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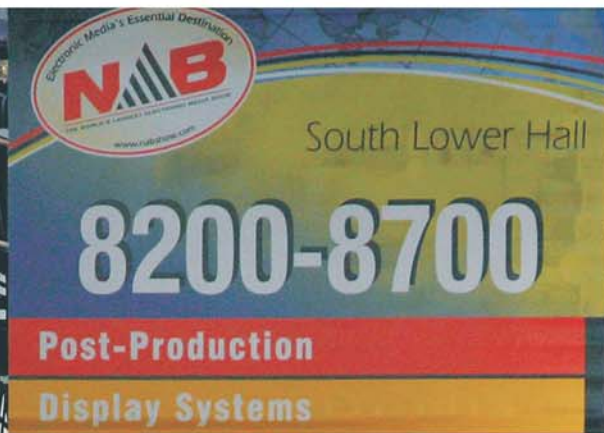
THE NEWS MAGAZINE OF INDO-AMERICAN CHAMBER OF COMMERCE

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**NABSHOW 2008:
Connecting
Global Creativity**

**Total Synergy on
Energy Issues**



The image shows a large booth for NABSHOW 2008. At the top is a circular logo with the text 'Electronic Media's Essential Destination' and 'NAB' in large letters. Below the logo, it says 'South Lower Hall' and '8200-8700'. Further down, there are two horizontal bars: a red one with 'Post-Production' and a yellow one with 'Display Systems'. The background of the booth is blue and white with various graphics.

drb
Multimedia Broadcasting





Dear Reader,

Greetings. Economic relations and understanding between India and the United States have reached such a mature stage that there is total synergy on every issue. This was in evidence during the recent visit to the US of India's External Affairs Minister Pranab Mukherjee, who had discussions with leaders and high-ranking officials of that country on wide-ranging issues. Energy, especially civil nuclear energy, dominated the discussions. Besides energy, the wide spectrum of issues covered included defense, space, science and technology, agriculture and education. Mukherjee described the talks as very productive and fruitful. The cover story of the current issue of Indo-US Business carries in detail Mukherjee's visit to the US. The fast-growing entertainment industry world over has brought Hollywood and its Indian counterpart Bollywood closer. The widespread success of movies with crossover appeal has driven a spate of film co-production deals and cross-border distribution agreements between India and the United States in recent years. However, increasing levels of counterfeiting and piracy are threatening these partnerships forcing both Hollywood and Bollywood to jointly initiate action to counter this menace. We carry a report. The Indo-American Chambers of Commerce (IACC), in association with the National Association of Broadcasters (NAB), recently organized a curtain raiser for the NABSHOW 2008, in Mumbai, Hyderabad and Chennai. We carry a report on the NABSHOW, a conference-cum-exhibition, to be held in Las Vegas from 11 to 17 April 2008. Indian IT companies have been acquiring US firms in order to expand operations in that country. In a latest such development, Rolta, a leading Indian IT firm, has acquired TUDC in order to expand its US business. We report. The issue carries an interview with Rakesh Shah, Chairman, Engineering Export Promotion Council (EEPC), who believes that "one day India will become the factory of the world," meeting every manufacturing need of the global corporate sector. It is true that West Bengal has lost many growth opportunities in the IT for being a late starter. To make up for all that had been lost, Dr. Debesh Das, the new Minister In-charge of the state IT Department, says that "you can start an IT company in Bengal within 24 hours." We carry an interview. The issue carries a feature on Vedic Village a Spa Resort located on the outskirts of Kolkata and how it has emerged as a perfect Holistic Wellness Destination over a period of time. The issue covers plenty of chamber news from across the country. Then there are reports from Assam plus our regular features to make it the current issue very readable and informative.

Wish you happy reading

Satya Swaroop

Managing Editor
satya@newmediacomm.biz



Looking Beyond

At the outset, let me express my gratitude to you all, for your invaluable support and cooperation. With your advice and guidance, we are trying to give a new orientation to our activities and programs.

This year, Media and Entertainment (M&E) was one among the five focus areas that IACC has chosen. The rationale was to tap the huge potential in this growing segment and facilitate collaborations and joint working among the players in India and the US in the segment. To express synergies that exist between the two countries in M&E, we have aptly referred these initiatives as "Hollywood to Bollywood".

One of the high points of this tie-up was IACC's MOU with the National Association of Broadcasters (NAB) of US for exclusively promoting NABShow 2008 in India. This arrangement will help realizing the enormous potential of M&E economy in both the countries and also help developing lasting relations among the players.

For the first time in the history of NABShow, there will be an India Focus Day. The Conference cum Exhibition, which will be kicked off in Las Vegas on April 11-17, 2008 will have eight super sessions. One super session "Tune-in to India's Entertainment Economy: From Emerging to Surging" is exclusively dedicated to the Indian entertainment industry. I have the good fortune of chairing that session along with six renowned speakers from India namely, Jagdish Kumar, COO of Star TV (Pvt) Ltd, A. P. Parigi, CEO of Entertainment Network (India) Limited (Radio Mirchi), Sunil Lulla, Group CEO of Alva Brothers Group/ Miditech, Anurag Batra, Promoter and CEO, Exchange4Media, Ken Vaz, President Americas of Eros Intl. USA Inc. and Zohra Chatterji, Jt. Secretary, I&B Ministry as co-panelists.

IACC is taking the largest ever delegation that attended the NABShow from India. At the IACC coordinated India Pavilion at NABShow, Indian entertainment and technology companies including TCS, NDTV, Tata Elxsi, Real Image, indiantelevision.com, etc. will display their cutting edge products, content advantage and solutions. There will also be a session on "Indian Animation and Special Effects", which will help showcasing India's competitive advantages in this segment

The NABShow provides the Indian entertainment economy a global platform to build synergistic partnerships and accelerate the visibility of the Indian content globally. In addition, it will throw light on the impact of wireless technology and the challenges and opportunities that convergence is bringing to the mainstream multimedia industry at the macro and micro level.

I am happy to bring to your kind notice that the promotional campaigns that IACC organized for NABShow in association with NAB received



overwhelming response. The Road shows in Mumbai, Hyderabad and Chennai held in February this year generated a lot of interest among the Indian media industry. Other extensive promotional efforts like web-based marketing campaign, which IACC has undertaken in association with Exchange4Media and Indiatelevision.com have helped popularizing the event widely in India. We have also uploaded the details of the event in the IACC website and received, on an average, more than 1000 hits a week-a record number since we set up the site.

The second Legal Conference-Doing Business in India, one of the important events of IACC, this year is being held in Plano, Texas on April 8-9, 2008. This is being organized jointly with the Center for American and International Law (CAIL) with the support of American Bar Associations. Twenty-five delegates from India led by Lalit Bhasin, Chairman of the Legal Affairs Committee of IACC will attend the Conference. The delegates are mostly legal luminaries who will interface with their counterparts and businessmen to explain to them about the pros and cons of establishing businesses in India, acquisition of shares in Indian listed companies, private equity transactions, investing in real estate and SEZs, framing contracts in India, investing in India, rules of M&A, financing and taxes, IPR etc.

We are also launching the second edition Indo-US Business Confidence Index (IUBCI) on 8th April 2008 at Dallas, Texas to coincide with the Legal Conference. Mr Anand Mukin, Joint Secretary, Department of Commerce and Industry will release the new set of indices. Ms Banashri Harrison, Minister (Commerce), Indian Embassy, Washington will also be present at the occasion.

Importantly, IACC is holding the fifth edition of the Indo-US Economic Summit at Chicago on 8-9 September 2008 and are in the process of finalizing broad thematic sequences of the event in consultation with our partner-World Trade Centre, Chicago and others in the US. That will not only mark the first ever Economic Summit to be held by IACC in the US but also provide a platform for networking among US business men, investors, experts, representatives of financial institutions, etc

The IACC Aviation Conference, which we are holding in New Delhi on 9th April 2008 will be attended by representatives of civil aviation companies like Boeing, Lockheed Martin, American Airlines, GE Aviation, GMR, DGCA, Bell Helicopters, National Airlines Corporation Ltd (NACL) etc

I am grateful to every one of you for the support that you are lending me to accomplish these tasks and in scripting a new paradigm in the activities of the organization. I shall keep you informed about the outcome of these events.

Thank you

Farokh Balsara



Pranab's talks in Washington fruitful Synergy on Energy Issue

India's External Affairs Minister Pranab Mukherjee concluded a four-day visit to the United States in the third week of March, which he described as very productive and fruitful. Mukherjee held wide-ranging discussions with Secretary of State Condoleezza Rice and also called on President George Bush. He also interacted with a group of eminent men at the Carnegie Endowment for International Peace. Energy, especially civil nuclear energy dominated the

discussions, which also covered cooperation in wide-ranging economic fields.



External Affairs Minister Pranab Mukherjee meeting United States President Bush in the Oval Office of the White House on March 24, 2008

In his opening remarks at a joint press conference with Rice at the end of his visit, Mukherjee pointed out that his discussions the US leadership reinforced the view that the India-US relationship is robust and forward-leaning and answers to the interests of both countries.

"The India-US strategic partnership has grown from strength to strength," he said.

Mukherjee said that Indo-US relations encompassed a meaningful and regular political dialogue, vibrant economic and commercial interaction and collaboration over a wide spectrum of issues including energy, defense, space, science and technology, agriculture and education.

"We also discussed the way forward on opening civil nuclear cooperation by India with USA and other partners as a critical element of our energy security, he said.

Mukherjee said his discussion with US leaders also covered the crucial issue of



External Affairs Minister Pranab Mukherjee with the US Secretary of State Dr. Condoleezza Rice at a Joint press availability in Washington, DC on March 24, 2008



External Affairs Minister Pranab Mukherjee meeting United States President Bush in the Oval Office of the White House on March 24, 2008. Also seen in the picture, from right are Ambassador Ronen Sen, DCM Ambassador Raminder Singh Jassal, Foreign Secretary, Shivshankar Menon and Gaitri Kumar, Joint Secretary Americas

climate change and the need for a successful conclusion of the Doha Development Round.

In his address to Carnegie Endowment for International Peace on the theme "Perspectives on India-US Relations," Mukherjee said, "The multiple opinions on the India-US

nuclear initiative in India and outside disguise the fundamental common understanding that energy security for India is vital and that nuclear energy through national means as well as international collaboration is a vital part of it."

Calling for global consensus on issues such as terrorism, religious extremism, WMD proliferation, climate change, HIV-AIDS, Mukherjee said, "Going it alone is no longer an option for any country. Through our association with IBSA, BRIC, SAARC, the G-8 and ASEAN, and our contribution to the UN, we are building important partnerships to address common problems."

Globalization

He said globalization provided opportunities to countries that were willing to draw benefits from it. But the process must also ensure that countries are enabled to draw those benefits. Paradoxically, the benefits that accrue to countries from a globalized economy also give them the strength to pursue their national priorities and independent foreign policies. As the case of India proves, globalization has not only linked our economy to the world; it has also strengthened our national decision-making autonomy.

India, US Continue Energy Dialogue

Preparing grounds for the third meeting of the Steering Committee of the India US Energy Dialogue which took place in New Delhi on April 4, 2008, the Working Groups established under the India US Energy Dialogue i.e. focusing on (i) Oil and Natural Gas (ii) Coal (iii) Power and Energy Efficiency and (iv) New Technologies and Renewable Energy met in the Indian Capital from March 31 to April 3.

The U.S. delegation to the Steering Committee was led by U.S. Department of Energy Under Secretary, Mr. C. H. 'Bud' Albright, and the Indian delegation was led by Foreign Secretary Shivshankar Menon, assisted by the officials of the concerned Ministries of the governments of India and the United States.

Both sides expressed satisfaction at the level of cooperation and progress achieved during the last almost three years. The two sides looked forward to a series of time-bound actions in bilateral energy cooperation - in keeping with the transformed nature of the strategic partnership between India and the USA and to move forward towards the common objective of clean energy, energy efficiency, energy security while pursuing

the goal of sustainable development.

A Memorandum of Understanding was signed on April 4, 2008 between the Ministry of Petroleum and Natural Gas and the Department of Energy, USA for cooperation in gas hydrates which, among other things would facilitate the establishment of a Gas Hydrate Technology Center in India. The Hindustan Petroleum Corporation Limited (HPCL) and the United States Trade Development Agency signed a Grant Agreement under which technical assistance will be provided for the proposed HPCL Asset Integrity Management Project.

The India-U.S. Energy Dialogue, launched on May 31, 2005, is aimed at increased India-U.S. trade and investment in the Indian energy sector by working with the public and private sectors to further identify areas of cooperation and collaboration and build on the broad range of existing cooperation between India and the United States to mobilize secure, clean, reliable and affordable sources of energy, focusing on (i) oil and natural gas (ii) coal (iii) power and energy efficiency, (iv) new technologies and renewable Energy and (v) civil nuclear energy.



External Affairs Minister Pranab Mukherjee addressing the Carnegie Endowment for International Peace, Washington DC on March 24, 2008. To his left is Carnegie President Jessica T. Mathews

India's primary concern today is maintaining the tempo of economic growth and bringing its benefits directly to its people. It is, therefore, natural that we should seek to defuse crises in our immediate neighbourhood and encourage greater economic and other kinds of connectivity in our region. Many of the countries in our region, including Afghanistan, Pakistan, Nepal, Bangladesh and Myanmar, are going through a difficult period of transition. It is in our

national interest that these countries return to the path of democracy, stability and economic development so that the entire region can look forward to an era of prosperity.

India's growing economic imprint is also connecting us more directly with West Asia and the Gulf on one hand, and the Asia Pacific region on the other. To that extent, we have a direct stake in and are ready to contribute to any effort to promote peace and security in these regions and protect the sea lanes of commerce and energy.

Between India and USA, as two great democracies, there will always be a fundamental underlying predictability in bilateral ties because this relationship answers to the interests of the people of both countries. The links between our two countries are multi-layered and take in the political leadership, business and industry, scientists, students and educators, military personnel and others. The balance-sheet just since 2005 includes important landmarks like the Open Skies Agreement, the launch of the Energy and Economic Dialogues, a new defence framework agreement, a knowledge initiative in agriculture, a new



External Affairs Minister Pranab Mukherjee addressing the media at Willard Hotel, Washington, DC on March 25, 2008. Also seen from left are Ambassador Ronen Sen, DCM Ambassador Raminder Singh Jassal and Embassy Spokesperson Rahul Chhabra

agreement on science and technology, and revitalized cooperation in space and defence industry as well as R&D.

Economic cooperation looks particularly promising. Whether it is meeting the need for better infrastructure or addressing energy deficiency, improving telecommunications, or modernizing the manufacturing sector, the opportunities for US business and industry in India are huge. India has become the fastest growing export destination for US products, having registered a growth rate of 75 percent last year. The US is one of the largest foreign direct investors in India, while US-bound investment from India has grown dramatically in recent years, particularly in 2007. India's transparent economic policies, regulatory framework and judicial system are a source of reassurance to our foreign partners.

"I am confident that this economic synergy between India and United States is bound to continue in the coming years and decades," he said.

Emblematic of this new relationship was the willingness of both countries to shed the baggage of the last 30 years to launch a new era of cooperation in civil nuclear power to address India's burgeoning energy requirements. We intend to press ahead on all these and other initiatives.

In the evolving geo-political and economic re-alignment in the world, we can visualize a situation in which Indian and US interests will increasingly intersect. With the shift in the center of gravity of the world economy towards Asia, the Indian Ocean has greater economic and strategic value than before. Existing and emerging threats in the form of piracy, drug trafficking, WMD proliferation, pollution, accidents, closure of choke points, regional conflicts and other disputes are of vital concern to us and to the US. All these challenges demand concerted action and I daresay that no two countries are better placed to exploit their inherent synergies in dealing with them than India and the United States.

Answering questions at the press conference, especially with reference to Indo-US deal on civil nuclear energy, Mukherjee said that both sides had finalized the text of the agreement for the process of signing. "At this juncture, it is difficult for me to indicate any time frame by which we will be able to complete this process," he said.

He admitted that his government faced some political problems at home with the agreement, particularly among our supporters of the

coalition government, which might take some more time.

Answering another question, Mukherjee said, the Indian government was keen on fructifying the deal because "we would like to have alternative source of clean energy. To maintain the tempo of development, which we want to achieve around nine to ten percent annual GDP growth for the next 20 years to address our basic problems, we require substantial energy. From that point of view, we are interested in finalizing this cooperation agreement."

Some political parties are supporting the government from outside without participating in the government. They feel that we should not have this arrangement with the USA and apart from that they also feel, a section of them, that we should explore the possibilities of going for clean coal technology since we are having abundant coal. Some of them feel that we should explore the possibilities of other sources of energy.

So there are divergent views with respect to the demand for clean nuclear technology, but there is an overwhelming consensus that nuclear technology is important and nuclear energy will be one of the sources of clean energy and we should try to have it.

Stressing the importance of the nuclear deal, Mukherjee said India required energy and at the same time, it should be clean energy. Right now, there are 300 million people in India who do not have any access to electricity. As for our assessment, the Planning Commission has made a detailed study. We still have to enhance installed power generation capacity in India from all sources nearly three times during the next five to seven years if we want to sustain eight to ten percent GDP growth for the next couple of decades. Therefore, energy requirement, and clean energy requirement is an absolute must. It may be that many of them are not fully aware of it, particularly with the level of understanding; the rate of literacy in our country, this is not a little unusual, but at the same time, I must say that in informed circles, there is a broad consensus about the need of augmenting energy capabilities of India and its requirement to sustain the enhanced level of growth. ■



Farokh T Balsara
National Sector Leader,
M&E Practice, Ernst &
Young; and President,
Indo-American Chamber
of Commerce.

American media companies are increasingly entering Indian markets and vice versa. This space is truly witnessing globalisation and will further strengthen Indo-US ties. Both sides look for a level playing field and have a lot to contribute



Boom Time: Desi, Go American!

With the M&E sector set to take off in a big way, India has much to gain from the National Association of Broadcasters Show (NABShow) in Las Vegas between April 11-17. Don't miss it...

The Indian economy today is growing at a robust pace and the world is taking a note of it. As consumers' disposable incomes grow, their propensity to spend on leisure, entertainment, in general, grows faster than the economy itself. India is at the very cusp of this change and the next decade will be marked by accelerated growth across the media and entertainment (M&E) sector. This is evident from the fact that India's entertainment economy grew at about 25% in 2007 over the previous year.

This has led to a growing synergy between India and US in recent times, especially in the surging entertainment space. M&E companies in the US and India are joining hands across different M&E segments like never before. For instance, the largest foreign investment in this industry was the purchase and then the subsequent increase in stakes by the global giant Walt Disney of UTV. More recently, NBC Universal has picked up 26 per cent stake in NDTV Networks, the overseas subsidiary responsible for NDTV's entertainment and lifestyle channels and digital media ventures. Warner has tied up with an Indian content company, Miditech, to launch entertainment channels in India. These investments are not restricted to television broadcasting alone. The Indian film industry has created waves in the American markets thereby generating a keen interest amongst large Hollywood studios to produce films with Indian actors and directors. For instance, Sony Pictures released its first Bollywood movie Saawariya in 2007. Similarly Disney and Warner are following suit. On the other hand, Indian companies like UTV are producing Hollywood movies and Prime Focus

NABSHOW 2007

- 1,11,028 professional electronic media attendees
- 27,000 people from 163 countries
- 1,600 exhibitors generated an estimated \$50 billion in commerce
- 1,100 members of the media

NABSHOW 2008

CONFERENCES:

APRIL 11-17

EXHIBITION:

APRIL 14-17

has acquired pos-production studios in the US and UK. Others, like Pyramid Saimira and Reliance Entertainment have acquired American theatre chains or are tying up with screens in North America to expand their operations in the US markets.

All these are a case in point to prove that American media companies are increasingly entering Indian markets and vice-versa. This space is truly witnessing globalisation and will further strengthen Indo-US ties. Both sides look for a level playing field and have a lot to contribute and work together in IP protection, fight piracy and work in tandem. There are also huge prospects in creating IPs in the animation space. India is generating a lot of interest in the US and companies are very keen to work with India. This is why the NAB (National Association of Broadcasters) Show 2008 at Las Vegas (from April 11 to 17) will have a special focus on India this year. There is also an India Pavilion and a Super Session on India titled, "Tune-in to India's Entertainment Economy: From Emerging to Surging" for which Ernst & Young is the Knowledge Partner.

The Indian M&E industry is going through a metamorphosis due to the digitization of content and delivery platforms. To keep pace with these fast paced changes, Indian companies will need to adopt relevant strategies to stay competitive. The NAB Show provides broadcasters with a global platform to build synergistic partnerships and accelerate the visibility of the Indian content globally. In addition, it will throw light on the impact of wireless technology and the challenges and opportunities that convergence is bringing to the mainstream multimedia industry at the macro level and micro level. Like the way Indian companies look for partnership with companies in the US, small and medium entertainment



companies in the US too look to work with India.

The Indo American Chamber of Commerce (IACC) has partnered with NAB to provide special services to Indian delegates at NABShow. To attend or exhibit at the NABShow, visit www.iaccindia.com for details.

From conception through distribution, the NABShow has proudly served as the incubator for excellence - helping to breathe life into content everywhere for the past eight decades. There is no better place than NABShow to get an understanding and showcase content to those who buy, repurpose, deliver and distribute it across traditional and emerging platforms worldwide. NABShow is also the best place to understand and manage content as an electronic asset.

This engagement is just the beginning. IACC and NAB will work together to take this Indo-US partnership in the M&E sector to its true potential. Look forward to seeing you at NABShow in Las Vegas. ■





Hollywood-Bollywood

Initiative to Counter Piracy

The widespread success of movies with crossover appeal such as "Monsoon Wedding" has driven a spate of film co-production and film development deals and cross-border distribution agreements between India and the United States. The natural synergies between Bollywood (the world's largest film industry by volume) and Hollywood (the world's largest film industry by revenue) are finally being realized.

However, increasing levels of counterfeiting and piracy threaten these partnerships. It's been estimated that the Indian entertainment industry is losing some 80 percent of its revenue to counterfeiting and piracy, and this directly threatens the very viability and existence of these industries. The true cost to the Indian economy is undoubtedly much greater than that. For every rupee or dollar lost there is less revenue to hire people in the Indian industry, fewer Indians paid to distribute films, records, and entertainment software, and money lost by a whole host of Indian industries that support entertainment.

Therefore, the US-India Business Council (USIBC) has launched the "Bollywood-Hollywood Initiative." The initiative includes a groundbreaking survey and study financed by USIBC to determine the true cost of piracy and counterfeiting to the Indian entertainment industry; a push to ensure India's adoption of Optical Disc Legislation to combat piracy; a campaign to raise public awareness of the detrimental affects of piracy to India; and a drive to US-India governmental cooperation in combating international, cross-border piracy - particularly of Indian films in the US and other countries as well as US films in India.

The USIBC has released the study showing huge job and revenue losses to the Indian economy as a result of piracy in India's burgeoning entertainment industry. The study 'The Effects of Counterfeiting and Piracy on India's Entertainment Industry' prepared for USIBC by Ernst & Young India shows as much as Rs. 16,000 crore is lost each year due to piracy. As many as 800,000 direct jobs are also lost as a result of theft and piracy, afflicting India's entertainment industry.

Commenting on the USIBC-FICCI Bollywood-Hollywood



Initiative, USIBC President Ron Somers said, "This study is only the beginning. Now that we have documented the job and revenue losses to the Indian entertainment industry from piracy, we intend to continue fighting piracy across the board. We will strive to bring these findings to the attention of the average person in India. We will attempt to enlist more effectively the U.S. and Indian governments to cooperate in fighting the scourge of piracy in India, as well as in the U.S. and worldwide. We strongly support passage by India of optical disc legislation that will thwart piracy in this important industry. We are pleased to stand shoulder to shoulder with counterparts in India to help protect jobs and revenues that are now being needlessly lost to piracy."

Somers further said, "This study estimates





that the Indian entertainment industry loses some 820,000 jobs and about \$4 billion each year to piracy. This is an enormous and unacceptable magnitude of loss by any measure."

The study covers film, music, television and video games and has been funded by the Global Intellectual Property Center of the U.S. Chamber of Commerce, which aims to highlight the value of intellectual property, as well as illuminate the adverse impact theft and piracy have on creativity and innovation. The Bollywood-Hollywood Initiative promotes the sustainable growth and convergence underway between the entertainment industries in both India and the US.

The Media and Entertainment industry in India is today regarded as an industry of the future. India's entertainment industry already generates more than \$11 billion annually for the country, growing at a combined



annual rate of over 18%. If piracy is stopped, these industries are expected to grow even faster and employ more Indian workers.

Farokh T. Balsara,
National Sector

Leader, Media and Entertainment for Ernst & Young-India, said, "Our Mumbai office collected data for this study from on the ground via direct interviews with stakeholders from the Bollywood entertainment industry. We looked at the industry from every angle films, music, TV, radio, and electronic games. The story was the same across the board: if we can slow or stop piracy, a direct correlation in the generation of wealth and employment will be the result."

Also previewed at FICCI FRAMES as a part of the Bollywood-Hollywood Initiative was 'Illicit The Dark Trade' a special documentary that airs world-wide, produced by National Geographic for the U.S. Chamber of Commerce's Global Intellectual Property Center. This made-for-television documentary shows that the problem of piracy is an epidemic affecting many sectors of world-wide dimensions.

The U.S.-India Business Council, formed in 1975 at the request of the Government of India and the U.S. Government to advance U.S.-India commercial ties, is hosted under the aegis of the U.S. Chamber of Commerce. The U.S. Chamber of Commerce is the world's largest business federation representing more than three million businesses and organizations of every size, sector, and region. The U.S.-India Business Council celebrates its 33rd Anniversary at the U.S. Chamber of Commerce on June 12, 2008 in Washington, D.C. ■

Bartronics' US subsidiary acquires two US firms

Bartronics America Inc (BAI), a Delaware-based wholly-owned subsidiary of Bartronics India Ltd, has recently announced acquisition of assets of US-based Proximities Inc and Software Research Group (SRG) America Inc for a deal pegged at \$50 million.

These acquisitions will help Bartronics develop and deploy radio frequency identification (RFID)-based applications to streamline traditional RFID-based services such as access control, age verification, identity management, and other new and expanded RFID applications for its clients.

Ronald R. Carney, former CEO of Proximities, Inc, will now

function as CEO, BAI, in charge of the RFID division. "The applications for this technology are endless," said Sudhir Rao, Managing Director, Bartronics India Ltd in a statement. "Combining our flexible, efficient, and deep service offerings with Proximities - technology will allow our clients to reduce the friction points associated with RFID-based transactions and improve customer service.

Proximities, Inc. is a privately-held company headquartered in Melbourne, FL. The company develops and markets secure RFID cashless payment, access control and age verification solutions.

In January 2008, BIL raised \$50 million through an FCCB issue to fund the acquisitions and its overseas ventures. ■



US Initiates Steps for Growth, Hope Now for Homemakers

The Bureau of Labor Statistics of the United States has recently released new jobs figures for February. The unemployment rate decreased to 4.8 percent, below the averages for the past three decades, but non-farm payroll employment decreased by 63,000 jobs. The US economy has added about 860,000 jobs over the last 12 months an average of 72,000 jobs per month and more than 8.1 million since August 2003.

The U.S. economy is structurally sound for the long term, but growth has slowed. Real GDP growth slowed to an annual rate of 0.6 percent in the fourth quarter of 2007. While that rate of growth was disappointing, it followed a strong pace of growth in the second and third quarters. Both the Administration and private-sector forecasters still project that growth will continue in 2008, albeit at a somewhat slower pace than in 2007.

The President and his Administration are taking action to address economic uncertainties and to keep the US economy growing.

In February 2008, President Bush signed into law an economic growth package that will protect the health of the country's economy by putting money back into the hands of American workers and businesses. This growth package meets the criteria the President laid out in January it amounts to more than \$152 billion, or about one percent of GDP, provides tax rebates to more than 130 million American households, and offers temporary tax incentives for businesses to invest in their companies and create jobs this year.

Treasury Secretary Henry Paulson is working to ensure that Americans receive their rebates as quickly as possible. This week, the Treasury Department began sending out letters alerting people that they may be eligible to receive up to \$600 for individuals and \$1,200 for couples. Eligible families would also receive an additional \$300 per child. These rebate payments are anticipated to start being sent out in the second week of May.

Housing Market & Hope Now

As regards the Housing Market Transitions, the Administration is helping responsible homeowners across America through a series of targeted actions.

Treasury Secretary Paulson and Housing and Urban



Development Secretary Alphonso Jackson are leading an aggressive plan to help struggling homeowners refinance their mortgages and make the financial adjustments necessary to get through this difficult time.

Both Paulson and Jackson facilitated creation of the private-sector HOPE NOW Alliance, which has developed multiple strategies to help distressed homeowners. HOPE NOW is a cooperative effort among mortgage counselors, servicers, investors, and lenders to maximize outreach efforts to struggling homeowners in distress and to help homeowners refinance into a new mortgage or receive a modification. HOPE NOW membership now covers over 90 percent of the subprime mortgage market.

In February, HOPE NOW announced the new Project Lifeline initiative, which will help more Americans keep their homes by giving servicers a new tool to reach out to seriously delinquent homeowners. Project Lifeline offers, where appropriate, to "pause" the foreclosure process for 30 days while other longer-term solutions are explored.

Recently, HOPE NOW announced that, since July, more than one million homeowners have been helped with a workout either a loan modification or a repayment plan. Of these, more than 638,000 were for subprime borrowers.

The Federal Housing Administration (FHA) helped more than 100,000 families refinance their homes. In August last, the President and his Administration launched a new initiative at the Federal Housing Administration called FHASecure. FHASecure expands the FHA's ability to offer refinancing by giving it the flexibility to work with homeowners who have good credit histories but cannot



afford their current payments. FHA expects this program to help more than 300,000 families in total by the end of the year. In addition, hundreds of thousands of other homeowners worked out their own refinancings with private lenders over the latest half year in 2007.

In December, President Bush signed the Mortgage Forgiveness Debt Relief Act of 2007, which will help Americans avoid foreclosure by protecting families from higher taxes when they refinance their home mortgages. This Act created a three-year window for homeowners to refinance their mortgage and pay no Federal taxes on any debt forgiveness they receive.

Congress Must Also Take Action By Passing Responsible Legislation That Helps Homeowners Without Bailing Out Speculators And Unscrupulous Lenders.

The President remains deeply concerned about the housing issue and strongly believes that government assistance must be responsible. The President will not support legislation, like the bill recently considered in the Senate that would do more to bail out lenders and speculators than to help American families keep their homes. This measure would actually prolong the time it takes for the housing market to adjust and recover, and it would lead to higher interest rates.

President Bush continues to call on Congress to quickly pass responsible legislation modernizing the Federal Housing Administration. A modernized FHA that is granted appropriate pricing flexibility could help thousands of homeowners by the end of this year, and passage of this bill is the appropriate next step to help bring stability to the housing market for years to come. The President first sent his FHA modernization bill to the Hill in April 2006 now is the time for Congress to act.

Congress should also act to strengthen the regulation of Freddie Mac and Fannie Mae to ensure they are adequately capitalized and focus on their important housing mission.

Approving the free trade agreements with Colombia, Panama, and South Korea will contribute to U.S. economic growth. Exports now account for a larger share of our GDP than at any other time in history, and jobs supported by goods exports pay wages 13 to 18 percent higher than the national average.

The U.S.-Colombia free trade agreement will level the playing field, helping U.S. companies that export to Colombia increase sales and compete more effectively in the Colombian market and strengthening our national security. Over 90 percent of U.S. imports from Colombia now enter the country duty-free, and this agreement will provide U.S. companies and farmers with duty-free access to the Colombian market. Once implemented, the

agreement will immediately eliminate tariffs on more than 80 percent of American exports of industrial and consumer goods, and it will provide significant new duty-free access for American agricultural commodities.

The US-Colombia free trade agreement will also strengthen the country's national security by sending a clear message to a key democratic ally. This trade agreement will bring new economic opportunities to Colombia's citizens and will reinforce democracy by fighting corruption, increasing transparency, and fostering accountability and rule of law.

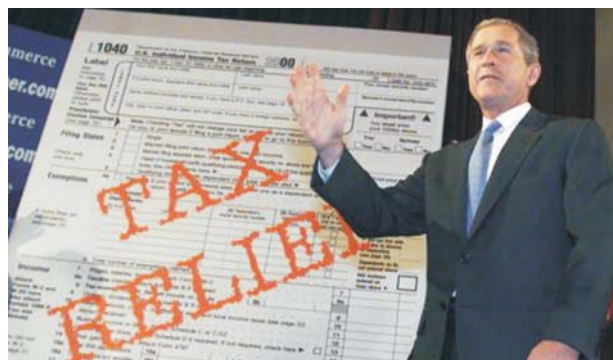
FTA With Korea

The KoreaUS (KORUS) FTA is the most commercially significant FTA the US has concluded in the past 15 years. This agreement will open a growing market of 49 million consumers to the full range of U.S. goods and services. More broadly, the KORUS FTA is a powerful symbol of the United States-South Korea partnership, strengthening bilateral relations with one of America's most important and reliable allies in Asia.

Expanding trade expands prosperity, but the Federal government has a responsibility to help those who are adversely impacted by trade. The President has asked Congress to reauthorize and reform trade adjustment assistance, so we can help displaced workers learn new skills and find new jobs.

Tax Relief

President Bush believes the most important action to ensure the long-term health of our economy is to make



sure the tax relief that is now in place is made permanent. The 2001 and 2003 tax cuts are set to expire in less than three years. If Congress allows that to happen, 116 million taxpayers will see their taxes go up by \$1,800 on average, and we will see an end to many of the measures that have helped the economy grow including the 10 percent individual income tax bracket, reductions in the marriage penalty, the expansion of the child tax credit, and reduced rates on regular income, capital gains, and dividends. ■



India can be Global Manufacturing Hub

Rakesh Shah, Chairman, Engineering Export Promotion Council (EEPC) believes that "one day India will become the factory of the world," meeting every manufacturing need of the corporate sector. Shah thinks that SMEs can play a crucial role in contributing to Bengal's economy and turn it into India's manufacturing hub. Excerpts.

EEPC was established in 1955 for the promotion of engineering products. How will you analyze this long journey?

As we all know, the whole economy has changed a lot with the time. The global economy has transformed from a protected market to an open market economy. Today it's a Global village. So with the time we have also changed and metamorphosed ourselves. Also, the priority of exports has changed. We started with spices and now we are exporting automobiles. EEPC has done a lot to change the export scenario of the country. The main thing which we have done is that we have developed the SME sector and I think that the SMEs in a country can become the backbone of that country's economy if we can develop them in a proper way. We have also successfully turned engineering into a sector that has contributed to the country's economy in a very big way.

What are the problems you think the SMEs face in our country? What steps should EEPC and the government take to help them overcome such problems?

There are actually three problems which the SMEs face in our country and they are finance, market identification and technology.

The government started some very useful programmes under which it has started giving support to the SMEs. I think this is a very welcoming gesture because the government is laying stress to enhance the technology of these small players in the market so that they can increase the productivity. They can also set up R and D labs or testing labs or they can also create a common facility lab with the help of the government. I would also like to give a small suggestion to the SMEs that they also have to look beyond the box so that they can increase the reach and it will also help them to increase their market share. In the sector of finance I would like to urge to the banks and

other financial organizations that they also have to come forward and be a bit lenient in giving financial support to the SME sector.

Once there is a guideline from the Reserve Bank of India (RBI) to the banks, they have to release a certain amount of funds to the engineering sector. This facility is there but is applicable now for the agricultural sector. So I am requesting RBI that they should again start this and help the engineering sector to regain its past status. The banks should disburse certain amount of money to the engineering sector so that the SMEs get the required financial backup which they need. I think in this field the Government has to act proactively and also EEPC is very keenly pursuing this matter.

You are doing business in Bengal for a long time, so do you agree that Bengal is emerging as a new industrial power?

If you compare this last 10 years with the time before that then you can say that Bengal has done remarkably well in the field of industry. The West Bengal government is acting very proactively and I think that is the reason we are earning the confidence of the businessmen from around the world.

But at the same time if you compare our state's progress with some other Indian states then I think we are still very far behind and we have to cover a long distance. To bridge this gap the state government has to play a very active role and has to be more fast in implementing any idea. To do that I think the government has to understand that the economic issues are more important than the political issues. The mindset also has to change. If we can do that if the government can percolate this whole thing down to its employees' level, then only the state can reach its goal.

The steel industry in the state appears to be



flourishing. About 250 companies have been set up in the last few months. What is your opinion about it?

I have always thought that West Bengal has a lot of potential in the field of steel. The state has huge resources needed to produce steel, though we are deficient in iron ore. The state government has to look into it. Also the power backup has to be there as we all know that the steel industry is a power-intensive industry.

Bengal is ranked seventh among states in the field of export. What exactly we should do to improve the current situation?

To improve the export scenario of the state we have to lay emphasis on the areas where we have control. For example, we are strong in the field of engineering, leather, fruits and agri-products. We also have to improve our SME sector because it can give tremendous support to the state economy. At the same time SMEs can provide employment to a large number of people. We also have to try very hard to stop the intervention of labour unions in the industry. If we can get all these things done then only we can gain a position in the field of exports.

How important it is to improve the manufacturing industry on a par with other sectors such as IT?

The manufacturing industry is the backbone of any state or any country. Because as we have seen that the IT industry is running through a very good phase in our country so at the same time we also have to keep in mind that we have to improve our manufacturing industry

because it can also earn a huge amount of revenue for our country.

For example if a farmer does not want to do farming then we cannot just train him to be a BPO executive but definitely we can train them to become a skilled labourer through some vocational training.

On one hand there is rupee appreciation and on the other there is a 10 percent hike in steel prices after the budget. As you said "it is only sympathy for the exporters from P. Chidambaram" Please explain what should the exporters do to cope with this scenario?

The rupee appreciation is a big blow to the export sector. The export level has gone down. Because of this reason we have lost a huge number of jobs. For every crore of rupee there is a loss of 44 jobs. Exports are the most neglected sector because till today we do not have a ministry which can help us or can guide us through this bad phase. The Union Ministry is obviously very sympathetic but ultimately it is not doing anything for us. Right now the only solution for us is zero duty import on steel. I think this can help us a bit to improve our current scenario.

What is your dream for EEPIC and Bengal?

Bengal has great potential as the cost of labour in the state is very low. I would also like to see Bengal become the manufacturing hub of the country. I also hope that one day India will become the factory of the world. As far as EEPIC is concerned, I would like more growth from the SME sector so that our economy becomes more robust. ■

TCS to set up IT learning centre in Guwahati

Assam is now poised to make it to the IT map of India with the country's leading IT services company Tata Consultancy Services (TCS) deciding to set up a learning centre at the Indian Institute of Technology, Guwahati (IIT-G).

TCS, the leading business solutions and outsourcing company, will also initiate jointly with IIT-G collaborative research work on mutual interests.

TCS inked two MoUs one with Government of Assam and the other with IIT-G recently.

Chief Executive Officer and Managing Director of TCS, S. Ramadorai said, "TCS has always been a pioneer in developing talent in India. We have been delighted with the level of talent emerging from Northeast India and by setting up a dedicated training centre here, we can give a strong fillip to the human capital development efforts in an inclusive manner by hiring and training engineers

and science graduates from this area."

Ajoy Mukherjee, Vice President and Head, Global HR, TCS, said, "The abundance of high quality talent available in the Northeast will be highlighted on a global scale through our initiatives. We plan to hire the faculty for the training centre as well as fresh graduates from colleges in this area and make them an integral part of TCS".

As per the MoU, TCS trainees will have access to all facilities on the IIT-G campus, including classrooms, library as well as sport and recreational facilities.

Assam Chief Minister, Tarun Gogoi, while attending the MoU signing ceremony, called it as a red-letter day for Assam. "I will meet Tata Group chairman Ratan Tata for developing this centre into a full-fledged software development centre". ■



Rolta Acquires TUSC, Expands US Operations

Rolta, one of India's leading IT companies, specializing in GIS/GeoSpatial Information Systems, Engineering Design, and Enterprise Information & Communications Technology, has announced recently the acquisition of Broech Corporation, doing business as "TUSC", an IT Consulting Company specializing in ERP applications as well as Database and Business Intelligence solutions, based on Oracle technologies.

The consideration for this transaction is about US\$ 45 million, including escrows and earn-outs. Rolta expects this transaction to be immediately accretive to shareholder value in the current fiscal year ending in June 2008.

As a part of its systematic and aggressive growth plans, Rolta has adopted a clear acquisition strategy of taking over companies that provide a synergetic mix of Technology and IPR, enabling Rolta to move up the value chain for addressing complementary markets. This is the second acquisition by Rolta in a span of six months and will bring to Rolta a strong portfolio of products and customers; improved access to complementary markets and industry service lines; and strengthen its global delivery model; while continuing to leverage its existing core competencies in the GeoSpatial and Engineering domains.

TUSC is headquartered in Chicago, with excellence centers and offices across the US that are staffed by over 160 consultants. Established in 1988, TUSC has served over 2000 customers in diverse sectors like Utilities, Energy, Engineering, Manufacturing, Finance, Insurance, Retail, Government, Healthcare, Services, Transportation, and Technology. Over 50% of revenues are generated from repeat business. TUSC is a profitable Company and its 2007 revenues were in excess of US\$48 million, with a CAGR of more than 30% over the past 4 years. The Company has been listed twice on the 'Inc. 500 Fastest Growing Private Companies' list in the US.

TUSC holds a global reputation as a source of unsurpassed expertise in high-end consulting for large-scale ERP applications, Fusion Middleware, Business Intelligence and core Database Technology. TUSC is one of only a handful of companies worldwide that have the highest level of Partner certification for both ERP and Oracle Technology. TUSC currently has five "Oracle Master" level consultants on its staff, giving the company an unmatched reputation globally for outstanding expertise in Oracle technologies. Over the years, TUSC has published many books that most consider standard reference material for any Oracle specialist. This track record enabled TUSC to win Oracle's most prestigious award - the TITAN award, for the third time, as an Oracle Partner in 2007.

TUSC has also developed and owns a broad range of intellectual property. For example, one of its software products 'Periscope' is an advanced Data Mining and Virtualization tool that helps customers access their enterprise data from disparate data base platforms, drastically reducing the cost of integrating and administrating multiple data sources residing on different systems. Their 'Knowledge Framework' is industry leading and has won various Best Practices awards. Their 'real-time database monitoring and pro-active alert' software suite is in use by many Fortune 500 Companies, across 1000+ databases.

The three founders of TUSC, Rich Niemiec, Joe Trezzo and Brad Brown, will continue to lead the company. Their leadership of various Oracle User Groups and participation in Oracle Technology advisory councils evidences their standing in the industry, duly recognized by awards, like the Ernst & Young 'Entrepreneur of the Year' award. With each having over 20 years of experience, this management team brings a wealth of experience to Rolta. As a wholly owned subsidiary of Rolta, TUSC will continue to lead its operations from headquarters in Chicago, USA.





TUSC's offerings are focused towards mission-critical applications, providing significant opportunities in the Rolta customer base, especially in the Engineering and Utilities sectors because of a workflow that requires the integration of Design, Engineering, Mapping and ERP. The continued development of Fusion Applications by Oracle presents another significant opportunity for this business. While today TUSC operates completely on a US based delivery model, by leveraging Rolta's offshore infrastructure and domain expertise, the Company expects TUSC's businesses to achieve better margins, higher scalability, and provide greater value to customers worldwide.

K. K. Singh, Chairman and CEO of the Rolta group, said, "We are extremely pleased with the acquisition of TUSC who shares our passion for excellence. This brings into the Rolta fold, a company that has strategic maturity, exceptional technology, commendable work ethic, established branding and a strong portfolio of high-end consulting services. We will now be able to provide Enterprise level solutions to our customers worldwide, thereby increasing the value for our stakeholders".

Rolta is an Indian multinational organization that has executed projects in over 35 countries. Rolta is a leading provider and developer of Information Technology based GeoSpatial Information Systems (GIS), Engineering Design Services, Software Development, Advanced Security, Network Management, ERP Consulting and

Deployment services worldwide. Rolta, through its joint venture Stone & Webster Rolta Ltd., provides comprehensive Engineering, Procurement and Construction Management (EPCM) services to meet turnkey project requirements of power, oil, gas and petrochemical sectors. Rolta's joint venture with Thales, France, leverages a broad spectrum of cutting-edge technologies, systems and solutions from Thales, and Rolta's leadership position in the Indian market. This JV takes advantage of the technology transfer from Thales for developing state-of-the-art C4ISTAR information systems, for domestic and international markets. Rolta has acquired Orion technology Inc. a Canadian software and integration company specializing in enterprise Web GIS Solution. Rolta, headquartered in Mumbai, employs 4000+ professionals with countrywide infrastructure and international subsidiaries across the globe and is today a strong player in the Infrastructure, Defence, Homeland Security and Enterprise Information & Communication Technology (ICT) markets. Forbes ranked Rolta as one of "Asia's Best 200 Under a Billion" for the fourth time in the last six years. The Company is listed on the NSE in cash and F&O segment and forms part of CNX IT, NIFTY Midcap 50 and CNX 500 indices. The company is also listed on BSE 'A' group and forms part of BSE Midcap, BSE 200, BSE 500, BSE IT and BSE TECK indices. The Company's GDR is listed on the Main Board of London Stock Exchange and its FCCB's are listed on the Singapore Stock Exchange. ■

McDonald's to expand India Business

McDonald's India is setting up a food processing plant in the northern region. Though the location is yet to be finalized, the proposed plant is likely to be set up either in Punjab or Haryana with an investment of Rs 100 crore. Also, it has plans to set up a distribution centre in this region in addition to Delhi, Mumbai, Kolkata and Bangalore.

Further, to fuel its growth rate of 40 percent, McDonald's India and its suppliers will be investing Rs 400 crore in the next three years. The organisation plans to open 40 restaurants and create about 1,800 jobs by the end of this year.

"Out of the total investment, in northern India, we would be investing close to Rs 200 crore. Further, we aim to set up 5 more restaurants in Punjab including in cities like Ropar and Patiala," said Vikram Bakshi, managing director, Connaught Plaza Restaurants Ltd, one of the two joint venture partners McDonald's has in India.

Commenting upon the proposed food processing facility

in Punjab, he added, Currently, we are procuring about 2,200 metric tonnes of vegetables like peas and onion from Punjab and further 600 metric tonnes of wheat annually which is likely to go up by 2,000 metric tonnes in the near future. So, in order to process the vegetables locally, we are planning to set up a food processing plant with an investment of Rs 100 crore, in this part of the country. The location is yet to be finalized, but it may be either of the two states (Punjab and Haryana). Further, we plan to set up a distribution centre in this region. The company today opened its second restaurant in Chandigarh.

He further added, with the opening of this restaurant, the total number of McDonald restaurants in India goes up to 131, with 77 in the northern and eastern regions and 53 in the southern and western regions. In the northern region, the company has 33 restaurants in Delhi, 21 in Uttar Pradesh, 11 in Haryana, Punjab four, Rajasthan three, and one each in Uttaranchal, Chandigarh and Himachal Pradesh. ■



'You Can Start an IT Firm in Just 24 hours



It is true that Bengal has lost many growth opportunities in IT for being a late starter.

Dr. Debesh Das, the new Minister In-charge of IT Department of West Bengal, does not want to be bogged down by Red Tape.

Rather he wants to be ahead of many states in the country and would like to take special care and give required emphasis on hardware, its chip design related activities in the state. He looks quite determined and firm in his stand to provide all possible back-up support to the aspiring firms which are keen to invest in the state.

Special Correspondent **Subhajit Bhattacharya** spoke to Dr. Debesh Das about his IT agenda. Excerpts.

What role do you think IT has played to bring West Bengal to this stage of industrial resurgence?

The IT industry has played a very great role to project West Bengal as a dream destination. The IT industry in the state posted a growth of 46 percent last year (2006-2007). Right now there are about 55,000 people who are working in the IT industry. Though there still is a huge requirement in the field of IT in West Bengal and I think that by 2010 the industry will employ about 200,000 people. Also I would like to inform you that 20 million square feet of land has been allotted to the IT industry in West Bengal. We are also trying our best to provide additional land to companies such as WIPRO, Infosys and ITC Infotech. We are also very eager to promote the Hi-tech industry in Bengal. We have already given 150 acres of land near IIT Kharagpur, from which land will be given to some advanced IT companies in the SemiConductor field. Also we have started to build a unique structure at Salt Lake Sector 5 which will be known as India Design Centre. The uniqueness of this building is that in different floors we will have different facilities. For example on the first floor we will have a training centre for IT professionals. On the second and third floors we will have the chip design industry. And on the fourth floor we will have an incubation centre. From our state IT department we are trying our best to promote certain industries such as the chip building industry, the multimedia industry and the wireless industry in the state. So from this I can say that we are definitely playing a very key role in the development of West Bengal.

Do you agree that West Bengal started late in the field of IT?

Yes I do agree that we are a late starter in this field. We started almost after five years late in comparison with other states of India. But at the same time if you see our growth rate then you can see that it is very high and that is the only reason we are one of the best players in the IT industry.

Which are the main factors which you believe has



attracted the IT giants like WIPRO COGNIZANT to set up their base in the state?

West Bengal has now the best infrastructure in the country. We offer world class IT hub facility at Rajarhat which is situated within 10km from the airport. The Rajarhat project is spread on 300 acres of land and we very firmly believe that we can offer any world class facilities to any big IT firm who ever wants to establish their base in Bengal. Also we are offering abundant and cheap power to all the IT firms. The main resource which Bengal has is the huge English speaking population and a huge number of talented IT professionals. We have institutes like IIT Kharagpur. Also, we have the Statistical Institute which is one of the best research institutes in the country. We are also coming up with an Indian Institute of Science. We also have IIM Joka and Universities like Calcutta University and Jadavpur University. So you can see that we have a huge bank of resources in our state. Law and order situation in the state is good in comparison to other places such as Delhi, Bangalore or Mumbai. The state Government is also trying to make business friendly policies so that the businessmen do not have to run from one door to another to open a company in the state. So in a nutshell I can say we as a state have tried and I think we will definitely be the best and will give West Bengal a robust economy.

Which are the sectors do you think that the state IT ministry should focus more to turn West Bengal into a dream IT destination in India?

I think its time that we should place more and more emphasis on promoting the Hi-tech and software industry also we should establish the chip industry in the state. We are also trying to promote the hardware and fabrication lab in the state.

After the Rupee appreciation the export market of India is badly affected. Outsourcing works are diverted to Philippines and Myanmar and even to Sri Lanka. How do you think we can combat this problem?

I agree to this point that outsourcing is a major issue in US and UK and as you have said that the works are being diverted to other neighbouring countries. But I would like to point out to this fact that the quality of work which we as a country provide to the world is the best and there is hardly any comparison to that. So this is our biggest

strength. At the same time we also have to promote more and more Hi-tech and software companies to meet the crisis.

What initiatives are being taken by the state IT Ministry and WEBEL to promote the local IT companies of Bengal?

Our main objective is to promote the software industry of the state. We are trying to promote those IT companies which work on patents and royalties. We are also trying to promote those companies that could design software products. We have also taken some good initiative such as if a guy comes to us with an idea to start a software company then the State Government will act as an venture Capital company and will fund the project. Also we have started a training subsidy programme where if a company has scarcity of funds in training their staff then we will provide them with adequate backup to train their staff. For this programme only small and medium scale IT firms are eligible.

We have already set up two offices one in Kolkata and other is in Durgapur. These offices are called incubation centres. The Kolkata office has a strength of 300 people and the Durgapur 100 people. So now if anybody comes to us with an intention of opening an IT firm in the state then it is just a matter of twenty four hours and you can start your new company.

As we know that cities like Durgapur, Asansole and Siliguri are also becoming new IT destinations. How much do you think that they can succeed?

The state Government is trying very hard to develop these places simultaneously with Kolkata. Already eight companies started operating in Durgapur two companies in Siliguri. About 2,000 people got jobs in those places. Also we have taken 200 acres of land in kalyani and we will turn it into an IT hub as soon as possible.

Where do you expect to see West Bengal IT industry in five years?

I am very much hopeful about the future of the IT industry in Bengal. Big giants like INFOSYS and WIPRO are spreading their wings in Bengal. Also VIDEOCON has announced that they will also come up with a fabrication centre very soon. Also we are trying to build an ample number of hardware companies in the state. So very strongly I hope that our noble endeavour will succeed and after three years IT will provide employment to about 600,000 people in Bengal. ■

Vedic Village A Perfect Holistic Wellness Destination

Vedic Village is a Spa Resort located on the outskirts of Kolkata. Over a period, it has emerged as a perfect Holistic Wellness Destination. It is surrounded by 125 acres of lush green fertile organic farm land and natural ponds. It has also the only Medical Resort Spa in Bengal. Special Correspondent **Subhajit Bhattacharya** spoke to Vedic Village Executive Director **M.J. Robertson** about the group's future ventures and also the realty scenario in West Bengal.



How Vedic Village started?

The Vedic Village is the brainchild of the company called Vedic Realty Limited which is formerly known as Sanjeevni Projects Pvt. Ltd. At first when we stepped into Bengal's territory, we started with a housing project at Dum Dum. Though the project was very small with only 350 apartments, it was there that we first started the idea of the Club in a housing estate and that is the first of its kind in Bengal. Now you can see that many of the realtors speak about the club facility but I am really skeptical about the facility which they provide. The Dum Dum project was a huge success for us then we again started with another project at the same place known as Space Town comprising 550 apartments. We also equipped this project with another sort after world class club called Space Circle. I can very confidently say that the level of facilities which we provide in this club, you can easily compare them with any international clubs in the world.

When we started the Vedic Village idea then our basic purpose is to venture into the area of health and wellness. We always

knew that India has a huge bank of Ayurvedic medicines so we targeted that area. There has never been a proper marketing in this field so we tried to do that on an upper scale. Then in West Bengal we first started the idea of the Medical Resort Spa, which is considered the best in its category. In this kind of Spa you can not only get comfort but at the same time you can also get medication. At the same place we made small bungalows where people can come and stay at the same time if they want to buy then they can do that also. So actually we used this project in both ways, as a property which is saleable and also as hotel where people can come and stay and get their Ayurvedic treatment.

What made you to choose Bengal as your destination?

Our groups chairman Raj Modi is a man with great vision. As you know that always the first comers get the maximum profit so to be very true we wanted to do that. Because I always think that Bengal has a great potential and also the government always have the eagerness to do something for the state so that is the reason we chose Bengal. Also I am born and brought up in Bengal I also worked as CEO of the Tollyclub so I know this place very well so these are the reasons which actually helped us to venture into Bengal.

Do you think the Vedic Village can be a tourist destination in Bengal? Which are the fields you think the government should lay more emphasis on to develop medical tourism in the state?

Definitely, I think Vedic Village can be a part of the tourism spots in Bengal because this is the only place where you can get a glance of medical tourism. I have been to the Berlin tourism fair which is the largest of its kind in the world and I this year actually represented Bengal alone at the fair. So I would definitely say that the participation from the Bengal's tourism industry has to increase. We have to build up a robust scenario so that we can easily woo the tourist in the state. I cannot alone market my property in an international fair. I also at the same time have to market



Bengal as a package then only we can change the present scenario of tourism in the state. We also have to lay stress on developing the infrastructure of the state. Our honourable Minister Manabendra Mukherjee is a very active person and I have great hopes on him and I know that he will do it.

Bengal's industrial scenario is changing for the better. At the same time the realty and the hotel industry are enjoying a boom. Do you think that there is a real demand in the market?

There is no doubt about Bengal's resurgence. It's a stage of development. When we started in Bengal with Vedic Village project then we charged 200 dollars for each room. People said that the price range was too high for a place like Bengal. But now we charge 300 dollars for each room and people are buying. Now people will spend and they also have the power to spend but at the same time you also have to keep in mind that you have to give them the best quality which we always tried to give to our customers in Vedic Village. Now the requirement has also increased we started with 18 rooms now we have 200 rooms so you

can easily see that the demand has increased.

As the industry will grow in the state at the same time the whole scenario will change. I have great hopes for Bengal's IT industry as it has a great potential. There is obviously great demand in the market. But we have to be more agile in delivering in the results. Because customers today want to get the best in a very short time. The realty industry has only extended up to 10 km from the city. So there is a huge space still left to develop but at the same time the government has to be more conscious about the wetland issues. Though there is a huge development in the realty and hotel industry but I think in the long run only the big players can survive. If the small players have to stay in the market then they have to shake hands with the big players in the market.

What are your hopes and plans for Bengal and Vedic Village?

I have great hopes for Bengal. We also have big plans for Bengal in future. Vedic village also is growing in a very fast way. We are coming up with another Vedic Village project in Neemrana, a place between Delhi and Jaipur. We are also targeting to raise our turnover to Rs 2,500 crore in the next few years. ■

Pailan - Growing from Land Development to Goat Farming

A dreamer and son of Bengal, **Apurba Saha** Founded and built the Pailan Group of which today he is the Chairman. Special Correspondent **Subhajit Bhattacharya** spoke to Saha about the group's vision and future plans and about the booming Bengal in general.



Tell us about Pailan Group...

I started the Pailan group 15 years ago from a single company. Now, by God's grace this company has about 7-8 companies under its banner. I am an undergraduate but from the very first day I have great dreams which I nourished and nurtured and now you can see the result in front of you. When I started off with the project in Pailan and brought the land, there were hardly any kind of development out here. This Pailan is known as a place which is full of goons and antisocial elements. So at the initial stage I have to face and confront many types of blockage. So by overcoming all of them I started with a project of making 900 plots for government employees. Then I started Pailan

Management college, which is now one of the best colleges in India. Then I started Pailan World School which is the first international school in Bengal. My main motive is to develop the educational infrastructure of the state. Because I think that by providing good education to the new generation we can produce

good resource in the state which will definitely play a major part in this industrial boom in the state.

What is your opinion of the new industrial picture in Bengal?

I would say as a businessman that definitely we are a late starter. But I am happy that this industrial boom started. The last eight years' period has been the most effective time for Bengal. Now we have to start with new endeavour and zeal to make up for the lost time. This new era of industrialization is like a boon to Bengal's economy. At the same time we have to keep in mind that we have to develop the infrastructure of the state to woo more business tycoons like the Tatas or Reliance to the state.

Do you think the local businessmen will profit from this industrial boom in Bengal? Do you think they have played a part to project the state as a desired destination globally?

Definitely, I think the local businessman will profit from this boom and also if companies like the Tatas or Reliance comes to the state. For example, I have bought land just few kilometers from the plot of the Tata project. So now if the Tatas come and build their small car factory in that land then automatically the communication system of that area will also develop and at the same time we will also get the benefit because of them. But we also have to amalgamate with this big names so that we can get maximum profit from them.

I think the local businessmen played a major role to project West Bengal in a big way. I would also thank the government for their endless efforts and I would thank our chief minister for all the good things which are happening in the state.

We all know that Bengal is an Agro-based state. Do you think Bengal is ready for things like contract farming?

We all know this fact that Bengal is an Agro-based state. But at the same time we also have to keep in mind that we have to survive in this fast changing arena of globalization. Because of this reason, we might have to sacrifice certain lands. All these problems which you are witnessing in Singur are entirely man-made. Because the locals do not have time for such things. Rather I would say that they are very happy with this kind of development in the area.

What are the future plans of the Pailan group?

We are now venturing into the Agro-based industry. I think this industry has great potential in the global market. So we first started with potato seeds import. We used to import the potato seeds from France. Now we are thinking of making potato flakes and we will export them to countries like the US, UK and to the Scandinavian countries, because there is a huge market in those countries. If you see the statistics then you can see that the potato consumption rate in India is about 15-20% whereas the potato consumption rate in the western countries is as high as 80-150% so you can easily understand that the demand is very high. To start this production we have already started building cold storages and we are also taking potatoes directly from the farmers. By the end of this year when this project will be in full swing then we are hoping to produce 10000 flakes at the initial stage.

Another project which we will soon venture into is the goatary project. This is dream project of mine after my Pailan World School. Under this project we will start producing small black goats then we will sell its processed meat to the market. These meats have great demand in the western world because they are fat and cholesterol free. The main problem which we are facing in doing so is the absence of resources. So we are taking the help of the self help group. We have already started it in the three districts of Purulia, Birbhum and Bankura. We also contacted the dist administration. They will also help us in making homes for the goat farmers. They will create breeding centers. If this project succeeds then each of the self help group will earn up to 10,000 per month. There is so much of demand that about three lakh goat farmers can earn their living from this project. The initial project will cost around Rs 12,000 crore. I think this project has great future because if you look at Vietnam or Australia then you can see the difference which they have earned from this industry.

What do you think about Bengal's future?

The future of Bengal is very bright because the economy is booming. Whatever the scenario was before five years, now everything has changed a lot. The city is famous for Bandhs and strikes. This will also change because if there are jobs in the market then the this bandh scenario of Bengal will also change. We also have to build good infrastructure to woo more businessmen. I want to see West Bengal to become the Rome of 21st century. ■

Paving the Path for



'Best Bengal'

Sanjay Budhia is a man brimming with energy and a sense of purpose. He is the Managing Director of Patton Industries. Special Correspondent **Subhajit Bhattacharya** speaks to Budhia in a candid interaction to know the secret behind his and Bengal's success.

What is your opinion on the rise of new Bengal?

I would say that this is the time for Bengal. The time when people in the global market are looking at it with hope. I think businessmen are very happy and eager to invest in the the booming economy of Bengal. I don't think its only IT. If you look at the agro industries and pharma then you can realize that every industry is at a very good stage in West Bengal. The government is also very eager to help and develop the market as soon as possible so that they can woo maximum number of businessmen into the state. Now the government is also trying to promote the manufacturing industry and the main aim is to create more and more jobs in the state. Tata's small car industry is a boon to the state's economy and as far as we know that it will be in full swing from the mid of this year and will help give jobs to thousands of people. We all know that West Bengal is an agro based state and that does not mean that we only have to promote the agriculture but at the same time we have to promote industry. Now this is the time for globalization when we have to move hand in hand with both agriculture and industry. We have to make it in such a way so that both of them compliment each other. We have to amalgamate both of them so that that the agro-based industry in the state gets maximum benefit. To do this in a more successful and robust way the government has to be proactive and have to communicate to the farmers, so that the miscommunication or the misunderstanding does not come in-between. The people of West Bengal should understand that what ever is done it is done for the betterment of the people of the state, so it is not a personal agenda but it is an agenda for the development of the people.

Do you think with this industrial boom in the state, the interference of unions in the industry will end?

I know that this kind of scenario in a state definitely discourages, the business community to come to the state. But if you see our organization, we are doing business here for a long time, but I would be very proud to say that we haven't lost a single working day. The main thing behind this is that you have to be clear to your employees and you always have to project what ever is true and don't make any kind of hype but we should tell the truth. So to change this bandh scenario we have to communicate with the employees and also to the people and tell them the truth and I think as the industrialization will start booming in the state these hazards will definitely vanish.

You have an experience of working with the TATA's very closely, so do you think these big names will help the all round development of the state?

Yes I have been working with the Tata's for a long time. We have invested in some of the companies of Tata. We have a sizable equity in the tin plate company of Tata. we have a holding of about 13-14%. We also have equity in the Tata Metalics Limited. I think Tatas are such a name which means faith and which means power. So I think they are the best and I think doing partnership with them is the best thing that can ever happen to a company. I would definitely say that their presence in the state will not only help the state's market to develop but at the same time it will also help develop the infrastructure and also many ancillary companies will develop with them in the state.

In the last few years the FDI in the state has increased risen. Why do you think that West

Bengal has become a cynosure of the global business community?

There is actually no magic behind it. The main mantra is very simple. As I have said the state government is moving in a very focused manner to improve the business environment in West Bengal. The people starting from the bureaucrat to the chief minister work very hard to present West Bengal as a desired destination. Previously it was only Delhi, Mumbai, Chennai and Hyderabad, which always attracted attention of the global market. But now we have also succeeded in doing so. But I would say that there is still no time to relax. This is not the time to be complacent. We have to work hard to hold on to this position. Also I would say that we have to do continuous marketing for the state, because we have to remember that today the investors have all the choices and options. The infrastructure in the state has to grow along with the state's development. Now you can see that we are talking about a second airport and also about a second port in the state. So you can see that the necessity is the mother of all inventions. As the investors will come the development will also occur.

The export scenario in the state is not so good, we have been ranked s the seventh among Indian states. What do you think is the reason behind it and

how we can change it.

Yes, right now the state is lagging behind on the export front. We have to give special attention to the export sector. We also have to give it maximum priority. As we are seeing, the business scenario is changing in the state. So obviously the export industry will also get a boom. I have personally discussed this matter with the Finance Minister Asim Dasgupta and the government is regarding the whole issue very seriously and I think very soon we will see good results.

As Honorary Consul of Malaysia in West Bengal which are the fields in the state you think you can promote in Malaysia?

I think Bengal has a great potential in the field of tourism and also agro industries and both the countries are very eager to have good bilateral relations. So I am working and trying my best to promote Bengal in the best possible way.

Where do you expect to see Bengal after five years?

I definitely want my state to develop as fast as possible and I want to see it as "Best Bengal" and not just West Bengal. ■

Assam Inks MoU with Xola to Promote Adventure Tourism

Assam took a big step forward in the promotion and projection of adventure tourism resources with the signing of a Memorandum of Understanding between Tourism Department, Government of Assam and Xola Consulting Inc, an internationally known American firm, in the presence of Chief Minister Tarun Gogoi at Dispur on 26 February 2008. This project is a follow-up of the Chief Minister's visit to the US in June and September last year.

Expressing his happiness over the signing of MoU, Gogoi said, "It augurs well for Assam that Xola Consulting Inc has come forward to promote and project adventure tourism of the State across the globe as an outcome of my talks I have had during my two visits to the United States last year.

Gogoi exuded optimism that the project would help project the huge tourism potential of the State in a big way thus bringing in investment into the sector and opening up vistas of avenues for the educated unemployed youth.

The Chief Minister said that Assam, being one of the rich biodiversity hotspots of the world, has tremendous

potential for wildlife tourism, eco-tourism as well as cultural and religious tourism. "All this must be harnessed in a proper manner for the economic development of the State," he added.

Xola Consulting Inc will soon begin work in identifying five to seven destinations (hotspots) suitable for sustainable tourism development, besides making detailed itinerary recommendations for trips incorporating adventure, nature, cultural and regional tribes' assets; evolving marketing strategies to woo domestic and international tourists; framing the yardstick for monitoring the tourism benefits and impacts for rural people and resources and establishing linkages with international trade and academic institutions for the promotion and development of tourism sector in the State.

Minister for Tourism Rockybul Hussain, Principal Secretary, Tourism, Himangshu Shekhar Das, Director, Tourism, Dilip Kumar Baruah and other senior officials of the state Government were present during the signing of the MoU. Xola Consulting Inc was represented by Christina Heyniger. ■



Assam Goes Organic, Plans Exports in Big Way

By Md. Sabir Nishat

After the export of organic Joha rice produced in Assam to European markets, the Assam State Agricultural Department is going in for organic farming in a big way.

The first consignment of 17.5 metric tonnes of organic Joha rice was shipped through the Amingaon inland container depot on the outskirts of Guwahati on May 3 last year.

The Karbi Anglong district, known for its fertility, has already been identified as an organic zone. "The process is on to declare Karbi Anglong district as an organic zone," says Minister for Agriculture Pramila Rani Brahma, who is on a mission to promote organic agriculture in a big way at a time when researchers have found out that organic food is more nutritious than ordinary produce and helps to lengthen our lives by cutting the risk of cancer and heart disease.

Organic agriculture is knowledge rather than resource-intensive, says Brahma, adding, "Much of the required knowledge and techniques are already available with traditional farmers. ITKS or indigenous traditional knowledge systems are at the very core of organic farming. The Indian Council of Agricultural Research has conducted trials and validated many of these ITKS. Traditional knowledge has thus entered the realms of agricultural science."

Organic farming promotes indigenous varieties of seeds rather than hybrids, so that the farmer is not dependent on seed marketing companies a major savings. Women play a crucial role in the selection

and preservation of seeds. The popular myth that organic farming leads to lower yields has been exploded by trials conducted worldwide, including India.

The Tamil Nadu Agricultural University's study on organic cultivation of green chilli found it produced better yields and quality. Likewise, the University of Agricultural Sciences, Dharwar, Karnataka found more viability in organic cultivation of groundnut. Ditto French beans. Punjab Agricultural University studies found use of organic inputs produced better rice yields. As Agriculture Officer attached to Brahma, Mowsam Hazarika, points out, "It is in rainfed agricultural systems that organic farming produces consistently better yields. In Green Revolution areas, too, there is no diminishing of yields."

Even the World Bank admits: "Farmers in developing countries who switch to organic agriculture achieve higher earnings and a better standard of living, according to a series of studies conducted in China, India and six Latin American countries by the International Fund for Agricultural Development (IFAD)."

Tankeswar Rahang, a small orange farmer of Sonapur in Kamrup (rural) says, "We do not use chemical fertilizers nor chemical pesticides as they harm the quality of our produce. It is through organic methods that we have been able to make our harvest better, with no pests or diseases."

All over the country, groups of small and marginal farmers are coming together to form organic farming collectives. Through NGOs or government agencies, they are getting their farms certified as organic, thus opening up markets in India and abroad.

Cultivation of mango in Assam, with its warm, humid climate during summer and cold, dry winter is not considered suitable for growing the fruit. Besides, rampant attacks by pests and insects often decimate the ripened fruit. But that has become passé now, with the farmers eyeing it as a commercial proposition





against the backdrop of a slew of initiatives that have brought in food processing units to the state.

Says Hazarika, "With the coming up of the pickle industry, that requires huge quantities of raw mangoes, farmers can now reap in additional income by taking up mango cultivation commercially. Even its production in the traditional household gardens can bring extra income if the raw mangoes are supplied to the new units."

Nearly 5.95 lakh hectares of land is under horticulture cultivation, comprising about 15 per cent of the gross cropped area. Assam produces an estimated 34,000 tonnes of mangoes every year. However, most of it is sold raw and the bulk finds its way to the unorganized pickle sector. But now, with the coming up of two pickle units, including Nilon's, which has already commissioned a plant at Dalgaon in Darrang, 120 km from Guwahati, there is ample scope for the fruit and the farmers.

"This plant needs a huge quantity of mangoes, besides other fruits and vegetables. This year, we have procured only 5,000 tonnes of raw mangoes, but the word is spreading and inquiries are pouring in from farmers," says Deepak Sanghavi, Managing Director of Sanghavi Foods Pvt Ltd, a wholly-owned subsidiary of the Rs100-crore Nilon's Enterprises. Nilon's has a 25 per cent stake, which is the highest in the country's organized pickle sector.

Sanghavi has also entered into an agreement with an NGO, Assam Unnati Sabha, to go for contract farming, to ensure that his unit gets a continuous flow of raw materials, including mangoes, papayas, turmeric, ginger and lemon. Nilon's has supplied seeds and technical knowhow to the Assam Unnati Sabha to grow over 30,000 papayas in Tinsukia district, which will benefit 25 educated unemployed youth. The company will procure the entire crop from the NGO for producing tatty-



frutty that the cake industry requires.

On top of it, two other food processing units have also come up in the State with the Government's Horticulture Technology Mission giving them incentives to the tune of Rs 4 crore. One of these has already started functioning, producing potato chips under the brandname Kishlay by procuring potatoes from the local farmers. It is learnt that three more units are in the pipeline.

An organic food supermarket, the first of its kind in the North East region, will come up at Panjabari in Guwahati in a sprawling three bighas of land at an estimated cost of Rs 10 crore. The three-storied swanky supermarket will also house a laboratory, cold storage, a greenhouse, a conference room and stalls selling everything organic, from tea to fruits to vegetables.

"All the products will be tested for quality at the in-house laboratory before they are up for sale," says Brahma.

Besides storing organic products from local farmers, the market will have organic produce from outside the State. As of now, the market will cater to the demands of local consumers. "Depending upon production, we will explore the possibility of looking beyond the borders by turning the market into a major export centre for organic produce, says Brahma.

Another organic market at Beltola in Guwahati is on the anvil. Meanwhile, the Assam Government has prepared a district-wise list of thrust crops under the horticulture mission, which includes banana, pineapple, ginger, potato, lemon, litchi and cashew nut. Reviving the traditional belt of orange around Sonapur of Kamrup, eastern part of Tinsukia, Nagajanka area of Jorhat, Jatinga of North Cachar Hills has also been already initiated under the Horticulture Technology Mission. "For the benefit of ginger growers of Karbi Anglong, Tinsukia and other districts, we have already set up an Agri-Export Zone for ginger," says Brahma, who has set her eyes on achieving 2 per cent annual growth in the agricultural sector involving 27 lakh farm families during the 11th Plan by stepping up farm mechanization and other scientific agricultural practices. "As the task for achieving 2 per cent annual growth is a challenging one, I earnestly appeal to the youth to come forward and contribute their mite towards ushering in a Green Revolution in Assam," she rounds off.



Interactive Session on Indian Budget

An interactive programme on "Budget Impact 2008" was organized at American Centre, Mumbai on 3 March 2008. The speakers were



L - R: Michael Newbill, Jaideep Kulkarni & Heetesh Veera

Heetesh Veera, Partner with Ernst and Young and Jaideep Kulkarni, Partner with Ernst and Young. The Chief Guest was Michael Newbill, Chief, Economic and Political Section of the American Consulate General, Mumbai. R. K. Chopra, Secretary General of Indo-American Chamber of Commerce addressed the gathering.

Jaideep Kulkarni spoke on Direct Tax proposals and Heetesh Veera spoke on Indirect Tax proposals.

There was a good interaction between the speakers and audience, the programme concluded with vote of thanks by R.K. Chopra.

Lincoln House 50, Going Strong with Indo-US Ties

Indo-American Chamber of Commerce (IACC), WIC and US Consulate General, Mumbai jointly organized a party to commemorate the 50 years of US Consulate office in the Lincoln House. Atul Nishar, Regional President IACC, WIC and Michael Owen, Consul General, US Consulate, Mumbai played perfect hosts to the guests which comprised crème de la crème of the Mumbai society.

Digvijay Singh, former Chief Minister of Madhya Pradesh, was the chief guest for the occasion. He shared with the audience his memories of the time when Lincoln House was known as the Wankaner House and he said that he is pleased that in its new avatar as the Lincoln House his ancestral home is helping the Indo US friendship cause.

Atul Nishar emphasized that while Indo-US friendship has reached new heights in the last 50 years, still

there are a lot of areas where the two countries can learn from one another. He said that IACC is committed to the cause of strengthening & promoting IndoUS friendship.

Michael Owen lauded IACC for fostering friendship between the two countries.

The evening also saw a fusion of a rare kind when Emmy Award winning tap star Jason Samuels Smith sharing the stage with renowned Kathak maestro Pandit Chitresh Das. The duo enthralled the audience with their synchronized and spectacular performances.

Adding to the glamour quotient were Bollywood beauties Vidya Balan, Minisha Lamba and Mona Singh.



L-R: Dr. Digvijay Singh, Michael S. Owen, Vidya Balan & Atul Nishar



NABSHOW 2008 : Connecting India & US Through Creativity

The Indo-American Chambers of Commerce (IACC) in association with the National Association of Broadcasters (NAB) organized a curtain raiser for the NABSHOW 2008, in February in Mumbai, Hyderabad and Chennai. The NABSHOW, a conference cum exhibition, will be held in Las Vegas from 11 to 17 April 2008.

From conception through distribution, the NAB Show has proudly served as the incubator for excellence helping to breathe life into content everywhere for the past eight decades. 110,000 plus professionals from 163 countries who create, direct, produce, record, light, film, broadcast, transmit, post, animate, edit, write, protect, digitize, stream, promote, integrate, manage, present, network, program, sell or buy content, attend the NAB Show.

The media and the entertainment business in India, a Rs. 440 billion industry, is one of the fastest growing segments of the economy at a CAGR of 18 percent. Digitalization of both content and delivery platforms, in the audiovisual entertainment space is leading to increasing reach out to wider audiences within shorter spans of time.

Speaking at a press conference on the occasion Farokh Balsara, National President, IACC, India, said, "The Indian media and entertainment industry is going through a metamorphosis due to the digitization of content and delivery platforms. To keep pace with these fast paced changes, Indian companies will need to adopt relevant strategies to stay competitive. The NAB Show provides broadcasters with a global platform to build synergistic partnerships and accelerate the visibility of the Indian content globally. In addition, it will throw light on the impact of wireless technology and the challenges & opportunities that convergence is bringing to the mainstream multimedia industry at the macro level and micro level"

Farokh Balsara also emphasized that Media & Entertainment industry is Chamber's one of the thrust areas. IACC has even coined a term for it 'Hollywood to Bollywood'. Keeping in line with this goal IACC has collaborated with the NAB (National Association of Broadcasters). IACC has signed a MOU with NAB for the exclusively promoting NAB Show 2008 in India.

Chris Brown, Executive Vice President, Conventions & Business Operations, NAB, said, "We are very



pleased to be in India to meet your industry leaders and to communicate the importance the NAB Show plays in this industry on every continent around the world. The NAB Show starts with content -- not gadgets -- and provides the industry with the best opportunities to showcase content to those who buy, re-purpose, deliver and distribute it across traditional and emerging platforms worldwide."

"The NAB Show is the best source for the creativity, inspiration, solutions and next-generation technologies, which serves as the perfect platform for the media professionals to foster growth. Business development, search for new markets and maintaining relationships with the existing customers are the chief prospects involved with the NAB Show," Brown added.

Margaret Cassilly, Vice President, International Operations, Conventions & Business Operations, NAB said, "Our partnership with the IACC will benefit Indian broadcasters as well as NAB Show attendees. As the destination for content professionals, the NAB Show is the perfect spot for India to access electronic media resources and connect with media professionals from around the world".

India has truly arrived on the global broadcasting scene is evident from the fact that first time in the history of the NAB Show one super session is not only dedicated to its entertainment industry but also chaired by Farokh Balsara. He would be joined by four renowned speakers from India namely, Jagdish Kumar of Star TV, A. P. Parigi of Entertainment Network Limited, Sunil Lulla of Miditech and Anurag Batra of E4M. This super session is named "Tune-in to India's Entertainment Industry-From emerging to surging" is scheduled for Wednesday, 16 April, 2008. Besides a large delegation which will participate in conferences, there would be an India Pavilion at NAB for Indian broadcasters to display their products.



Reception in Honour of US Speaker



L-R: Michael S. Owen, Nancy Pelosi & Atul Nishar

The Indo-American Chamber of Commerce, WIC and the Taj Mahal Palace & Tower, Mumbai hosted a reception in honor of Speaker of the United States House of Representatives Nancy Pelosi and senior Members of Congress on 24 March 2008.

The reception, held at the Taj Mahal Palace and Tower capped off two days of meetings for the delegation in Mumbai. The congressional delegation's visit was focused on energy and global warming.

The importance of partnership between India and the United States was emphasized in the opening remarks given by Karambir Singh Kang, General Manager of Taj Mahal Palace & Tower, Mumbai. While other speakers were Atul Nishar, Murli Deora, Union Minister for Petroleum & Natural Gas, Nancy Pelosi and Michael S. Owen.

Pune Branch

Automation Alley team in talks with Indian auto component firms

The Pune branch of IACC arranged for business meetings with the visiting delegation from Automation Alley for industries across Maharashtra. A wide range of sectors were covered including auto components, ancillaries, manufacturing, engineering services, financial services etc.

Each of the visiting companies got at least five matching business meetings with Indian SMEs as well as large enterprises such as Bharat Forge and Tata Autocomp. Many business deals are expected to go through because of these business meets.

The Chamber, also, organized a visit to the Tata Motors facility at Pune. The visitors were quite impressed by the level of automation reached at this facility.

A press meet was organized to meet Kenneth Rogers, Executive Director, Noel Nevshehir, Director, both from the Automation Alley and the US Commercial Consul Jim Cunningham.

A business presentation for members was, also, made by Noel Nevshehir, Director, Automation Alley.



US Commercial Consul Jim Cunningham flanked by Ashutosh Parasnis, Chairman, IACC, Pune and Shekhar Agharkar, Past Chairman, IACC, Pune along with the Automation Alley delegation

Earlier in the day a breakfast meet for the delegation was organized by IACC in conjunction with the US Commercial Service. Ashutosh Parasnis, Chairman, IACC, Pune briefed the delegation about the Pune industrial scenario.

Automation Alley expressed gratitude for all the arrangements made by the Chamber during their visit to Pune. This is evident from their gracious letter received by the Chamber.



Gujarat Branch

'Destination USA' Beckons

The Indo-American Chamber of Commerce (IACC) Gujarat Branch has planned a series of programmes under the focus "Destination USA". To begin with IACC, Gujarat Branch organized a one-day seminar on Destination USA: Opportunities & Attitude, on 12 January 2008 at Grand Bhagwati. The seminar was addressed by four eminent speakers - S. Dangayach, M.D., Sintex, Rooshi Kumar Pandya, Management Guru, Ramesh G. Shah, Associate Prof. of School of Hospitality Management, USA, and Shailesh Thaker, Management Trainer.

Amal Dhru, Chairman of IACC, Gujarat Branch, made a brief welcome speech on the occasion. He introduced all the speakers to the audience. An over attentive audience of around 180 were spell bound by the knowledge of the eminent speakers.

Dangayach, who delivered the Keynote Address at the seminar, talked about Indo-US business relations. He said the US is a progressive and pragmatic country. "But India is also not far behind," he said, adding, that "India should lead and come up with force to compete with the US Economy." He gave example of a small thing like sanitation, Portable sanitation earns approximate one billion dollars as an industry. "In India we have such conditions for sanitation but we don't make use of it," he said.

Dangayach said US is synonymous with the opportunity. And that's why US is known as the land of opportunities. India is growing at the rate of close to 10 percent. India is the land of entrepreneurs. The spirit of Gujarati's entrepreneurs is par excellent, he said.

Dangayach talked about the need for upgrading the country's education system. "We are a skill deficient country. We have high manpower but manpower is not having appropriate skills. We are extremely poor on that count where as US is extremely rich on that count. Its manpower is also highly skilled. Thus there is a perfect match.

Rooshi Kumar Pandya talked about stress Management and for five minutes he took out stress from the minds of delegates present at the seminar.

Good or Bad manners of others raise stress. People coming from different countries with different environments face a lot of stress. We also find stress in schools, corporates and many other places.

Pandya specifically mentioned that there is danger point in Corporate World. Earlier, the age of President and Vice-President in a corporate company was 45-50 years. Now if a person is a President or Vice-President at the age of 32-35, he will retire at the age of 45 years due to stress. And this is common both in India and the US.

Ramesh Shah talked about "Business Experience, Challenges and Opportunities in USA". He said Italy went to the US taking Pizza and Pizza became very famous all over the world. "So we have to go to the US taking Paratha. And it will also become very famous as the people in the US are looking for new things."

US population is 30 millions out of this, 3 millions are Indians and 1 percent of them are Gujarati's. In 1960 Indians in US were 5,000 as compared to 2005 Indians in US are 24,00,000.

In 1997, Indian businesses in the US were 167,000 firms and 491,000 employees. In 2002, there were 223,000 firms and 610,000 employees.

The revolutionary inventions and discoveries made by US are as follows. Shah said that with the advent of MC Donald there was no eating problem in the US, as there are over 30,000 "MC DONALD" all over the country and every week one MC DONALD is opened.

Then came "Holiday inn", "Cruz line", "Wall Mart", "Dollar stores" and so on, and revolution of all this, changed market completely. It bought the products from every corner of the world at a very cheap rate, and sold them cheaper than any other markets in the US.

Then came "Banking revolution" when everything became online, with the ATM cards, Debit cards, Credit cards, you can take out money from each and every corner of the world. You can pay Electricity bill, Telephone bill, Tax bill directly through online with the ATM card.



"We know that in USA people are fat. Obesity and health care has become. You can come out with any medicine, which can reduce the weight or fatness of the people. By this you can become billionaire in one night," Shah said.

The Presence of Amon M. Mwamanenge, Minister plenipotentiary, Tanzania high Commission. & NGOGA Eugene Fixer, 1st Counsellor, Embassy of the republic of Rwanda added gravity to the programme. They made a point that Gujarat and Tanzania have been in touch with each other for five to six centuries.

They also invited all to come to Tanzania and Rwanda for doing business.

They invited Gujarati entrepreneurs to do business in the fields of agriculture, textiles, pharmaceutical, tourism, minerals, gems, IT, ect. As they lacked in expertise.

Shailesh Thaker, Management Trainer, talked about International Attitude & Values for a Global Manager.

The fourth eminent speaker was Dr. Shailesh Thaker, who is a great Management Trainer & Human Potentialist. He started with the counting of attitude "ATTITUDE". A = 1, B = 2, ATTITUDE = 100.

He spoke about, what is called "Place Bo Effect". The person is affected positively by positive suggestions made by seniors, peers, and superiors. Then there is "Pygmalion Effect". you achieve what you expect to achieve and what others expect you to achieve. This effect is from negative to positive. The third is

Nocabo Effect, that is negative to negative and then positive. It is negative from top line to bottom line and then it becomes positive from bottom to top.

According to him "Competing + Skill + Attitude = Success".

"Dull people talk about other people. Average people talk about events. And Good people talk about work". So we should have an Attitude towards work, he said.

The Vice-Chairman, Kaizar Mahuwala, compered the whole programme and delivered the vote of thanks. The main sponsors were DNA as Media Partner, The Grand Bhagwati Group of Hotels as Event Host. The session sponsors were Lancer Laser Tech Reliance Industries and Citi Bank. Electrotherm sponsored Tea/Coffee break. Seminars well-wishers were Naroda Nagrik Bank, Airtel, Shital Motors, Maps India and Gujarat Gouravas.



Amon M. Mwamanenge, Minister Plenipotentiary, Tanzania High Commission and Ngoga Eugene Fixer, 1st Counselor, Embassy of the Republic of Rwanda, along with IACC Council Members



'Sister City' MOU between Ahmedabad & Columbus

The Gujarat Branch of the Indo-American Chamber of Commerce has had the privilege of playing an important role in signing a MOU (Memorandum of Understanding) between Ahmedabad Municipal Corporation (AMC) and Columbus Ohio, USA as "SISTER CITIES". The Agreement was signed on 6 February 2008 at the AMC premises.

Delegates from Columbus Ohio, USA - Edward P. Fisher (Executive Director, CSC), Nirmal K. Sinha (Deputy Director, Public Utilities, City of Columbus Ohio), Niranjan (Neil) Patel (President Ganpati Inc.) and from Ahmedabad city, Amitbhai Shah (Mayor, Ahmedabad City), Dinesh K. Makwana (Dy. Mayor), I.P. Gautam (Municipal Commissioner), Capt Dilipkumar J. Mahajan (Deputy Commissioner) and IACC Branch Chairman Amal Dhru, Branch Council Members & Branch Secretariat.

"Indo-American Chamber of Commerce" has played a pivotal role in achieving this historical and very important agreement for Ahmedabad. Delegates from

Columbus Ohio, USA and Ahmedabad Municipal Corporation both were very thankful to "Indo-American Chamber of Commerce" & also visited IACC Gujarat Branch Office in this regard. The delegation also called on Chief Minister Narendra Modi along with IACC Branch Chairman Amal Dhru and Council Members. The event of "SISTER CITY" agreement was highly successful. This agreement will involve cultural, educational & business exchanges between the two cities even as the city would emulate Columbus experiences in the BRTS, riverfront and other projects.

In addition to this IACC, Gujarat Branch has also received a letter from Michael S. Owen (Consul General, USA), Thanking and Congratulating Indo-American Chamber of Commerce, Gujarat Branch for playing such an important & key role in bringing the Agreement to its conclusion.



Budget: International Trade & Investment

IACC Gujarat Branch organized a programme on "Budget-2008: International Trade and Investments" on 5 March 2008 at Gajjar Hall, Law Garden, Ahmedabad.

Eminent speakers such as Ajay Shah (Associative Director, Ernst & Young, Mumbai), spoke on Direct Taxes and the Regulatory Amendments. Uday Pimprikar (Associative Director, Ernst & Young, Mumbai), spoke on Indirect Tax & the Regulatory Amendments, Devang Nanavati (Lead India Fame) spoke on Common man & overall Impact & Mr. Ravindra Dholakia (Economist, IIM-A) spoke on Gujarat & International Business and Amal Dhru, Chairman, IACC, was the anchor of this interesting interactive Budget programme.

Dhru said that this year's Union Budget had created the desired and expected vibrations, debates, and controversies. "In fact, the best thing that the Budget does to our economy is that it sets many minds to work, enables exchange of ideas, and virtually turns the national attention towards our economy," he added.

According to Nanavati, the Budget kept in view the interests of small farmers and voters. He was in favor of imposing tax on farmers earning above 10 lakh.

Dholakia said, the investment climate was very favorable and it was announced that India had joined the club of high savers with 28 percent of the savings rate. Ajay Shah & Uday Pimprikar gave correct idea of Direct and Indirect Tax.



Tamil Nadu Branch

Getting Corporates & NGOs to Interact on CSR

The Indo-American Chamber of Commerce (Tamil Nadu Branch) organized an event of discussion on Corporate Social Responsibility (CSR), a topic of great relevance to today's society, on 22 February 2008 at Hotel Taj.

David T Hopper, Consul General, American Consulate General Chennai, the Chief Guest at the event, talked about Why CSR? Hiren Shah, Chairman of IACC-TN, welcomed the chief guest and the participants at the event.

Ms. Nagori, Head of Corporate Social Responsibility, Taj Group of Hotels, S. Ramamurthy, Director, Cognizant Foundation, Chennai and Mustafa Moochhala, Managing Director, Innobridge Consulting, elaborated about the NGO's role in the current trend, and NGO's survival and market capitalization etc.,

The event was very unique and special since IACC-TN was able to bring corporates and NGOs together on a common platform. The event was also unique because the NGOs not only presented their difficulties in obtaining funds but were able to understand how to approach corporates for their specific demands. The corporates in turn through

their audio-visual presentation were able to demonstrate the hierarchy and decision making patterns for fund approvals and releases to NGOs. There was very good interaction between the audience and the speakers.



Consul General David Hopper delivering the Inaugural address at the programme Corporate Social Responsibility organized in association with the American Consulate General, Chennai on 22 February 2008.

L-R: Raghini Gupta, Consul for Cultural Affairs, American Consulate General and Hiren Shah, Chairman, IACC (TN Branch).

Seminar on Enabling Business Infrastructure

The Indo-American Chamber of Commerce (IACC) Tamil Nadu branch organized a seminar on "Enabling Business Infrastructure" in Chennai on 19 January 2008. The speakers were Ms. Ragini Peter, Vice President, Sri City, Ramesh Nair, Managing Director, Jones Lang Lasalle. From the Chamber's side, Farokh T Balsara, National President, Vinay Agarwal, Regional President, SIC, Hiren Shah, Chairman, TN-Branch and R.K.Chopra, Secretary General, IACC, addressed the gathering.

About 60 members from different parts of India participated in the seminar, organized in connection with the National Executive Committee meeting on that day. The role of SEZ in providing infrastructure for the different kinds of industries, its challenges, trends in modern work and places futuristic views were discussed in the seminar.



L - R: Ravi Shankar, Vice Chairman IACC-TN, Ramesh Nair, Managing Director, Jones Lang Lasalle, Farokh T Balsara, National President, IACC, Hiren Shah, Chairman, IACC-TN, Vinay Agarwal, Regional President, IACC, SIC, Ragini Peter, Vice President, Sri City, R.K. Chopra, Secretary General, IACC.



Karnataka Branch

Summit Highlights India as Global Hub for Sourcing & Supply Management

The Indian Institute of Management (IIM) Bangalore, together with the International Supply Management Institute (SMI), organized an "India Sourcing Summit" at Windsor Manor Hotel in Bangalore on 8 and 9 February, 2008. The Summit was one of India's premier events on sourcing and supply management and showcased the country as a global centre for the same.

The two-day knowledge event, supported by the Indo American Chamber of Commerce (IACC) brought together the "who is who" of Corporate India, as well

as business leaders from international companies and experts from academic institutions. Some of the eminent speakers at the summit included Seshasayee, MD, Ashok Leyland; Vaideesh, MD, Johnson & Johnson India, Capt. Gopinath, Executive Chairman, Deccan Aviation and Ravichandran, President, TVS Logistics.

The Conference was structured to provide maximum benefit to participants, through key-note addresses, plenary sessions, workshops and parallel working sessions.

Pennsylvania Firms Keen on Trade with India

A multi-sector Trade Mission from the State of Pennsylvania, USA visited Bangalore on 13 and 14 February 2008. Pennsylvania Trade Office India in cooperation with Bangalore Chamber of Commerce and Industry (BCIC) and Indo-American Chamber of Commerce (IACC), Karnataka branch organized an interactive meeting with the visiting delegation on the first day.

Pennsylvania Trade Mission participating companies included: Allegheny Bradford Corporation, InfraScan, Inc, Kibow Biotech, Inc, Philadelphia International Medicine, Top Line Process Equipment Company and Universal Industrial Gases, Inc and one University viz. The Pennsylvania State University-Greater Allegheny Campus (PSU-GA) also participated in the Mission.

The meeting was addressed by Peter O'Neill, Executive Director, Center for Trade Development, Department of Community & Economic Development, Commonwealth of Pennsylvania. He highlighted the growing interest of Pennsylvania companies in exploring business opportunities in international markets with special focus on growing trade with India.

India's top imports from Pennsylvania in 2006 amounted to US\$ 296.5 million and consisted of machinery (\$53.7mn), computer & electronics (\$44.5mn.), chemicals(\$41.5mn), primary metal manufacturing (\$39.3mn.), transportation equipment (\$17.2mn), electrical equipment &

appliances (\$13.7mn), plastics & rubber (\$11.7mn.), and fabricated metal (\$9mn.).

Pennsylvania's Authorized Trade Representative offices in India, located in Bangalore and Mumbai work with Pennsylvania companies to increase trade with India.

The meeting provided an excellent opportunity to Chamber members to interact with the delegates and explore possibilities of business cooperation.

Pennsylvania Trade Mission at Hotel Taj Residency, Bangalore



Udaya Kumar, Chairman IACC, Ramappa Secretary General BCIC, Peter O'Neill Executive Director, Centre for Trade Development Commonwealth of Pennsylvania, USA., Venkat Kidlaya Past President BCIC, Sushama Kanitkar Authorized Representative Director Pennsylvania Trade Office, Bangalore.



IACC CEO Networking

The Indo American Chamber of Commerce (IACC), Karnataka organized a CEO Networking Event for its members on 22 February 2008 at Hotel Le-Meridien Bangalore.

The evening included a featured talk on 'Growth drivers and Risks in the Indian Economy: A Medium-term Perspective' by Dr. Subir Gokarn, Chief Economist, Standard & Poor's Asia Specific.

The presentation highlighted the significant shift in global economic power towards China over the next five years. This trend makes China the world's largest economy and significantly concentrates economic activity in the three giants, China, the US and India. Against this backdrop, the speaker examined some key domestic drivers of growth and the macroeconomic context in which they are likely to operate. While this is a broadly positive story, the presentation also took into account some significant risk factors, which, it argues, are largely attributable to inadequate public policy responses to the growth momentum. Finally, global patterns, domestic



L- R: Standing: Subir Gokarn, Chief Economist, Standard & Poor's Asia Pacific. Sitting: Vasanth Kini, Vice Chairman, IACC, Karnataka, Udayakumar, Chairman, IACC, Karnataka, Pradip K. Dutta, M.D & Corporate VP, Synopsis India Pvt Ltd.

drivers and risk factors are brought together to visualize three possible medium-term scenarios for the Indian economy.

The evening was sponsored by Juniper Networks India Pvt Ltd.

Seminar on Immigrant & Non-Immigrant Visas

The Indo American Chamber of Commerce, Karnataka Branch organized a Seminar on "US Immigrant & Non Immigrant Visas" on 17 January, 2008 at Hotel Taj Gateway, Bangalore.

Rajkrishna S Iyer, an Attorney admitted in India & California and Member of THE CHUGH FIRM in Los Angeles, addressed the participants. The topics addressed at the seminar were

- Introduction Immigrant & Non Immigrant Visas
- H1-B & L1 Holistic View, Which is better for you?
- Blanket L1
- Greed Card
- Recent Trends USCIS / Consulate

The Chugh Firm, an exclusive affiliate of Universal Legal sponsored the seminar. The seminar was well attended and very informative.



Rajkrishna S. Iyer, Attorney, The Chugh Firm, addressing IACC members on US Visas.



Celebrating Women's Day, the IACC-WBC Way The Open Secret behind Every Man's Success

On the eve of Women's Day, it was time to turn the spotlight on the gender that needs to be sensitized to the needs of women, namely men. On the evening of 7 March 2008, four men Vivek Mansingh, Country Manager, Dell India, Bert O'Donoghue, Managing Director, 3M India, Leo Scrivner, VP (HR), Cisco and R.K. Mishra, winner of the Lead India Contest took lead to discuss women's issues at a seminar organized by Women's Business Council of Indo American Chamber of Commerce (IACC) at Hotel ITC Windsor Sheraton & Towers, Bangalore.

The topics of discussion ranged from empowerment of women to business rationale of including women in every aspect. "I hate it when people say, 'Oh you're just a house wife!' How would you like it if she asked you if you were just an engineer or doctor? Be proud to be a housewife," said Mansingh.

The panelists were keen to acknowledge the contribution of women in their lives.

"The best consultant I have is my wife and I'm glad she doesn't charge me," said Scrivner, who also recommended Sudha Murthy's book 'Otherwise and Wise'. "My wife is the one who keeps me on the ground. She's the only one who tells me what I really am," said Mishra.

"More than 90 percent of my leadership abilities come from the women in my life. My mother had a vision for each of us siblings and despite our hard times, she planned and executed it to perfection. My wife teaches me how to maintain relationships. From my sister, who's a singer, I learn to be creative and passionate," said Mansingh.

Mishra spoke of rural women and the challenges that



they face and shine through. "That's why microfinance companies prefer to give loans to women any day. They know women are sincere and their money will come back" he said.

O'Donoghue highlighted the importance of maintaining flexibility of work hours to ensure that workplaces can attract and retain women employees: "It's not the 'butt-time in office' that counts, but the output and performance that counts. It's not easy, but do-able."

Priya Chetty- Rajagopal, Chairperson of IACC National Women's Business Council and VP Stantonchase International, added: "Someone once told me that work is a verb, not a place. I think organizations should remember that both for women and men."

ITC Hotel The Windsor were the hospitality sponsors for the evening, whereas Reliance Time Out sponsored gift vouchers for the participants and Titan sponsored watches for the speakers. The event was well attended and appreciated by all.

Howard County, Maryland Looking for India avenues

The Indo American Chamber of Commerce (IACC), Karnataka hosted a reception in honor of Ken Ulman, County Executive, Howard County Maryland and his delegation to India on 26 February 2008 at Hotel Taj West End, Bangalore.

The trade delegation visited this country to identify immediate business opportunities and encourage business representatives to further explore the strategic advantages of bi-lateral trade between India and Maryland.

Mukesh Majmudar, CEO, Star Hotels; Kirit Parmar, President, 4KP, LLC; Saurabh Naik, President, IEI, Inc.; Sushant Sidh, Capitol Strategies; S. Kumar Rajasekhara, President & CEO, Marsilli North America, Inc., Aaron Greenfield, Chief of Staff, Howard County; Richard Story, CEO, Howard County Economic Development Authority and Srinath Bagal, Fast VDO accompanied Ulman on this mission.



US Renewal Energy Trade Mission Keen on Selling Clean-Energy Tech

The Bangalore Chapter of Indo American Chamber of Commerce (IACC) hosted a reception on 16 January 2008 at Hotel Chancery Pavilion in honour of Assistant Secretary of Commerce David Bohigian, the U.S Renewable Energy Trade Mission to India and Carmine D'Aloisio-Minister Counselor for Commercial Affairs, American Embassy, New Delhi.

The mission visited Beijing, Guangzhou, and Hong Kong, China as well as Kolkata and Bangalore, India. These companies were exposed to business opportunities in these fast-growing, markets, where American clean-energy technology goods and services can help improve the environment.

The continuing rapid growth of the Chinese and Indian economies presents unparalleled opportunities and challenges," said Bohigian. "U.S. clean-energy companies can help China and India meet their enormous energy demands while deploying, technology that benefits the environment. The 18 US companies participating in this mission are among the most innovative in the world and the mission's business and government meetings allow them to present cutting-edge products and services to these dynamic markets."

IACC has identified 'Environment' as one of its thrust areas and has been proactive in creating awareness through seminars, exhibitions, workshops, conferences and disseminating information

regarding various environmental issues through its environment extension called Environmental Resource Center (ERC) located in the Mumbai office. Formerly known as United States Environmental Resource Center (US-ERC), it was established as a joint initiative with US-AEP/US-AID in 1999 in response to the growing need for improved industrial environmental performance, energy efficiency and urban development. Some of the thrust areas have been energy efficiency, hazardous waste treatment, waste minimization, waste recovery and reuse, water pollution, air pollution and clean energy. IACC sees the need to work towards creating a road map with a view for minimizing and safeguarding the environment degradation.

In the meanwhile, ERC works on:

- Exposing the Indian industry to US technology by recruiting Indian delegates for trade shows in the USA.
- Arranging one to one business meetings for inbound delegations.
- Provide Indian Environment market information such as industry sector analysis, international market insights, customized market research and trade leads.
- Organize events independently or jointly with environmental organizations promoting clean technologies.



L to R: David Bohigian Assistant Secretary of Commerce, Uday Kumar Chairman IACC, Carmine D'Aloisio Minister Counselor for commercial affairs, American Embassy, New Delhi. US Renewable Energy Trade Mission - Delegates



Andhra Pradesh Branch

Pennsylvania Firms Seek Partners

The IACC Andhra Pradesh Branch, co-organised a Luncheon Meeting on 12 February, 2008 in association with US Commercial Services and Pennsylvania Trade Mission, led by Peter O'Neill, Executive Director, Center for Trade Development, Commonwealth of Pennsylvania, USA and Mark Russell, Commercial Consul, US Consulate, Chennai, at Golden Room, Hotel Taj Krishna.

One-to-one meetings were arranged with the participating companies, namely Allegheny Bradford Corporation; InfraScan Inc.; Kibow Biotech Inc.; Overhead Door Corporation; The Pennsylvania State University - Greater Allegheny CAMPUS (PSU-GA) Philadelphia Int'l Medicine (PIM); Top Line Process Equipment Company; and Universal Industrial Gases Inc. (UIG). who sought partners for collaborations and representations in Hyderabad.

The meeting was followed by a presentation

by O'Neill, briefing the members about the state and prospects at Pennsylvania. Bipin Chandra, President, AMCHAM and V. Anand Reddy, Chairman, IACC-A.P. briefed the members about prospects and developments in Hyderabad. At the outset trade and government policies, tax and other benefits, industrial development of the two states were discussed.



V. Anand Reddy, Chairman IACC-AP, receiving Peter O'Neill, Executive Director, Center for Trade Development, Commonwealth of Pennsylvania

Hyderabad pitches for Georgia's India Office

Anand Reddy, Chairman of the Indo-American Chamber of Commerce (Hyderabad branch) has promoted that city as a prime spot for Georgia to open an India office.

In a recent video interview with GlobalAtlanta, Reddy said aerospace and education top the list of reasons Georgia should look at Hyderabad for opening its office.

The Georgia Institute of Technology signed a memorandum of understanding with the Andhra Pradesh government last June, paving the way for a campus on 20 acres in Hyderabad and an eventual extension in Visakhapatnam.

Hyderabad is also the site of a new international airport that is seeing surging demand as it nears its March 2008 launch date, Reddy said.

Jeff Pearse, marketing and business development director at Hartsfield-Jackson Atlanta International Airport, hasn't studied the Hyderabad airport in much depth, but he said the general demand for international air transportation in India has sharply increased over the past few years.

Global Atlanta conducted a non-scientific survey asking readers what they thought would best Indian location for Georgia's prospective office. Hyderabad, which wasn't listed in the pool of seven cities, was written in for 40 percent of the votes.

Hartmann conducted a chamber-sponsored seminar in Chennai, India, in November on doing business in America and replicated that presentation at another seminar in Hyderabad.



Indian BPOs to provide high-end services to US, UK insurers

Business process outsourcing companies such as Infosys BPO, Patni's BPO arm, EXL Services and Genpact are increasing their focus on providing high-end actuarial services to insurers in the US and UK.

The Indian IT companies, which have been hitherto providing back office services (claims processing and others), are now planning to provide actuarial valuations.

Genpact, one of the largest players in the property and casualty space has been in actuarial services since the last five years.

Mohit Thukral, senior vice-president and business leader, Genpact, said, "In the last 4-5 years, the demand from these markets has doubled. We started with just 10 people and today have a base of 60-70 actuaries and students."

Actuarial processes constitute the extreme complex end of the knowledge process outsourcing (KPO) space. Actuaries are professionals who design insurance policies.

They assess the financial consequences of unforeseen events and the premiums needed to cover the risks. The Indian off-shoring industry is particularly strong in this area.

The total estimated revenues from Indian offshore insurance business process outsourcing services were expected to rise from \$790 million in 2007 to about \$2 billion by 2010. Employment is also likely to increase from 41,600 to 1.5 lakh in 2010.

"One of the key reason for work coming to India, other than mature practices, is the shortage of skill-sets. An

actuary in US with 5-6 years of experience gets a package of \$150,000-250,000 and an actuarial student will draw about \$70,000-125,000 a month. When the same work comes to India, the cost saving is almost half," added Thukral.

Patni Computers, which started an actuarial process outsourcing unit around two years back, has three US insurance companies as its clients and a 125 member team who do actuarial valuations.

According to Sanjiv Kapur, senior vice president and head of Patni BPO, "70-80 per cent of the work done at Patni BPO is financial services and insurance. The gamut covered includes life, health, property and casualty insurance."

Sheshadri BC, SBU head Insurance Health and Lifescience, Infosys BPO, added, "We are actively talking to a few players in the life insurance segment."

Infosys BPO has been working with an insurance player for the past one and a half years and provides analytical services.

Another player, EXL Services is also keen on providing actuarial valuation services. "We have seen an increase in demand. We are currently providing analysis and plan to enter valuation services as well," said Rohit Kapoor, president, EXL Services.

Paternoster, UK's insurance company set up in June, is making a conscious effort to get Indian actuarial talent. It wants to introduce new thinking as traditional methods of computing life expectancy are off the mark. ■

Tatas in JV with Boeing to make defence aerospace components.

Tata Industries Limited and Boeing Company, the Pentagon's second-largest supplier, have agreed to form a joint venture company to supply more than \$500 million worth of defence-related aerospace component parts to the US company.

According to a media release, the JV company will be established by June and will soon begin building Boeing aerospace components.

This is the second big deal involving the two companies in the recent past. The last was an agreement with TAL Manufacturing Solutions Ltd, a wholly owned subsidiary of Tata Motors, for manufacturing floor beams for Boeing's 787 Dreamliner airplane programme. The current agreement intends to utilise not only the existing Tata manufacturing capability, but also to develop new supply sources throughout the Indian manufacturing and engineering communities for both commercial and defence applications.

This JV between Tata and Boeing is an important part of our strategy to build capabilities in defence and aerospace, said Tata Group Chairman Ratan Tata. I look forward to the joint venture becoming a world-class facility in India. Manufacturing capabilities established within the JV company would in later phases be leveraged across multiple Boeing programs, including the Medium Multi-Role Combat Aircraft (MMRCA) competition.

The agreement to be executed in a phased manner will potentially issue contracts for work packages to the JV company involving defence-related component manufacturing on Boeing's F/A-18 Super Hornet for the US Navy and Royal Australian Air Force, CH-47 Chinook and/or P-8 Maritime Patrol Aircraft in the first phase. Prospect of establishing a research and development center for



advanced manufacturing technologies later is also being looked into.

Boeing, Lockheed Martin Corp and other overseas defence contractors are partnering with Indian companies ahead of their bids for India's \$11 billion of fighter jets, the biggest order for combat planes in 15 years. The winner of the deal must order at least 50 per cent of defence component purchases from India. ■

Tata Chem buys US firm, becomes world's 2nd largest soda ash producer

Tata Chemicals Ltd (TCL) has acquired US-based soda ash-maker General Chemical Industries Products Inc (GCIP) for \$1.05 billion (about Rs 4,000 crore), to become the world's second-largest producer of soda ash.

The announcement was made exactly a year after Tata Steel, another Tata group company, acquired British steel major Corus.

TCL is now the third largest manufacturer of soda ash and sodium bicarbonate in the world, with a production capacity of close to three million tonnes per annum (MTPA). The acquisition will add another 2.5 MTPA to take total capacity to 5.5 MTPA, next only to the US-based FMC Chemicals.

The company had bought 63.5 percent stake in the UK-based Brunner Mond

Group for about Rs 508 crore in December 2005. It also holds a 33 percent stake in Indo Maroc Phosphore SA (IMACID), Morocco, which makes phosphoric acid.

The latest acquisition will help Tata Chemicals make half of its soda ash from natural soda ash, which costs only half the production cost for manufacturing synthetic soda ash. TCL is one of the largest synthetic soda ash producers in the world, along with a few players in China.

Soda ash is mainly used in glass and detergent production

Two Foreign 'varsities to set up campuses in B'lore

In a major boost to the growing Information Technology and biotechnology sectors in Karnataka at least two foreign universities are planning to set up base in the state.

While the Carnegie Mellon University has already made some progress in this regard, Deakin University, a major Australian university is keen on establishing a campus in India, in Bangalore.

Sources say Carnegie Mellon's President Jared L Cohon, who was in Bangalore recently, held discussions with senior state officials in this regard. The university is planning to establish a skeleton presence in Bangalore to study the market condition before starting a full-fledged campus here. They want to help the IT sector in the country secure quality manpower.

"They are thinking to set up a base here sometime in May and June this year. They then want to start in a small way by setting up an office, and then ramp up. During the discussion with state government officials, they said they will see the market first and then establish a campus," Karnataka State IT & BT Secretary M N. Vidyashankar said.

Besides, Deakin University of Australia has also proposed to establish a base in Bangalore, as part of their Deakin India Research Initiatives. The university has proposed an investment of Australian \$76 million (\$68

million) in setting up the research institute in Bangalore through which it aims to churn out 400 PhDs in the biotech sector, in four years time.

The university has proposed to bear 50 percent of the investment, while the government of India and Karnataka government will have to share the other half of the expenses between them.

According to Vidyashankar, the Karnataka government is aggressively pitching for the project. "They don't want land, but some funding support. Now we are in the final stage of decision-making. Hopefully, some announcement to this effect may be made soon," he said.

According to sources in the state government, the first batch of 200 students passed out from the finishing school in Mysore, have been absorbed by the industry. The school run by Raman International Institute of Information Technology is planning to enroll 1,000 students in the next batch, set to start shortly.

Dale Carnegie recently announced an IT finishing school in Bangalore in partnership with Walchand PeopleFirst, a training institute in Karnataka. The institute, in Ramanagaram satellite town, entails an investment of Rs 70 crore. The school will enroll 1,800 students in the first batch. ■

and it contributed 40 percent of TCL's revenues of Rs 4,563 crore for the first nine months of 2007-08. The rest of the revenues are from its fertiliser and other inorganic chemicals business.

"This is a historic occasion for Tata Chemicals which was started in 1939. The acquisition will help us access markets in North America, Latin America and the Far-East," said Homi Khusrookhan, Managing Director, TCL at a press conference in Mumbai recently.

GCIP's subsidiary General Chemical (Soda Ash) Partners (GCSAP) has mining and manufacturing facilities located at the Green River basin in Wyoming, USA.

The Green River basin is the largest and most economical natural soda ash mine (trona) in the world. GCSAP shares the Green River basin with three other producers of soda ash, OCI Chemical Corporation, FMC Corporation and Solvay Mineral.

TCL signed the definitive agreement to acquire 100 per cent equity of the privately held GCIP from Herbing Capital Partners, a private equity player with majority shareholding. The acquisition, subject to US regulatory clearances, will be done through debt and equity funding, said TCL executives.

A profit-making and debt-free company, GCIP is estimated to have a turnover of over \$400 million, said TCL executives. In November 2007, the Gujarat-based soap and personal care producer Nirma had acquired the Searles Valley Minerals (SVM), one of the top five producers of natural soda ash in the US with a turnover of \$300 million.

Lazard and Standard Chartered Bank acted as financial advisors to TCL on the transaction. ■

Unicorn Plans India Foray in Telecom

US-based telecom infrastructure company, Unicorn Communications, is planning to enter the Indian market. It intends to commence operations in about three months and will offer telecom infrastructure such as mobile towers.

Unicorn will compete with existing players, including GTL, Quipo and American Towers Corporation.

"The bulk of the investment will go into developing a centralized research and development centre for engineering, planning and training in India," David Rottmayer, CEO Unicorn Communications, said.

In the long run, Unicorn plans to start a vocational training and development centre to address the shortage of telecommunication skills in India and other growing economies.

According to a joint study by Zenesys, a consultancy company, and the Indian Institute of Management, Lucknow, the market size of telecom infrastructure sector is estimated at \$15.5 billion.

According to experts, 350,000 to 500,000 towers would be required in the next three years.

"Since the demand is huge, competition is bound to increase. In order to improve the telecom quality, there is a need to set up more towers," Romal Shetty, executive director and head, telecom, KPMG said.

According to the Zenesys study, India's telecommunication market exceeds existing capacity and

has an effect on customer satisfaction.

"Telecom operators are facing numerous challenges due to the regulations concerning the sharing of active and passive infrastructure. They are shedding their assets, in mobile towers, to generate cash. This decoupling means bigger tower management challenges in the future," Saibal Sen, founder, Zenesys added.

Unicorn will import specialized field camp equipment to work at the self-contained units in the rural areas. The company will buy most of the generalized transportation and construction equipment locally. It is in talks for infrastructure projects with telecom equipment companies, including Nokia, Siemens and Huawei, who already have a considerable presence in India.

"When we find a strategic local partner, we will enter into a joint venture relationship that makes sense for each party. Unicorn on its part will bring multi-skilled engineers, technicians and program management expertise - all of which is short supply in India," Rottmayer added. ■



SBI gets US approval for setting up new branch in New York



The government-owned State Bank of India (SBI) has received the US central bank's approval to set up a new branch in New York. SBI is India's largest commercial bank.

The approval for SBI comes nearly three months after ICICI Bank, largest private sector lender in the country, got approval to start its branch operation in New York.

"The proposed Jackson Heights branch (of SBI) would offer a range of banking products and services, including permissible deposit accounts and small business loans," the Federal Reserve said in an order issued recently.

The branch would also undertake business of remittance, investment advisory and trade-related services, it said.

SBI maintains offices in 32 countries outside India and already has a branch in New York.

Besides, the Mumbai-based SBI has a branch in Chicago, an agency in California and a representative office in Washington.

The bank, which already had clearance from RBI for expanding its branch operation in New York, also operates a wholly-owned subsidiary from California. ■

Indian IT Firms Get Highest Exposure in US Markets



Indian IT firms such as Patni, Mphasis, Hexware have high exposure to markets in the US, with about 70-80 per cent of their total sales coming from that country, a study by Citi Investment Research said.

CIR, a division of Citigroup Global Markets, in its India strategy report released recently has listed 10 companies each from the IT and non-IT sectors that have high exposure to the US markets.

The list has been prepared in the backdrop of concerns about slowdown in the US affecting Indian companies. The report said, "India's overall export intensity remains one of the lowest in the region and it is among lesser sensitive economies to a deceleration in the US growth."

However, the report also says that certain US-exposed export sectors, including textiles, jewellery, leather will continue to live in the shadow of a slowdown in the world's largest economy.

The report said IT services provider Patni has the highest exposure to the US, with the market contributing about 80 per cent to its total revenues followed by Mphasis and

Hexware, as much as 70 per cent of their revenues come from the US.

About 65 per cent of revenue of Satyam and Mindtree come from the US. Infosys (63 per cent), Wipro (60 per cent), KPIT (60 per cent), TCS (56 per cent) and HCL Tech (56 per cent) are some of the other companies with high US exposure.

Among the non-IT companies, Arvind Mills has the highest exposure at 35 per cent followed by United Phosphorous, which gets 29 per cent of its sales from the US, the report said.

Sun Pharma (26 per cent), Dishman (25 per cent), Ranbaxy (25 per cent), Glenmark Pharma (24 per cent), Suzlon (22 per cent) and Tata Tea (20 per cent) are some of the other companies with high exposure to the US markets, it added. ■

Made-In-India Products Find Favour in US

A majority of Americans are not averse to purchasing made-in-India products, but the opposite is the case for those made in China, according to a new survey conducted by renowned US-based business magazine Fortune.

In the wake of some of the American companies, including toymaker Mattel, recalling products they sourced from China due to high lead content, nearly three in five (57%) of the US citizens surveyed by Fortune said they were "less likely to buy a product if it is made in China."

As much as 52% of the survey respondents said such an incident would not affect their purchasing decision if the product was made in India.

In the survey, only 35% of Americans said they were "less likely" to purchase a product manufactured in India, while 11% said they were "more likely" to buy such goods.

For China-made products, 11% people said they were

"more likely" to buy these products, while 30% said it did not matter to them whether goods were exported from the dragon country.



Fortune magazine, which surveyed 1,000 adults throughout America recently said "where a product is manufactured does not impact Americans' purchasing decisions except when that product is made in China."

Nearly three-in-five (57%) Americans were less likely to buy a product if it was made in China. When products were manufactured in other areas, such as Eastern Europe (57%), Western Europe (55%), Canada (53%), India (52%), Africa (51%), Mexico (48%), Japan (47%), and South Korea (46%), nearly a majority said it did not matter, the survey found. ■



Unicorn Plans India Foray in Telecom

US-based telecom infrastructure company, Unicorn Communications, is planning to enter the Indian market. It intends to commence operations in about three months and will offer telecom infrastructure such as mobile towers.

Unicorn will compete with existing players, including GTL, Quipo and American Towers Corporation.

"The bulk of the investment will go into developing a centralized research and development centre for engineering, planning and training in India," David Rottmayer, CEO Unicorn Communications, said.

In the long run, Unicorn plans to start a vocational training and development centre to address the shortage of telecommunication skills in India and other growing economies.

According to a joint study by Zenesys, a consultancy company, and the Indian Institute of Management, Lucknow, the market size of telecom infrastructure sector is estimated at \$15.5 billion.

According to experts, 350,000 to 500,000 towers would be required in the next three years.

"Since the demand is huge, competition is bound to increase. In order to improve the telecom quality, there is a need to set up more towers," Romal Shetty, executive director and head, telecom, KPMG said.

According to the Zenesys study, India's telecommunication market exceeds existing capacity and

has an effect on customer satisfaction.

"Telecom operators are facing numerous challenges due to the regulations concerning the sharing of active and passive infrastructure. They are shedding their assets, in mobile towers, to generate cash. This decoupling means bigger tower management challenges in the future," Saibal Sen, founder, Zenesys added.

Unicorn will import specialized field camp equipment to work at the self-contained units in the rural areas. The company will buy most of the generalized transportation and construction equipment locally. It is in talks for infrastructure projects with telecom equipment companies, including Nokia, Siemens and Huawei, who already have a considerable presence in India.

"When we find a strategic local partner, we will enter into a joint venture relationship that makes sense for each party. Unicorn on its part will bring multi-skilled engineers, technicians and program management expertise - all of which is short supply in India," Rottmayer added. ■



SBI gets US approval for setting up new branch in New York

The government-owned State Bank of India (SBI) has received the US central bank's approval to set up a new branch in New York. SBI is India's largest commercial bank.

The approval for SBI comes nearly three months after ICICI Bank, largest private sector lender in the country, got approval to start its branch operation in New York.

"The proposed Jackson Heights branch (of SBI) would offer a range of banking products and services, including permissible deposit accounts and small business loans," the Federal Reserve said in an order issued recently.

The branch would also undertake business of remittance, investment advisory and trade-related services, it said.

SBI maintains offices in 32 countries outside India and already has a branch in New York.

Besides, the Mumbai-based SBI has a branch in Chicago, an agency in California and a representative office in Washington.

The bank, which already had clearance from RBI for expanding its branch operation in New York, also operates a wholly-owned subsidiary from California. ■





Indian IT Firms Get Highest Exposure in US Markets



Indian IT firms such as Patni, Mphasis, Hexware have high exposure to markets in the US, with about 70-80 per cent of their total sales coming from that country, a study by Citi Investment Research said.

CIR, a division of Citigroup Global Markets, in its India strategy report released recently has listed 10 companies each from the IT and non-IT sectors that have high exposure to the US markets.

The list has been prepared in the backdrop of concerns about slowdown in the US affecting Indian companies. The report said, "India's overall export intensity remains one of the lowest in the region and it is among lesser sensitive economies to a deceleration in the US growth."

However, the report also says that certain US-exposed export sectors, including textiles, jewellery, leather will continue to live in the shadow of a slowdown in the world's largest economy.

The report said IT services provider Patni has the highest exposure to the US, with the market contributing about 80 per cent to its total revenues followed by Mphasis and

Hexware, as much as 70 per cent of their revenues come from the US.

About 65 per cent of revenue of Satyam and Mindtree come from the US. Infosys (63 per cent), Wipro (60 per cent), KPIT (60 per cent), TCS (56 per cent) and HCL Tech (56 per cent) are some of the other companies with high US exposure.

Among the non-IT companies, Arvind Mills has the highest exposure at 35 per cent followed by United Phosphorous, which gets 29 per cent of its sales from the US, the report said.

Sun Pharma (26 per cent), Dishman (25 per cent), Ranbaxy (25 per cent), Glenmark Pharma (24 per cent), Suzlon (22 per cent) and Tata Tea (20 per cent) are some of the other companies with high exposure to the US markets, it added. ■

Made-In-India Products Find Favour in US

A majority of Americans are not averse to purchasing made-in-India products, but the opposite is the case for those made in China, according to a new survey conducted by renowned US-based business magazine Fortune.

In the wake of some of the American companies, including toymaker Mattel, recalling products they sourced from China due to high lead content, nearly three in five (57%) of the US citizens surveyed by Fortune said they were "less likely to buy a product if it is made in China."

As much as 52% of the survey respondents said such an incident would not affect their purchasing decision if the product was made in India.

In the survey, only 35% of Americans said they were "less likely" to purchase a product manufactured in India, while 11% said they were "more likely" to buy such goods.

For China-made products, 11% people said they were

"more likely" to buy these products, while 30% said it did not matter to them whether goods were exported from the dragon country.



Fortune magazine, which surveyed 1,000 adults throughout America recently said "where a product is manufactured does not impact Americans' purchasing decisions except when that product is made in China."

Nearly three-in-five (57%) Americans were less likely to buy a product if it was made in China. When products were manufactured in other areas, such as Eastern Europe (57%), Western Europe (55%), Canada (53%), India (52%), Africa (51%), Mexico (48%), Japan (47%), and South Korea (46%), nearly a majority said it did not matter, the survey found.