, which we can look upon. If you look back traditionally, the major components of bilateral trade have been commodities. In last two years, both countries are actually looking to move into areas of value addition, technology and engineering products. This reflects the fact that, Australia is a country, which can have value added products. The IT sector is already picking up. I think the other sector could be biotechnology, which has a lot of synergy. I also think that the food processing industry is growing. India still needs to develop its food-processing sector. At business meetings in India, the point I tried to make was that with globalisation there is a comeback of global partnership. We are seeing that happen in some of the areas. If you take the case of cotton, Australia is exporting it to India and India sees this perhaps as a bit of nuisance. However, as Indian companies acquire a raw material of very high quality, it influences the particular quality of the finished product. India has to import the best cotton to produce the international standard and quality of products in order to be a leader in cotton textiles and seen as a major market player. This is an advantage. Even Australia should understand and help India to develop its cotton

and textile industry. Similar is the case with food processing. India can acquire technology and management skills from Australia, be it in food processing or handling the food products. These are the areas where I see synergies happening.

What about the mining sector?

Mining has been an active area of cooperation because both countries are rich in mineral resources. Many Australian companies, which are keen on exploration, are often stumped by the Indian Bureaucracy. I do not think there is any harm in having right kind of processes but these simply have to be transparent and not throw up surprises at every turn. You never know what is going to happen. I can talk about my own experiences over the last couple of years, when discussing the long due passenger transportation system in Mumbai. Mumbai has been speaking about it for the last few years, and it and it is obviously a project for the benefit of the people. I am keen to follow every development and its final implementation, whenever that happens! It is the level of transparency and it is the level of being positive about developments. It also is the level of wanting to communicate properly.

What do feel about the duty structures? With the opening up of Indian economy, do you feel its right time for more of Australian companies to come to India?

I see India growing as power inspite of what ever is being said about the need to address the other peripheral issues that accompany such growth and development. Still I feel India will be a power to reckon with in coming years. Any country, which is not taking advantage of this opportunity, is not doing the right thing. And I am sure Australia could be strong partner of India. In terms of duties and taxes, these are now an integral part of global trade dynamics. It is a question of time and its natural that they facilitate rather than obstruct.

What changes do you see now in the economic policies compared to the days of your tenure as the former Consul General in Mumbai?

In my day-to-day business with India, I see that the economic policies are getting better. As part of globalisation, this is happening. Where I find the obstruction is in understanding the concept of globalisation. I am talking here about the small and medium scale industries and companies in India. It is very easy for Reliance, Tatas and Birlas to understand what globalisation means. But does the average industrialist in the back streets of Chembur understand the true meaning? That is where the mental block appears to be. The opportunities and benefits of globalisation for him do not seem to be as evident as it is with any other company. It is again about communication and understanding what it means. When you look at a new exporter who wants to make use of the of the growing international trade to his advantage, he will need a lot of research and support. Many of these companies do not have the resources to do extensive market research; like understanding what is the competitive product in the new market, what are the prices in the new market, what is needed to be done to access the new market. This is an over simplified example which I am giving you here, I still remember vividly that the first leather exhibition of Indian goods that I attended in Sydney, they were bringing leather wallets from India to Australia for sale in the exhibition. The quality was good but one basic market factor that they forgot completely was the size of the wallet, which was not fitting in the size of the Australian dollar in it, as the AUD\$ 50 and AUD \$100 are quite big in size. None of the wallets made in India could take in the AUD \$50 note. The Export Promotion Councils should perhaps consider these aspects. They look at incentives, what kind tax benefits that you could get by exporting the products, which they do. I do not know that the Export Promotion Council actually employs someone in the destination country to give them a full report and to do a SWOT analysis on the market. Therefore, that somebody who is planning to venture into Australia has the full knowledge about the market, how does it operate, what are the pricing parameters, etc? A small company might have a fantastic product but it cannot go out exporting its product and do a market research all by itself. So there comes the job of



the Export Promotion Council. Why do you look at developed markets? Because they have an existing infrastructure for banking, finance and legal matters. Therefore, people have confidence in doing business with the developed countries. Where as, if you go to some other countries with a lesser degree of financial and legal infrastructure there is certainly greater risk. How much is the trade debt from such countries and how much is from the developed countries. In developed countries, once you made the entry, you feel safe. The medium and small industries in India should feel that exporting means more than merely coming into a market, taking an order and supplying a product. We need to have a business plan and see if whether we have the resources to do market visits. To be able to produce slightly different quality, we also need to know who the customer is. I would like to quote here about bicycles. India is now producing a lot of high quality bicycles, which are not for the domestic market. Indian bicycle is not going to be sold overseas as it is and will be sent in a different package catering to that demand. Therefore, does your plan have a capacity to produce it repeatedly with same quality? This is where many smaller companies struggle to retain market share and profitability. Therefore, they need to have consistency of supply and consistency of quality.

You have raised a good point here. However, do you have any body who assist such kind of work in India or in Australia? Does AUSTRADE help in this?

Austrade helps Australian companies. They do something very similar in helping Australian companies export successfully to markets all over the world. Yet, another way of effective exporting is where five or six companies making a complementary product



range form a consortium. They export into a particular market. They are not competitors and their products or services should complement each other. It could be a unique concept for any particular project. Example, let us say you have a golf course coming up. You want to have a world-class golf course, some restaurants, and all co-related services. You can have a golf course designer, a clubhouse designer, an architect, and a specialist to advise on the kind of grass to grow, an irrigation specialist and equipment supplier. So you are involving five or six companies. The companies pitch in with a project report to the developer here and together they have the collective expertise to deliver a turnkey project that they individually would not be able to. This is same for the health industry also. Building a hospital is another example. Some one who has a piece of land and wants to build a hospital there needs a lot of assistance. A hospital construction specialist, a supplier of hospital equipments and someone to advise on the waste disposal are required.

These kinds of consortia have worked well with Australian companies bidding for projects in the domestic and international markets.

Any such project, which you remember, had been taken off in India that could be a good case study.

We experimented it on the golf courses in 1992, a group from Australia was working on it and the outcome is Royal Palms. The golf course architect was also

involved in the Eagleton Golf course in Bangalore. It has been a success. We must be more innovative in how we deliver results to be more competitive as well as to give the customer perhaps a bit more than what is required. By the clever use of modern technology, it is not difficult to do so. I guess what I am saying here is to move away from being merely product centric to being service centric!

How can India value-add to Australia's business? How is it effectual if both of them team up?

Essentially, there is a value-addition if India becomes a partner in progress with Australian companies. I refer back to my company's fumigation technology. We have found that there is a big market for this technology in the United States and other countries so we could have Australian technology being delivered to other countries in the World, with Indian equipment. Another example during my time in Mumbai is a tyre manufacturer in Western Australia that is having the tyres manufactured in Chennai for exporting them to Japan. It is the complementary strengths of both our countries that we need to identify and use so we can all gain from the opportunities that this will present.

How is the education sector being benefited out of all these?

One are that we need to look at in my opinion is that of vocational education. It's good to have Indian students going to Australia to do their management and IT education but I believe there is a scope to go into specific kinds of education; let us say, nursing. Australian nurses are accepted worldwide for their high quality work. Therefore, I am talking here about industry specific training courses. Probably some areas where India is better than Australia could be the gems and jewellery area. That is going on here for generations. Another area where India can focus on is privatization. Australia too has gone through the process of privatization and it has learnt many lessons the hard way! In almost all areas of disinvestment that India is talking about transport, airports, power Australia has experienced the process and would be willing to share that experience with India.

So presently, are you just working as a consultant?

I am working with the AsiaWorld group on fumigation technology plus on a number of other projects. One of these is the import of aluminium extrusions into Australia. It is strange that Australia exports the mineral input and imports the end product. This too is outsourcing of a kind! It is a good partnership.

The name Asia World seems very interesting, any specific reason behind having this name.

The company has been in operation since the early



1980's and at that time, the major activity was with Asia in terms of shipping. Asiaworld was emerging as a liner company that was operating a lot in Asia but of course, it expanded to the US. It also does a lot of business with India and Europe. Just last week we had a seminar in Sydney and this week in Melbourne, which is focusing on Australian importers of Indian products and how our fumigation process will assist them. This will help them in getting the product more efficiently into Australia.

You are also involved with the new entertainment industry operations in Australia, what do you feel about Bollywood's recent ventures?

I would like to say here that Maharashtra is underutilizing the benefits of bollywood as a proper industry. I understand it is a love and hate relationship with others industries as well partly because a lot of Bollywood conceptual. Bollywood creates a lot of noise, colour and generates a lot of interest. The way these movies are accepted internationally is very significant. We had a beginners guide to Bollywood festival in Melbourne about a month ago and it was very successful. More people were getting to understand why do people in India speak differently, why do they dress differently, so suddenly it creates a lot of interest among people for Maharashtra and that interest could be capitalized by bringing them down to Maharashtra. Behind the colour, lights, music, and dance comes the business and investment. Therefore, I think Bollywood could be the way to attract greater trade, business and investment into Maharashtra

You started BANCSEA. How is it doing now?

It was not exactly created to focus on specific promotion of business or investment but it was more to promote networking amongst people that had interests in Australia. The idea is to arrange meetings between Australians and Indians and make them understand each other and their art and culture. I understand they still meet regularly and recently celebrated Australia Day as well.

What do you feel about the Australian wine companies venturing into Indian Market?

I was very fortunate because many of these developments in the wine sector happened during my tenure here. So there is a lot of scope for wine to be marketed here. I think Australia too has a great future in the wine industry. I understand that some of the red wine available here comes from Australian rootstock. There is also some bulk Australian wine being imported and bottled here. The wine consumer here is also getting sophisticated and is beginning to appreciate varietal wines.

What is the role of AIBC?

AIBC is the premier body to facilitate trade and investment between India and Australia. The AIBC has access to many of the Australian policy makers and like wise, the India Australia Business Council does the same thing in India here. One of the prime activities of the AIBC is the joint business council meeting, that usually precedes the Joint Ministerial Commission and submits its findings to the commission for discussion. We lobby for better conditions to bring about improved bilateral trade and investments. Reminds me - we will be getting Alphanso mangoes in Australia very soon. We will also be bringing delegations to participate in films; similarly, we will be setting up industry chapters on films and entertainment, environment and food processing industry.

AIBC is also planning to look at the direct shipping facilities to be promoted between India and Australia.

Any message you would like to give to the Indian business community.

Since my arrival into India a week ago, there is a line from a particular TV ad that keeps spinning around in my mind... **Dimaag ki batti Jalao.** It is like opening up of the mind and the time is now for an enlightened mind to seize new opportunities. Because what is happening now is there is tremendous connectivity beyond political and geographic boundaries. The social and cultural implication of this interconnectivity and global business networking is massive. Now its possible for someone sitting in the remotest place in Russia to be communicating with someone in downtown Melbourne at the same time. This presents a great opportunity to get to know one another without the tyranny of distance or time. Therefore, people are going to be more knowledgeable and perhaps more accepting each other's culture and differences and the geographical and political borders are diminishing.





Launch of Australian Alumni Association in Mumbai

The Indian Graduates from Australian Universities formed the Australian Alumni Chapter in Mumbai on 8 February 2004. The Australian Alumni Association (AAA) is an umbrella organization that represents alumni from each of Australia's 39 universities. Unique in this regard, it is the only such association that links Indian alumni of all Australian Universities. Established by IDP Education, Australia (a not-for-profit organization owned by the Australian Universities) the AAA is slated to be the largest alumni association in India.

As a supporter of the AAA, Mr. Henry Ledlie, Country Director of IDP India states that there are currently over 12,000 Indian students enrolled in Australian Institutions and the number of graduates are constantly increasing. For Indians who have graduated from Australian educational institutions, the personal and professional contacts and connections they make help develop genuine and long-lasting cooperative partnerships between the two countries.

Mr. George Cherian, President of the Australian Alumni Association, based in Chennai, states that the main purpose of forming this association is to help and guide the Indian students who return from Australia after their graduates' studies. The Association is a showcase, to recognize the performance and excellence of the outstanding alumni in their respective fields.

The AAA, as part of its activities, organizes with the support of IDP, the Australian Alumni High Achiever Award. The award showcases the achievements of Australian Alumni from India who have made



outstanding contributions to Indian community and industry. The event is tribute to all Australian alumni and especially to those Indians who have returned after completing their education in Australia, to contribute towards India's growth and development.

The AAA was inaugurated by Ms. Lindy Hyam; Chief Executive of IDP in Feb 2002 in Chennai and the association already has close to 200 members. The AAA has established chapters in Chennai and Bangalore.

Ms. Dia Kothari a graduate from Monash University along with Avanti Redkar a graduate from RMIT University who is currently employed with IDP Mumbai will be the coordinator for the AAA in Mumbai. The AAA hopes to meet once a month to introduce new members, network and discuss activities for the AAA. Shireen Ardeshir, Manager IDP Mumbai states, "the launch of the AAA in Mumbai is a wonderful opportunity to profile Australia as a destination of successful graduates and we certainly look forward to bringing this community closer together".

(For further details on the AAA or to register as an Australian Alumni, log onto the www.australianalumniassociation.org)





Paramount Minerals And Chemicals Limited

An Indian Success Story

Paramount Minerals and Chemicals Limited (PMCL), a pioneer in the manufacturing of optical brighteners, belongs to the Rajkamal Group, promoted by the families of Siyaram Poodar Group & Sanghai Group, based at Ambarnath, near Mumbai. The company has played a sterling role for nearly two decades in developing a wide range of products for meeting the whole gamut of optical brightener needs of the detergent, paper and textile industries. From a humble beginning, the Group has forged ahead and has been serving global customers for more than a decade.



Paramount has recently completed a project for upgrading the manufacturing technology of its plant for increasing its production capacity at a cost of several million dollars. The project has boosted the company's ability to meet the requirements of its customers to their optimum satisfaction. Emphasis has been laid on stringent quality standards. Besides, the project has equipped the company with flexibility to further expand its production capacity rapidly.

Powered by innovative marketing, Paramount has been able to sell its products to multinational detergent producers, paper mills and textile industries across the world.

The commissioning of a plant for the manufacture of

Di-amino Stilbene Di-Sulphonic Acid (DASDA), a vital input used in the production of optical brighteners, will greatly bolster the company's ability to produce its own raw material.

Paramount has strived to adopt the ISO 9001:2000 Quality Management System to provide its customers world quality products. The company has also constantly laid stress on R&D and has been able to develop new products of high light fastness and best quality to meet the growing needs of customers and offer them at competitive prices.

Paramount's customer portfolio includes reputed multinational giants and it is the company's earnest desire to be available to serve them through its agents



PRABHAS SANGHAI
Director

WHAT IS AN OPTICAL BRIGHTENER ?

Optical Brighteners are a class of dyes that absorb ultraviolet light and re-emit light in the blue region of the visible spectrum. This makes whites appear whiter. Optical Brighteners are used for brightening / whitening of Paper, Textiles and for blending in Detergents. They are used extensively in the Paper, Detergent & Textile industries throughout the world. Optical Brighteners are also known as Fluorescent Whitening Agents (FWA).



RAHUL SANGHAI
Director

and representatives across the world.

ACTIVITIES

Located ideally in the Chemical Zone of the Maharashtra Industrial Development Corporation, with an easy access to Mumbai's seaport and the international airport, the plant is best equipped to ensure the prompt shipment of finished goods.

The Parawhite range of optical brighteners are largely used in the three industrial segments, namely, textile, paper and detergents while DASDA is used in dyestuff manufacturing.

The Group's production activities include processing of fabrics to manufacturing ready-made garments, suitings, and shirtings. The finished products are exported to countries across the Gulf, Europe and the U.S.

Presently, the manufacturing capacity of Optical Brightening Agents (OBA) is 6,000 tonnes and of DASDA is 600 tonnes per annum. There is good potential to increase the production capacity of OBA and DASDA to 15,000 tonnes and 1,500 tonnes respectively. Plans are also underway to widen the product range by manufacturing other dye intermediate like Metanilic Acid to meet the growing demand for quality products.

PRODUCTS

Paramount manufactures a wide range of Low, Medium and High affinity Stilbene based Optical Brightening Agents for the cotton, textile, paper and detergent industries. These products are available in both powder and liquid forms. The company also manufactures DASDA, required for the production of OBA's.

Moreover, for companies having processing facilities, Paramount also offers concentrated crude powders in the free acid form for some of the products, which can be neutralised into liquid by a simple neutralisation procedure laid down by the

company itself. This helps to cut freight costs.

QUALITY CONTROL

The key to the company's success and continuing growth lies in its commitment to quality in all areas of activity. After having achieved the ISO 9001: 2000 certification, Paramount is on constant look-out for opportunities to improve quality of its products and systems with a view to enhancing customer satisfaction.

The elaborate laboratory facilities armed with state-of-art technology and equipment enable the company to constantly monitor its products at all stages of production. Although the lab functions in close co-ordination with various departments, it is totally independent in order to ensure the specified quality parameters of products. Besides, the R & D wing undertakes the task of bringing out new products and to achieve constant improvements in the company's range of products as well as

processes.

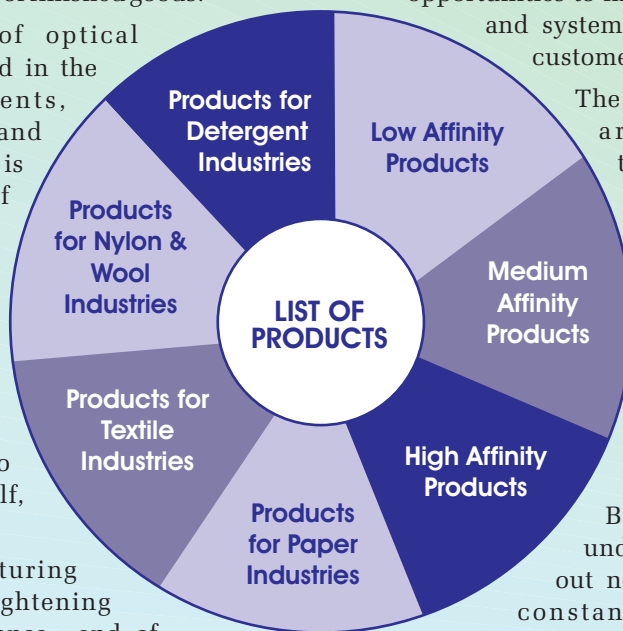
Paramount's lab team consists of highly qualified professional with vast experience in the field and staff members are regularly trained to ensure that they understand the relevance and importance of their activities and how they contribute to the company's overall achievement.

Paramount's products are packed in HMHDPE, fiber drums, tanks or ISO Tanks of very high standard to ensure that there is no damage or contamination to the materials during transit to the customers.

QUALITY POLICY

The Company's quality policy is to continually innovate, improve customer satisfaction and explore domestic as well as global markets & resources and to make the organisation capable of producing value-added products of international standards. The features are:

1 ADHERING TO THE UNIVERSALLY ACCEPTED QUALITY MANAGEMENT



SYSTEMS, IN TRUE SPIRIT.

2 PERSISTENT EFFORTS TO PRODUCE & DEVELOP THE PRODUCTS THROUGH ENVIRONMENT-FRIENDLY TECHNIQUES.

3 CONSTANT RESEARCH & DEVELOPMENT AND UP-GRADATION OF THE MACHINES, MATERIALS, PROCESSES & END-PRODUCTS.

4 CONTINUOUS DEVELOPMENT OF HUMAN RESOURCES AND THEIR SKILLS THROUGH PROACTIVE TRAINING AND MOTIVATION.

TOLL MANUFACTURING OR JOINT VENTURE WITH BUY-BACK ARRANGEMENT

Paramount welcomes proposals from reputed manufacturing companies worldwide or Individuals with high technical experience, who can share technology on buy-back arrangement or joint marketing efforts.

THE COMPANY'S SCOPE FOR TIE-UP ASSOCIATES:-

Variety of Reaction Facilities

Past experience with reputed companies worldwide

Low cost infrastructure availability in terms of land & labour

Liberal Indian Government policies

Long-term secrecy agreements with strict confidentiality

LOOKING FOR INTERNATIONAL AGENCIES & DISTRIBUTIONSHIP

The company desires to work together with experienced marketing companies, agents or individuals who have sound knowledge of the market and relations with customers to promote Paramount products in industries such as detergents, paper & textiles.

Contact:

Tel: +91-22 - 22018562, 22039302, 56334471, 56334472.

Fax: +91-22 - 22054108, 22083690, 24935420.

E-mail: whitener @vsnl.com

website: www.pmcindia.com



Pawan Sanghai of R.J. Knitwears Ltd. receiving an award from Prime Minister Atal Behari Vajpayee

Sanghai Group Company R.J Knitwears Ltd. was given the Export Award for exports of Knitted garments globally. They have recently developed superior quality garments by blending the yarn with TENCIL AND MODAL fiber and such other products, which are new innovatives in the field of garments.

A Multi Cultural and Multi Dimensional educational experience



While a comprehensive analysis is covered regarding the Australian education system through out this section and we are comparing the education systems of India and Australia; Danesh Madon, currently working as the Marketing Executive of Zeeman Wines, Australia, shares his experience of studying in Australia in a brief interaction with Indo-Australian Business.

What is the first thing that springs to mind in India, when asked about the Australian education system?

Well, Australia provided me with a great social environment with warm, friendly people and a great education system that is so well organized and structured, and up to the high standards, we have come to expect from such westernised countries.

I left for Sydney, Australia from India, in 1997 at the age of 16 to pursue my high school and further studies. I had learnt that Australia is a multicultural society. Yes, there was that initial culture shock but like most things, you get used to it after a while. I was accepted well into this society and fell in love with the culture and the people.

Schooling there was great fun. There was a wide array of subjects to choose from. Compared to education in India, the grades you attain in your HSC are based upon your performance throughout years

11 and 12 and not all on a final exam at the end of the year. Grades also vary on your performance compared to your fellow students. So there is a lot of fierce competition between students, which I thought pushed me to work that little bit harder.

After my HSC, I did my BSc. in IT from Macquarie University. The systems of education or method of teaching in the two countries are really worlds apart. The underlying difference between the two educational systems is that in Australia, the system encourages the students to express their views on given topics. The number of students in the classes in India is less than what it is in Australia. Hence, there is a greater interaction and bonding between the teachers and students, in India, which is a good thing. In Australia, since the number of students in every class is very large, this aspect is absent. The system is also different in Australia. It has nothing to do with dictation of notes or cramming from books. Every

student is expected to read and prepare from numerous books on a given topic and submit his project reports. In India, students merely repeat and reproduce work from a prescribed textbook.

Overall Australia provided me with a great environment to learn and make new friends. How well you do is entirely up to you. I wish that the same system of education were adopted in India as well.



THE EDUCATION PARADISE AUSTRALIA

Australia, a continent with a population equal to Mumbai and geographically bigger than the Indian sub-continent, has a lot to offer. In the process of exploration, the recent years have seen significant development in trade and investment between India and Australia. The major export items for Australia include coal, gold, processed foods, vegetables and fruit nuts, cotton wool, copper ores, etc and the imports include, cereals, tea and mate. However, it is quite encouraging to know that India is the 12th largest export market for Australia. In both countries the investment is growing every year. Be it tourism, film, sandalwood, wine, mining, Information Technology or education, these non-conventional sectors are emerging gradually. In our magazine, The Indo-Australian Business, we have been trying to highlight these topics from time to time. The year 2004 started with few sandalwood and wine companies looking for business in India, followed by the visit of the Australian film delegations to participate in FRAMES 2004 organised by FICCI to the recent visit of the delegation on Laws including the Australian Solicitor General, former Chief Justice and few more significant people from this field.

Keeping in mind the ever increasing number of Indian students selecting Australia for higher studies in comparison to the US and the UK, **Rojita Padhy** tries to find out here as to how, what and which are the driving factors for those 13,000 Indian students (source AEI), who have chosen Australia as their next best education destination.

It is the popularity among the students, which shows

that Australia's education facilities and courses are world-class, while tuition fees are substantially less than those in Britain and the US. The city of Perth alone has five internationally recognized universities like-Curtin, Edith Cowan, Murdoch, Notre Dame and the University of Western Australia. These, including other universities in Australia, provide degrees, doctorates, vocational training qualifications, secondary education, foundation courses and many more to the students. The Regional Development Minister, New South Wales, David Campbell, during visit to India in December 2003, said, "The number of Indian students studying in Australia and their experience in our land will benefit both the countries and will generate much mutual understanding."

The write-up below throws light upon aspects like, advantages of studying in Australia, the procedures for applying for these institutes, which career suits the student best and how to go about getting an Australian student visa.

What are the basic advantages of studying in Australia?

a) The institutions impart the most modern skills cost-effectively, high level of technological advancement, some of the best infrastructure and facilities and a friendly multi-cultural society.

b) The country being dynamic and vibrant in nature makes you face lots of challenges and new

experience each day.

c) Here, the international students experience a unique kind of education, a learning style that encourages innovative, creative and independent thinking.

In addition, the Australian Government ensures that the international students who come to study have legal protection. The Education Services for Overseas Students Act (the ESOS Act) is unique to Australia that works in this regard.

The most popular courses amongst students are Business, IT, Engineering, Science and Hospitality. However, it offers much more to explore.



Three distinct sectors include: -

School sector: Education for 12 years, vocational education and training sector providing technical skills, after post secondary schooling. Higher education sector provides post senior secondary qualifications.

The Indian and Australian education systems are similar in structure, i.e. 10+2+3 yet they are distinct in their teaching-learning processes. An Indian student currently studying a Master of Business Systems at Monash University notes: "In India we had a tendency of just one kind of study which was just a month before the exam and that's it. Whereas in Australia, with all the assignments and tests, it is like a continuous evaluation, which helps you because there is not a lot of burden at the end of the course."

The staffs in educational institutions are recruited around the world and are often experts in their fields. Undertaking active student and staff exchange programmes with institutions in the USA, UK, Canada, Europe, Asia and India, are additions to it. Australian advancement in technology includes the development of an internationally accepted aircraft landing system, the 'black-box' flight recorder, 'bionic ear' implants, a heart pacemaker and computer hardware and software. This relatively young nation, Australia, has already achieved seven Nobel Prizes in Medicine, Chemistry, Literature and Physics. All these provide a perfect environment for the Indian students for higher research.

The qualification framework in Australia involves a national system, the AQF- the Australian Qualifications Framework. The Australian Government endorses it and the AQF qualification is recognized internationally. Private sector, government employers and other education systems in India recognize the high quality of Australian education and training.

Australia has one of the most vibrant vocational education and training systems in the world. The Australian VET system provides training that is both practical and career oriented, providing opportunities to acquire skills that suit individuals and which makes them "ready for job". Many Australian education institutions are also members of professional bodies or councils that have their own codes of conduct. These arrangements provide international students with quality assurance and high levels of ongoing support. The bodies include, Australian Vice-Chancellor's Committee (AVCC) for higher education, TAFE Directors, Australia for public VET providers, the Australian Council of Private Education and Training (ACPET) and the Australian Council of Independent Vocational Colleges (ACIVC), which covers private VET providers.

So, after getting yourself updated with such facts about Australian Education, are you ready to apply for admission to an Australian institution? If yes, then get some more facts cleared:

How cost-effective is it to study in Australia?

Research shows that in 2001, the average cost of completing a Bachelor's degree in Australia in business was nearly 54% less than at a public university in the USA while the cost of completing a Masters degree in business was nearly 44 % less than in the USA. And the cost of living in Australia for an international student was nearly 30% less than either in the USA or the UK. The average expense for students is estimated to be about US\$8,000 per annum.

Entry to Australian institutions:

Entrance examinations like SAT or GRE are not required but GMAT might be applicable for any of the institutions for entry into MBA programme. Work experience also might be required for programs such as MBA, Marketing and management. Educational institutions in Australia have two student intakes each year in the month of February and March and then in July and August. The student should apply for admission ideally 4-5 months before the orientation for the course commences there.

Requirements for Student Visa:

- English language proficiency provided through IELTS score of not less than six months prior to applying for the student visa. The website to check is www.immi.gov.au/students.
- You need to show to the Australian Visa Office that you are able to support your tuition and living expenses. So do a proper research on financial calculation. The AVO assesses the cost to be AUD\$12,000 per annum i.e., Rs.3.8 lakhs. However it will vary from person to person. To check scholarships information see, www.studyinaustralia.gov.au.
- Your offer letter from a recognized university in Australia, your IELTS test score and financial details are required while applying for an Australian Student Visa.

You can work part-time for 20 hours per week during semester vacations. And you need to apply for a work permit after you arrive in Australia. Students can work part-time either on or off campus.

In the MOU signed in 1999, between the Australian Vice-Chancellor's Committee (AVCC) and its Indian counterpart, the Association of Indian Universities seeks for co-operation in a range of areas. The Australian government is promoting that process through the Australia-India Research Student Exchange Program. This program involving 11 premier institutions in both the countries for exchange of researchers in fields like nano-technology, genome and phenome research-areas, is to enrich the education and bilateral relation between both India and Australia.

What are you waiting for then! Go ahead and explore the opportunities in Australia.



Western Australian Education System, a world-class example

She was a teacher in secondary high school, she worked in the Ministry of education in Western Australia, and now she is designated as the Regional Director of Western Australian Trade Office-India. She is none other than Sonia Grincer. With an extensive educational background, she shares her thoughts about the Indian and Australian education system and her experiences with the Western Australian Education system with Rojita Padhy.

Here is an excerpt of the interview.

You have been a part of the Ministry of Education in Western Australia. Could you give us a brief idea of the Western Australian education system?

I was a secondary high school teacher and administrator for 16 years. During that time I was seconded to Central office of the Ministry of Education in Western Australia and wrote the secondary schools syllabus in Communications Studies during a time when Western Australia switched from a Public exam system for 15 and 17 year old students to internal student assessment. It has made for a more interactive and group focused learning and teaching system. Rather than "cramming" for exams, interactive learning allows students to work more at their own pace. In India, I am very pleased and honoured to sit on the Advisory Board of Kangaroo High School - a school based on interactive learning principles. School education in Australia is a state responsibility. So school students moving from one state to another often encounter different curriculums and syllabus material. There is a move afoot now to bring about a more centralised and uniform curriculum, which makes much more sense.

Which are the areas in education where Western Australian educational institutes acquire expertise?

Western Australian universities and TAFE colleges offer the usual

range of graduate and post graduate degrees and Diploma courses in IT, Business and Commerce, Arts, Accounting, Medicine, Law, etc. However, some of our specialities are in Games Technology; engineering (offshore, mining and construction); sports science; health services and the performing arts to name a few. We are also right up there in agricultural sciences.

Please name a few universities and schools in WA and highlight the safeguards that these educational institutions follow for international students.

Western Australia has five internationally recognised universities in the University of Western Australia (UWA), Curtin University, Murdoch University, Notre Dame and Edith Cowan University. All the campuses are spread across Perth and therefore easily accessible for students. All universities offer graduate and post graduate degree courses. Universities across Australia are overseen by the Federal Government and all courses must meet the same standards and Quality Assurance. Perth enjoys more university campuses per capita than any other state in Australia. It attracts thousands of international students especially from Singapore, Malaysia, Indonesia, China, Vietnam and increasingly from East Africa, the reason being that the cost of living in Perth is substantially less than the more populous states of Sydney and Melbourne. In addition, Perth shares the same time zone as South East Asia - Perth is closer to Indonesia than it is to Sydney. Indian students have been slower to recognise the advantages of studying in Perth probably because Western Australia is less well known. For instance, students may not be aware that WA accounts for more than 28% of Australia's total export earnings and attracts the highest level of private sector investment into the country. It also enjoys the highest per capita income in Australia

and currently enjoys the lowest unemployment rate in Australia.

In addition to the provision of an internationally recognised degree, there are also many Tertiary And Further Education (TAFE) campuses located in Western Australia. TAFE offers Diploma courses as well as provides bridging



courses for entry into universities. I appreciate that Diploma qualifications in India are not as well regarded in India as they are in Australia. This is probably because Australia has a highly developed apprenticeship-training program in place. TAFE courses are structured to meet the needs of industry - indeed, it is industries' needs that drive TAFE courses on offer. The range is enormous from Diploma training to be a hairdresser through to highly advance 3D Multimedia courses.

How cost effective is the Western Australian education system for Indian students?

Studying in Australia is very cost competitive as opposed to studying in the UK and US once you take into account the cost of living, component for rentals, food and transportation.

What kinds of scholarships are given to the international students?

Scholarships are not usually offered to undergraduate students - the demand for places is so high that there is not a need to provide them. However, scholarships are available to postgraduate students but usually to students who have come through the graduate degree course. These scholarships are usually offered to the brightest students as an incentive to retain and encourage them to undertake postgraduate research studies.

What procedures should an Indian student follow to pursue higher studies in WA?

The Western Australian Trade Office employs a full time Student Counselor to assist students in their course selection and visa application process. It is a free service to students. We are able to provide up to date and current information about universities and colleges in Western Australia because we liaise directly with the institutes on a regular basis. Because of the personalised service we are able to provide, I am pleased that the number of Indian students electing to study in WA is growing steadily.

Students should phone our Mrs. Aban Hirjikaka for an appointment on 022 56303973.

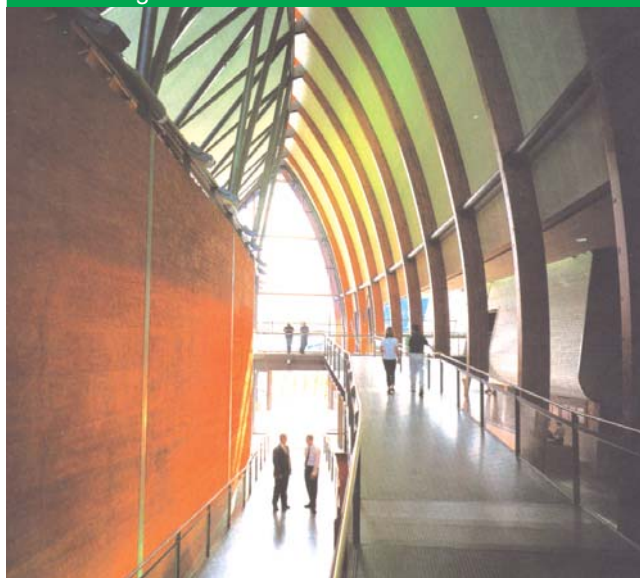
Name few possible areas in education where India and WA can collaborate. How can education be of help in strengthening bi-lateral ties between two countries?

I am also pleased to inform the readers of Indo-Australian Business that in June 2004 the Fremantle college of TAFE will commence delivery of its Hospitality and Event Management Diploma Courses in Mumbai through the Somayia Institute. I am optimistic that these two courses will be the first of many that Western Australia will provide onshore in India. We are also in preliminary discussion to deliver some university programs onshore in India through an alliance with a new university.

★★★

The University of Adelaide

Established in 1984, University of Adelaide is one of Australia's most respected & prestigious universities. A member of the "National Group of Eight Universities", Adelaide prides itself on providing quality education, as well as being one of the nation's leaders in quality research. The university has advanced specialist centers in the sciences, technologies, environment, agricultural and natural resources science, business, social science and in medicine domains. Its research activities are one of national and international repute. The university is linked with some of the world's best universities, including University of California (USA), McGill University (CAN), University of British Columbia (CAN), University of Edinburgh (UK), and many more top universities in countries like Japan, Germany and Sweden. University of Adelaide graduates possess a valuable, internationally recognized qualification. They go on to hold important positions in government, business, industry and universities around the world. The University also offers various Diploma, Undergraduate & Graduates programs in the field of Agriculture & Natural Resource Science, Architecture & Urban Design, Biotechnology, Commerce & Management, Health Sciences (Dentistry, Medicine, Nursing), Economics, Finance, Engineering (Chemical, Civil, Environmental, Electrical & Electronic, Computer Systems, IT & Technology, Mechanical, Mechatronic), Environmental Management & Science, Humanities & Social Science, Law, Mathematical & Computer Science, Science (Physical, Biological & Geological Science) and Performing Arts.



Western Australian Education A Class Apart

Western Australia has welcomed international students for decades, and is one of the leading Australian destinations for students. In any year, over 20,000 students are drawn from over 60 countries. Western Australia's education facilities and courses are world-class. They provide Certificates, Diplomas, undergraduate and postgraduate Degrees and Doctorates universally recognised for quality, consistency, affordability, portability and high standards. There are five universities in Western Australia. The oldest is the University of Western Australia, established in 1911. Curtin University has built upon its origins as a technology institute. Murdoch University has developed a reputation in environmental and veterinary courses. Edith Cowan University specialises in professional services. The only private university, Notre Dame, opened in Fremantle in 1990, linking to its United States parent campus.

The vocational sector provides education and training courses that award both qualifications for direct employment and base entry into universities in Australia and overseas. Courses are delivered through private colleges and 10 government-owned Technical and Further Education Colleges (TAFE).

There are over 120 private training organisations that have the necessary accreditation approvals to provide courses to overseas students.

Perth's English language study courses attract many students seeking further study and travel within Australia. Perth offers a wide range of quality pre-university study courses at the secondary and foundation studies level.

Australia provides one of the most affordable study destinations in the English world, with tuition quality comparable to the world's best at considerably less cost.

Surveys confirm these comments. A further advantage for students choosing Australia as a study destination is its position as a country with one of the world's highest living standards but at a fraction of the cost of more expensive countries, such as the United States, the United Kingdom and the European Union.

Supportive services

Visas

A student visa is required to study in Australia for over 3 months and a short-stay visa if the intended stay is less than 3 months. In Western Australia, the Council of International Students plays a vital role in protecting the interests of foreign students and providing a broad



range of advisory and welfare services.

Post-Graduate studies

Completion of a qualification from the Australian Qualifications Framework (AQF) enables international students to progress to the next AQF level anywhere in Australia, subject to visa requirements.

Migration

The Australian Government skilled migration program targets young people who have skills, an education and outstanding abilities that will contribute to the Australian economy. International students with Australian qualifications account for about half the people assessed under this program.

Employment

International students in Australia are entitled to seek employment for up to 20 hours per week (and up to 40 hours per week during semester breaks). This enables them to secure additional income for study and living expenses, gain work experience and more fully participate in Australian society. Jobs can be identified from institution support services, word of mouth or newspaper advertisements

Pastoral Care

Western Australia provides excellent support mechanisms for its overseas students.

Accommodation

A variety of high standard student accommodation is available to suit different budgets and needs. There are numerous means of finding the right place to live, from student support offices and the advice of friends through notice boards and local newspaper

advertisements, like home stays or rented rooms and many more.

International students in Australia and their parents enjoy a level of service and financial protection that is unrivalled. Australian Government legislation includes a code of conduct that is consistent and legally enforceable. The Government, through the Education Services for Overseas Students (ESOS) Act 2000 regulates education and training services to overseas students. The Australian Government assists Australian institutions to recognise qualifications from overseas, and works to promote the recognition of Australian qualifications internationally. The Australian Qualifications Framework (AQF) covers most courses and training undertaken in Australia by overseas students.

Some institutions are members of professional bodies with their own codes of conduct.

Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) lists all providers registered to offer courses to those on student visas, and the courses offered.

Australia has a highly regarded national accreditation scheme for English language teaching centres that sets standards for class sizes, professional qualifications for teachers, curriculum, teaching methods and materials. Australia's official English language training accreditation system (NEAS) is globally recognised as world's best practice for English language tuition, and has been adopted in many other countries.



IAEC (Indo-Australian Education Center)



With the global office located at Melbourne, IAEC (Indo-Australian Education Center) has all India presence.

IAEC is basically a facilitating body which is focused in escorting students aspiring higher studies in Australia right from preparing them for competitive exams, career counseling, university selection, processing students application, securing financial assistance, scholarships & grants, visa guidance & many such services. IAEC concentrates on careful evaluation of student's interests & then guiding with the Right Programs at Right Universities. IAEC is actively promoting "Top Government Sponsored Institutes & Universities" offering diverse courses. The Mumbai region is managed by Mr. Shailesh Patel who specializes in guiding students for study abroad programs at various levels.

Late Mr. Navin Shah, former director of IAEC is one of the founder members of "Association of Australian Education Representatives in India" (AAERI) maintaining high level of ethical standards in the profession of counseling & students recruitment for Australia. Students today aspire to be global managers and look forward for exposure at international level. Avenues for such students are abundant if a timely & accurate decision is taken. To support a student in selecting the right destination, IAEC is celebrating its 35th year in promoting Australian Education to Indian Students.

Education Australia... FOR PEOPLE ON THE MOVE...



Are you looking for high quality teaching, state-of-the-art resources, leading edge technologies affordable study, living costs, and a safe and friendly environment or do you want to join the successful Australian alumni from 90 countries, sought after by employers across the world? Read on then about the perfect education package...Education Australia!

Studying abroad always has and still now continues to enchant many Indian students. It is seen as a passport to global mobility, increases social status, contributes to higher earning potential and often spells success and a bright future. In the last 12 months, the number of Indians enrolled in Australian universities alone increased by 34 per cent!

Have you ever wondered why nearly 1,90,000 international students are enrolled in Australian Institutions!

Here are some of the reasons why:

- Commonly called the "Land of Opportunity", Australia is a young vibrant, young and multicultural country.
- Australia has one of the strongest economies of the world. It's high growth low-inflation and low-interest rate economy provides a stable environment. Australia is a stable democracy.
- Australia with low crime rates, low pollution and strict gun control laws is a relatively safe country.
- A culturally diverse country, Australia has more than 100 ethnic groups and accepts of all religious beliefs.
- Australia's close proximity to Asia and the Pacific offers students' valuable insight into the markets and cultures of these regions and first-hand knowledge of intercultural experience.
- Universities all around Australia are developing outstanding leadership and expertise in specific areas of research. Australia is a world leader in the field of photovoltaic and a leader in quantum teleportation and multimedia particularly film, new media and entertainment software.
- Australia's 64 Cooperative Research Centers (CRC's) bring together industry, government and academics. This collaborative approach means that you have access to the very best research training and the opportunity to learn about the commercial side of applied research, giving you a competitive edge in the job market.

The Australian Education System

The Australian education system aims to give students the knowledge and skills they need to excel in our rapidly changing world. The Australian education system has **five sectors: primary and secondary education; English language courses; vocational education and training; foundation studies and university.** The Australian

Qualifications Framework was set up by the Australian Government to ensure that all the different education sectors link with each other. This makes it easier for students to find their way through the education sectors to reach their desired qualification or level (in Australia this is referred to as a pathway). It also provides for flexible entry and exit points throughout the education system, such as transitions between TAFE and university, or undergraduate and graduate courses.

There are 39 universities ranging in size from around 3,000 students to 50,000 students. 37 of these are government-run. Australian universities offer undergraduate and postgraduate programs in the most diverse range of subjects (traditional and modern) such as biotechnology, IT, telecommunication engineering, management, and tourism. State of the art facilities and student services offered on campus are comparable to the best in the world.

Australian academics have won prestigious awards, including several Nobel Prizes, Australia Prizes for groundbreaking research and several Teaching Awards. Many students are also high achievers and have won Rhodes Scholarships, Fulbright Scholarships, Churchill Fellowships and so on.

It's Accomplishments

Australia's first university was established in Sydney 1850. 101 years later Australian education has brought home more Nobel Prizes across the board, per capita of population, than any other country. Prize winning contributions to the field of medicine / science have gone to Sir Howard Florey (1945) for work on the development of penicillin, Sir Frank MacFarlane Burnet (1960) for work on immunology, the basis for organ transplants, and Sir John Carew Eccles (1963) for work on how nerves and the brain work among others. The most recent laureate is Professor Peter Doherty, a graduate of the University of Queensland, who was awarded the prize for Medicine in 1996 for his research into the development of an anti-influenza drug using x-ray crystallography undertaken while he was at the Australian National University, Canberra.

Australian universities participate in forums such as the International Association of Universities, the Association of Commonwealth Universities, APEC and UNESCO. They are well recognized throughout the world and have strong international standing through their research activities and extensive connections (exchange programs, collaborative research) with academic institutions and industry worldwide including Oxford, Cambridge, Harvard, Stanford, IISc, IIM, Microsoft and IBM. By participating in these programs, international students can gain additional study experience in some of the finest international universities or access cutting edge research as part of their course in Australia.

IDP India... at your service



Lots of choices about the right institution and right course... exciting decisions about the your dream city in Oz... careful planning keeping in mind your personal and professional needs is required when you choose Australia as your study destination. IDP offers you unbiased and comprehensive information on all of this and more! It is very hard to miss the IDP offices spread over seven cities in India viz Delhi, Chandigarh, Ahmedabad, Mumbai, Hyderabad, Bangalore and Chennai and every office has CD-ROM resources, course handbooks, publications about student life in Australia, brochures for Australian Institutions and audio-visual resources to show you what Australia is really like! IDP is an independent, not-for-profit organization representing more than 250 Australian institutions including universities, TAFE institutes, business and special studies colleges, English language colleges and schools. IDP has been helping international students for more than 30 years.

Every IDP Counsellor visits a variety of institutions in Australia and offers first hand information about institutions, courses, student support services, accommodation options and an overview of life in Australia. You and your parents will receive guidance through the entire application and visa process right up to ensuring that you arrive safely at your chosen destination. Amit Malhotra, Counsellor IDP Delhi says "I put myself in the student's position before advising them about the institution, course and career opportunity".

Once you have made a decision on the Institution and course, you can avail the opportunity to meet with institution representatives who visit the IDP India offices throughout the year and issue Offer Letters to eligible students. We also offer you the IDP Global Apply Online system, which is accessible 24/7 (24 hours a day, 7 days a week) and is especially useful for students who do not reside in cities where IDP India has a presence. Just a mouse click away at www.idp.com students are offered an enrolment service for degree and diploma programs across higher education institutions in Australia together with information in IELTS and a link to the nearest IDP office!

IDP India that is here to help make your journey to Australia as stress-free and easy, believes in complete student satisfaction. We therefore do not stop at just giving advice about institutions, courses and visas, but go a few steps further to make sure that our students are well taken care of, even after they have reached Australia. So if you are looking for information life in Oz, or getting the jitters about what to pack

and what to leave behind or need a preview to studying and assessment patterns in Australia, we host the PRE-DEPARTURE SEMINAR... your worries about accommodation are sorted at our ACCOMMODATION SEMINARS... and for students under 18 years of age we assist with arranging HOMESTAY and GUARDIANSHIP. We also introduce student to Australian Alumni who most often share their own experiences and help students make the transition to Australia.

So even if you do not ask for it, IDP India offers you...

- Comprehensive information on the Australian education system.
- Personalised counselling on study options.
- Communication with Australian institutions on your behalf.
- Assistance with application for a course at an Australian institution and the student visa application.
- Help in processing your tuition fee payment to an Australian institution and organising your Overseas Student Health Cover.
- General advice on Australian and its lifestyle.
- Help in finding you accommodation in Australia.

All our services to our valued students are free of charge. Students will bear no cost for correspondence, inclusive of the couriers. "The whole process became very easy for me because IDP took care of everything" said Omar Wani, a student currently enrolled in the Master of Business Administration program at the University of Technology, Sydney.

A word of advice from Henry A. S. Ledlie, Country Director, IDP India, "Plan your education in Australia properly. You cannot just get up one day and decide that 'I want to study in Australia'. If you have the merit and finances in place there is nobody who can stop you from having a wonderful experience".

So, contact your IDP counsellors today and begin your journey to the land down under.

Discover your tomorrow... TODAY at IDP Education Australia.

(From IDP Education. Visit your local IDP office or just log on to www.idp.com)



Kangaroo Kids, Indian Education In AUSTRALIAN MOULD



For Lina Ashar, her love for children makes her today what she is. Very natural and spontaneous with children, Lina believes that it has been pre ordained for her that she does something concrete to offer to the children, a learning experience that has more fun than dogma attached to it. Kangaroo Kids is her dream project by which she is all set to make a mark and carve a niche for herself.

What made you to start up this new concept in India?

I found a need for change in education system in India. I also saw here that education is not a fun experience for children. That is why I thought to start up something new.

What is the reason behind this kind of a name as it is different from the rest?

Being an Australian national I thought that I owed something to my Australian education and background and toying with few names, I came upon kangaroo. It is something the kids love talking about and thus the name Kangaroo Kids.

This is a new concept, so when you started, how was the response from the people?

We started in 1993 and with only 10 kids in a very small area. People saw how the children were developing. It then started spreading with the word of mouth publicity and then the media started taking interest in it. We did a lot of programs and tried to reach out to the high school so that they would know what exactly is there in these programs.

What is the admission process here?

It is an open entry. As far as I am concerned this should be the type of procedure and the education should be implicit. I look at the students in schools who have got the ADHD problem, Attention Deficit Hyper active



Disorder. They never enjoy studies but here they actually enjoy coming to schools as the teaching procedure is fun learning. What other schools do is that they pick up the intellectually elite students and that results in performing better results for the school, but the role and objective of each school should be to enhance each and every child and not just the intellectually elite students and help each child reach its potential.

How cost effective is studying here, for the Indian middle class children?

It is slightly more than the conventional schools as we have to be at par with the international schools that are coming up just now.

Is the concept taken from the Australian education technique?

It is quite a new concept and what we had to battle was the academic levels that India requires along with the ideals that is in delivery of cultural mix. So we have to make a blend of both of them. At the end of the day we have to prepare the students to be able to sit for the board exams.

What kind of difficulties did you face when you initially came up with the idea?

A lot...any novel venture always meets with resistance.



What is your motto?

Our motto is commitment for colourful learning. It has to be colourful and exciting. We are starting a high school in Goregaon. It is also starting in Hyderabad and other cities. The high school is accredited to ICSE as well as International Australian Board Examination as well.

So how do you feel is the scenario of education in India?

I am so happy that Indians are accepting new ideas and change in education and bringing style and fashion to education.

How would you like to project your future plan?

I do not have any future plans. As soon as we see a glimmer and opportunity, we start to follow it.

How do you finance the entire system?

We have developed a company where all Kangaroo Kids schools come under one umbrella and all the schools contribute one part of their funds to the head office. With that we design training modules and chain development programs. We are just in partnership in providing them with curriculum and training of teachers. Administration and management is taken care of by the schools themselves.

What excites you in this profession?

Everything. One thing, which I believe in, is that all children deserve to get better education and not only the intellectually superior one. There are lots of students in our school who are looking towards Australia for higher education. We are also planning to have a discussion where students can make themselves aware of the system of education in Australia along with the cultural and educational differences of both the countries and we are also planning to come up with projects where we can send children from here to there. We are also looking up to children and teacher exchange program between India and Australia.



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- speedy submission of applications by fax or courier
- IDP Global Apply Online facility for internet applications - online access to a matchmaker database facility to help you find the right course at the right institution
- follow up and feedback once application submitted
- information on Bank loans • information on IELTS Training & Testing Services
- guidance and help with visa applications • confirmation of enrolment
- assistance with finding and booking the right accommodation
- travel referral to avail discounted airfares and excess baggage allowance
- pre-departure briefings.

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■ AHMEDABAD ■ BANGALORE ■ CHANDIGARH ■ CHENNAI ■ DELHI ■ HYDERABAD



PAHARPUR Cooling Towers go International

The cooling tower industry in India is not one which seems to be in a flurry of activity always.

As it does not have a large number of players, action here seems relatively subdued. However, the calm here seems hiding a deluge below its surface. Kolkata-based Paharpur Cooling Towers Ltd is the leader in the industry with a dominant share of the market. The Rs 300 crore company meets a chunk of the domestic demand and has been exporting to various countries as well. It has been trying hard to make its presence felt in the American and Australian markets by consolidating its activities there. Managing Director Vikram Swarup has been spearheading the operations of the cooling tower manufacturer which is trying to keep its head up in the growing competition.

Indo-Australian Business caught up with him at the corporate headquarters of the company in Kolkata.

Paharpur Cooling Towers enjoys a virtual monopoly in the cooling tower market in India? How has it been able to maintain this position?

I wish we were a monopoly. Paharpur is actually a dominant player in the industry. The reason that the company has been able to keep its lead in the market is that it has a presence in all the segments which form the cooling tower industry. No other company can boast of this. The activities of the industry can be divided into four segments- Large industrial cooling towers used in industries like power plants and petrochemical units; medium cooling towers for medium-sized industries, smaller ones for small users, and the spare parts and components. Our company stands apart as it is the only one which has a presence in all these segments.

How is Paharpur placed with respect to market share in the industry?

Our company has a 50 to 60 per cent share of the total market. In the large segment where Larsen and Toubro and Gammon India are our competitors, we occupy 70 to 75 per cent, it is again 50 to 60 per cent in the medium segment while the small segment sees us taking a 30 per cent share.

Are the small players able to dent your market because of the advantage of lower prices driven by smaller overheads?

The small players operate at a scale much lower than that of ours but cannot provide cheaper products as it is not easy for them to reap the benefits of scale. In our case, the overheads are spread over a larger base which offers us pricing benefits

over the small players.

What is your overseas market like, which countries buy your products?

Paharpur is exporting cooling towers to the Gulf countries like United Arab Emirates, Iran and Kuwait. In South East Asia, we have customers in Indonesia, Malaysia, Vietnam and Philippines. The company also has a presence in the Australian market. Last year, we shipped an order worth 8 million Australian dollars (some Rs 25 crore) to a company called Burrup Fertiliser located near the Australian city of Perth.

How does the overseas market scene differ from the Indian situation?

Depending on the location, the market dynamics are different. In Australia, for instance, there are no major manufacturers of cooling towers.

They, therefore, like to buy from abroad. However, in selling to an international clientele, we have noticed that it is easier to get orders from developed countries of Europe and America than to sell to many third world countries. This is because the developed nations have reliable infrastructure to judge the quality of our products which they can trust. In case of some third world countries, it becomes difficult for them to judge how competent we are. However, though the US is a developed country, it is still difficult to sell Indian products there as the clients generally look down upon Indian manufacturers.

Is Paharpur trying to grab any other major offshore order?

Some days back, a Japanese delegation from Fuji visited us at our corporate headquarters for talks on sourcing our products for a power project on geo-thermal energy to be set up in Philippines. Paharpur always keeps looking forward to scooping out offshore orders to meet our export targets.

Apart from cooling towers what other products is Paharpur into?

Other than cooling towers the company manufactures heat exchangers. Moreover, flexible packaging is a different line of products from the company. This line that is about 15 years old has companies like Hindustan Lever Limited and Procter and Gamble sourcing their packaging requirements from us.

Does the company have any foreign tie-ups?

Paharpur Cooling Towers has a technology transfer agreement for Indian operations with Knight Piesold Energy of South Africa.



SIMPLY EXHILARATING' HOT AIR BALLOONING IN CAIRNS

"Superb" "Wonderful" "Awesome" "What a rush!" "Simply exhilarating" were just some of the words that came out of the mouths of my fellow passengers. Even before, realising, you begin your flight and slowly and silently lift off the ground with the wind. At least until the pilot turns on the gas burners above your heads! It helps if you are wearing a hat, but it is safe & you get used to it after the first few hot bursts.

The fact that the balloon drifts with the wind, not against it, means a truly peaceful experience. You slowly & smoothly climb up to a height of up to 3,000 feet & "depending on the wind direction" my pilot 'JJ' explained, "it depends on how fast & what direction you fly. The balloon cannot be steered, other than to spin it around, but by changing height you can enter different wind currents & this does offer some control"

I enjoyed listening to the interaction over the radio between the pilots. There were 6 balloons in the air over Mareeba (1 hour west of Cairns) the morning I flew, which made for some great photos almost like a mini-balloon carnival. Mareeba offers the most fly days of anywhere in Australia, resulting in some of the cheapest, yet most reliable ballooning in Australia.

How often do you see the sunrise? If you are like me, it is not often, yet each time you do, you vow you must do it more often. This most tranquil time of the day offers perfect atmospheric conditions for flying, so it means an early start of 4.30am, but believe me, the loss of sleep is soon forgotten when the sun's first rays peek over the range & streak across the valley below you.

The valley is mostly rich farming land. Cattle graze below & mango, tea, apples & other neatly planted fruit

Whether you want your Cairns holiday to include a romantic interlude or fun adventure, Lee Yun Hui, marketing communications manages, Tourism Queens Land Singapore suggests you consider the exhilaration of hot air ballooning at sunrise.

plantations look like Lego sets when viewed from above. Keep a look out for kangaroos, which will be disturbed if your balloon flies low or as it comes into land.

After the pilot takes a remote mid-air photo from a camera hanging off on the side of the balloon, the landing arrives, seemingly all too soon. But it too becomes part of the experience, as you bend your knees and hold on in case there is a bump.

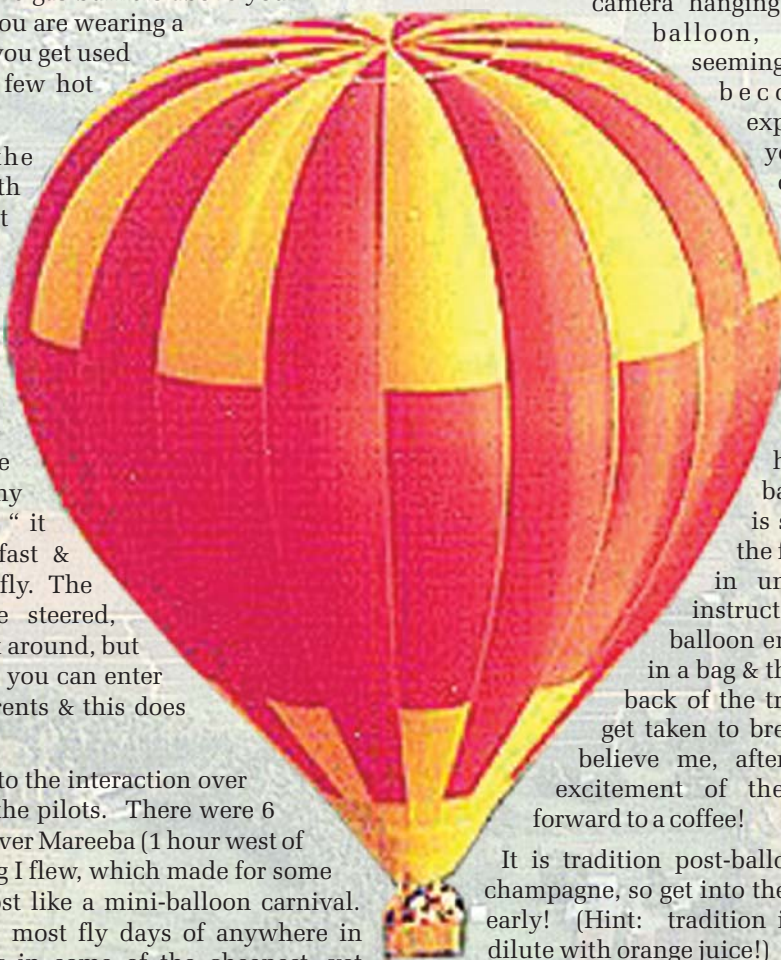
Your basket is met by the bus & forward (as the pilot radios ahead to say which paddock he is aiming for), and some say this is where the fun begins! The good-natured crew needs your help to pack up the balloon & where the flight is serene, the packing up is the fun bit. Everyone pitches in under the good-humored instruction of the crew, & the balloon envelope is soon rolled up in a bag & the basket is loaded on the back of the trailer. Anyway, you don't get taken to breakfast until it is done & believe me, after the early start & the excitement of the flight you're looking forward to a coffee!

It is tradition post-ballooning to celebrate with champagne, so get into the spirit & don't say it's too early! (Hint: tradition is still recognized if you dilute with orange juice!) Breakfast won't leave you wanting & will in fact fortify you for the rest of the day. So, make the most of it & connect your ballooning trip to one of the other activities that Cairns has to offer. The ballooning operator will drop you off at Skyrail, ATV bikes, horse riding, white water rafting or back to your hotel. Nothing like keeping the adrenalin flowing & prolonging your 'simply exhilarating' experience!

Hot air Ballooning operators in Cairns can be found at:

www.ragingthunder.com.au or www.hotair.com.au

Getting there: Australian Airlines flies three times per week direct from Singapore to Cairns. www.australianairlines.com.sg
For more information: www.queensland.com.sg



ABOVE AND BEYOND AUSTRALIA! A STANDING VISION



Yes, Legacies of early-settlers, ethnic cities with long memories, remains...

But today high rise tower blocks, modern commercial buildings a majestic Opera House, Olympic Pools and famous landmark of MCG Stadium, a large continent offers and captivates an inspired relaxed warm way of life. With a Mediterranean climate the inheritance, contours have tamed natural wild-ness to radiant relaxed fragrance of sentimentality. The Southern Cross proudly displays on the Flag the Symbol of diverse harmony, a tourist paradise and multinational rhythm that is AUSTRALIA.

To visitors, travellers, students and businessmen it is overwhelming to visit a country, which provides opportunity to all. A democracy steeped in achievement, a competitive economy and a multicultural society, which looks to the future with confidence.

What do you want and what do you seek? Whether you want people exuding warmth, geniality, and unity of character or aspirations from brisk efficiency, cook formality, stately elegance, reputed Universities to the bushlands! Stretches of pristine beaches, the unique Sydney Opera House or Melbourne Art Gallery? A scenic air of magic hovers over visible signs of dramatic landscapes.

Australia is all and of contrasts, a vibrant nation and above all unity amongst cosmopolitan hospitable



cultures of the world, to light up your face and make you part of one nation.

Everybody eats, and eats well in Australia. Are you experiencing that waft? That aroma of Barbeque? A happy combination of fruits, cheese, seafood and do not forget that splash of olive oil. A collage of culinary delights to whet any taste. Dive into Surfer's Blue Ocean and play with the bottlenose Dolphins. Show your kids exotic species of flora and fauna. Watch Kangaroo Joe hop across with Joey in his pouch, cuddly Koala and treat you to that stunning Opal.

In search of Travel, Education, Trade or Holiday what is it that makes people choose Australia frequently!!!

It is a youthful vibrant nation, harmony in environment, gourmet restaurants to suit every pocket with BYO wines for the most selective tastes and endless parade of shopping- markets and designers.

No country can boast of so much from azure waters of Coast, fresh springs, to the delightful fairy penguins. Awesome! Parks, cities and vast tracks of vista Vision, there you are! "Australia Vision". Enjoy the stunning Blue Mountains, Beaches, and Kangaroo Island. The entire continent Child friendly Stay and Play! You can be pampered, or live with a backpack Swagman and just explore.

Cutting swathes through urban landscapes awesome freeways, inter-city and cross-country travel with quaint trams of Melbourne would make Captain Cook proud of his discovery. Dominated by agricultural and pastoral pursuits, strong influence of commercial life, all reflects the charm and wonder of Australia.

The sunsets and lights stretch over casinos, hotels and homes. Territories sparkle for tourists and visitors. The aspiration, the expanse and character, Australia welcomes you. As you wing your way home, you are already planning your next colourful visit to the Continent and grandeur of yet another "Australian Vision".

(The author Joyce Pereira, is an Executive Assistant and Consular Officer at Australian Trade Commission, Mumbai)

DOING BUSINESS WITH AUSTRALIA

At The Entertainment Marketplace

FICCI FRAMES global convention bringing together the best in the world of entertainment displaying the past, present and the future.

Yet another year has gone by with FICCI organising the three-day event at FRAMES 2004 at the Renaissance, Powai, between 15-17 March. The event was a raving success with 250 international entertainment industry delegates participating from over 20 countries, including South Africa, the USA, Canada, the UK, Australia, Pakistan, Germany, France, Singapore, China and Thailand, to name a few. The annual event lived up to its promise by networking 400 companies together under one roof. A unique platform was created bringing about linkages between India and various established entertainment regions creating opportunities for both the Indian and international entertainment industry. Some of the biggest technology conglomerates in India and abroad ranged from IBM to Reliance Infocomm presenting their vision of a possible mélange of IT with the entertainment industries within the Indian context. International entertainment giants, such as Walt Disney International, IMAX Corporation, Electronic Arts, made their presence felt, sampling the Indian Media & the Entertainment Industry. The first day was divided into a number of concurrent sessions revolving around the theme **India Unbound**. The inaugural address at the convention was given by the Honourable Minister for Information and Broadcasting, Mr Ravi Shankar Prasad. He commented on the various issues of importance to the entertainment industry such as piracy and the rise in popularity of crossover films. The guest of honour, the Rt. Honourable Tessa Jowell, MP, Secretary of State, Department of Culture, Media and Sports, Government of UK, highlighted the spread and dangers of piracy and the impact of threatening the future of creativity. There was a session on 'Funds and Projects', which raised questions about the difficulties faced by Indian



producers while trying to tap the global pool of funds. It also dealt with the role of venture capitalists and global lending institutions in the entertainment industry. Hosted by Mr. Ashok Wadhwa, Managing Director, Ambit Corporate Finance Pvt Ltd. Mr. Wadhwa appreciated FICCI's contribution to the legitimization of the role of the entertainment business recognising it as an industry.

HAPPENINGS AT FRAMES 2004

Twenty-five animation companies endorsed the efforts of FICCI in recognising excellence in the animation industry. Amitabh Bachchan and Hema Malini were awarded the FICCI Living Legend Awards for their unforgettable performances in the films they had starred in and also in recognition of their contribution to the Indian entertainment industry. The awards were a fitting acknowledgment of their dedication to the Indian film industry. Earlier recipients of the awards were Dilip Kumar, Lata Mangeshkar, Dev Anand and Asha Bhosle.

SIGNIFICANT FEATURES

The first ever Pakistan entertainment industry delegation to India in 40 years offered terrific support to the South Asian region, bringing out the potential for the development of entertainment content as a result of historic meetings between leaders of the Indian and Pakistan entertainment industries. Prominent actors on both sides expressed their views in bringing Bollywood and Lollywood (Pakistan's film industry) together.

A notable achievement was made bringing together two producers from India, USA facilitating a co-production between India based Castle Peak Pictures, and US-based Quixotic.



IN PASSING...

As a validation of the importance of the event, FRAMES 2004 witnessed a significant increase of 30 per cent in attendance, from 1200 last year to over 1500 this year. All the exhibitors at the FRAMES 2004 marketplace were more than willing to get back the next year, attributing the cause to be a focused audience, innovative opportunities like screening room, press conference room and a steady flow of committed visitors in this three-day event.

INDIAN FILM INDUSTRY GOING THE AUSTRALIAN WAY

Australia has projected itself as a major player in the global film market at FRAMES 2004. The well established production company, Temples and Castings Pvt Ltd has made its foray into Bollywood. Australian speakers were given the opportunities to air their views and suggestions at an exclusive session on 'Doing Business with Australia', chaired by Anupam Sharma who has been involved with more than ninety film projects between India and Australia. Delegations from the Australian India Business Council (AIBC) and its film chapter (FAME Council), ausFILM, Australian Film Commission, and various film bodies actively supported the cause at FRAMES 2004, setting the pace for accelerating the already burgeoning liaisons between the Australian and Indian film industries.

'DOING BUSINESS WITH AUSTRALIA'

Have you ever asked yourself how could the silver screen be made to look like a picture board, while watching the song from the hit movie *Dil Chahata Hai* where there is a dream sequence of Akshya Khanna? What was your reaction to see the JAADU in the latest blockbuster *Koi Mil Gaya* starring the heartthrob of many, Hritik Roshan? You would be amazed to know that these are the contributions of the Australian film techniques, which have gained popularity among the Indian film makers these days. Starting from movie shooting techniques and providing crew

members for outstation shoots to cinematography to movie distribution and exhibition, there lies a huge scope for Indian film industry in Australia. The panel discussion on 'Doing business with Australia' highlighted these facets during the FRAMES 2004. Present in the panel were renowned film producers, cinematographers, educationists and representatives from Australian distribution and exhibition industry.

Mr. Neville Roach (AO), chairman of the AIBC, while accepting the latent opportunities of the Australian film industry was positive on closer relationships and fast cementing bilateral relationship opportunities between India and Australia. He applauded the fact that there was

a growing trend of Australian crew working in India, post-production collaborations, co productions, and the regular screening of Indian film, TVC, and TV crews in Australia.

Promotional activities canvassing spectacular Australian locations, a world-renowned digital production sector and other industry-specific services pioneered the Australian entertainment industry. It has been ascertained that the Indo-Australian film links had reached a multimillion-dollar niche trade, generating employment to locals, nurturing a rich Indian community in Australia and encouraging Indian students to take on courses that are specific to the sector. This has resulted in the opening up of Australian universities launching campaigns promoting film and television studies in Australia. Collaborative efforts from agencies like FAME and support NSW FTO, Melbourne Film Office and South Australian Film Corporation have together brought about film-trade opportunities.

With Indo-Australian film industry growing stronger, FRAMES 2004 has definitely given a boost to the Australian Film Delegation to take larger strides and acquire a major stake in the global film industry.





AUSTRALIA-INDIA FOCUS

AUSTRALIAN STUDIES IN INDIA

January 2004 was a busy month for Australian Studies in India.

First was the Indian Association for the Study of Australia (IASA) biennial conference held at the Habitat Centre, New Delhi, from 15-17 January, on the theme “Australia-Identity, Representation and Belonging”. The Conference was hosted by Jawaharlal Nehru University (JNU) and the Australian High Commission in partnership with the Australia-India Council (AIC).

Around 300 academics, editors, scholars and students participated in a lively conference highlighted by the pairing of leading Australian and Indian scholars in plenary session on topics of mutual interest. President of IASA and conference organiser was Professor Santosh Sareen from JNU. IASA's proposed next conference is to be held in Pune in 2006.

A smaller-scale symposium “Caring Cultures:

Sharing Imaginations Australia and India” was held on 20-21 January, at Dayanand College, affiliated to the University of Ajmer, Rajasthan. The organisers, Drs Anuraag Sharma and Pradeep Trikha, both have doctorates from the University of Rajasthan in Australian literature. The PhD students from Dayanand College are completing their doctorates on Australian topics and participated in the symposium.

Three Australian literary experts Professors Bennett, Satendra Nandan and Denis Haskell participated in the seminar that was inaugurated by First Secretary, Mr John Fisher. A book of Hindi translation of select poems



of Les Murray was also launched on the occasion.

The seminar, the first ever international

one in Ajmer, provided great encouragement to the faculty and students in pursuing further research in

Australian studies. Dayanand College is one of the few select Indian institutions offering courses in Australian studies that



the AIC is supporting. As a result of the success of the seminar and the support extended by the AIC from time-to-time, the Principal of the College has approved establishing an Australian studies Centre at the College.

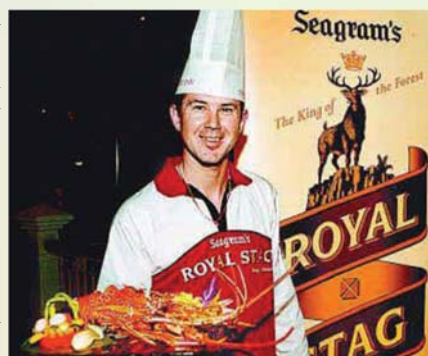
Professor Bruce Bennett AO, a member of the AIC gave keynote addresses at both the above conferences and also lectured on Australian culture and society to ninety undergraduate studies at Wilson College in Mumbai, which is affiliated with the University of Mumbai. Professor Bennett observes “a growing constituency in Indian University students who are interested in Australia and wish to study courses about Australian literature, history and contemporary society”.

CRICKET AND BUSINESS

Australia-India relations received a

strong boost over the 2003-04 summer as the Indian cricket team posted strong results against the world champion Australian side. Australian captain Stephen Waugh played a memorable game in his final international series against India.

The Australia-India rivalry generated intense media focus in India creating opportunities for Australian cricketers, including Steve Waugh, in a market of over 250 million middle class consumers.



Steve's commercial contracts with Indian corporates include deals with AMP Sanmar (insurance) and tyre firm Madras Rubber Factory (MRF). He also writes regular columns for an Indian cricket website and promotes Australia as a tourist destination for Indian travellers.

Steve has not been the only Australian to find opportunities in the Indian market. Many Australian cricketers, including ex-captain Allan Border, Justin Langer and Adam Gilchrist, have contributed commentary to Indian cricket websites.

Dennis Lillee, Jeff Thompson and other Australian cricketers have worked with the MRF Pace Foundation in India to train young fast bowlers from around the world.

Brett Lee, new captain Ricky Ponting and Glen McGrath have promoted Seagram's Royal Stag in India. Ricky Ponting is the brand ambassador for cricketnext.com and promotes Videocon's consumer durables to Indian middle class households. Shane Warne promotes Pepsi in a Hindi-language television commercial.

Within Asia (including East Asian countries where our trading links are strongest) Australian products have unique branding and marketing opportunities in India as a result of shared cricketing passions, membership of the Commonwealth and popular use of the English language.

Over the summer, Australian stadiums secured corporate advertising from large Indian companies that sought to reach the huge Indian domestic market.

Hero Honda (one of the largest manufacturers of motorcycles in the world), Britannia (biscuit company), Seagrams Royal Stag (alcohol), Elf (lubricants, motor oil), Smirnoff (alcohol) and Sariton (pharmaceuticals) were some of the India-based

companies that chose to promote their products to Indian consumers via Australian cricket grounds.

Indian consumers and companies are now globally confident. The Bombay Stock Exchange's Sensex index rose by over 70% in the past year. The economy posted GDP growth of 8.4% in the last quarter, and is projected to grow at over 6% in 2004.

The growing competitiveness of the Indian team in the



game of international test cricket has ensured that the Border-Gavaskar trophy remains the only silverware unclaimed by the

world champion Australian side. In spite of this trend, Australian cricketers have managed to take great advantage of the commercial opportunities in India.

Similarly, India's growing competitiveness in international business continues to open up opportunities for those Australian companies that are prepared to consider India as part of their offshore strategies.

These opportunities lay not only in the IT sector. The IT driven services sector continues to drive GDP growth, growing at 9.9% last quarter. Manufacturing production has also contributed to the booming economy, growing at 6.3%. Following a good monsoon last year the agricultural sector has also joined the party, posting growth of 7.4%. In an economy that grew by over 8% last quarter, opportunities may be found across all sectors.

AUSTRALIA TO OPEN 6 NEW VISA CENTRES

Indian applicants for business and tourist visas for India will be able to lodge their applications at six visa application and collection centres in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore, with further offices to follow. Applicants will no longer be required to apply directly to the Australian High Commission in New Delhi or Consulate General in Mumbai.

Opening the new centre in New Delhi on 1 March, Australian High Commissioner Penelope Wensley AO said the new visa application and collection centres would make the application process easier and more efficient for Indians travelling to the Australia. "There has been a large increase in the number of Indians seeking to travel to Australia, including students, tourists, business people and officials. We expect this trend to continue and accelerate as our bilateral relations grow in strength, scope and substance. This new user-friendly system will help us manage this welcome growth and provide a better service to the Indian community."

Open from 9 am to 5 pm Monday to Friday (excluding public holidays), the new centres will work for longer hours than the visa section of the High Commission and allow for tracking visas online. While the new centres will accept applications for tourist, business and transit visas to Australia, the High Commission will continue to handle student and immigration visas. The Australian government has concluded an agreement with TT Services, a division of TT Enterprises, to provide the new visa application and collection centres. T.T. Enterprises is a division of TTK Group, a leading industrial conglomerate based in South India.

Revamped Qantas rides the wave of TOURISM

The eagerly awaited decision to start Qantas again came true when Qantas announced to introduce new services to India and China to help stimulate tourism growth from these two emerging markets, on February 17 2004.

As stated by Ken Boundy, the Managing Director, of Australian Tourist Commission (ATC) "Qantas will now fly direct services between Mumbai and Sydney, three times per week, which will help to open-up a future growth market for Australia,"

Indian travellers have the new option now to fly down to Australia directly that not only reduce their travel time but also will help in promoting the Australian tourism. The growing popularity of Australia as the next best tourist destination could be judged out of the figures, which increased by 32 per cent in December 2003, with 45,600 visitors to Australia last year. The appointment of cricketing legend, Steve Waugh as Australia's Tourism Ambassador is helping to

stimulate visitation to Australia to boost the marketing programs and the new services by Qantas will foster further tourism growth.

ATC General Manager, South and South East Asia, Maggie White said, "Australia has seen a double-digit increase in the number of tourist arrivals from India over the past decade - with an average annual growth of approximately 17 percent. With Qantas offering direct services between Mumbai & Sydney starting 1st September 2004, ATC is optimistic that this ongoing year will witness another favourable phase of tourist arrivals from India. She also predicts that the vibrant, cosmopolitan appeal of Australia's cities, combined with its outstanding natural beauty will continue to resonate with this important market."

Ken Boundy also said that the industry would welcome Qantas re-entering the China market and the presence of an Australian airline would help to grow visitor numbers.

"The ATC looks forward to working with Qantas to promote Australia as a holiday destination in both India and China in coming months."

The Tourism Forecasting Council expects visitors from India to increase by 13.7 per cent (50,400 visitors) and visitors from China to increase by 21.8 per cent (215,000 visitors) in 2004.



Right dose of **WINE** can make your **HEALTH** **SHINE**

Australia is unique amongst wine producing countries out of which 60% of the fruit from any vintage is processed by wine companies established by Australia's over 160 wine doctors such as household wine company names Lindeman, Penfold, Hardy, Angove, Houghton, Minchinbury and Stanley.

Wine was used as early as the First fleet as a medicine to keep the convicts alive during the 6 to 8 month voyage out to Australia and the early wine doctors established their vineyards to make wine as a medicine for their patients.

It has been well documented that consuming wine in moderation can reduce death from all causes by up to 50% mainly due to reducing our society's biggest killer, vascular disease, by up to 50% and cancer by up to 24%. It is also good for relieving society's other big disease group the stress related diseases.

Before discussing the benefits of drinking wine, we should define moderation and also discuss those who should not consume wine.

People should avoid drinking alcohol if they react badly to it or have any significant stomach disease such as gas tritis or ulcers, liver disease such as hepatitis or cirrhosis, heart disease such as myocarditis or myocardopathy or nerve disease such as peripheral neuropathy or encephalopathy. If in doubt, always check with your doctor.

Blood vessels become blocked leading to heart attacks and strokes, when too much fat in the form of low-density lipoprotein or 'bad cholesterol' becomes

Man has been consuming wine for over 10,000 years and using it as a medicine for over 5,000 years. It is man's oldest medicine. Hippocrates, the most famous of the ancient physicians had this to say about wine; 'wine is fit for man in a wonderful way provided that it is taken with good sense by the sick as well as the healthy', and Paracelsus, the father of modern pharmacology, said 'whether wine is a medicine, nourishment or poison is a matter of dosage'.

deposited within the blood vessel wall. Eventually this fat, called atheromatous plaque, swells up and forms an obstruction to blood flow. By altering blood flow, this fatty plaque can also cause the blood to clot. Or, the fat can swell up to the point where it bursts through the internal lining of the artery wall, causing a clot to form to breach the tear in the wall of the artery. However it occurs, when a blood vessel becomes blocked, it causes death to the tissue the blood supplies, resulting in a heart attack or stroke, for example.

Wine acts in five ways to help prevent this happening.

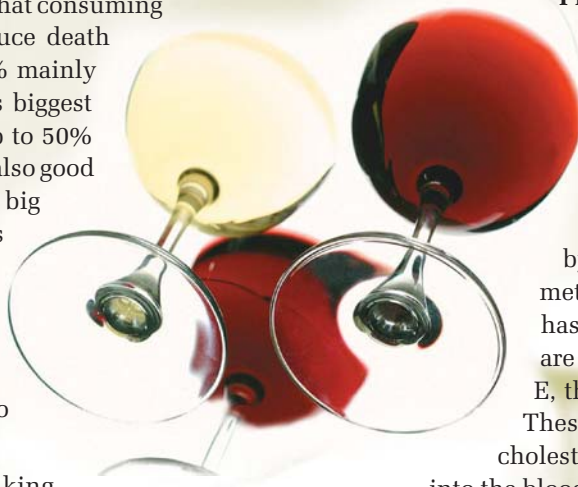
First, it lowers low-density lipoprotein, the 'bad cholesterol', so there are less fatty deposits available to form atheromatous plaque.

Second, it raises the high-density lipoprotein or 'good cholesterol' from the artery wall by taking it back to the liver to be metabolised and reused. **Third**, wine has very strong antioxidants. They are five times stronger than vitamin E, the usual benchmark antioxidant.

These strong antioxidants inhibit 'bad cholesterol' from being incorporated

into the blood vessel wall, thus preventing the formation of atheromatous plaque. **Fourth** wine acts as an anti-coagulant, which stops the blood from forming clots. **Fifth**, because wine is able to relax you, it also reduces stress.

Latest research has also shown **other vascular disease benefits from moderate wine consumption**. The rate of deep vein thrombosis, or clotting in the leg, can be reduced by up to fifty percent. It can reduce osteoporosis and dementia and the rate of macular degeneration, an incurable form of blindness, can be



reduced by up to twenty percent. Half of all renal failure is caused by vascular disease that can be reduced and prevented by wine therapy.

Medicine should now be switching its emphasis from treating a disease, such as vascular disease, with expensive bypass surgery or angioplasty to preventing the disease with sensible lifestyle changes such as consuming wine in moderation, not smoking, watching your B.P., sugar, cholesterol, weight and exercising. Realistically, as a doctor, it is hard to get people to adhere to these lifestyle changes all their life though, except for the first one!

The body is continuously producing waste products from its many complex biochemical pathways. These waste products include free radicals, which become free agents causing biochemical havoc within the body leading to such things as degeneration of the body, aging and cancer. The main antioxidants in wine, resveratrol, quercetin and epicatechin, have been shown to reduce cancers by up to 24% by protecting the DNA molecules (the building blocks of chromosomes or genetic material in the nucleus of a cell) from being damaged by these harmful free radicals. Abuse of alcohol though can lead to an increase in the cancer rate, especially in the digestive system.

Exciting new research into resveratrol is showing that it has other benefits besides its antioxidant role in reducing vascular disease and cancer etc. Scientists at the University of Milan under Alberto Bertelli have shown that resveratrol stimulates M.A.P. kinase (mitogen-activated-protein); which is a neural enzyme that stimulates nerve cells and helps them to regenerate, by up to sevenfold. Researchers found that the resveratrol made the human nerve cells grow extensions, which enabled them to connect to neighbouring nerve cells. This helps explain why wine drinkers have less of the neurodegenerative diseases such as Alzheimer's disease (commonest cause of dementia) and Parkinson's disease. In neurodegenerative diseases, these connections break down. "By daily reinforcing these contacts we can prevent neurodegeneration", Dr. Bertelli has stated. Consuming wine in moderation would also mean that the vascular tree within the brain would be less diseased, hence able to supply the brain's nerves with more blood containing essential oxygen and glucose. This is

another mechanism by which wine helps the brain to function better. So wine in moderation could be referred to as "brain food" or "brain friendly" as it prevents strokes and nerve cell degeneration, which is in marked contrast to what was previously thought about the effects of any form of alcohol on the brain. Abuse of alcohol severely damages nerve cells leading to Wernicke's encephalopathy, Korsakoff's syndrome, peripheral neuropathy and other forms of nerve degeneration.

Remember, wine is to be enjoyed with food and not taken too seriously. People feel that only red wine has health benefits whereas the truth is that it does not really matter whether it is red or white wine - they both work. What does matter is that the correct wine is married to the food. It should be part of a healthy lifestyle and the ultimate health drink - the thinking person's health drink.

What I am preaching is preventive medicine (with wine) that tries to give people the maximum quality and quantity of life; in other words, I will try to help you die young as late as possible.

"Happiness is the sole pursuit of the winemaker". Anon.

In summary, if there is no contraindication, consuming wine in moderation daily is the single most important preventative health measure one can do, other than giving up smoking.

(The Author Dr Philip Norrie is a member of the Vinopolis Advisory Board and a family physician in Sydney as well as a wine and medical historian. He owns Pendarves Estate, a boutique vineyard in the lower Hunter Valley to the north of Sydney.)



GEM OF A COUNTRY! SHAPING DIAMONDS THE ARGYLE WAY

Argyle, the world's primary source of pink diamonds, not only believes in giving shape to dreams through its world famous diamonds but also sincerely follows the community development programmes and is actively involved in the social work for the rehabilitation of the aboriginals in the Western Australian mining areas. The rich diamond mines in Australia provide a scope for international players to venture into these untapped zones in Western and other parts of this continent. Global leaders like Rio Tinto, De Beers and BHP Billiton have already joined the bandwagon. Brendan Hammond, the MD of Argyle Diamonds, during his last visit to India, spoke to *Rojita Padhy* about the activities of Argyle diamonds, its international operations and their connection with *Rio Tinto*.

Excerpts from the interview:

The Association of Argyle and Rio Tinto...

Rio Tinto owns 100% of Argyle Diamonds. To market all of its production, Rio Tinto established Rio Tinto Diamonds NV in Antwerp. This means that Argyle has transferred responsibility for sales and marketing of its rough diamonds to Rio Tinto Diamonds NV.

Pink diamonds are the exception, being polished in Perth, Western Australia and overseas and sold out of Perth.

Rio Tinto Diamonds NV has a long established and reliable customer base for the Argyle rough production. Rio Tinto is also a major shareholder in the Diavik mine in Canada's Northwest Territories. Rio Tinto Diamonds NV commenced sales of Diavik production in 2003. Additionally Rio Tinto has diamond interests with its Murowa mine in Zimbabwe.

Argyle Diamonds has played a significant role in establishing a future for the Rio Tinto portfolio. This future is extremely promising and we look forward to continuing our relationship with the Indian diamond industry.

Social and Community Development Programs of Argyle...

Successful community relations are essential for Rio Tinto's success as a business. It is the policy of Rio Tinto that each of its operations tries to understand and interact constructively with its local communities. These relationships are characterised by mutual respect, active partnership, and long-term commitment.

Integral to the relationship are a range of initiatives aimed at ensuring a sustainable future for local families, groups and communities. Sustainable outcomes mean different things to different people. For some it will mean jobs and new skills, improved health and education and local community self-sufficiency. For others it will mean business development and personal growth.

In the case of Argyle Diamonds "Sustainability" means working in partnership with all other stakeholders to create benefits that go beyond the profit generated from the mine and that can be passed on to future generations to come. One such example of this is Argyle's drive to employ a workforce that is from the region the mine is located in, that is the remote East Kimberley region of Western Australia. The extension of Argyle's open pit life to 2007, with the potential for further underground operations that could prolong mining for another decade, has been a catalyst in the drive for local employment. By increasing the number of local people recruited, Argyle is contributing to the social fabric and economic sustainability of the East



Kimberley area.

Rio Tinto's engagement of indigenous employees in Australia provides another example of a program aimed at benefits beyond the life of its mining operations. Since 1999, Rio Tinto - Argyle Diamonds and Hamersley Iron in Western Australia and Comalco in Queensland- have been working in partnership with the Commonwealth government to develop local highly skilled indigenous employees through a contract Corporate Leaders for Indigenous Employment. Under the contract, Rio Tinto and participating operations have committed to achieving specific targets in relation to indigenous employment.

For example, in 2001 Argyle set a target of increasing its

number of local (East Kimberley based) employees to 80% of the total workforce by 2007. Part of the target is for indigenous employees to make up 40% of the workforce. This reflects the cultural mix of the East Kimberley region, which is approximately 48% indigenous.

Another priority for Argyle is helping to build an appreciation of the importance of Aboriginal culture in creating a more sustainable future through support and encouragement of Aboriginal artists. For example in 2002 Argyle supported the Neminuwarlin Performance Group and the Jirrawun Arts Corporation in a series of artistic events that took place across Australia. Neminuwarlin and Jirrawun, both comprising Traditional Owners of Argyle's land and other local community representatives, use theatre and painting to highlight important events in Aboriginal history. Argyle's support for these organisations is based on the belief that respect for and understanding of an ancient culture is an important way to move forward.

Another initiative Argyle has been involved with is a project called Pathways on Line. This is a pre-university course tailored specifically for Aboriginal students in remote and isolated areas of Western Australia. The project is the result of collaboration between Argyle Diamonds and the University of Notre Dame, for which Argyle will provide up to A \$230,000 over a three-year period.

Students living in isolated communities, many of whom may never have completed secondary schooling, will now be able to study on-line for diplomas and certificates that would enable them to qualify for university entry.

Role of the Indo Argyle Diamond Council...

The Indo Argyle Diamond Council (IADC) was launched in 1994 and aims to increase the competitive advantage of Indian diamond jewellery manufacturers in the US market. The focus of the current IADC program is on the top 40 US retailers.

Argyle took the lead with the IADC in response to research results that showed that the trade buyers of diamond jewellery in the US were not kindly disposed towards purchasing products from Indian jewellery manufacturers. This reluctance was based on a range of issues.

Argyle knew that it could help overcome these barriers



because of its detailed knowledge of the US market and the dynamics of the industry.

The IADC has assisted member companies in building a competitive advantage and

sales in the US through the provision of effective product support programs, the achievement of superior standards in design and quality, the adoption of customer focussed business



practices and the adherence to ethical business practices as defined by the IADC code of ethics.

The companies involved in the IADC program have seen sales levels rise significantly each year. Argyle provides these companies with assistance such as market information, introductions to major jewellery groups, product design, sales training, advertising, trade show presentation and buyer information.

Argyle Diamonds has also organised key visits of retail buyers to India to establish direct links with the Indian industry. The learnings facilitated by the IADC program have flowed on to others in the Indian industry. As a result the perception of Indians as suppliers has improved a great deal over the past nine years.

Other Diamond Mines in Australia...

Argyle is the major diamond producer in Australia. The only other diamond producer in Australia is the Kimberley Diamond Company that is mining at the Ellendale site in northern Western Australia. It has completed one year of operations and has conducted 10 sales.

There is considerable exploration activity occurring throughout Australia including world leaders in exploration such as Rio Tinto, De Beers and BHP Billiton.

Australian Diamonds in the International Arena...

The Argyle mine produces some 30 million carats per annum, approximately one quarter of the world's natural diamond production.

The Argyle production is predominantly one of small, coloured, affordable diamonds. Argyle's production is readily absorbed into the Indian diamond industry. Demand for the product continues to grow as major markets such as Japan demand these qualities of diamonds.

Argyle is the world's primary source of pink diamonds. These much sought after gems comprise less than one percent of production. Through the sales of pink diamonds Argyle accesses many important dealers, manufacturers and jewellers. In 2003 demand for Argyle's pink diamonds continued to be strong with steady price achievement throughout the year.





Lord Mahakaleshwar (Shiva)

Ever heard of a city where time ceases to exist? Ever felt like experiencing timelessness? Ever had an urge to be one with the ultimate consciousness?

If yes, then do visit Ujjain*. Ujjain is not a city - Ujjain is an epitome of the Supreme Consciousness. One of the most ancient and sacred cities on the earth planet, it has a tremendous energy field. The moment you step into it with a little meditative mind, you find that you are in an ocean of vibrations of the energy that permeates every particle of the City Eternal.

Once ruled by legendary emperor Vikramaditya and hallowed by sacred memories of rigorous penance practiced by Bhritihari, Ujjain is dotted with temples and archaeological sites.

Ujjain has been the seat of learning where all disciplines of knowledge flourished since time immemorial. Lord Krishna along with his elder brother, Balram and best friend, Sudama received early education at the Ashram of seer Sandeepani. Eulogized by great poets like Ved Vyas and Kalidasa the city has another special significance of being on the Tropic of Cancer. Therefore, the meridian line of Ujjain became prime meridian of India. Emperor Vikramaditya started the Vikram Samvatsar from this city. According to Nobel laureate, Amartya Sen "there is something very striking about the consistency of Ujjain's dominance in Indian time accounting". The city was an important centre of astronomy in the Gupta period. Renowned astronomer, Varahmihir had worked here. In the 18th century Sawai Maharaja of Jaipur constructed the famous observatory at Ujjain to encourage astronomical studies.

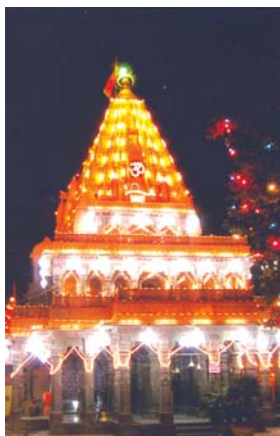
The city of Lord Mahakaleshwar will be hosting the world's largest religious congregation - the Simhastha, being held

AN ECSTATIC EXPERIENCE BEYOND REALM OF TIME

from April 5, 2004 to May 4, 2004. The mega event would attract close to three million devotees, pilgrims and tourists from every nook and corner of India as well as abroad. Over one million sadhus, saints, mendicants, seers and other spiritual seekers would throng this holiest of holy cities during the month long bathing festival.

The Simhastha at Ujjain is considered to have special significance as a rare configuration of planets takes place in 12 years. The Kumbha at Ujjain is called Simhastha as the Sun is in the Aries and the Jupiter in the Leo. This Simhastha at Ujjain is more special as for the first time there would be three Shahi Snans (Royal Baths) during the month long fair. Besides, there would be two Parva Snans.

A holy dip in the Kshipra, one of the most sacred rivers in India, during the Simhastha is considered to be a dip into eternity that absolves the devotee of all past sins. According to the Skanda Purana "The holy bath of Kumbh equals in Punya to thousands Kartik Snans, hundred - Magh Snans and crores of Narmada Snans during Vaishakh month. The fruits of Kumbha Snan are equal to the fruits of thousands on Ashvamedh Yajna, hundreds of Vajpaiyee Yajna and lakhs on journeys around the earth.



Elaborate arrangements have been made for comfortable stay of the pilgrims during the Mela. The Mela area spreads over 2152 hectares. It has been divided into four zones and 10 sectors where Akharas and devotees would stay. Besides, new ghats have been constructed and old ones renovated on the banks of the Kshipra.

Sapta - Sagar, the seven historical tanks in Ujjain are being renovated to restore their pristine glory. A provision has been made for renovation of historical temples in the city.

Besides, there would be fool proof security arrangements. Seven well developed satellite towns have been made on the approach roads to Ujjain for the convenience of common people and to regulate traffic movement.

For further details visit -

www.Sirnhastha.nic.in. and www.mahakumbhaujjain.nic.in.

*Situated on the western boundary of Madhya Pradesh, India. Ujjain is 650 kms from Mumbai.

SNAN DATES

April 5, 2004	(Shahi Snan)
April 19, 2004	(parva Snan)
April 22, 2004	(Shahi Snan)
April 24, 2004	(parva Snan)
May 5, 2004	(Shahi Snan)

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