

www.iaccindia.com

IACC

The only bi-lateral Chamber for Indo-US business



**NEW
MEDIA**
connecting global wealth creators

INDO-US BUSINESS

THE NEWS MAGAZINE OF INDO-AMERICAN CHAMBER OF COMMERCE

www.indousbusiness.com

SPECIAL ISSUE

*He Came,
He Saw,
He Mesmerized*


INDO-US
ECONOMIC SUMMIT
2011

**The Defining
Partnership
of the
21st Century**

**SPECIAL SECTION
CHHATTISGARH**

THE BEST CARS CRUISE ON JK TYRE-**VECTRA**



VECTRA PREMIUM RADIALS

**Transverse Rib Pattern • Low Rolling Resistance
• V Rated* • Tubeless Construction**

Also available for Maruti Suzuki: SX4, Swift Dzire, Swift, Ritz, A-Star;
Hyundai: i10, i20, Verna; **M&M:** Logan; **Ford:** Fiesta; **Honda:** City ZX,
Civic; **Fiat:** Linea, Punto, Palio; **Skoda:** Octavia; **Toyota:** Corolla Altis;
Tata: Indigo, Indica Vista.

www.jktyre.com

*Speed rating as mentioned on the tyre

JK TYRE
TOTAL CONTROL



Founder Chairman
Late Shri R.K. Prasad

Published by:

New Media Communication Pvt. Ltd.
in association with
Indo-American Chamber of Commerce

Managing Editor: Satya Swaroop

Directors: B.K. Sinha

Cdr. P.S. Amar

Group Editor: Dev Varam

Editor: Uday Tarra Nayar

Executive Editor: Suresh Vasudevan

Consulting Editors: Prabhoo Sinha,

Md. Sabir Nishat & Tripat Oberoi

Deputy Editor: Tripti Chakravorty

Asst. Editor: Jyoti Pathak

Head-Business Development: Veerendra Bhargava

Strategic Advisor: Vinaya Shetty

Head - Admin & Finance: Sunil Kumar

Liaison Officer: Vrunda Gurav

Special Projects: Manjeet Bhawsar

Support & Executive Database:

Madhavi Singh & Arvinder Kaur Sethi

Circulation: Jawaharlal, Santosh Gangurde,

Vijay Wangade & Suraj

Art Director: Santosh Nawar

Associate Art Director: Sagar Banawalikar

Visualizer: Maya Vichare

Photographers: Kishen Singh, Ramesh Singh

BRANCHES:

Kolkata:

Anurag Sinha, Regional Head,

Mob: 09830043339 / 09051112019

Tel: 033-24537708. Fax: 033-24380719

Email: anurag@newmediacomm.biz

Subhajit Bhattacharya, Special Correspondent

Mob: 098313 39429

Email: subhajit.bhattacharya@newmediacomm.com

Pune:

Jagdish Khaladkar, Regional Director,

Mobile: 098230 38315

Email: pune@newmediacomm.biz

j.khaladkar@gmail.com

Patna:

Rajesh Narayan, Vimmi Prasad

173 - B, 2nd Floor, S.K. Puri, Patna 800001. Bihar

Email: rajeshnaraen@newmediacomm.com

Mob: 09334390988

Australia Office:

Bandhana Kumari Prasad, 129 Camboon Road,

Noranda, Perth, W.A. 6062 Tel: 0061 892757447

Email: bandhana@newmediacomm.biz

New Media Communication Pvt. Ltd.,

New Media House, 1 Akbar Villa,

Near Old State Bank, Moral-Maroshi Road,

Andheri (E), Mumbai - 400 059

Tel: +91-22-2925 0690. Telefax: +91-22-2925 5279

E-mail: enquiry@newmediacomm.biz

www.newmediacomm.com

Indo-American Chamber of Commerce

Vulcan Insurance Building, Churchgate, Mumbai 400020.

Tel: +91-22-22821413/15

www.iaccindia.com

The news items and information published herein have been collected from various sources, which are considered to be reliable. Readers are however requested to verify the facts before making business decisions using the same.

In This Issue



★ COVER STORY

07

He Came, He Saw,
He Mesmerized



★ FACE-TO-FACE

25

'Obama is a Big India Fan'



★ INTERFACE

29

Bengal to Showcase
Sunderbans to Attract
Foreign Tourists



★ EVENT

30

7th Indo-US Economic Summit,
11 & 12 Feb 2011, New Delhi
Cementing the Bonds



★ REPORT

34

MSMEs: The Real Engines
of India's Economic Growth



★ CREDIBLE CHHATTISGARH

37

On the Fast Track



★ CHAMBER NEWS

62

IACC's 41st Annual General
Meeting Gautam Mahajan
Elected New IACC President



Dear Reader,

Greetings. Bilateral relations between India and the United States touched a new high in November 2010, when US President Barack Obama visited this country, with an agenda to further fortify them. During his whirlwind four-day visit from 6 to 9 November, 2010, starting in Mumbai and ending in New Delhi, Obama mesmerized his audience. In Mumbai, he addressed a large gathering of business tycoons from both countries telling them that boosting bilateral trade would create a win-win situation for all. Addressing Indian Members of Parliament in New Delhi, the US President identified three broad areas of cooperation – high-technology industries, security and tenets for strengthening democracy the world over. President Obama's talks with Prime Minister Manmohan Singh culminated in a statement that described the Indo-US relationship as the Defining Partnership of the 21st Century. The cover story of the current issue of Indo-US Business carries President Obama's memorable India visit. Obama's India connection is far deeper. Today, there are as many as 26 Indian-Americans serving in the Obama Administration. In fact, the Obama Administration has more Indian-Americans in senior positions than any US government. One such high-ranking official, Suresh Kumar, US Assistant Secretary of Commerce, reveals a big secret to his interviewers – Uday Tarra Nayar and Deepa Ranade of Indo-US Business – that Obama is a big India fan. We carry the excerpts. Indo-American Chamber of Commerce (IACC) is holding its 7th Annual Indo-US Economic Summit on 11 and 12 February, 2011 in New Delhi. We carry a curtain raiser to the Summit, whose thrust is on 'cementing the bonds' between the business communities of India and the US. Chhattisgarh is India's 21st and one of its youngest States. But Chhattisgarh's claim to fame is that it is also one of the fastest growing states in the country, thanks to the dynamic leadership of Chief Minister, Dr. Raman Singh. We carry a special section on Chhattisgarh. We carry a report on how Americans of Indian origin have become a visible force in the Obama Administration. Coinciding with Obama's India visit, two US companies have signed deals to build nuclear plants in this country involving an investment of \$10 billion. We present a report. There is a nice entertainment feature on how the applause is getting louder and louder for Indian films in the United States. There is a huge section on news from various branches of IACC from across the country. Besides this rich and varied fare, the magazine carries plenty of news and other regular features.

Wish you happy reading

Satya Swaroop

Managing Editor

satya@newmediacomm.biz



Dear Member,

At the outset, let me express my gratitude to all for electing me as the National President. I am aware that this honor comes with a lot of responsibilities and challenges. As a bi-national chamber dedicated to addressing the scope, velocity and range of economic engagement between the two countries, we have to chase newer agenda and ferret out ideations that can cement and foster relationships. We have to sensitize the two administrations and industry segments to create empowering situations to flourish and nourish the engagements and to bring about a paradigm shift in the development ethos so that partnership goes beyond business.

Interestingly, many of the challenges emanate from developments that we foster and initiatives that we launch. Signing of civil nuclear liability agreement is a historic step towards cementing Indo-US partnership in an unprecedented manner. The beneficial streams of that treaty can accrue only if we put in place an enabling platform for it to work. Exclusion of private sector in the civil use of nuclear power, will undoubtedly dilute the favorable impact of this treaty. IACC in many forums, particularly in the Indo-US Economic Summits flag marked the need for involvement of the private sector from both the countries to take the treaty to its logical end. We have yet to see an effort to cobble together a consensus among the Indian political parties to realize this objective. A political economy has to trade off between politics and economics. Sometimes good politics may be a disastrous economic decision. Indian agriculture and manufacturing sector need uninterrupted supply of quality power to realize the growth potential s. We may have to make political compromises for achieving larger economic interests. IACC has an important role in moulding the public opinion.

Undeniably, outsourcing business has clearly given a qualitative push to Indo-US economic partnership. But it has brought in its wake a few issues, which I believe has more political connotations than economic ramifications. At the same time, we cannot sit over the issue and wish that it will be kept under the wrap once the elections in the US are over. Even if we categorize them as rhetoric during electioneering in the US, it is casting uncertainties in the Indian IT landscape. Our businesses with US in the outsourcing segment are close to US \$ 50 billion annually and are increasing with each passing year. We have to insulate this segment from frequent shocks and uncertainties. One way is opening up newer avenues for IT companies by involving them more creatively in several billion dollar e-governance programs of the Government of India. The other way is to go for a paradigm shift in the Indo-US economic engagement. IACC was the first business organization to embark on the need for a Indo-US SME Forum to catalyze greater cooperation among the mid size and small businesses in two countries. This is an area, where the two countries will have great pay offs. There are many Indian companies in this category looking forward to have technology and technical know-how from the US, which can be leveraged to take the bilateral relationship to a higher orbit of growth. IACC will continue to organize campaigns to make both administrations realize the potentials of this industry segment.

Closely entwined in this strategy is the need for cementing the people to people



contacts between the two countries. The US is increasingly realizing the need for connecting two tier cities in both the countries. The recent visit of the US Ambassador to Varanasi organized by IACC is a case in point. IACC, with its 11 regional chapters and expanding membership can play an effective role in bringing the people together, by making each other understand the cultural, social and emotional mores. There is also scope for active participation of both countries in legal field, academics, media and between the young executives from both the countries. IACC has set up separate forums under various chairmen to pursue these goals in right earnest.

Visit of President Obama to India in the next month will be an important occasion for both the countries to chart out a new agenda and expeditiously sort out some pending issues. On a macro scale, India will be happy to have the US Administration's concurrence and support for India's campaign for a seat in the UN Security Council. Also, the Indian Government is pitching for an early conclusion of the treaty for avoidance of double taxation of social security tax, which has been pending for a very long time. The US on the other hand, is likely to pitch for legal clarity on capital gains tax on mergers and acquisitions against the back drop of recent court decisions. It is expected that issues like higher equity threshold for FDI in insurance, banking and defense, relaxation of FDI rules in retail, participation of foreign airlines in the Indian aviation sector might crop up at the bilateral talks. IACC has taken stands on these issues. Yet, economic engagement is a dynamic concept. Contours of our stand can change with the passage of time to reflect the current realities. Therefore, it is imperative that the valued members should give their inputs and views to calibrate the IACC's views and perceptions.

In the post slowdown days, there is an increasing focus on trilateral relationship among India, US and China, three largest economies in the world. The synergies among them are mapped and well documented. In fact, in the last Indo-US economic Summit, this was a subject for a panel discussion involving some of the best brains in India in diplomacy, media, industry etc. The upshot of the discussion was that while the economies can compete in many areas; they can supplement and complement each other in many disciplines, particularly for recovering the world economy from slowdown blues. I feel this is an area that should merit our continued focus and ideation.

IACC has completed 42 years of its fruitful existence. As a bi-national chamber, we have great prospects and challenges ahead. We have to emerge as the most sought out rallying point for Indian and US businesses. We have to be more proactive in our approach towards businesses and social matters. We have to emerge as the fountain head of newer ideations and concepts. We have to see the interests of Indian and US businesses objectively and in a balanced way. For achieving these lofty objectives, we have to work shoulder to shoulder. I need your support, direction, advice and good wishes in this onerous task.

Thank You

Gautam Mahajan

National President, IACC



He Came, He Saw, He Mesmerized

By Dev Varam



That was Barack Obama, President of the United States and the world's most powerful man; and a Nobel Laureate to boot. His whirlwind four-day India visit from 6 to 9 November has brought the two countries closer than ever before. Starting with Mumbai, and staying at the Taj Mahal Hotel, the legendary landmark of the city that bore

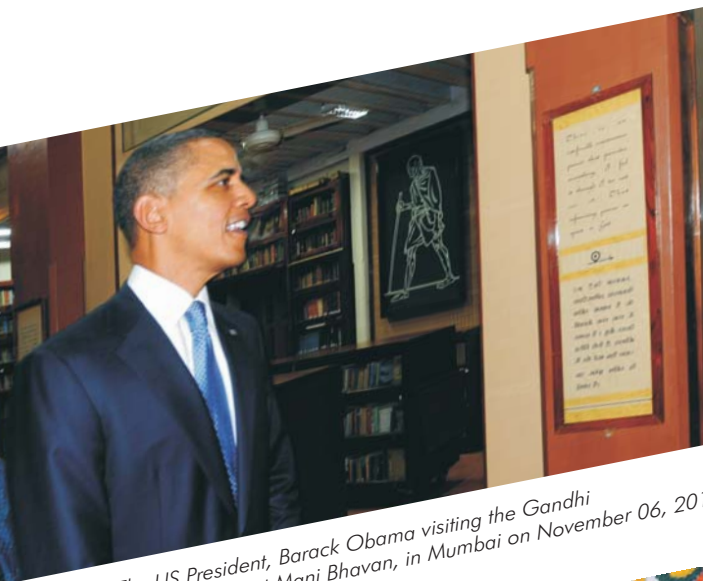
the brunt of the brutal terrorist attack on 26 November 2008, Obama touched the country's emotional cord. By another gesture, he paid glowing tributes to the people who stood up to the terrorists' attack and met the families of the victims. Obama drove down to Mani Bhavan, where Mahatma Gandhi lived during his stay in Mumbai, then Bombay, in the turbulent times of the Indian Independence movement that he led against the mighty British.

Unassuming, Obama mingled with students as if he was their favourite teacher, smiling, laughing and earnestly answering their serious questions, with the same gravity that a US President would address a national press conference in Washington. With wife giving him company, he joined a bunch of colourfully dressed children and danced to a noisy fisher-folk song. Then the couple celebrated "Divali", India's most popular Hindu festival of lights with underprivileged school children. He visited an Expo and interacted with students and later with farmers in Rajasthan via a video conference. He paid a moving tribute to Gandhi, saying how deeply the Mahatma's philosophy had influenced his life and thinking. He told a high-powered business meeting, teeming with corporate leaders from India and the US how increased bilateral trade could benefit one and all. Charmed business leaders fell head over heels, seeking his autograph like school boys. Mumbai witnessed the biggest ever security exercise in its memory during the two-day stay of the Obamas in the city. On reaching



Delhi and driving down to Rajghat, Mahatma Gandhi memorial, President Obama wrote in the visitors' book from his heart: "We will always remember the great soul who changed the world with his message of peace, tolerance, of love. More than 60 years of his passing (away), his light continues to inspire the world. In Delhi, Obama had a private dinner with Prime Minister Manmohan Singh with whom he had an hour-long one-to-one meeting. In Parliament House, Obama had similar meetings with UPA Chairman and Congress President Sonia Gandhi, Vice President Hameed Ansari, BJP's Opposition Leader Sushma Swaraj. The US President's address to the members of the Indian Parliament was the high point of his visit to this country. At his oratorical best, Obama drew a standing ovation from the spell-bound Indian parliamentarians, whose normal behaviour is noisy and nothing noteworthy. Following talks with Indian leaders, President Obama, addressed a joint press conference with Prime Minister Manmohan Singh, where he described the relationship between India and the US as "the defining partnership of the 21st Century", which was also reflected in a joint statement issued by both the leaders.

That was Barack Obama, who once described himself, very self-effacingly and even mockingly, as a lanky, skinny man with a funny name. And that was the man who mesmerized India.



The US President, Barack Obama visiting the Gandhi Sangrahalaya, at Mani Bhavan, in Mumbai on November 06, 2010



The US President, Barack Obama and the First Lady Michelle Obama lighting the lamp to celebrate Diwali Festival with Holy Name School, in Mumbai on November 07, 2010



The US President, Barack Obama enjoying with the school children, at a folk dance on Koli geet, at the celebration of Diwali Festival in Mumbai on November 07, 2010

When President Obama addressed students at an Expo on Open Government and technology, at Mumbai's famous St. Xavier College, he sounded as if was indirectly referring to the current Indian situation, talking about which Indian leaders generally evade or avoid.

"Well, the good news, is that in the United States we are trying to do some of the same things that you're doing -- trying to make government more transparent, trying to make government more accountable, trying to make government more efficient," Obama said.

Then he talked about the virtues of technology. "And one of the incredible benefits of the technology we're seeing right here is that in many ways India may be in a position to leapfrog some of the intermediate stages of government service delivery, avoiding some of the 20th century mechanisms for delivering services and going straight to the 21st."

Drawing comparison between the two countries, Obama said: "Many of the issues that you're talking about here are ones that we're trying to apply in the United States, as well. For example, in many rural areas in the United States, it's hard sometimes to get to a hospital. Even though the infrastructure may be better developed, there's still significant distances. And to the extent that we can use technology to provide people with basic health information, in some cases simple diagnoses, that can save people time, it can save the government money, and we can end up with better health outcomes. And obviously the same applies for all the services you mentioned."

The First Lady did not lag behind. Addressing school girls elsewhere in Mumbai, Mrs Obama said: "Do you know how lucky you are, just lucky and blessed, because if you keep working hard, education is all that you need to be whatever you want to be. That's it." Nothing more to be said on the importance of education for girls, who would be future mothers and mentors for their children.

On arrival at the imposing Rashtrapati Bhavan in New Delhi, President Obama referred to the contribution of Americans of Indian origin to the wealth of the US. "We can build on the people-to-people ties that are in part grounded in the millions of Indian-Americans who contribute so much to our country and help give us an appreciation of Indian life;"

He continued, talking about his vision of India's future role: "...and given that India is not simply an emerging power but now is a world power, that the United States and India will be able to work together to promote the international principles, the rules of interaction between nations that can

promote peace and stability and prosperity not only for our two nations but for the world as a whole."

At the end of his talks with India leaders, after, issuing a joint statement with Prime Minister Manmohan Singh, Obama characterized the India-U.S. partnership as one of the defining and indispensable partnerships of the 21st century.

"In my discussion with the President (Mrs. Pratibha Patil) we have decided to accelerate the deepening of our ties and to work as equal partners in a strategic relationship that will positively and decisively influence world peace, stability and progress," he said.

"As the world's two largest democracies, as large and growing free market economies, as diverse, multiethnic societies with strong traditions of pluralism and tolerance, we have not only an opportunity but also a responsibility to lead

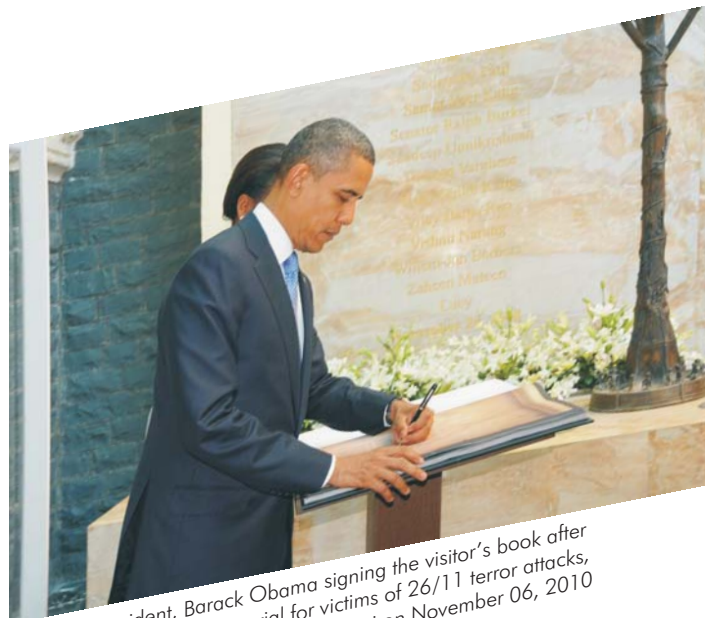
And that's why I believe that the relationship between the United States and India will, in fact, be one of the defining partnerships of the 21st century," Obama added.

Then Obama talked about what what favour the US had agreed to do for India. "We welcome the decision by the United States to lift control from exports of high-technology items and the technologies to India, and support India's membership in multilateral export control regimes such as the Nuclear Suppliers Group. This is a manifestation of the growing trust and confidence in each other."

He elaborated the sweep of the agreements between the two countries. "We have agreed on steps to expand our cooperation in space, civil nuclear defense and other high-end sectors. We have announced specific initiatives in the areas of clean energy, health and agriculture. These include a joint clean energy research and development center, the establishment of a global disease detection center in India, and an agreement for cooperation in weather and crop forecasting."

Obama clearly knew about the Indian students' desperate desire for US education and work in America, which still is the land of opportunities, despite its being hit hard by recession in recent years. He said: "We have decided to hold a higher education summit next year. Cooperation in the field of education holds great promise because no two other countries are better equipped to be partners in building the knowledge economy of the future."

Now comes the issue of two-way trade and investment. Obama said that trade between India and the US was balanced and growing. "India is among the fastest-



The US President, Barack Obama signing the visitor's book after paying tributes, at the memorial for victims of 26/11 terror attacks, at Hotel Taj Mahal, in Mumbai on November 06, 2010



The US President, Barack Obama and the First Lady Michelle Obama meeting the families of victims of 26/11 terror attacks, at Hotel Taj Mahal, in Mumbai on November 06, 2010



The US President, Barack Obama and the First Lady Michelle Obama with the school children of traditional artisans who carried out renovation works at Humayun Tomb, in New Delhi on November 07, 2010



The US President, Barack Obama interacting with the students, at St. Xavier College, in Mumbai on November 07, 2010.



The US President, Barack Obama visiting an Agri Expo, at St. Xavier College, in Mumbai on November 07, 2010



The US President, Barack Obama interacting with the students from various colleges on issues ranging from those on Mahatma Gandhi to US foreign and economic policy, at St. Xavier College, in Mumbai on November 07, 2010

growing sources of investment in the United States. Indian investments have helped to increase the competitiveness of the U.S. economy. We welcome increased U.S. investment and high-technology flows in key sectors of our economy, including the sector of nuclear energy."

He added, "We have agreed to facilitate trade and people-to-people exchanges, recognizing that protectionism is detrimental to both our economies."

"We've expanded trade and investment to create prosperity for our people. The major trade deals that were signed in Mumbai were an important step forward in elevating India to one of America's top trading partners. Today I'm pleased to welcome India's preliminary agreement to purchase 10 C-17 cargo planes, which will enhance Indian capabilities and support 22,000 jobs back in the United States," Obama said, nearly summing up what his mission to India had achieved.

Of course, he explained what the US could do for India. "We agreed to reform our controls on exports, and the United States will remove Indian organizations from the so-called "entity list," which will allow greater cooperation in a range of high-tech sectors like civil space and defense. And we agreed to keep working to reduce trade barriers and resist protectionism."

"As a result of this visit, we are already beginning to implement our civil nuclear agreement. We agreed to deepen our cooperation in pursuit of clean energy technologies, and this includes the creation of a new clean energy research center here in India, and continuing our joint research into solar, biofuels, shale gas, and building efficiency. And we agreed to new partnerships including forestry and sustainable development of land to help meet the commitments we made at Copenhagen to combat climate change.

Finally Obama announced two initiatives, which he said would harness technology to "deliver progress for our people."

He elaborated the two initiatives. "Building on the Indian and American agricultural collaboration that led to the Green Revolution, we're launching a new partnership for a Evergreen Revolution to improve food security around the world. We're also launching a new partnership to promote open government and to empower citizens."

Then he added the icing to the cake. "As I said yesterday, I don't think India is emerging -- it has emerged. India is a key actor on the world stage." That was President Obama, India had recently seen, at his charming and mesmerizing best.



The US President, Barack Obama at a ceremonial procession with the Vice President, Mohd. Hamid Ansari, the Speaker, Lok Sabha, Meira Kumar and the Prime Minister, Dr. Manmohan Singh, to address the joint session of Parliament, in New Delhi on November 08, 2010.



The US President, Barack Obama meeting the President, Pratibha Devisingh Patil, at Rashtrapati Bhawan, in New Delhi on November 08, 2010.



The Vice President, Mohd. Hamid Ansari meeting the US President, Barack Obama, in New Delhi on November 08, 2010



The Prime Minister, Dr. Manmohan Singh at the Tete-a-Tete meeting with the US President, Barack Obama, in New Delhi on November 07, 2010



The Chairperson, National Advisory Council, Sonia Gandhi meeting the US President, Barack Obama, in New Delhi on November 08, 2010



The Leader of Opposition in Lok Sabha, Sushma Swaraj meeting the US President, Barack Obama, in New Delhi on November 08, 2010



The Defining Partnership of the 21st Century



9 The Prime Minister, Dr. Manmohan Singh and the US President, Mr. Barack Obama, at Joint Press Conference, in New Delhi on November 08, 2010.

President Barack Obama and Prime Minister Manmohan Singh discussed in-depth various topics, having political, economic, security and climatic ramifications of both national and global importance for the United States and India in particular and the world in general during the former's whirlwind visit to this country from 6 to 9 November, 2010. The two leaders, accompanied by top officials, exchanged views, shared understanding and issued a joint statement on 8 November 2010. Following are excerpts, involving key decisions.

Reaffirming their nations' shared values and increasing convergence of interests, Prime Minister Manmohan Singh and President Barack Obama resolved today in New Delhi to expand and strengthen the India-US global strategic partnership.

The two leaders welcomed the deepening relationship between the world's two largest democracies. They commended the growing cooperation between their governments, citizens, businesses, universities and scientific institutions, which have thrived on a shared culture of pluralism, education, enterprise, and innovation, and have benefited the people of both countries.

Building on the transformation in India-U.S.



Micro Technologies

Secure your Vehicle by **SMS**



MICRO VBB

VEHICLE SECURITY SYSTEM

Features :

- Lock, Unlock, Stop your vehicle
- **SMS*** Alerts in case of entry in your vehicle/Tampering with stereo set
- Get exact location of vehicle (Navigator Model only)

Email : info@microshoppe.biz
www.microshoppe.biz

*Conditions apply



YOUR SECURITY IS OUR CONCERN

Call Toll Free
1800 209 2000

SMS*
MICRO VBB to 56363

*Rates as applicable

Available at your nearest



For Dealership, Distributorship, DSA Enquiries Call 022-40743000



relations over the past decade, the two leaders resolved to intensify cooperation between their nations to promote a secure and stable world; advance technology and innovation; expand mutual prosperity and global economic growth; support sustainable development; and exercise global leadership in support of economic development, open government and democratic values.

The two leaders reaffirmed that India-U.S. strategic partnership is indispensable not only for their two countries but also for global stability and prosperity in the 21st century. To that end, President Obama welcomed India's emergence as a major regional and global power and affirmed his country's interest in India's rise, its economic prosperity, and its security.

A Global Strategic Partnership for the 21st Century

Prime Minister Singh and President Obama called for an efficient, effective, credible and legitimate United Nations to ensure a just and sustainable international order. Prime Minister Singh welcomed President Obama's affirmation that, in the years ahead, the United States looks forward to a reformed UN Security Council that includes India as a permanent member. The two leaders reaffirmed that all nations, especially those that seek to lead in the 21st century, bear responsibility to ensure that the United Nations fulfills its founding ideals of preserving peace and security, promoting global cooperation, and advancing human rights.

Prime Minister Singh and President Obama reiterated that India and the United States, as global leaders, will partner for global security, especially as India serves on the Security Council over the next two years. The leaders agreed that their delegations in New York will intensify their engagement and work together to ensure that the Council continues to effectively play the role envisioned for it in the United Nations Charter.

New Homeland Security Dialogue

Condemning terrorism in all its forms, the two sides agreed that all terrorist networks, including Lashkar-e-Taiba, must be defeated and called for Pakistan to bring to justice the perpetrators of the November 2008 Mumbai attacks. Building upon the Counter Terrorism Initiative signed in July 2010, the two leaders announced a new Homeland Security Dialogue between the Ministry of Home Affairs and the Department of Homeland Security and agreed to further deepen operational cooperation, counter-terrorism technology transfers and

capacity building. The two leaders also emphasized the importance of close cooperation in combating terrorist financing and in protecting the international financial system.

In an increasingly inter-dependent world, the stability of, and access to, the air, sea, space, and cyberspace domains is vital for the security and economic prosperity of nations. Acknowledging their commitment to openness and responsible international conduct, and on the basis of their shared values, India and the United States have launched a dialogue to explore ways to work together, as well as with other countries, to develop a shared vision for these critical domains to promote peace, security and development. The leaders reaffirmed the importance of maritime security, unimpeded commerce, and freedom of navigation, in accordance with relevant universally agreed principles of international law, including the United Nations Convention on the Law of the Sea, and peaceful settlement of maritime disputes.

Creation of Jobs in the US

The transformation in India-U.S. defense cooperation in recent years has strengthened mutual understanding on regional peace and stability, enhanced both countries' respective capacities to meet humanitarian and other challenges such as terrorism and piracy, and contributed to the development of the strategic partnership between India and the United States. The two Governments resolved to further strengthen defense cooperation, including through security dialogue, exercises, and promoting trade and collaboration in defense equipment and technology. President Obama welcomed India's decision to purchase U.S. high-technology defense items, which reflects our strengthening bilateral defence relations and will contribute to creating jobs in the United States.

Technology, Innovation & Energy

Recognizing that India and the United States should play a leadership role in promoting global nonproliferation objectives and their desire to expand high technology cooperation and trade, Prime Minister Singh and President Obama committed to work together to strengthen the global export control framework and further transform bilateral export control regulations and policies to realize the full potential of the strategic partnership between the two countries.

Accordingly, the two leaders decided to take mutual steps

to expand US-India cooperation in civil space, defense, and other high-technology sectors. Commensurate with India's nonproliferation record and commitment to abide by multilateral export control standards, these steps include the United States removing Indian entities from the U.S. Department of Commerce's "Entity List" and realignment of India in U.S. export control regulations.

In addition, the United States intends to support India's full membership in the four multilateral export control regimes (Nuclear Suppliers Group, Missile Technology Control Regime, Australia Group, and Wassenaar Arrangement) in a phased manner.

Both leaders reaffirmed the assurances provided in the letters exchanged in September 2004 and the End-Use Visit Arrangement, and determined that the two governments had reached an understanding to implement these initiatives consistent with their respective national export control laws and policies. The Prime

Minister and President committed to a strengthened and expanded dialogue on export control issues, through fora such as the U.S.-India High Technology Cooperation Group, on aspects of capacity building, sharing of best practices, and outreach with industry.

The possibility of cooperation between the two nations in space, to advance scientific knowledge and human welfare, are without boundaries and limits. They commended their space scientists for launching new initiatives in climate and weather forecasting for agriculture, navigation, resource mapping, research and development, and capacity building. They agreed to continuing discussions on and seek ways to collaborate on future lunar missions, international space station, human space flight and data sharing, and to reconvene the Civil Space Joint Working Group in early 2011. They highlighted the just concluded Implementing Arrangement for enhanced monsoon forecasting that will begin to transmit detailed forecasts to farmers beginning



10 The Prime Minister, Dr. Manmohan Singh with the US President, Mr. Barack Obama, in New Delhi on November 08, 2010.

with the 2011 monsoon rainy season as an important example of bilateral scientific cooperation advancing economic development, agriculture and food security.

Civil Nuclear Agreement

The two leaders welcomed the completion of steps by the two governments for implementation of the India-U.S. civil nuclear agreement. They reiterated their commitment to build strong India-U.S. civil nuclear energy cooperation through the participation of the U.S. nuclear energy firms in India on the basis of mutually acceptable technical and commercial terms and conditions that enable a viable tariff regime for electricity generated. They noted that both countries had enacted domestic legislations and were also signatories to the Convention on Supplementary Compensation. They further noted that India intends to ratify the Convention on Supplementary Compensation within the coming year and is committed to ensuring a level playing field for U.S. companies seeking to enter the Indian nuclear energy sector, consistent with India's national and international legal obligations.

India will continue to work with the companies. In this context, they welcomed the commencement of negotiations and dialogue between the Indian operator and U.S. nuclear energy companies, and expressed hope for early commencement of commercial cooperation in the civil nuclear energy sector in India, which will stimulate economic growth and sustainable development and generate employment in both countries.

Partnership in Green Economy

Just as they have helped develop the knowledge economy, India and the United States resolved to strengthen their partnership in creating the green economy of the future. To this end, both countries have undertaken joint research and deployment of clean energy resources, such as solar, advanced biofuels, shale gas, and smart grids. The two leaders also welcomed the promotion of clean and energy efficient technologies through the bilateral Partnership to Advance Clean Energy (PACE) and expanded cooperation with the private sector. They welcomed the conclusion of a new MoU on assessment and exploration of shale gas and an agreement to establish a Joint Clean Energy Research Center in India as important milestones in their rapidly growing clean energy cooperation.

The leaders discussed the importance of working bilaterally, through the Major Economies Forum (MEF),

and in the context of the international climate change negotiations within the framework of the UNFCCC to meet the challenge of climate change. To that end, the leaders welcomed enhanced cooperation in the area of climate adaptation and sustainable land use, and welcomed the new partnership between the United States and India on forestry programs and in weather forecasting.

Inclusive Growth & Mutual Prosperity

The two leaders stressed that India and the United States, anchored in democracy and diversity, blessed with enormous enterprise and skill, and endowed with synergies drawn from India's rapid growth and U.S. global economic leadership, have a natural partnership for enhancing mutual prosperity and stimulating global economic recovery and growth. They emphasize innovation not only as a tool for economic growth and global competitiveness, but also for social transformation and empowerment of people.

Prime Minister Singh and President Obama celebrated the recent growth in bilateral trade and investment, characterized by balanced and rapidly growing trade in goods and services. They noted positively that the United States is India's largest trading partner in goods and services, and India is now among the fastest growing sources of foreign direct investment entering the United States. The two leaders agreed on steps to reduce trade barriers and protectionist measures and encourage research and innovation to create jobs and improve livelihoods in their countries.

They also welcomed expanding investment flow in both directions. They noted growing ties between U.S. and Indian firms and called for enhanced investment flows, including in India's infrastructure sector, clean energy, energy efficiency, aviation and transportation, healthcare, food processing sector and education. They welcomed the work of the U.S.-India CEO Forum to expand cooperation between the two countries, including in the areas of clean energy and infrastructure development. They also encouraged enhanced engagement by Indian and American small and medium-sized enterprises as a critical driver of our economic relationship. They looked forward to building on these developments to realize fully the enormous potential for trade and investment between the two countries.

Recognizing the people-to-people dynamic behind trade and investment growth, they called for intensified consultations on social security issues at an appropriate

time. The two leaders agreed to facilitate greater movement of professionals, investors and business travelers, students, and exchange visitors between their countries to enhance their economic and technological partnership.

To enhance growth globally, the Prime Minister and President highlighted both nations' interests in an ambitious and balanced conclusion to the WTO's Doha Development Agenda negotiations, and in having their negotiators accelerate and expand the scope of their substantive negotiations bilaterally and with other WTO members to accomplish this as soon as possible. They agreed to work together in the G-20 to make progress on the broad range of issues on its agenda, including by encouraging actions consistent with achieving strong, balanced, and sustainable growth, strengthening financial system regulation, reforming the international financial institutions, enhancing energy security, resisting protectionism in all its forms, reducing barriers to trade and investment, and implementing the development action plans.

Green Revolution & Healthcare

Building on the historic legacy of cooperation between the India and the United States during the Green Revolution, the leaders also decided to work together to develop, test, and replicate transformative technologies to extend food security as part of an Evergreen Revolution. Efforts will focus on providing farmers the means to improve agricultural productivity. Collaboration also will enhance agricultural value chain and strengthen market institutions to reduce post-harvest crop losses.

Affirming the importance of India-US health cooperation, Prime Minister and the President celebrated the signing of an MOU creating a new Global Disease Detection Regional Center in New Delhi, which will facilitate preparedness against threats to health such as pandemic influenza and other dangerous diseases.

Higher Education Summit

Embracing the principles of democracy and opportunity, the leaders recognized that the full future potential of the partnership lies in the hands of the next generation in both countries. To help ensure that all members of that generation enjoy the benefits of higher education, the Prime Minister and the President agreed to convene an India-U.S. Higher Education Summit, chaired by senior officials from both countries in 2011, as part of a

continued effort to strengthen educational opportunities. They welcomed the progress made in implementing the Singh-Obama 21st Century Knowledge Initiative that is expanding links between faculties and institutions of the two countries and the expansion in the Nehru-Fulbright Programme for Scholars.

Festival of India

Noting that the ties of kinship and culture are an increasingly important dimension of India-US relations, President Obama welcomed India's decision to hold a Festival of India in Washington DC in 2011. Recognizing the importance of preserving cultural heritage, both governments resolved to initiate discussions on how India and the United States could partner to prevent the illicit trafficking of both countries' rich and unique cultural heritage.

Democratizing Access to Information

Consistent with their commitments to open and responsive government, and harnessing the expertise and experience that the two countries have developed, the leaders launched a U.S.-India Open Government Dialogue that will, through public-private partnerships and use of new technologies and innovations, promote their shared goal of democratizing access to information and energizing civic engagement, support global initiatives in this area and share their expertise with other interested countries. This will build on India's impressive achievements in this area in recent years and the commitments that the President made to advance an open government agenda at the United Nations General Assembly. The President and Prime Minister also pledged to explore cooperation in support of efforts to strengthen elections organization and management in other interested countries, including through sharing their expertise in this area. ■

The Three Areas of Co-operation

High-Tech, Security & Preserving Democracy

On 8 November 2010 President Obama addressed members of both the Houses of the Indian Parliament, and, as he said, "most of all the people of India", mesmerizing them with his oratory and drawing a standing ovation. In his sweeping address President Obama covered wide-ranging topics - political, economic, cultural and even spiritual. He observed that India's assumption of its rightful place in the world provided an historic opportunity to make the relationship between the two countries a defining partnership of the century ahead. "And I believe we can do so by working together in three important areas," he said. We reproduce here what he identified as three important areas of cooperation between India and the United States.

First, as global partners we can promote prosperity in both our countries. Together, we can create the high-tech, high-wage jobs of the future. With my visit, we are now ready to begin implementing our civil nuclear agreement. This will help meet India's growing energy needs and create thousands of jobs in both of our countries.

We need to forge partnerships in high-tech sectors like defense and civil space. So we've removed Indian organizations from our so-called "entity list." And we'll work to remove and reform our controls on exports. Both of these steps will ensure that Indian companies seeking high-tech trade and technologies from America are treated the same as our very closest allies and partners.

We can pursue joint research and development to create green jobs; give India more access to cleaner, affordable energy; meet the commitments we made at Copenhagen; and show the possibilities of low-carbon growth.

And together, we can resist the protectionism that stifles growth and innovation. The United States remains and will continue to remain one of the most open economies in the world. And by opening markets and reducing barriers to foreign investment, India can realize its full economic potential as well. As G20 partners, we can

make sure the global economic recovery is strong and is durable. And we can keep striving for a Doha Round that is ambitious and is balanced with the courage to make the compromises that are necessary so global trade works for all economies.

Together, we can strengthen agriculture. Cooperation between Indian and American researchers and scientists sparked the Green Revolution. Today, India is a leader in using technology to empower farmers, like those I met yesterday who get free updates on market and weather conditions on their cell phones. And the United States is a leader in agricultural productivity and research. Now, as farmers and rural areas face the effects of climate change and drought, we'll work together to spark a second, more sustainable Evergreen Revolution.

Together, we're improving Indian weather forecasting systems before the next monsoon season. We aim to help millions of Indian farmers -- farming households save water and increase productivity, improve food processing so crops don't spoil on the way to market, and enhance climate and crop forecasting to avoid losses that cripple communities and drive up food prices.

And as part of our food security initiative, we're going to share India's expertise with farmers in Africa. And this is an indication of India's rise, that we can now export hard-earned expertise to countries that see India as a model for agricultural development. It's another powerful example of how American and Indian partnership can address an urgent global challenge.

As we work to advance our shared prosperity, we can partner to address a second priority and that is our shared security. In Mumbai, I met with the courageous families and survivors of that barbaric attack. And here in Parliament, which was itself targeted because of the democracy it represents, we honor the memory of all those who have been taken from us, including American citizens on 26/11 and Indian citizens on 9/11.

And this leads me to the final area where our countries can partner strengthening the foundations of democratic governance, not only at home but abroad. As the world's two largest democracies, we must never forget that the price of our own freedom is standing up for the freedom of others. Indians know this, for it is the story of your nation. ■

What if you could combine professional engineering talent and highly skilled architectural designers, with the most cost-effective strategies and solutions for constructing your Industrial or Commercial Facility?

You get Engineering Excellence that is ASTUTE!

Astute Engineering is an integrated Architectural, Engineering Design and Project Management & Design - Build company. Astute delivers the best commercial/industrial solutions! Many highly recognizable companies hire us to design their facilities and install their new utility equipments because they know that Astute partners with the client and delivers excellent, timely service.



9 & 10, Symphony C, Range Hills, Pune 411020
Tel.: +91 20 6510 5511 Fax: +91 20 25560676 info@astutegroups.com www.astutegroups.com

www.astuteindia.co.in

Liaison | Consulting | Engineering | Construction
Architectural | Structural | Electrical | HVAC | Utilities & Installation | Landscaping | Effluent Treatment | Project Management



Boosting Indo-US Bilateral Trade Is...

A Win-Win Proposition

- President Obama



President Barack Obama has made it clear that in the competitive world of commerce only cooperation and collaboration won the day and the deals. Addressing a gathering of business leaders from India and the United States at US-India Business Council and Entrepreneurship Summit at Trident Hotel in Mumbai on 6 November 2010, he appealed to the audience to tap the immense potential that India and the US offers through technological collaborative efforts in vast areas ranging from agriculture aerospace. Following is the full text of President Obama's speech.

I want to thank all the organizations that have brought us together today, as well as the business leaders, the CEOs, the government officials who have joined us here in Mumbai. I just had some incredibly productive discussions with American business leaders and Indian entrepreneurs, and today I want to speak with you about why we all benefit from the strengthening ties between our nations.

This is my first trip to India, but this will be my longest visit to another country since becoming President. And that's because I believe that the relationship between the United States and India will be one of the defining and indispensable partnerships of the 21st century.

Our nations are the two largest democracies on Earth. We are bound by a common language and common values; shared aspirations and a shared belief that opportunity should be limited only by how hard you're willing to work, only by how hard you are willing to try. Trade and commerce between our people has been happening for centuries - even before we were independent nations. Indian immigrants crossed oceans

to work on farms in the United States, and later generations came to practice medicine, and do cutting-edge research, and to start businesses. American researchers, in turn, partnered with Indian scientists to launch the Green Revolution that transformed life for generations of Indians. Americans have helped build India, and India has helped to build America.

Today, your country is one of the fastest-growing economies in the world. And while there are many amazing success stories and rapidly expanding markets in Asia, the sheer size and pace of India's progress in just two decades is one of the most stunning achievements in human history. This is a fact. Since your reform of the licensing Raj and embrace of the global economy, India has lifted tens of millions of people from poverty and created one of the largest middle classes on the planet.

You are now a nation of rapid growth and rising incomes and massive investments in infrastructure and energy and education. In the coming decades, you will be the world's most populous nation, with the largest workforce and one of the largest economies in the world. Now, undoubtedly,



that means that the United States and India will engage in a healthy competition for markets and jobs and industries of the future. But it also offers the prospect of expanded commercial ties that strongly benefit both countries.

The United States sees Asia - and especially India - as a market of the future. We don't simply welcome your rise - as a nation, and a people - we ardently support it. We want to invest in it. And I'm here because I believe that in our interconnected world, increased commerce between the United States and India can be and will be a win-win proposition for both nations.

I realize that for some, this truth may not be readily apparent. I want to be honest. There are many Americans whose only experience with trade and globalization has been a shuttered factory or a job that was shipped overseas. And there still exists a caricature of India as a land of call centers and back offices that cost American jobs. That's a real perception. Here in India, I know that many still see the arrival of American companies and products as a threat to small shopkeepers and to India's ancient and proud culture.

Two-Way Relationship

But these old stereotypes, these old concerns ignore today's reality: In 2010, trade between our countries is not just a one-way street of American jobs and companies moving to India. It is a dynamic, two-way relationship that is creating jobs, growth, and higher

living standards in both our countries. And that is the truth.

As we look to India today, the United States sees an opportunity to sell our exports in one of the fastest-growing markets in the world. For America, this is a jobs strategy. As we recover from this recession, we are determined to rebuild our economy on a new, stronger foundation for growth. And part of that foundation involves doing what America has always been known for: discovering and creating and building the products that are sold all over the world. That's why I've set a goal of doubling America's exports over the next five years - because for every \$1 billion in exports, thousands of jobs are supported at home.

And already, our exports to India have quadrupled in recent years - growing much faster than our exports to many other countries. The goods we sell in this country currently support tens of thousands of manufacturing jobs across the United States - from California and Washington to Pennsylvania and Florida. And that doesn't even include all the American jobs supported by our other exports to India - from agriculture to travel to educational services.

As we speak, American-made machinery is helping India improve its infrastructure, including the new airport here in Mumbai where I landed this morning. This year, there was a new sight on India's highways - American-made



17 The US President, Mr. Barack Obama addressing a meeting of the Indo-US Business delegation groups, in Mumbai on November 06, 2010. The Union Minister for Commerce and Industry, Shri Anand Sharma is also seen.



fascinating is the way that they are now partnering to take technology that has had one application and use in the United States and found entirely new uses and new businesses models here, in India.

They're working together to make cell towers across India that can run on solar, and not diesel. They're putting American technology into Indian electric cars. They're trying to bring new filtration systems and clean drinking water to rural India; and they're trying to develop better drugs for diseases like malaria. These are examples of American companies doing well and Indian companies doing well.

And these partnerships remind us that by pursuing trade and commerce, we are unleashing the most powerful force the world has ever known for eradicating poverty and creating opportunity - and that's broad-based economic growth.

Now, despite all this progress, the economic relationship between the United States and India is still one of enormous untapped potential. Of all the goods that India imports, less than 10 percent come from the United States. Of all the goods that America exports to the world, less than 2.0 percent go to India. Our entire trade with your country is still less than our trade with the Netherlands - this is a country with a smaller population than the city of Mumbai. As a result, India is only our 12th largest trade partner.



I have no doubt that we can do better than that - we can do much better. There's no reason this nation can't be one of our top trading partners. And that's why we want to work together with you to remove the barriers to increased trade and investment between our nations.

In the United States, we're committed to doing our part. With India and our other G20 partners, we've resisted the protectionism that would have plunged the global economy even deeper into recession. Today, our country remains one of the most open economies in the world. And while I make no apologies about doing whatever it takes to encourage job creation and business investment in America, I still work to make sure our efforts don't unfairly target companies and workers from this nation or any nation.



And to further increase our exports to places like India, we're marshalling the full resources of the United States government to help our companies sell their goods and services in other markets. We're increasing export financing for small and medium-sized businesses. We're being a better advocate for our businesses. We're increasing our trade missions. In fact, my Secretary of Commerce, Gary Locke, will be leading another trade mission to India in the next few months. And we're reforming our export control system, so that even as we strengthen our national security, we make sure that unnecessary barriers don't stand in the way of high-tech trade between our

Harley-Davidson motorcycles. A growing number of American-made aircraft are taking flight in your skies. And soon, there will be more.

Landmark Deals Sealed

That's because today, just moments before I arrived here, several landmark deals were sealed between the United States and India. Boeing, one of America's largest companies, is on track to sell India dozens of commercial and cargo aircraft. General Electric, another American company, will sell more than a hundred advanced jet engines. And I'm pleased that two U.S. firms are finalists for a major locomotive tender. Now, these are just a few of the more than 20 deals being announced today, totaling nearly \$10 billion in U.S. exports.

From medical equipment and helicopters to turbines and mining equipment, American companies stand ready to support India's growing economy, the needs of your people, and your ability to defend this nation. And today's deals will lead to more than 50,000 jobs in the United States - 50,000 jobs. Everything from high-tech jobs in Southern California to manufacturing jobs in Ohio.

Now, these are major deals that are significant for both our nations. But our trade relationship is not just about what America sells India. It's also about Indian investment in America is doing. Indian investment in America is among the fastest growing of any country. In recent years, Indian companies have invested billions of dollars in the United States - in American machinery, manufacturing, mining, research, technology. Today, these investments support tens of thousands of American jobs.

And at the same time, hundreds of American companies - including many small businesses - are investing in India; not just in telecommunications, but in industries from clean energy to agriculture. This means more choices for Indian consumers and more jobs for Indians and Americans.

Our relationship is also about more than the goods that we sell or the investments we make - it's about the innovative partnerships we forge in the name of progress. Before I came here, I had a fascinating meeting. I met with business leaders from both our countries, including some incredibly young Indian entrepreneurs. And what's



The US President, Mr. Barack Obama addressing a meeting of the Indo-US Business delegation groups, in Mumbai on November 06, 2010.

countries. Today, I'm pleased to announce that we will work with India to fundamentally reform our controls on exports, which will allow greater cooperation in a range of high-tech sectors and strengthen our nonproliferation efforts.

So we're taking the necessary steps to strengthen this relationship. India can also do its part. Over the past two decades, it has become much easier for companies to do business and invest here in India. It was striking talking to some of the American CEOs who are here who've come frequently over decades and seen the incredible progress that's been made. But I don't think it's any secret that infrastructure, regulatory barriers and other issues of uncertainty still pose some serious challenges.

Today, India is making major investments in its infrastructure and creating greater transparency to support growth and entrepreneurship. Going forward, that commitment must be matched by a steady reduction in barriers to trade and foreign investment - from agriculture to infrastructure, from retail to telecommunications. Because in a global economy, new growth and jobs flow to countries that lower barriers to trade and investment.

These are steps we can take together to strengthen the economic ties between our nations - ties that hold incredible promise for our people and our future - the promise of new jobs, new industries and new growth. Whether or not that promise is fulfilled depends on us - on the decisions we make and the partnership we build in the coming years.

We must admit it won't always be an easy road, but as I stand here today, I can tell you that I'm absolutely confident we will meet this challenge because in our two nations, I see the fundamental ingredients to success in the 21st century.

I'm confident because we both cherish the entrepreneurial spirit that empowers innovation and risk-taking, and allows them to turn a good idea into a new product or company that changes the world. And we have examples of Indian entrepreneurs and American entrepreneurs sitting right here who've already begun to do that.

And I'm confident because we both know that for those businesses to thrive, our nations need to invest in science and technology, in research and development, and an infrastructure for the 21st century.

I'm confident because we both recognize that knowledge is the currency of the future, and that we must give our

children the skills and education that success requires in a global economy.

And I'm confident because our countries are blessed with the most effective form of government the world has ever known: democracy. Even if it can be slow at times. Even if it can be messy. Even if, sometimes, the election doesn't turn out as you'd like.

For we know that when governments are accountable to their people, their people are more likely to prosper; and that, over the long run, democracy and economic growth, freedom in the political sphere and freedom in the economic sphere go hand in hand. We believe that.

What gives me the most confidence about our future is our greatest resource - the drive and ingenuity of our people: workers and entrepreneurs- students and innovators; Indians and Americans, including the nearly three million Indian Americans who bind our nations together.

For despite all the sweeping changes of the last few decades -- from the reform of the licensing Raj to the technological revolutions that continue to shape our global economy - it has been people who have driven our progress. It is individual men and women like you who put their shoulder to the wheel of history and push. An American scientist who discovers an agricultural breakthrough. An Indian engineer who builds the next-generation electric car. A small business owner in Detroit who sells his product to a new company in New Delhi. And all the Mumbaikars who get up every day in this City of Dreams to forge a better life for their children -- from the boardrooms of world-class Indian companies to the shops in the winding alleys of Dharavai.

This is the spirit of optimism and determination that has driven our people since before we were nations - the same spirit that will drive our future. And that's why I'm thrilled to be in India and with you here today. And that's why I'm confident that we can and will forge new economic partnerships and deliver the jobs and broad-based growth that our peoples so richly deserve. And I am absolutely certain that the relationship between the United States and India is going to be one of the defining partnerships of the 21st century. ■

'Obama is a Big India Fan'

Relations between India and the United States have entered a phase of "redefining strategic partnership" as the US President Barack Obama said while visiting this country recently. Ahead of Obama's visit to Mumbai on the first leg of his four-day India tour, **Uday Tarra Nayar & Deepa Ranade of Indo-US Business** met **Suresh Kumar**, Assistant Secretary of Commerce and Director General for the U.S. & Foreign Commercial Service at the U.S. Department of Commerce, who talked about the future of Indo-US trade ties in various potential growth sectors that include energy, education, healthcare and infrastructure. A person of Indian origin, who had made it big in the US, Kumar fondly remembered his college days in Mumbai and TV anchoring experiences for the Door Darshan national channel in Delhi. Excerpts.



There is a great urge in students of business schools particularly to go to the U.S.A and study and work there. What would you like to tell the students?

India is a happening place. There is vibrancy in the market but, like us, you also have a high unemployment rate. So the question we have to consider is: does the education measure up to what the country needs? Interestingly, during most of my interactions with the students of premier management institutes in India, the most frequently asked question is that of relevance. How relevant is the education the institutes offer and how can we improve the content of that education.

When we begin to answer the question, two elements come to the fore - the aura of the U.S. which makes everybody want to go to that country and the needs of this country.

I was educated in this country and I educate people in the US. I have been teaching in major business schools and I am a consultant and coach to institutions and corporations. So I can tell you that the question of relevance is not being asked in India alone. We too are questioning and introspecting in the US asking ourselves what should we do. Should we teach financial regulations, should we dwell on ethics, should we build our teaching on case studies.... Which process of



Suresh Kumar, Assistant Secretary for Trade Promotion and Director General of the U.S. & Foreign Commercial Service U.S. Department of Commerce International Trade Administration

Suresh Kumar has been nominated by President Barack Obama and unanimously confirmed by the United States Senate to serve as Assistant Secretary of Commerce and Director General for the U.S. & Foreign Commercial Service at the U.S. Department of Commerce. As Assistant Secretary and Director General, Kumar leads the US & Foreign Commercial Service (USFCS). The extensive worldwide network of the USFCS extends to 109 offices across the US and 127 offices overseas in 77 countries. USFCS is the trade promotion arm of the US Government that supports and provides customized solutions to US businesses so that they can compete and win in the global marketplace.

Prior to his joining the Obama administration, Kumar spent more than 30 years as an international businessman, consultant, coach and professor of management education. He has led global businesses of major US corporations and been responsible for business units across all continents. Between 1999 and 2003 Kumar headed the Worldwide Consumer Pharmaceuticals business of Johnson & Johnson and served on the corporation's Group Operating Committee. He is credited with turning around the Emerging Markets Business, establishing collaborations, developing and commercializing innovation pipeline, and building stakeholder trust in the

teaching should we adopt to make the education relevant to the emerging needs of the country. In India there has been a spurt in the number of schools of management studies but there is a gap when it comes to teaching. There aren't enough teachers. Most professionals I know are teaching at business schools on weekends and they are, in a sense, giving back to the profession and the community what they have learned from experience.

Let us consider the sectors of growth in India. Let us look at Energy. We need more engineers. I can remember a time when every student wanted to do engineering and the colleges produced a glut of students with engineering degrees. We have come a full circle since then and we need them now but the students are doing something else.

We have to craft the education in institutes to meet the demand for manpower in the growth sectors of the present and the future, say 20-30 years from now.

If we look at healthcare, the need is not only in Mumbai, it is in the villages. We need doctors and para-medical staff. There are different levels of education involved here and we have to see which are the most urgently needed. The important aspect of all that we are discussing is the need to define what each growing sector requires at

different levels in terms of qualified work force and we set out to make the education relevant to those needs.

In terms of jobs I can see there are jobs but not the required skills. We are training the students for the wrong skills. Students are better served to look at the needs here as opposed to going abroad, I would say. When you join a multinational you become a part of a global work force. You can join here and perform well and that will take you abroad. That's been the pattern of evolution of the job market. Industrialists keep talking about a skill gap but the point that's not seen is that there is a need to train their employees. We do that in the US.

You have already executed three successful trade missions in the energy efficiency sector. Is the energy sector a special focus area in the Indo-US trade relationship?

Yes, it is a very special mission. It is important in the light of India's plans to invest significantly in the sector by 2030 and India has the national solar plan which will install 20,000 megawatts of solar power by 2020. I recently led a team which had about 203 people from the private sector exploring opportunities within India under government schemes and beyond. There was Rajasthan and Gujarat for solar energy and the Southern States for



corporation's diverse global businesses. Kumar previously led consumer healthcare, confectionery and grooming businesses of Warner Lambert/Pfizer as Vice President, Consumer Products for Latin America and Asia. He is a former member of the Board of the World Self-Medication Industry (WSMI) and has served on the global councils of the American Management Association (AMA), the Association of National Advertisers (ANA), and Consumer Healthcare Products Association (CHPA) and the Thunderbird School of Global Management. In 2004 Kumar was named Distinguished Executive-in-Residence by Thunderbird School of Global Management for his contributions to global trade.

Most recently Kumar was President & Managing Partner of KaiZen Innovation®, a Management Consulting firm he founded in 2004 to "improve lives and livelihoods". The firm specializes in developing global commerce: establishing public-private collaborations that spur development, helping businesses extend their global footprint, and installing global marketing processes and programs. Kumar has served as a consultant to leading

institutions and corporations including the Bill & Melinda Gates Foundation, the African Development Bank and the Alliance for a Green Revolution in Africa (AGRA). Between 2006 and 2007 he served as Special Advisor to the Clinton Foundation and worked with governments in Sub-Saharan Africa and corporate CEOs to establish collaborative business models and execute farmer and market friendly programmes to promote food security and stimulate economic development in the region.

Kumar has published on global management and served as adjunct faculty member at the Schulich School of Business at Toronto's York University, Bombay University, India, and has been appointed Professor of International Business at Rutgers University EMBA programme. Between 1970 and 1985 he was the news and sports anchor on national television in India. He has an Economics degree from Delhi University, an MBA from Bombay University, and is alum of the Thunderbird International Consortium Program. Kumar and his wife, residents of Princeton, NJ, have lived in six countries and speak as many languages. They have two adult children.

wind power. We sealed 11 deals during that tour. We will continue to strengthen the US-India trade relationship in the energy sector but there are other key sectors where we can contribute. Like healthcare, infrastructure, education, aviation to mention a few immediate areas.

We stopped by in Mumbai during the tour and there was a Dental show that was on and there were all the specialized companies from Johnson & Johnson to Proctor & Gamble to Colgate at the meet. But the more interesting find was the presence of the smaller and medium American companies who were connecting with the dentist fraternity. I think that's where the business is going to come. I had a meeting with Minister Patel regarding the prospects of the SME sector. There was a time when India was targeted for the four big cities. Now the business has gone beyond that limitation. When we look at this distribution we are looking at multiple brand retailing and the potential of multiple thousand villages. The needs of both countries are huge. Take the Indian brand Nirma for example. The retail figures are really huge.

The enthusiasm on both sides is very energizing and the governments on both sides should see that the barriers of tariff and regulations are made easier to deal with so that access becomes simpler. We don't have to spend so much

time debating, we just have to do it. There is so much grain wastage in India. We know it has much to do with the function of cold storage, supply chains, logistics. American companies have technology to streamline it all. India is rich and can get richer by conserving and making sure that what the farmer breaks his back to produce in the farms reaches the kitchen and the dining tables.

There is much delight in Indian hearts about your appointment as Assistant Secretary for Trade Promotion and Director General of the U.S. & Foreign Commercial service, U.S. Department of Commerce. How does it feel?

It feels great. America is a very open and welcoming society. You prove what you are capable of and the opportunities are there in business or corporate sectors. My family and I consider ourselves global gypsies and we truly feel we are global citizens who carry a US passport. America and President Obama see the value of that experience. As for the importance of it, we are in a global market and the team I lead is trying to increase global trade. It has been a long journey...it is almost like Gandhiji's definition that "I went so far only to come back home".

In Mumbai my dorm was just five minutes away from

where I did my MBA and where I got trained at the Jamnalal Bajaj Institute. Our Friday assignments would be done from the coffee shop of the Oberoi where between 10 students we could afford four cups of coffee. The coffee shop used to be called Samarkand and that brings back fond memories. I am delighted that my education and cutting my teeth in business was done here and I am grateful for that and even more grateful to my country for giving me the opportunities.

America is the bastion of open market. I am before you as an indication of the opportunities and the openness of that country.

Which part of India are you from?

It takes my very bright children 30 minutes to answer that question. I was born in Secunderabad, I lived most of my formative life in Delhi, went to school and college in Delhi, I did my post graduation from Mumbai here and I had my working life here, Kolkata and Chennai. So I am by birth from South, my mother tongue is Tamil, I speak better Punjabi and I speak six languages.

What's your best export to India? What's Harley Davidson doing on Indian roads?

We had a sampling of roads and things have changed. There are more cars on the road and probably we will have more motorcycles Harleys now. The range of cars on the road is amazing, A few years ago there were only two brands Premiere Padmini and Ambassador. It is great to see the change and opening of the market. India's liberalization happened in 1991, which is fairly new. We are seeing Ferrari, Porsche and you will see a Harley Davidson soon indicative of growing progress in India. I recall it used to take my girlfriend (now wife) and me three hours on my motorcycle to go to Pune; probably you can do it in less than an hour now.

How do you see the expansion of media as opposed to when you were here as a newscaster?

I had a nostalgic meeting with Subhash Chandra Goel. I knew him before he got into television. I was a consultant on projects with which he was trying to break into the industry for the first time. We spent many an evening trying to draft his loan application to the IDBI Bank. So it is wonderful to see how his foray has expanded.

When I was a news anchor DD was the only channel and it had 950 million viewers then. You were the only face going out to people I started doing Youth Forum in Delhi and then I did Sports Round Up in Mumbai, I would do cricket commentaries I would kill to watch a match and

someone was paying me to do that. When I started working in Johnson & Johnson, DD called us casual artists and paid us Rs 75 per telecast. I read news four times a week. I couldn't make a living out of it. I would finish my job at 5-30 pm and reach DD at 6 pm do the newscast at 10 pm and reach home at 11 pm. It was great then. Luku Sanyal, Siddharth Kak, Nirmala Mathan, and Geetanjali Iyer were with me we were a small crowd.

I had a lot more hair then and a moustache. But everybody knew my face and fawned over me when I went to a gas filling station. India has come a long way since. When Shaikh Mujeeb was visiting India after his release from a Pakistani jail, I was covering his visit to the Rashtrapati Bhawan. I was craning my neck all the time to report what was happening ahead of the vehicle I was travelling in. We were very low on technology then. I had to cover an Indo- Bangla Desh hockey match. The Bangla Desh players came with jerseys printed with Bangla numbers. How do you do the commentary when you can't figure out the numbers? There have been such strange but enjoyable incidents. It is good to see India going far beyond that and state-of-the-art programming, teleprompters etc. DD interviewed me yesterday and it was fun to interact with the crew. Oh yeah, life is coming a full circle.

You can tell us perhaps how President Obama sees India?

He is a fan of India in more ways than one. We all respect the tremendous growth that India has demonstrated; we see so many mutual opportunities to explore. India is the second fastest growing market and the largest democracy so we have a shared sense of values despite the fact India speaks many languages. What binds us together is our common purpose of law. The President is gung-ho about India, he's spending more days in India than any other country on this presidential visit. We want to forge tighter ties. India holds such a mystique and it has tremendous growth potential in travel trade too. I have told my American friends not to try and see India as a whole, that's wrong. India is 1.2 billion people, 150 cities, multiple cities, east, west, north and south. India has so many languages and cultures and cuisines. I love to eat maccher jhol with my hands, eat sambar and dosa, and also eat chicken tikka... if you have a week preferably restrict yourself to North or South. Delhi itself is 2-3 day's of sightseeing. Then there is Bharatpur, Mathura, Agra. You need to segment India. Certainly there is more to India than Taj Mahal and that is what you have to tell the tourists. ■

Bengal to Showcase Sunderbans to Attract Foreign Tourists



In an exclusive interview, West Bengal's Minister of State for Tourism Sultan Ahmed speaks to Subhajit Bhattacharya on various issues impacting growth of tourism in India. Excerpts.

What are your plans to develop Bengal's tourism scenario?

As I have told you, the State of West Bengal has great potential in the field of tourism; because, we are the only State which is endowed with lovely mountains one side and the blue ocean on the other.

Bengal's panorama of natural assets, which we can showcase in the international market, is huge. The State boasts of beautiful mountains in the north-eastern region at the same time we have huge oceans in southern part of Bengal.

The cultural heritage of Bengal is very strong as we can find famous historical sculptures and landmarks in different parts of the State, Birbhum, Malda, Murshidabad, to name a few.

We have a very famous and the sacred river such as the Ganges which we can project to promote tourism. The most important asset of Bengal is the Sunderbans, which is rich in natural beauty.

I have plans to work on the development of all these places. The hon'ble Railway Minister has already started to improve the connectivity within the State. At the same time she is trying to develop and connect the northern part of India with the rest of the country. The tourism industry is very much related with the development of the State. So, the State Government has to take the responsibility of infrastructure development. The Tourism Department has plans to develop the Sunderbans area into a wild life park which will attract foreign tourists. At the same time, we are planning to start a ferry service on the Ganges which will be a great attraction.

To start all these, special efforts by the State Government are needed. Funds have been sanctioned in the past, but they are not utilized properly by the State Government.

You have said that development is very much related to the tourism industry. But we can see the infrastructural development is not there in the north eastern region of India, where tourism has a great potential.

What steps the Union Government is taking to promote tourism in this region?

The Union Government is paying special attention to development of the north-eastern region. We are in constant talks with the Chief Ministers of different north-eastern states. I personally met Dr. D. D. Lapang, Chief Minister of Meghalaya. We are now moving towards a phase of development. The State Government is eager to do something good for tourism. We have already set up a team of experts to make suggestion and guide the State Government to develop tourism. Sikkim has done a wonderful job in this regard and we are also planning to start some direct flights to Shillong. I think we are moving in the right direction and we will succeed in making the north-eastern region an ideal place for tourists.

Do you have any specific plans to showcase India as a potential tourism spot in the international arena?

Yes. We do have. I am trying my best to showcase Indian tourism. Because I think as a country, India is the Mecca of tourism. I am visiting different parts of the world to project the tourism spots of India. I think South-Eastern Asia, the US and Europe have great potential for patronizing our tourism. So we are giving special attention to those pockets. ■



7th Indo-US Economic Summit,
11 & 12 Feb 2011, New Delhi

Cementing the Bonds

Indo-American Chamber of Commerce (IACC) is holding the 7th edition of its annual Indo-US Economic Summit on 11 and 12 February, 2011 in New Delhi. The theme of the Summit is **Cementing Bonds, developed between Indian and US businesses over the last few years.**

The Summit sessions are focusing on the following sectors:

- SMEs,
- Financial & Economic Partnerships,
- Corporate Liability & Man-Made Disasters
- Entertainment

- Education
- Research & Development
- Hospitality
- Health & Medical Facilities

Two-way investment and trade constitute important elements in bilateral relations between India and the United States, especially because India is now the second fastest growing economy in the world and US is the world's largest economy. India and the US have multifaceted relations ranging from political, strategic to economic and commercial.

Reforms introduced in the last two decades have radically changed the course of the Indian economy and led to gradual integration with the global economy. The effects

of these reforms on trade and investment relations with the US have been profound. The US is a major investing country in India in terms of FDI approvals, actual inflows, and portfolio investment. US investments cover almost every sector in India, which is open for private participants. The US is also India's largest trading partner. Since 2000, the two countries have been making efforts to strengthen institutional structure of bilateral economic relations by means of the "India-US Economic Dialogue" that aims at



Syed Baderuddin, past National President, IACC, delivering the welcome address during the Inaugural Session of the 6th Indo-US Economic Summit

deepening the Indo-American partnership through regular dialogue and engagement.

There are several areas where economic cooperation between India and the US can progress further. These include infrastructure, IT, telecom sector, energy and other knowledge industries such as pharmaceuticals and biotechnology.

Closer economic ties in infrastructure sector can yield mutual benefits to both the countries. The Indian Government is continuously reviewing its policies to create an investor-friendly environment in sectors such as roads, ports and airports. Private sector participation in management, BOT projects, green-field airports, terminals and shipping berths and capacity augmentation has been initiated.

Today, two in every five of the Fortune 500 companies outsource their software requirements to India. Abundant investment opportunities exist for further strengthening Indo-US economic ties in the IT sector, especially, in areas such as communication infrastructure, optic fiber cable, gateways, satellite-based communication wireless, IT-enabled services, IT enable education, data centers and server farms, and software development.

As of now, Indian corporates/registered partnership firms are allowed to invest in entities abroad up to 400 percent of their net worth and are permitted to make overseas investments in any bonafide business activity. The overall annual ceiling on overseas investment and also the requirement of prior approval of RBI for diversification of activity and for transfer by way of sales of shares have been done away with. The basic rationale for opening up the regime of Indian investments overseas has been the

need to provide Indian industry access to new markets and technologies with a view to increasing their competitiveness globally and help the country's export efforts.

US-bound investment from India has increased significantly since 2002, growing by about 75 percent on average per year.

Sessions Briefs:

Empowering SMEs

Small and Medium Enterprises (SMEs) play a vital role for the growth of the Indian economy by contributing 45 percent of industrial output, 40 percent of exports, employing 60 million people, create 1.3 million jobs every year and produce more than 8,000 quality products for the Indian and international markets. SMEs are now exposed to greater opportunities than ever for expansion and diversification across the sectors. Indian market is growing rapidly and Indian entrepreneurs are making remarkable progress in various Industries like manufacturing, precision engineering design, food processing, pharmaceuticals, textiles & garments, retail, IT and ITES, agro and service sectors.

The SMEs sector looks forward to synergize with the American industry by sourcing appropriate technology and the American market for their products, which promise to bring high-quality but affordable products, which in turn will make the finished American product more competitive.

Financial & Economic Partnership



L to R: Professor (Dr.) Suman K. Mukerjee, Director, J.D. Birla Institute, Birla School of Management and Visiting Professor, Newcastle Business School, UK; Kevin Thieneman, President Asia & Chairman, Caterpillar India; Lalit Bhasin; Raman Roy, Chairman & Mg Director, Quattro; John Triplett, Director - Metro & Rail Asia, CH2MHill (I)(P) Ltd and Vishal Chadha, Head – Manufacturing Sector, India Business Unit, Infosys Technologies Limited during the session on Knowledge based manufacturing at 6th Indo-US Economic Summit.

Rapid strides made by the Indian industry and investors in recent times provide an ideal environment for mutually beneficial partnerships. The increasing pace of Indian investment in the US and the attractive participation of Institutional Investors in the Indian economy is testimony to the fact that financial and economic partnership between India and the US is all set to grow exponentially.

The scope Indo-US cooperation in wide ranging infrastructure projects in India is huge. The US can contribute in financing as well speed, quality and execution of infrastructure projects.

Corporate Liability & Man-Made Disasters

With increasing interaction in high-technology manufacturing industries comes the need to fully understand each other's regulatory framework and operating constraints of each other's legal systems. This aspect has been highlighted by the protracted proceedings following the Bhopal Gas Tragedy. The Summit will address the various issues that need to be understood on both sides so that the action in case of a mishap are streamlined.

Entertainment

India provides a discerning audience for entertainment products, as well a large highly educated and skilled pool of professionals who can contribute technical skills to such ventures. This is reflected in the increasing popularity of Hollywood movies and western sitcoms in the Indian media, as well as by laurels won by entertainment professionals in all fields. Entertainment,

therefore, offers immense scope for profitable interaction on both sides.

Education

India has a large population of youth at the threshold of higher education, seeking opportunities to enhance their skills and knowledge. The local educational institutions also are hungry for technology and ideas that can further stimulate this thirst for knowledge. The success of the Indian model of education has of late been attracting an increasing stream of students from diverse countries. Institutions in the US and India could vastly increase collaboration to enhance the knowledge base of their youth.

Research & Development

India has a vast pool of educated and skilled manpower, and a large market for products in every field. The unique biodiversity requires focused R&D to develop appropriate products to meet its unique requirements. The large pool of intelligent and skilled manpower in Indian labs has already proved its worth in many fields. There is immense scope for mutual benefit from American R&D. The importance of the Indian market has certainly risen manifold over the past one decade. In fact, the low-cost factor has been supporting the Indian market on a very large scale and many automakers are eying to make India their hub for manufacturing and R&D services. The Indian technology sector was earlier perceived as a nation of call center workers and low-level computer programmers administering databases and updating websites. But while the rest were unaware, India then



L to R: Dr Pervez Ahmed, CEO & Managing Director, Max Healthcare Institute Ltd; Lalit Bhasin; Ms Jyotsna Suri; Pramod Bhasin, President & CEO, Genpact and Umang Vohra, Sr. Vice President & CFO, Dr. Reddy's Laboratories Ltd during the Session on Export of Services at 6th Indo-US Economic Summit.

morphed into a giant R&D machine. Indian companies that started out doing call center and low-level IT work have climbed the value chain to become outsourced providers of critical R&D in sophisticated areas such as semiconductor design, aerospace, automotive, network equipment and medical devices.

Hospitality

India has always been a favourite destination to travelers across the globe, yearning for the unique experience that transcends imagination. The trend of Indians traveling abroad for leisure has been increasing rapidly of late. The trend of Indians traveling to the US has been increasing, assisted in some measure by the attractive images of the 'Land of Opportunity' described in Indian cinema. The boost provided by the tourism and hospitality industry to the economy is not only attractive economically, but also boosts better inter-cultural understanding. With the high pace of economic activity in India, development has spread from major metros to Tier-II and Tier-III cities.

Health & Medical Facilities

India provides a large pool of highly skilled medical professionals and hospitals of the highest standard. The capacity available in India, coupled with competitive pricing, make India an attractive destination to anyone seeking holistic treatment. From the perspective of US Infrastructure development, skill set development, private equity, educational organizations, research organizations and paramedics have opportunities in India. The data management system within the medical and healthcare areas has a lot of space for US companies. Information Technology in Healthcare in India and the world over has recently seen tremendous advancement and is likely to change the way we practice medicine in times to come. India has emerged as the fastest growing segment of the tourism industry, despite the global economic downturn. The domestic medical tourism industry holds huge potential and will be mainly driven by improving tourism & medical infrastructure, increasing availability of quality healthcare. ■

LIST OF EMINENT SPEAKERS

Mr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, GOI
Mr Virbhadra Singh, Hon'ble Minister, Ministry of Micro, Small and Medium Enterprises, GOI
Ms Ambika Soni, Hon'ble Minister for Information & Broadcasting
Mr Donald Lu, Deputy Chief of Mission, US Embassy
Ms Vibha Puri Das, Secretary – Higher Education, Ministry of Human Resource Development, GOI
Mr Lalit Bhasin, Summit Chairman & Managing Partner, Bhasin & Co
Mr Gautam Mahajan, President, Indo-American Chamber of Commerce & President, Customer Value Foundation
Dr Naresh Trehan, Chairman and Managing Director, Medanta-The Medicity
Mr Atul Sharma, Regional President, Indo-American Chamber of Commerce & Managing Partner, Link Legal
Mr N V Srinivasan, Branch Chairman, IACC – Tamil Nadu & CEO, NVS & Associates & Director, NVS MACs
Mr Michael E Zatezalo, Managing Partner, Kegler Brown Hill & Ritter Co
Mr Anil Bhardwaj, Secretary General, Federation of Indian Micro and Small & Medium Enterprises (FISME)
Mr Uday K Mishra, Vice President (ADD and Materials – CVBU), Tata Motors
Mr Deepak Khanna, Director SMB / SME Business, Airtel
Mr Vijay Kumar Chandok, Group Executive – International Banking (Global Head SME), ICICI Bank Ltd
Mr Kenny McDonald, CEO, Columbus 2020
Mr S K Mitra, Executive Vice President, IACC & Director, Avigo Capital Partners
Mr Shailesh Haribhakti, Managing Partner, Haribhakti Group
Ms Roopa Purushothaman, Head of Research, Everstone Investment Advisors Pvt Ltd
Mr P N Vijay, Managing Director, P N Vijay Financial Services Pvt Ltd
Mr Pradeep Udhas, Executive Director, KPMG
Mr R K Verma, IAS, Managing Director, Punjab Infotech
Mr Yogesh Khattar, Director, Dell
Shri Subodh C Agrawal, Chief Secretary, Govt of Punjab
Mr S S Channy, IAS, Principal Secretary, Industries & Commerce, Govt of Punjab
Sardar Prakash Singh Badal, Hon'ble Chief Minister, Govt of Punjab*
Sardar Sukhbir Singh Badal, Hon'ble Dy. Chief Minister, Govt of Punjab*

Mr Manoranjan Kalia, Hon'ble Minister Incharge of Deptt of. Industries and Commerce, Govt of Punjab*
Mr Neeraj "Neil" Verma, Attorney, Greenberg Traurig LLP, Houston, Texas
Mr Sushant Sarin, National Head - Liability Lines, Tata AIG General Insurance Company Ltd
Mr Anand Desai, Managing Partner, DSK Legal
Mr Raghu Menon, Secretary, Ministry for Information & Broadcasting*
Mr T C James, Director – NIPO, Consultant, FICCI
Mr Rajiv P Dalal, Managing Director, Motion Picture Dist. Association (India) (P) Ltd
Mr Sandeep Marwah, Chairman & Managing Director, Marwah Productions
Ms Aslesha Gowariker, Partner, Desai & Diwanji, Regional Vice President, WIC
Dr Kavita A Sharma, Chairperson, Indo-US Education Forum, Director, India International Centre
Ms Randy L Allen, Associate Dean for International and Corporate Relations Samuel Curtis Johnson Graduate School of Management, Cornell University
Mr D Rajagopalan, Director – Operations, Illinois Institute of Technology (India) Pvt Ltd
Ms Savita Mahajan, Deputy Dean and CEO, Mohali Campus Indian School of Business, Hyderabad
Ms Vibha Sharma, Director, Office of U.S.-India Higher Education Cooperation, United States - India Educational Foundation (USIEF)
Mr Pradeep Gupta, Chairman, CyberMedia Group
Dr Viswanath Poosala, Head of Bell labs India - Alcatel Lucent
Mr I Vijaya Kumar, CTO, Wipro
Prof Balakrishnan, Dy Director, IIT Delhi
Mr Shalendra Porwal, Managing Director and CEO, Battelle India
Mr Rajesh Sharma, Director General, Services Export Promotion Council
Ms Jyotsna Suri, Chairperson & Managing Director, Bharat Hotels
Mr Sanjay Kothari, Addl Secretary, Dept of Tourism*
Dr Pervez Ahmed, CEO & Managing Director, Max Healthcare Institute Ltd
Dr Shubnum Singh, Chief Medical Affairs [External], Max Healthcare Institute Ltd
Dr Amit Varma, President Healthcare, Religare Enterprises Ltd
Dr Ravi Gupta, Editor in Chief, e-Health
Dr Poonam Khetrapal Singh, Dy. Regional Director – South East Asia, World Health Organization*
Dr Rana Mehta, Sr Vice President, Technopak

MSMEs The Real Engines of India's Economic Growth

Micro, Small and Medium Enterprises (MSMEs), including khadi and village/rural enterprises credited with generating the highest rates of employment growth, account for a major share of industrial production and exports. They also play a key role in the development of economies with their effective, efficient, flexible and innovative entrepreneurial spirit. The socio-economic policies adopted by India since the Industries (Development and Regulation) Act 1951 have laid stress on MSMEs as a means to improve the country's economic conditions.

The MSME sector contributes significantly to the manufacturing output, employment and exports of the country. It is estimated that in terms of value, the sector accounts for about 45 per cent of the manufacturing output and 40 per cent of the total exports of the country.

The sector is estimated to employ about 59 million persons in over 26 million units throughout the country. Further, this sector has consistently registered a higher growth rate than the rest of the industrial sector. There are over 6000 products ranging from traditional to high-tech items, which are being manufactured by the MSMEs in India. It is well known that the MSME sector provides the maximum opportunities for both self-employment and jobs after agriculture sector.

Recognizing the contribution and potential of the sector, the definitions and coverage of the Small Scale Industry (SSI) sector were broadened significantly under the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 which recognized the concept of "enterprise" to include both manufacturing and services sector besides, defining the medium enterprises. For collecting and compiling the data for the MSME sector (including khadi, village and coir industries), the Fourth All India Census of MSMEs with reference year 2006-07, was launched during 2007-08 in the country. The collection of data from the registered part, namely the Census units has been completed and a Report on "Quick Results of 4th All India Census" comprising the data of registered MSMEs and some data on unregistered MSMEs extracted from Economic Census (EC-2005) have been brought out. This has provided the first database on the MSME sector after the enactment of



MSME Development Act, 2006. The collection of data from the unregistered sector by way of the sample survey, forming part of the Fourth All India Census is under progress.

The MSME sector has maintained a higher rate of growth vis-à-vis the overall industrial sector.

On 9 May 2007, subsequent to an amendment of the Government of India (Allocation of Business) Rules, 1961, the Ministry of Small Scale Industries and the Ministry of Agro and Rural Industries were merged to form the Ministry of Micro, Small and Medium Enterprises (MSME). This Ministry now designs policies, programmes, projects and schemes and monitors their implementation with a view to assist MSMEs and helps them scale up.

The primary responsibility of promotion and development of MSMEs is of the State Governments. However, the Government of India, supplements the efforts of the State Governments through different initiatives.

The role of the Ministry of Micro, Small and Medium Enterprises (M/o MSME) and its organisations is to assist the States in their efforts to encourage entrepreneurship, employment and livelihood opportunities and enhance the competitiveness of MSMEs in the changed economic scenario.

The schemes/programmes undertaken by the Ministry and its organizations seek to facilitate/provide: (i) adequate flow of credit from financial institutions/banks; (ii) support for technology

upgradation and and programmes from time to time relating to these enterprises and makes recommendations to the Government in formulating the policies for the growth of MSMEs.

The Government of India had constituted the National Commission for Enterprises in the Unorganised Sector (NCEUS) to examine the problems of the enterprises in the unorganized/informal sector. The Commission has made recommendations to provide technical, marketing and credit support to these enterprises and submitted 11 Reports to the Government. The Commission completed its term on 30th April, 2009.

Assistance to Training Institutions

The Ministry of Micro, Small and Medium Enterprises has been implementing a plan scheme of "Assistance to Training Institutions", commonly known as the EDI scheme since 1993-94. Under the scheme, assistance is provided to existing and new training Institutions for establishment of Entrepreneurship Development Institute (EDI) and strengthening of their training infrastructure on a matching basis.

The Ministry provides assistance on a matching basis, not exceeding 50 per cent of the project cost or Rs. 150 lakh

whichever is less (90 per cent or Rs. 270 lakh of the project cost whichever is less, for North-Eastern Regions and UTs of Andaman & Nicobar and Lakshadweep Islands) excluding cost of land and working capital. The balance 50 per cent of the matching contribution (10 per cent for NER EDIs in UTs of Andaman & Nicobar and Lakshadweep Islands) should come from the concerned Institute, State/UT Government, public funded institution(s), NGOs/Trusts/ Banks/Companies/ Societies/Voluntary organizations etc.

The assistance would be for creation of infrastructure. The land will have to be provided by the State Government or any other institution or by the applicant organisation. Financial assistance would be for construction of building, purchase of training aids/equipments, office equipments, computers and for providing other support services e.g. libraries/data bases etc. The costs of land, construction of staff quarters etc. would not qualify for calculation of matching grant from the Central Government.

A new component of training has also been added under this scheme. It is proposed to train 2,11,500 persons at a cost of Rs.95.74 crore i.e. at Rs.4500 per person during remaining period of XI Plan. This has been done to

Innovative Credit Schemes for SMEs



Choose the scheme that best suits your need and put your business on the road to success.



- CORP SME GOLD CARD SCHEME
- CORP SME CREDIT CARD RECEIVABLE FUNDING
- CORP SME RECEIVABLE FUNDING
- CORP SME TEX PLUS SCHEME
- CORP SME AUTO PLUS SCHEME
- CORP SME LIQUID PLUS SCHEME

www.corpbank.in • e-mail: query@corpbank.co.in

कार्पोरेशन बैंक



Corporation Bank

A Premier Public Sector Bank



achieve the target set by Hon'ble Prime Minister to train 500 million persons by 2022. It is also proposed to train 1000 trainers at a cost of Rs.1.80 crore i.e. at Rs.18000 per trainer. 50 percent of the persons to be trained would be in rural areas.

Assistance would be provided under the scheme to the following Training Institutions, for conducting Entrepreneurship Development Programmes (EDPs) and Entrepreneurshipcum-Skill Development Programmes (ESDPs) and Training of Trainers (ToTs) programmes

in the areas of Entrepreneurship and/or Skill Development.

- (a) National level EDIs (including branches),
- (b) Training Institutions established by Partner Institutions (PIs) of national level EDIs,
- (c) Training/Incubation centres of NSIC,
- (d) Training-cum-Incubation Centres (TICs) set up by franchises of NSIC.

Skill Development (SDP) training would normally be of 100 to 300 hours (1 to 3 months). Entrepreneurship Development (EDP) training would be of 72 hours (2 weeks) and Trainer's Training would be for 300 hours.

Khadi Sector

An agreement between Asian Development Bank (ADB) and KVIC has been signed for loan assistance amounting to US\$150 million to KVIC from ADB over a period of three years for implementing a comprehensive Khadi Reform Programme.

This Reform Programme aims at revitalizing the khadi sector for enhanced sustainability of khadi; increasing incomes for spinners and weavers; increasing employment; enhanced artisans welfare and gradually enabling khadi institutions to stand on their own feet.

Market Development Assistance

A new scheme titled 'Market Development Assistance (MDA)' Scheme is being formulated as an alternative to 'Rebate on Sale' of khadi and khadi products to be implemented w.e.f. 2010-11. Expenditure Finance Committee (EFC) has recommended the proposal for approval of competent authority.

With a view to increasing the effectiveness and thus to contribute substantially to the employment generation, the Prime Minister's Employment Generation Programme (PMEGP) was introduced in 2008-09, merging the erstwhile PMRY and REGP Schemes of this Ministry. The new Scheme has a total plan outlay of Rs. 4735 crore including Rs. 250 crore for backward and forward linkages for generation of an estimated 37 lakh additional employment opportunities till 31.03.2012.

In Khadi Sector, two new Schemes have been launched namely Workshed Scheme for Khadi Artisans with a view to providing assistance for construction of workshed for khadi artisans for ensuring better work environment and the Scheme for enhancing Productivity & Competitiveness of Khadi Industries and Artisans to assist 200 khadi institutions to make khadi industry competitive, market-driven and profit-oriented through replacement of obsolete and old machinery & equipment. Another Scheme, namely 'Strengthening of Infrastructure of Existing Weak Khadi Institutions and Assistance for Marketing Infrastructure' which envisages renovation of 30 selected Khadi Sales Outlets and providing assistance towards strengthening of infrastructure of existing about 100 weak selected institutions was introduced in July 2009.

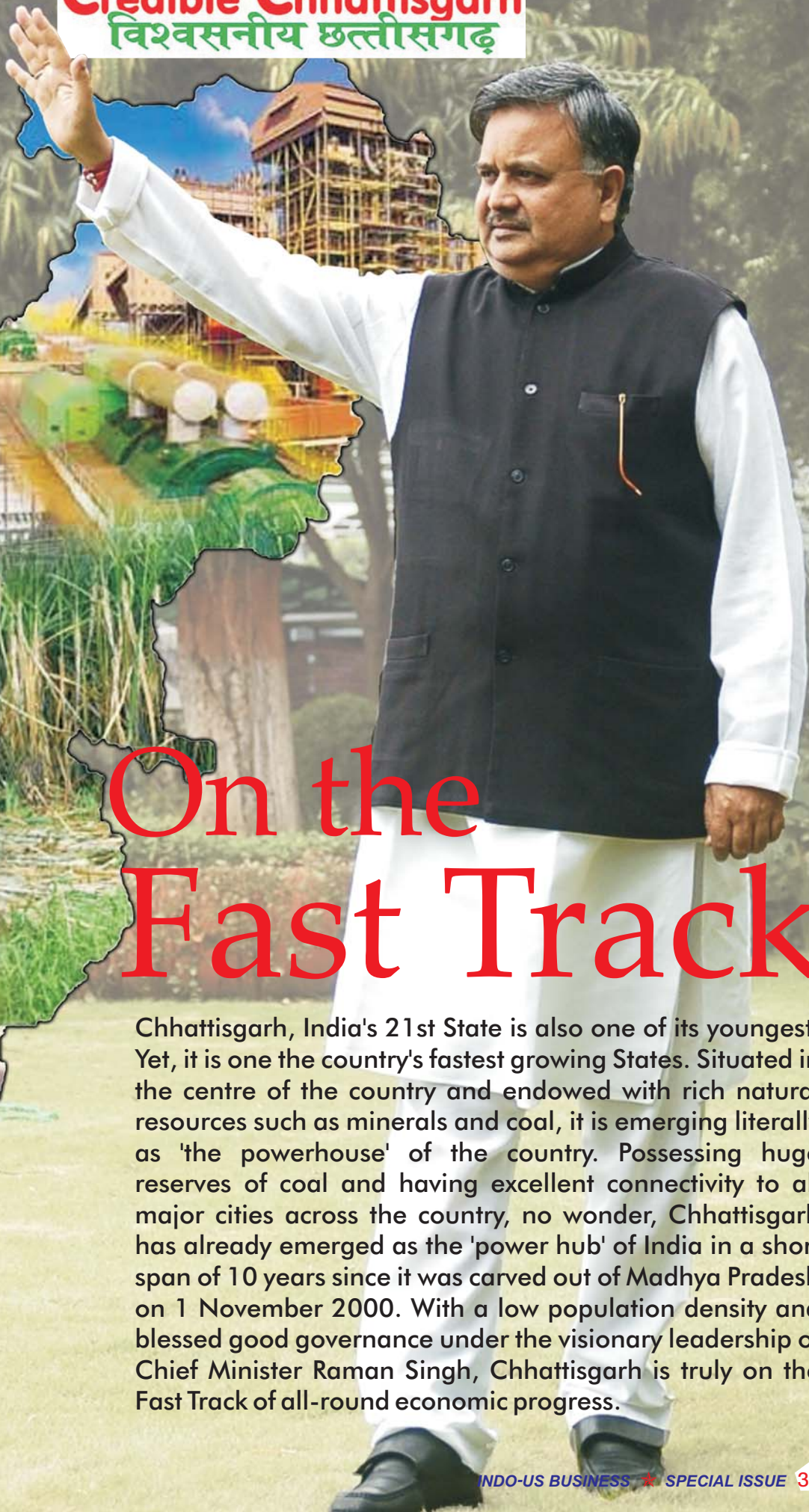
In order to strengthen the R&D activities in khadi and village industry sectors, a national level institute namely 'Mahatma Gandhi Institute for Rural Industrialization (MGIRI) has been established at Wardha, Maharashtra in association with IIT, Delhi by revamping the erstwhile Jamnalal Bajaj Central Research Institute.

Coir Sector

With a view to strengthening the coir industry, the Ministry through Coir Board, introduced a new Central Sector Scheme namely 'Scheme for Rejuvenation, Modernisation and Technological Upgradation of Coir Industry' in March 2008 for assisting spinners and tiny household sector. Under this Scheme, assistance is provided to groups of spinners and tiny sector workers for replacement of outdated ratts/looms and for constructing worksheds so as to increase production and earnings of such workers. ■



Credible Chhattisgarh
विश्वसनीय छत्तीसगढ़



On the Fast Track

Chhattisgarh, India's 21st State is also one of its youngest. Yet, it is one the country's fastest growing States. Situated in the centre of the country and endowed with rich natural resources such as minerals and coal, it is emerging literally as 'the powerhouse' of the country. Possessing huge reserves of coal and having excellent connectivity to all major cities across the country, no wonder, Chhattisgarh has already emerged as the 'power hub' of India in a short span of 10 years since it was carved out of Madhya Pradesh on 1 November 2000. With a low population density and blessed good governance under the visionary leadership of Chief Minister Raman Singh, Chhattisgarh is truly on the Fast Track of all-round economic progress.



CM's Stress on Good Governance & Infrastructure

Chief Minister Singh sums up his Government's development Mantra thus: "Our focus is on two areas - good governance and good infrastructure. If we can

A Model State in the Middle of the Country

provide these two, the rest will follow." This is where both the policy and political stability of the State Government sets the development agenda for Chhattisgarh. While good governance and control on expenditure have ensured that the State remains in the pink of fiscal health, Chief Minister Singh's thrust on infrastructure development has put Chhattisgarh on prominently on the country's 'Power Map'.

Chhattisgarh, India's 21st State, has truly caught up with the spirit of the 21st Century in terms of outlook. Quick to adopt modern methods, Chief Minister Singh's Government has taken full advantage of Information Technology to make its governance efficient and transparent. In all respects, Chhattisgarh can be described as a model State for its other counterparts in the country to emulate.



Overall Economic Growth Highest GDP in 2009-10

Chhattisgarh, shrugging off the impact of Naxalism seen in some of its parts, has nevertheless emerged as the State with the highest economic growth in the last financial year 2009-10. The State, which was carved out of Madhya Pradesh in November 2000, posted a growth rate of 11.49 percent in constant prices to Rs 60,079 crore in 2009-10.

"A better work plan and strategy powered with the commitment of the state government to deliver it to the people resulted in surpassing other states in terms of growth rate," Chief Minister Raman Singh said in a press interview recently. "The data of GDP growth released underlined that the State was on a fast track of progress and prosperity," he added. In the process, Chhattisgarh had even overtaken industrialized States like Gujarat which emerged as the runner-up with a GDP growth rate of 10.53 percent.



India's Emerging Power Hub & Capital



Korba in Full Swing

Chief Minister Singh's Government is fully aware that power is the crucial input for industrial growth and has proceeded to implement policies to boost electricity generation in the State. With a massive power generation complex at Korba, Chhattisgarh today is a power-surplus State attracting power-intensive industries besides supplying power to Delhi, Gujarat and Karnataka, among others. Situated in the middle of the country, Chhattisgarh is poised to be India's Power Hub and Capital in the near future, enabling it to transmit power to each and every part of the nation.

Strategically located in central India, Chhattisgarh's large surplus of power can be easily transmitted without losses to any of India's four grids. Chhattisgarh is in the chronically deficit western grid, and is linked to the southern and northern grids. A special high-tension line is being laid between Raipur and Rourkela, in the Eastern grid. With its 'Power Hub' strategy, the State will remain power surplus for all times to come. Hence it would be the preferred destination for all power intensive industries.

Korba in Chhattisgarh is really the Power Capital of India. NTPC's Super Thermal Power Plant in Korba is working at 90 percent Plant Load Factor (PLF), and the plants of the Chhattisgarh State Electricity Board (CSEB) are also highly efficient. There are huge coal reserves in the vicinity, offering cheap pithead power generation opportunities and there is enough water from the State's largest reservoir of Hasdeo Bango. As much as 84 percent of India's coal is in Chhattisgarh and two other states. There are adequate coal supplies- South Eastern Coalfields Ltd, Bilaspur is doubling its production from 35 million tonnes to 70 million tonnes per annum.

As in the Green Revolution of the past, which concentrated on Punjab and Haryana, the new 'Power Revolution' may focus on cheap pithead power producing states like Chhattisgarh, which has the potential to produce up to 50,000 MW of power. Towards making Chhattisgarh the power hub of India, NTPC has already started construction on its 2640 MW Sipat Super Thermal Plant and another 600 MW plant in Korba. In response to the State's invitation, the Government of Gujarat is putting up a 500 MW generation plant in Korba. Several other States are also interested. Power will be wheeled to the respective States. Private sector MoUs total another 1500 MW, and more projects are in the pipeline.

Chhattisgarh has excellent power evacuation infrastructure. It can transport and sell power to deficit areas in any part of India. CSEB levies minimal wheeling charges. The State has 44 percent forest cover; even so, Chhattisgarh Environment Protection Board pursues proactive policies so that power generation is environmentally sustainable. An added reason for investing in Chhattisgarh's power generation sector is the State's progressive power policy that allows third party sales to buyers outside its territory, with or without wheeling from CSEB. This also overcomes the usual escrow/guarantee bottleneck

CSEB is one of few profit-making State Electricity Boards. Power Sector Reforms are underway in Chhattisgarh. The user-pays regime has been adopted. There is no free power in the State. Subsidies, where applicable, are targeted. The process of Tariff rationalization is on. A hundred percent Electronic Metering project has been started



‘Powering’ A Nation At Affordable Cost



Aman Kumar Singh, Secretary, Energy and Information Technology, Government of Chhattisgarh believes that the day is not far off when the Centrally-located State emerges as the stable supplier of quality power at affordable rates to homes across the country from Kashmir to Kerala. In an interview with **Veerendra Bhargava** Singh talks about the immense potential Chhattisgarh holds in terms of power generation and the massive investments to be made in this sector in Chhattisgarh in the near future.

Please tell me Chhattisgarh' strength in the power sector?

Chhattisgarh is emerging as the power hub of the country as everybody knows. In the next three to five years of time frame we would be adding an additional generation capacity of around 30,000 MW which means an investment of Rs. 150,000 crore. All this investment will be coming in three to four districts- Janjgir-Champa, Raigarh and Korba. Korba alone in the next three years will generate around 10,000 MW which will be the highest for any single city in India. So we can proudly say that not only is Chhattisgarh a power hub of India but Korba is the energy capital of the country because it will be generating the largest power for a single city.

In the power sector, there is a saying that for everyone rupee you spend in generation you should be spending one rupee in transmission and distribution also. For transmission, for evacuation of the massive power which is being generated here. PGCIL, the Government of India undertaking, is also making a huge investment and in fact they would be developing 765 KV lines and five sub-stations (765/400 KV) in the next 2-3 years for evacuation of this power.

Zero Tolerance for Power Cuts

Besides all these activities, you would be happy to know Chhattisgarh is the only State in India having an official zero power cut policy not only for urban areas but also for the rural areas. Our Chief Minister often says that he has zero tolerance for power cut in the State.

Massive Investments

In next three years, all our generation, distribution and transmission companies together would be investing almost Rs. 17,000 crore to ensure that the State will not only continue to enjoy the status of zero power cut but also provides a quality and cheap power for its citizens. Again you will be surprised to know that in terms of per capita consumption of energy, Chhattisgarh has a higher average than the national average. As a natural resource State we are one of the leading states in production, but even on the consumption side we are making rapid progress. We are equally strong and doing well in non-conventional energy. In the next three years, we will be generating more than 250 MW with the help of bio-mass which is green power. We are already generating more than 100 MWs through bio-mass. So we are doing well for thermal power as well for the green



power. We are paying equal attention to transmission as well as distribution.

Do you have any plans for nuclear or solar power?

We have given a proposal to the Government of India that we would like to be considered a site for nuclear power generation. With regard to solar power, we are doing remarkably well in what is called as Decentralised Distribution Generation (DDG) in the far-flung remote areas. On account of deep forests, you cannot have the conventional power going there. And even in the rooftop solar energy we are doing extremely well.

What is your ultimate objective of being a power surplus State?

We would like to see that the homes in various States

such as Delhi, Punjab, Kerala, Jammu Kashmir etc. are lighted by the power generated in Chhattisgarh. We would like to ensure that it is not only the power provided but it should be quality and affordable power. That is the objective. Of course we are already doing that but we would like to partner in the growth and development of India by providing power this way.

Will there be any contribution by the private players in the 30,000 MW you are expecting to generate?

Yes. It is a combination of mostly private players and by the Central Government undertakings.

Are you also looking forward to some FDI?

We already have FDI proposals. Some of the IPP's have adopted FDI route. ■

Industries Thrive Around Bhilai, Korba



Chhattisgarh's inherent strength is its strong industrial base. As home to the gigantic Bhilai steel plant, besides Korba, the State has attracted a host of industries. To facilitate faster industrial growth, the State Government has set up industrial parks across Chhattisgarh. Industrial growth is not possible without good labour relations. Chhattisgarh is free from labour unrest, which has resulted in increased productivity in industrial units, which is a

big incentive to attract new investments into the State.

Chhattisgarh has one of India's foremost industrial areas in Bhilai, home to the most profitable steel plant in the public sector that houses numerous ancillary industries across the country. There is a similar concentration of industries in Korba, with power plants of the National Thermal Power Corporation, the Chhattisgarh State Electricity Board and aluminum producing unit Balco.

The State's sufficient and quality power means there are



no power cuts, and continuous process industries are relocating to the State.

The highly productive labour force and peaceful law and order are catalysing this process. The State Investment Promotion Board is bound by law to issue time bound approvals, with legislation to this effect in place.

The Chhattisgarh State Industrial Development Corporation (CSIDC) has developed industrial growth

New, Large Industrial Areas

To meet increasing requirement of land for new industrial units, Government has decided to setup three Large Industrial Areas in Districts Bilaspur, Raigarh & Raipur on 4740 hectares of land.

Details of Star Industrial Areas -

District	Land (Hectares)
Bilaspur	791
Raipur	2483
Raigarh	1466

State Govt. has approved Project cost (excluding cost of land) of Large Industrial Area Bilaspur at Rs.59.13 Cr. Land acquisition is in progress.

Anticipated project cost of Large Industrial Area Raipur & Raigarh would be Rs. 177 Cr. and Rs. 91.50 Cr. Respectively.

Steel Plants, Ferro Alloys Units, Power Plants/Captive Power Plants and other core industries are to be setup in these Proposed Large Industrial Areas.

Engineering Park

Most of the industries in Durg district are metallurgical industries and due to influence of Bhilai Steel Plant the entire area has become a metallurgical hub in last 50 years.

To promote engineering industries an Engineering Park is proposed to be setup in Industrial Area Bhilai on 120 ha of land. Engineering Park will have about 150 units based on engineering products, machine tools, auto components, casting & forging etc.

centres - Urla and Siltara (Raipur), Borai (Durg), Sirgitti (Bilaspur) & Anjani (Pendra Road) and proposes to setup four large Industrial Area in Raipur, Bilaspur, Raigarh and Durg/Rajnandgaon.

Thrust sectors in Chhattisgarh's New Industrial Policy include large, core-sector industries, which would typically develop their own satellite townships. The State encourages private sector investment in new industrial areas. A successful private industrial park has already come up in Raigarh.

Private sector corporate entities and estates are also allowed to install Captive Power Plants to generate and distribute power directly within the estate, without any restrictions

The Industrial Growth Centre in Urla, near Raipur city is spread over 334 hectares. It has 45 kilometres of asphalted roads, a water supply system and dedicated power substations. It has around 414 LMI & small-scale industries. Over Rs. 425 crore has been invested in Urla, which provides employment to 11,259 people. It has all civic amenities.

The Siltara Growth Centre is 13 km from Raipur on National Highway 200. It has an area of 1291 hectares. Future projects include sponge iron units, ferro alloy units, and cooking gas bottling plant. The infrastructure here includes 40 km of internal roads, besides other amenities. It has 48 industrial units with an investment of Rs. 716 crore providing employment to 2,772 persons.

The Borai Industrial Area in Durg district is the first example of its type of Private-Public Partnership in industrial water supply in India, constructed on a build-operate transfer basis. The growth centre sprawls over 437 hectares. It has 45 industrial units with an investment of Rs. 137 Cr. providing employment to 1505 persons.

Industrial Growth Centre in Sirgitti is spread over 338 hectares. It has around 202 LMI & small scale units. An investment of Rs. 351 crore provides employment to 3,035 people.

Bilaspur, being a Railway zone and the headquarters of South Eastern Coalfields Ltd., has many ancillary units in the area.

Apart from CSIDC's industrial areas, a private industrial estate has been developed by a private corporate in Raigarh District. ■



Agribusiness, Power, Mining Hold Big Potential Carrying Out Skill Development on War-Footing to Create Jobs

"Skill Development" has been identified as one of the most important national missions, to make the millions of young people across the country to be gainfully employable. Towards achieving this goal, the National Council for Skill Development, chaired by the Prime Minister himself, is striving to meet a target of creating 500 million certified and skilled technicians by 2022. A National Skill Development Corporation has also been created for carrying out this mission in the private sector. In tune with the national policy and its zeal to implement it at the state level, Chhattisgarh created the Chhattisgarh State Skill Development Mission (CSSDM) under the chairmanship of the Chief Minister.

The CSSDM's action plan has identified the following areas in this regard to create 12.5 million jobs by 2022.

- Agriculture and Food Processing
- Medicinal extracts from forest-based herbal plants
- Forest and forestproduce based industries
- Village industries

In addition, CSSDM has also identified the key growth sectors in the State that would need skilled technicians on a large scale. These include:

- Power
- Steel/Cement
- Services Sector
- Mining/Minerals
- Construction/Infrastructure
- Education

Educated Manpower



There are good health and education facilities in the state. Bhilai is a major centre of education. Apollo hospital - Bilaspur, Fortis Health Centre - Raipur and J.N.Medical Institute - Bhilai (of SAIL) are some of the major hospitals in the state. With a number of Engineering Colleges, Polytechnics and ITIs, trained engineers and technicians are available to the industries.

Chhattisgarh is developing its New Capital Naya Raipur close to Raipur city with state-of-the-art infrastructure like four lane roads with dedicated bus lanes, sports complexes, convention centre, gold course and a logistics hub.





Farm Productivity, Output to Zoom

While industrial growth occupies a place of priority in the State Government's economic policies, agriculture gets an equal thrust in the developmental agenda. In fact, the fertile plains of Chhattisgarh are known as the "Rice Bowl" of Central India. The State Government is aware that agriculture and forest wealth can generate enormous employment opportunities. It is but natural that the Chhattisgarh State Skill Development Mission (CSSDM), set up under the chairmanship of the Chief Minister, has identified agriculture and food processing, medicinal extracts from forest-based herbal plants, forest and forest produce-based industries and village industries as key areas among others for creating an estimated 12.5 million jobs by 2022.

Out of 137.00 lakh hectares geographical area of Chhattisgarh, 43 percent area comes under cultivation. On the basis of climate & topography the state is divided into three agro-climatic zones. The Bastar Plateau comprises of Bastar, Dantewada, Beejapur & Narayanpur districts and a part of Kanker (excluding Charama, Narharpur & Kanker Blocks). Northern parts of the state comes under "Northern Hilly Region" which comprises of Sarguja, Koriya & Jashpur Districts. Bilaspur, Raipur, Janjgeer-Champa, Raigarh, Rajnandgaon, Kawardha, Durg, Mahasamund, Dhamtari, Korba and parts of Kanker come under "Plains of Chhattisgarh".



Varied ecological condition enables cultivation of various crops in different parts of the state. As per the census 2001, 83 percent of the population of the State is engaged in agriculture and allied sectors. It reveals that agriculture is still the backbone of state's economy.

For 11th Five-Year Plan (2007-2012) plan it is targeted to increase the rice area, production & productivity by 1.0 percent, 31 percent and 133 percent respectively in kharif. For pulses and oilseeds an increase of 30 and 60 percent in area and 58 percent and 101 percent in production is targeted respectively. A target to bring 1.04 lakh ha. area under assured irrigation is fixed for 11th plan. By all the above increase it is estimated that cropping intensity will reach at level of 143 percent at end of 11th plan.

Land of Rich Bio-Diversity

The State has taken several steps for their preservation. Natural attractions are being promoted with increased local participation and It is but natural the State has taken initiatives in developing herbal gardens and natural health resorts and preserving the mystique of aboriginal tribal ethno-medicine which predates even the Ayurveda.

The State Government is also encouraging investments in establishment of business-cum-recreation centres to cater to the needs of business travellers. State-of-the-art convention centres, seminar halls etc for corporate events are being encouraged. Investments for the entertainment needs of business tourists with high



purchasing power, facilities such as hotels, entertainment and amusement parks, multiplexes, health spas, shopping malls and golf courses are also being encouraged.

Chhattisgarh has a large tribal population and has a rich cultural heritage. It has virgin places of tourist attractions - waterfalls, temples & caves.

Partner in your Global Endeavours.



Bank's Major Initiatives

- Export Credits
- Finance for Export-oriented Units
- Overseas Investment Finance
- Lines of Credit
- SME & Agri Finance
- Support for Grassroot Enterprises
- Export Services

Products and Services

- Export Marketing
- Pre-shipment
- Post-shipment
- Investment Abroad
- Advisory Services
- Import Finance
- Export Product Development
- Export Production

EXIM Bank

Owned fully by the Government of India, the Bank was established by an Act of Parliament in September 1981 and commenced operations in March 1982. Exim Bank is an apex financial institution catering to diverse needs of exporters and importers, and facilitating two-way investment flows.

EXIM Bank's catalytic role

Ever since its inception, the Bank has been actively involved in catalysing India's international trade and giving it an enduring identity in the global market, through its pioneering initiatives to serve its constituents all over the world.

Awards

EXIM Bank has undertaken a multitude of promotional activities through innovative projects that have been highly acknowledged by its clientele and stakeholders.

- 'Trade Development Award' by the Association of Development Financing Institutions in Asia & the Pacific (ADFIAP) in 2010 in recognition of Bank's "Lines of Credit Programme."

Our evolving vision for your dream

To develop commercially viable relationships with a target set of externally oriented companies by offering them a comprehensive range of products and services, aimed at enhancing their internationalisation efforts.

Our goal for your future

At EXIM Bank we aspire to promote the country's international trade by providing comprehensive assistance to exporters and importers globally. The future will witness a plethora of products and services for the Rural Grassroot and SME sector, as EXIM Bank will take rural products to the international market.

EXIM Bank is dedicated to encouraging globalisation efforts of Indian enterprises across all sections of the economy. • Rated by Moody's (Baa3), ICRA (BBB+), S&P (BBB-) and Fitch (BBB-) • 28 years of continuous profits and dividends • Resources raised in International Debt Capital Markets through Loans/Bonds/FRN's/Samurai Bonds



EXPORT-IMPORT BANK OF INDIA

Head Office : Floor 21, Centre One Building, World Trade Centre Complex, Cuffe Parade, Mumbai 400 005.

Phone : 022 - 2217 2600 • Fax : 022 - 2218 2572 • E-mail : cag@eximbankindia.in

Offices - India : Ahmedabad, Bangalore, Chandigarh, Chennai, Guwahati, Hyderabad, Kolkata, Mumbai, New Delhi, Pune
Overseas : Washington D.C., London, Singapore, Dubai, Dakar (Senegal), Addis Ababa (Ethiopia), Johannesburg (South Africa)
Website : www.eximbankindia.in



IT & ITES Policy Vision: Towards A Knowledge Society Powered by ICT



The Government of Chhattisgarh has dreamt of creating a knowledge society, by harnessing the power of Information and Communication Technology; a society that is driven by equal opportunity and social justice, a society where opportunities to its people are not hyphenated by their geographical location, education or social standing.

To achieve this dream, Chhattisgarh has enunciated many initiatives in the ICT sector, which will deliver significant benefits to the citizens and businesses. It is our stated vision of pioneering e-Governance initiatives in India that serve as a benchmark for others to follow.

This IT and ITES Policy is designed to provide a fillip in achieving this vision and laying the foundation of a vibrant IT/ITES industry that harnesses the huge talent pool of the people of Chhattisgarh.

It is my government's endeavor to leave no stone unturned in implementing this policy in letter and spirit and I call for your support in participating in realization of our vision for a 'e'enabled Society effectively contributing to the Social and Economic Development of the State.

Our Job is to Create Job Creators - Dr. Raman Singh

This IT and ITES Policy is culmination of our clear vision and goal of leveraging the potential of Information Technology for rapid social and economic development aimed at significantly improving the quality of life for all citizens of the State.

Chhattisgarh has already set a path of development that is distinct and is all inclusive. The IT&ITES policy prepared by us is reflective of the uniqueness of our State, wherein over 40 percent of our area is forest area and where over 40 percent of our population consist of schedule tribes.

This policy proposes to leverage the power of ICT to significantly strengthen our current e-Governance initiatives to ensure "Good Governance" is provided to every citizen of the state. Our Policy is designed to create job creators rather than job seekers and to establish Chhattisgarh as the leading destination of choice for IT Investments at the same time creating an enabling environment that promoted a robust growth of local IT industry in the State.



Far Ahead of Other States in e-Governance



Aman Kumar Singh, Secretary Information Technology and Energy, Government of Chhattisgarh, has said that IT and ITES will be used to improve the quality of life of the people of Chhattisgarh.

According to Singh, it will be done through measures such as transparent e-governance.

"As far as leveraging IT for improving our governance is concerned we are proud to say that Chhattisgarh is one

of the leading states in India," he said.

Singh pointed out that in certain areas Chhattisgarh had done much better than the so-called front line States such as Andhra Pradesh, Karnataka and Tamil Nadu.

"We are the first State which has zero referenced all the cadastral maps, we have digitized them and for every land parcel we have developed a very comprehensive GIS for the whole State," he added.

Singh observed that Information technology primarily had two components. One component dealt with the number of IT units, software exports, BPO units, so on and so forth. The other aspect dealt with leveraging IT for improving the people's lives, in which the State had done remarkable job.

However, on the first front, Chhattisgarh had a lot to do on account of certain historical disadvantages but is striving to catch up with the rest of the country. ■

Initiatives & Incentives Boost IT Action Plan

The Government has drawn up an 'Action Plan' to extend support to ensure that IT & ITES Policy yields results. Besides providing quality infrastructure and developing human resources, the Government has taken a number of initiatives to ensure that Chhattisgarh contributes substantially to the IT output of the country by 2010. This will not only ensure that IT contributes significantly to the economic development of the State but that it also helps sustain livelihoods and create extensive employment opportunities and uplift of living standards.

IT as a Thrust Industry

Information Technology has been identified as a special thrust industry and a number of incentives will be offered in line with the Industrial Policy of the State. All software industries including Services and Training Institutions in I.T. will be entitled to "Industry" status. Such units shall be eligible for all concessions and incentives applicable to Industries. For the purpose of this clause, accredited Training Institutions will also be eligible to claim industry status, subject to certain norms which will enable them to obtain Term Loans and Bank Finance at industry rates.

IT Promotion Agency

To promote entrepreneurship and creating an institutional



mechanism for supporting local initiatives, CHiPS would work as a high level Information Technology Promotion Agency. It would focus on strengthening Research & Development efforts of the State and provide financial support for local entrepreneurs. To operationalize this, an Industry Consortium will be formed with active collaboration of the State Government, NRIs, leading industrial houses, software companies and venture capital companies to address the huge opportunity offered by IT enabled services and back office services. State will setup an incubation centre to provide infrastructure to local entrepreneurs. ■



To Meet Rising Aspirations...

Naya Raipur: A Modern Dream Capital for a Fast-Growing State

A most modern and ambitious Capital city, called Naya Raipur will be coming up in the near future, close to the old city of Raipur, the present headquarters of the Government of Chhattisgarh.

The country's centrally located city will offer connectivity to every Indian city across the country and is conducive to commerce in products from steel-based industries to food-processing and agri-business. The city will also be ideal for pollution-free knowledge-based industries and others such as gems and jewellery, which the State Government proposes to boost by offering attractive incentives.

Need for New Capital

A new-born State is akin to a new-born baby that needs to be nurtured and fostered with utmost care. This comparison is apt and applicable to Chhattisgarh, one of India's youngest and fast-growing States. Its needs are many and they need to be met on a war-footing. That is



exactly what the State Government, under the leadership of Chief Minister Raman Singh has been doing.

On 1 November 200, Chhattisgarh was carved out of the central State of Madhya Pradesh, with Raipur as its capital. It was soon realized that Raipur, couldn't

accommodate the bubbling aspirations of a new State. It was felt that a new and modern Capital, "Naya Raipur" is required to be built, close to the sprawling old city, to meet the multiple needs of the fast-growing State.

Hence the new city, Naya Raipur, has been planned 20 km southeast of the



"The highlights of the New Capital Naya Raipur are the 80-hectare Capital Complex, with the entire State administrative machinery at one place and the 96-hectare environment-friendly Central Business District providing for corporate offices, banks and various commercial establishments having the most modern facilities for carrying out business."

- N. Baijendra Kumar
Principal Secretary - Housing





old city to give shape to the dreams of the people of Chhattisgarh, policy-makers of the government, planners and administrators.

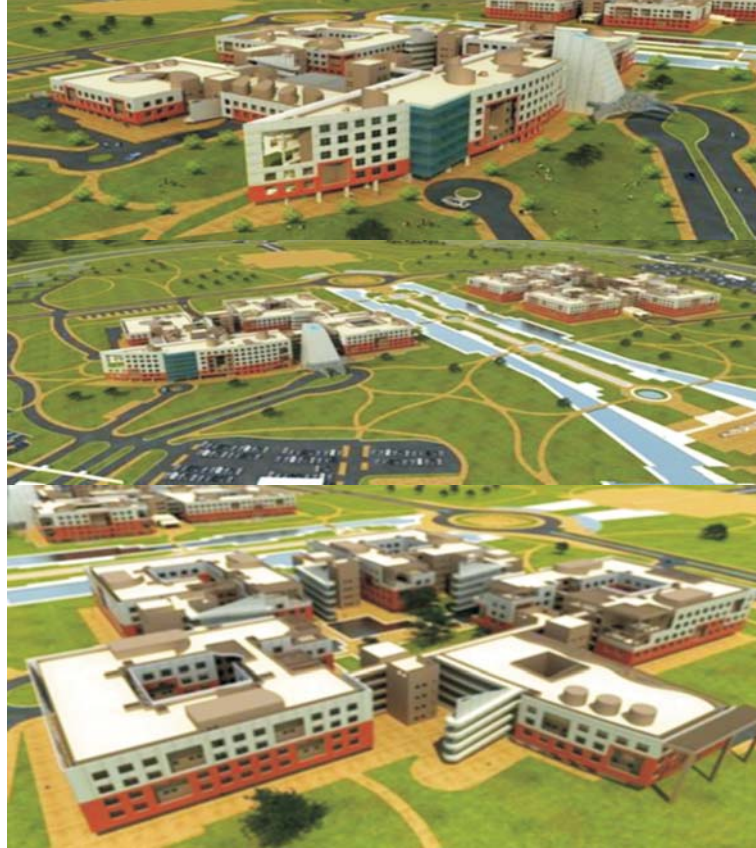
"Naya Raipur will be the flag bearer of a resurgent Chhattisgarh. It will reflect the rich heritage and natural beauty of the State, while marching ahead to become India's best planned and modern city," said Chief Minister Raman Singh.

The Naya Raipur Development Authority (NRDA), prepared an ambitious plan to build a new city, which was approved by the State Government in 2008. The development, projected up to 2031, envisages a number of unique features. These include:

- Naya Raipur would be developed as an eco-friendly city offering most modern civic conveniences to its citizens and visitors.
- The city would promote most energy-efficient technologies and practices and the use of renewable energy.
- It would adopt best practices for water harvesting, waste water recycling, solid waste management and public transportation.
- It would ensure the citizens comfort and security by providing for dedicated bus lanes, cycle tracks, pedestrian pathways, and barrier-free movement.
- Efficient city management would be ensured through public- private partnerships in development and maintenance of the city infrastructure and extensive use of IT in city-governance.
- Naya Raipur would become a preferred destination for pollution-free industries, commercial ventures and educational institutions.

In principle, the planned new city will be the administrative Capital of Chhattisgarh. Major institutions such as the Mantralaya, Vidhan Sabha, Raj Bhasvan, are to come up therein.

The city would have 2,500 hectares of public places, parks and landscaped gardens.



The city is projected to have an Indian Institute of Management. (IIM), an Indian Institute of Information Technology to make it a knowledge hub and a National Law University, named after Hidaytullah, former Chief Justice of India, and medical, engineering and arts and science colleges.

A sports village within the city, with a stadium for athletes, an indoor sports complex, swimming pool and housing facilities for sports persons is to come up by 2012.

A city park and water sports centre and amusement park to come up in close proximity to one another.

The Central Business District (CBD) would have a mix of commerce, entertainment and recreation and would be well connected by public transport.

Naya Raipur would also be India's first Greenfield city with a Bus Rapid Transit System with dedicated bus lanes. Future plans also include a light rail/monorail system for intra-city transport. ■





Indian-Americans, a Visible Force in Obama Administration

By Ravindra Kolhapure, New York



Americans of Indian origin constitute an emerging political force in the United States. This Indian-American community is today striving to promote better understanding between the US and India.

The transition team of the newly elected US President Barack Obama has roped in a number of Indian-Americans, mostly specialists and leading academicians, to assist the Democrats in assuming the responsibilities of the administration.

Today, there are as many as 26 Indian-Americans serving in the Obama Administration. In fact, the Obama Administration has more Indian-Americans in senior positions than any US government. Prominent among them are:

Arun Majumdar: Director of the Advanced Research Projects Agency Energy in the US Department of Energy.

Vivek Kundra: Federal Chief Information Officer.

Farah Pandith: US Special Representative to Muslim communities.

Richard Verma: Assistant Secretary for Legislative Affairs at the State Department.

Vinai Thummalapally: US envoy to Belize.

Aneesh Chopra: First Chief Technology Officer.

Rajiv Shah: Undersecretary for research, education and economics and chief scientist in the Agriculture Department.

Anju Bhargava: Member, Faith-based advisory council.

Rajen Anand: Executive Director, Policy USDA Center for Nutrition and Promotion.

Ro Khanna: Deputy Assistant Secretary for domestic operations of the US and Foreign Commercial Service, International Trade Administration.

Preet Bharara: US attorney for Southern District of New York.

Subash Iyer: Special Assistant to Karen Mills, administrator of the US Small Business Association.

There has been an incremental increase in the profile of Indian-Americans in the administration, politics, and

public life in successive presidencies from Clinton to Bush to Obama, in keeping with their rising numbers in terms of population.

There are around 2.5 million Indian-Americans in the US, less than the Chinese, whose estimated population is about 3.2 million. However, the Indian-Americans have an edge over their Chinese counterparts with regard to participation in American political affairs. The Indian-Americans, with their familiarity with Democratic traditions and better facility with English leading to better assimilation, seem to be doing well in the political sphere. This explains their increasing numbers in the Obama Administration.

Keen observers witnessed a remarkable moment during the recent Obama-Singh meeting in Washington that was barely captured by the cameras. As the two leaders met for their one-on-one, Singh's principal assistant and note-taker was his private secretary Jaideep Sarkar, a young man from the Indian Foreign Service. And aiding Obama was Anish Goel, a senior staffer of the National Security Council and a rising star of the US Foreign Service. Similarly, when the US side engaged New Delhi on Af-Pak issues, the Indians found, much to their surprise, that the Senior Defense Advisor to the late Richard Holbrooke, Special Representative for Afghanistan and Pakistan was Vikram Singh.

It's a sight that has become increasingly common in Washington Americans of Indian origin walking the corridors of power that were once an all-American domain. The United States, like India, has the rare ability to absorb foreigners, minorities, and immigrants into the mainstream without much effort.

Today, at least half dozen Indian-Americans are running for Congress, 2010 elections also to the US House of Representatives. The fact that most aspirants are in the 27-40 age group augurs well for the Indian-American political future. Nikki Haley Randhawa has become the first Indian-American woman to win Governor's elections in South Carolina. There are Indian-Americans who are widely tipped as lateral entrants at a future date such as Fareed Zakaria and Indra Nooyi. ■

Two US Firms to Build N-plants Involving \$10 bn Investment

Multi-billion-dollar commercial nuclear energy joint ventures involving leading American and Indian companies are expected to be finalized and inked, coinciding with US President Barack Obama's India visit in November, 2010.

The first slice of an estimated \$200-250 billion business that India can offer to overseas suppliers of nuclear plants and services over the next two decades would go to four firms, including the world's largest power company, the General Electric and Pennsylvania-based Westinghouse Electric.

Armed with the law that ensures civil liability for nuclear damages which is also acceptable to the Japanese and US governments, the Indian Government has identified these firms and Paris-based Areva and Russia's Rosatom as the first four to set up nuclear reactors in the country.

The two reactors that GE and Westinghouse will build will involve a total cost of roughly \$10 billion, according to sources. Areva and Rosatom are already present in the Indian nuclear energy market, while GE and Westinghouse are making the foray. Westinghouse, which is majority-owned by Japan's Toshiba Corporation, has the world's largest installed base of operating nuclear plants.

According to sources, agreements with GE and Westinghouse are in the process of being firmed up ahead of the expected India visit of the US president Barack Obama in November. Obama's visit will be followed by a visit by French president Nicolas Sarkozy

and, later, Russian President Dmitry Medvedev in December.

While the two US firms are keen to be suppliers for India's nuclear reactor market, it is the liability issue that is hindering their plans, putting them at a competitive disadvantage over Russian and French firms whose accident liability is underwritten by their governments. Now that the bill has become law, the US companies can start work on building reactors at least at two sites identified for them.

However, negotiations between India and Japan on the civil nuclear deal are going slow, despite efforts to reach some conclusions ahead of Prime Minister Manmohan Singh's visit to that country.

The India-Japan nuclear deal has a lot riding on it. Besides the strong strategic statement, the deal will give top Japanese nuclear companies like Hitachi, Mitsubishi, Toshiba and Marubeni a foothold in the Indian nuclear energy sector. At least three of them have tied up with GE, Areva and Westinghouse respectively, all of whom have been allotted nuclear parks in India.

According to sources, even if the India-Japan agreement gets delayed, it will not have any effect on these joint ventures accessing Japanese technology for India's reactors. India is expected to reiterate its commitment to a moratorium on nuclear testing, as has been done with the Nuclear Suppliers Group (NSG) when the two leaders meet in October. ■



India to Procure US Anti-Tank Guided Missile System



India's Ministry of Defence has expressed its interest in procuring the Javelin anti-tank guided missile system (ATGM) from the United States, India's lower house of parliament, the Lok Sabha, was informed recently.

According to sources, it is understood that both countries entered into talks for the sale of the system after it was showcased to Indian troops during a bilateral exercise involving mechanised forces of the two armies in Babina Cantonment near Jhansi in October last year.

"The Defence Ministry proposes to issue a Letter of Request (LoR) to the US government under their Foreign Military Sales (FMS) route for procurement of third generation anti-tank guided missile along with transfer of technology," Defence Minister A.K. Antony said in a written reply to a query. The acquisition of this third generation anti-tank guided missile system will be undertaken under the US Government's Foreign Military Sales (FMS) programme and will also involve transfer of technology.

Under defence deals through the FMS route, India doesn't have to issue a global tender and the deal is solemnized between the two governments. The Javelin deal will become the third such procurement under the FMS programme this year. In January 2010, the US Defence Security Cooperation Agency notified the Congress of possible sale of 145 M777 155mm light-weight towed howitzers at an estimated cost of \$467 million.

In April, the same agency notified the Congress of potential sale of ten heavy-lift Boeing C-17 Globemaster-III transporters to India at an estimated value of \$5.8 billion. The Indian Air Force apparently conducted trials for the C-17 at three different locations

to test its efficacy under differing operational conditions.

The FMS route is preferred to short-circuit the tedious procurement route undertaken through a global tendering process, which invariably runs into problems for any number of reasons. The Indian Ministry of Defence maintains it opts for such a process only to meet operational requirements of the armed forces.

Indian infantry units are currently equipped with variants of the European second-generation 2-km-range Milan and the Russian 4-km-range Konkurs ATGMs, produced by defence PSU Bharat Dynamics Ltd under licence from French and Russian companies. The Indian Army has also placed an initial order for 443 missiles of the indigenously developed third-generation Nag ATGM, with a 4-km strike range.

The Javelin ATGM

The Javelin is a fire-and-forget missile with lock-on before launch and automatic self-guidance. The missile adopts a top-attack flight profile against armoured vehicles, as the top armour is generally thinner, but can also assume a direct-attack mode for use against buildings or fortifications.

The missile also has the ability to engage helicopters in the direct attack mode. The missile is equipped with an imaging infra-red seeker. The tandem warhead is fitted with two shaped charges: a precursor warhead to detonate any explosive reactive armour and a primary warhead to penetrate base armour. The missile system is carried most often by a two man team consisting of a gunner and an ammo bearer. The Javelin ATGM system is a joint venture between Raytheon and Lockheed Martin.

US Safety & Emission Approval for M&M to Market Trucks

Indian auto major Mahindra & Mahindra (M&M) has finally received the much-delayed safety and emission certificate from the US Environmental Protection Agency (EPA) to sell its compact diesel pick-up truck in the US market.

Although M&M's US venture is embroiled in a lawsuit filed by its US distributor, the company joins a select group of global automobile manufacturers and is the first Indian automobile manufacturer to receive the EPA certification for diesel-powered Light Duty Vehicle (LDVs).

M&M president (automotive) Pawan Goenka had said in May 2010 that the company would launch the compact diesel pick-up truck in the US by the end of the year to become the first Indian company to sell an Indian-made vehicle in North America.

M&M will be selling two models in the US, the TR20 and TR40 of 2011 model year. Both will be powered by M&M's modified version of the mHawk 2.2-liter four-cylinder diesel engine.

M&M is expected to price the pick-ups starting at around \$22,000, which will come with a four-year or 60,000-mile warranty. M&M has till date built 175 prototypes in India and tested 30 in the US. The pick-ups are currently being sold in Europe, Africa and South America. The pick-ups would be produced at the company's Chakan facility and exported to the US, and M&M plans to later assemble the vehicles in the US.

M&M had earlier said that the delay in the timing of the launch was due to the changes required to be made to the pick-up to conform to the US regulations and American design preferences and later for failing to get the final safety and emission certificate in time-both issues made the company miss two launch deadlines.

But the EPA clearance will still not allow M&M to launch the pick-up soon in the US market since the delay led its exclusive US distributor Atlanta-based Global Vehicles USA Inc (GV) filing a suit in June 2010 in a district court in

Atlanta for not revealing when it would proceed with the launch and also initiated arbitration proceedings against M&M.

The US firm has also urged the court to prevent M&M from selling its vehicles through any other dealer or distributor in the US since M&M altered the original contract and wanted a new "onerous" set of financial demands in order continue with the contract.

Both sides have released differing press releases after M&M received the EPA clearance on 17 August 2010. "Mahindra's relationship with Global Vehicles Inc (GV) has ended, the agreement dated 26 September 2006 between Mahindra and GV having terminated," said M&M recently in a terse one-line press release.

While GV said, "Global Vehicles remains committed to distributing vehicles to its dealers under the terms of its agreement with Mahindra as expeditiously as possible through the ongoing litigation between the parties or otherwise.

GV's release went on to say that M&M's claim that that the termination of the agreement "is inaccurate." "While it is true Mahindra attempted to terminate the exclusive Distributor Agreement with Global Vehicles after Global Vehicles filed an arbitration demand seeking to compel Mahindra to deliver vehicles to its dealers, such attempted termination is invalid under applicable laws of the United States and the State of Georgia, something which Mahindra continues to disregard," JV's release added.

Global Vehicles had earlier claimed in its lawsuit that it had spent more than \$35 million and signed more than 350 dealers, who in turn have paid more than \$60 million towards franchisee fees for the right to sell M&M vehicles in the US.

Although M&M has filed for a motion in the court to dismiss the lawsuit, it will have to settle this issue fast in order to keep with its aim of launching the vehicle in the US by year end. ■



SpiceJet to Buy 30 Boeing Aircraft for \$2.7 billion



The Indian Government has cleared SpiceJet's proposal to acquire 30 Boeing aircraft, worth around \$2.7 billion (Rs12,600 crore). SpiceJet, which currently operates a fleet of 21 aircraft, will induct seven more in the current calendar year as it launches overseas flights. The airline plans to operate around 50 aircraft by 2014.

The Empowered Committee of the Ministry of Civil Aviation has cleared the acquisition of 46 new aircraft, worth a total of over \$4.07 billion (Rs19,000 crore), by three low-cost carriers - SpiceJet, IndiGo and Jet Lite. The new planes will start arriving from November 2010, coinciding with US President Barack Obama's state visit to India. Overall, the US company Boeing has bagged most of the new orders - 32 aircraft - while its European rival Airbus has got 14.

The Government's green light to SpiceJet comes nearly six months after it gave in-principle approval to rival IndiGo to buy 150 new aircraft, at an estimated cost of around \$14 billion (Rs 65,000 crore).

SpiceJet, which has completed five years of domestic operations required to be eligible for overseas operations, is firming up overseas routes. It plans to launch flights to Male, Colombo, Dhaka and Kathmandu routes this month.

IndiGo, which hopes to fly to Singapore, Bangkok, Kuala Lumpur and Dubai, however, will have to wait until it completes five years of domestic operations in 2011. IndiGo is adding seven new aircraft this financial year and a total 14 A-320s in the next financial year (2011-12). It has in-principle approval to acquire 150 aircraft, worth around Rs65,000 crore. The airline ordered 100 Airbus 320 aircraft in 2005 for delivery by 2015-16. IndiGo currently operates a fleet of 27 aircraft and has a market share of 16.9 percent.

JetLite, a wholly-owned subsidiary of Jet Airways, is also expected to acquire two Boeing 737-800s in November 2010. JetLite operates a fleet of 23 aircraft and has a market share of 7.5 percent.

SpiceJet, which is 37.7 percent owned by KAL Airways, a firm owned by Sun TV chief Kalanithi Maran, reported a profit of over Rs61.40 crore in the last financial year - the first time since its inception.

KAL Airways, which bought the 37.7 percent stake in June for around Rs746 crore, has the option to acquire another 20 percent equity in SpiceJet through an open offer. This would involve an additional Rs480 crore outgo, taking the overall deal size to Rs1,220 crore. ■

US Tycoon George Soros Picks Up 4 pc stake in BSE?



in 1988 under French securities laws for insider trading in French Bank Société Générale.

In 1997, he earned the dubious nickname "the man who broke the Bank of England," for selling short more than \$10 billion worth of pounds, which forced the Bank of England to withdraw the currency from the European Exchange Rate Mechanism, leading to the devaluation of the pound. Soros had booked a profit of \$1.1 billion, through this brazen action.

The 135-year-old BSE, which has the world's largest number of companies - 4900 - listed on it. The market capitalisation of the companies listed on the BSE was \$1.28 trillion as of February 2010, making it then the largest

stock exchange in South Asia and the 12th largest in the world.

Recently, George Kaiser, one of the top 50 richest people in the world and among the top 50 American philanthropists, bought 3.9 percent in BSE through his private equity firm Oklahoma-based Argonaut Ventures, while Canadian fund manager Urbana Corp hiked its stake to 2.6 percent. Other major global shareholders in BSE are Deutsche Boerse and Singapore Stock Exchange, both of which hold 5.0 percent each, while Atticus Mauritius, Acacia Banyan and Caldwell Asset Management also hold small stakes. Foreign investors, SBI, LIC and other public shareholders collectively own 55 per cent in BSE, while the remaining 45 percent is held by stock brokers. ■

US billionaire George Soros is reported to have acquired a 4.0-percent stake in Bombay Stock Exchange (BSE) for about \$35 million, valuing the oldest bourse in Asia at around \$875 million. According to newspaper reports, which quoted sources involved in the transaction, the stake was acquired through Soros' Quantum hedge fund from Dubai Financial, owned by the emirate's ruler, Sheikh Mohammed bin Rashid al-Maktoum. Soros is reported to have paid around Rs375-380 a share.

Soros, the world's 29th richest person, according to Forbes with a net worth of approximately \$7.2 billion, had been in late-stage negotiations to buy Dubai Financial's 4.0-percent stake in the BSE for some time.

Dubai Financial had been looking to sell its stake in the BSE for quite some time and Indian laws allow individual foreign entities to own not more than 5.0 percent in local stock exchanges.

Soros, who had once boasted that removing the then US President George Bush was "central focus of my life" and donated more than \$23,000,000 to over 500 groups to defeat Bush's re-election in 2004, was fined \$2.3 million

India's Transgene Buys Marillion of US to Expand Base



Hyderabad-based Transgene Biotek Ltd has said that it had entered into an agreement to acquire Marillion Pharmaceuticals Inc, a US Oncology Biopharmaceuticals company, based in Exton, Pennsylvania, in an all-share deal.

Transgene Biotek Director S.S. Marthi has in a recent statement to the stock exchange, said the transaction would accelerate growth of the company business and broaden the scope of drug development.

Marillion Pharmaceuticals, a clinical stage biopharmaceuticals company, engaged in development and commercialization of novel therapeutics in oncology, has presence in the US and manufacturing and licensing partners in the UK and Europe.

The merger of the two companies and Marillion's products with Transgene's own drug pipeline are expected to create an oncology platform and products

for the new merged company. The new entity will be able to play a role in licensing deals with multinational pharmaceutical companies as also develop and commercialize drugs.

The revenues are likely to come from Marillion's presence in the US and network of collaborators in Europe. Both the companies see significant expansion of drug development right from the early stage and pre-clinical trials to late stage clinical trials. The merged entity will have a research and business platform and an expanded presence in major markets.

According to the statement, Marillion's portfolio includes three clinical stage products useful in oncology and complements Transgene's portfolio. The latter has earlier out-licensed a manufacturing process to Dr Reddy's Laboratories and its recombinant Hepatitis B vaccine technology to vaccine producer Serum Institute of India. ■

Opto Circuits Buys US Devices Firm Unetixs Vascular

Medical devices company Opto Circuits (India) Ltd has said it had fully acquired US-based Unetixs Vascular Inc, for a cash consideration of around \$9.7 million (around Rs 45 crore at current rate). The acquisition is to be funded through internal accruals.

Unetixs makes devices that can diagnose vascular diseases and is a global leader in the manufacture of a

device that detects peripheral arterial disease (PAD), a company press release said. The US company's products are used in physicians' offices, vascular laboratories, hospitals and mobile testing units.

"Access to the PAD detection technology of Unetixs Vascular is a key milestone for Opto. It will allow us to offer to the world diagnostic products from Unetixs and

treatment products provided by Eurocor, our European subsidiary," said Vinod Ramnani, CMD, Opto Circuits India.

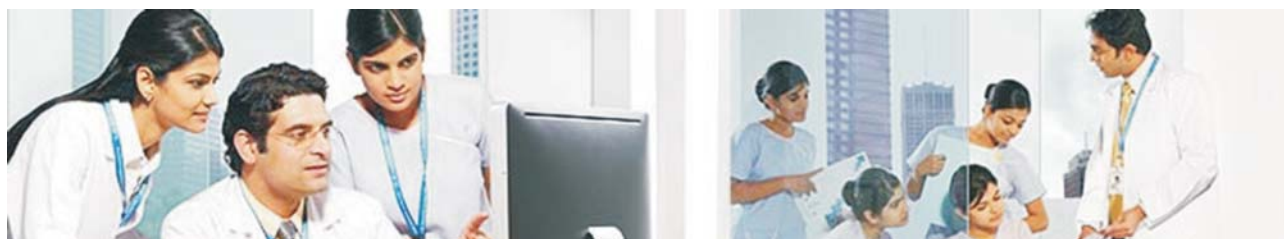
"We also expect the Unetixs product line to open doors for our Criticare range of patient monitors in key US

healthcare establishments," he added.

Peter A. Moscovita, President & CEO, Unetixs Vascular, said, "Our high-quality products and innovative designs put Opto Circuits in a position to capture the growth potential in the PAD market." ■



Apollo in JV with StemCyte of US for Stemcell Research



The Apollo Hospitals Educational and Research Foundation (AHERF) has firmed up its stem cell research collaboration with US-based StemCyte, investing \$15 million (Rs 70 crore) in the 50-50 venture. This is the first of Apollo's four new research initiatives, and will be carried out by a 12-member team at its Hyderabad facilities.

The other three areas are:

- Developing treatments using traditional systems of medicine like Ayurveda, Unani, Homoeo and Siddha,
- Exploring significance of genetic factors in cardiovascular disease (CVD) and
- Use of mobile phone and information technologies in healthcare.

The research on CVD predisposition among Indians began in September 2010 at four of Apollo hospitals including Hyderabad, and would be done in collaboration with two public

sector institutes.

Apollo Group Chairman Prathap C Reddy told reporters in Hyderabad recently that funding was not a problem and that AHERF had obtained recognition of the Department of Science as a research organisation, making it eligible for government funding. "For each of these programmes, we can get different partners. We will take funding from government agencies like the Department of Biotechnology."

Reddy said the stem cell venture would have Ahmedabad-based pharma company Cadila as a back-end partner and would work on regenerative therapies for spinal injury, cardiac and cerebral stroke.

AHERF has a similar, already operational partnership with Quintiles of US, under which it has started Phase I clinical trials and is awaiting approval for its first-in-human studies. Apollo invested \$10 million in this 40-60 venture. ■





The Applause Getting Louder for Indian Films in America

By Uday Tarra Nayar

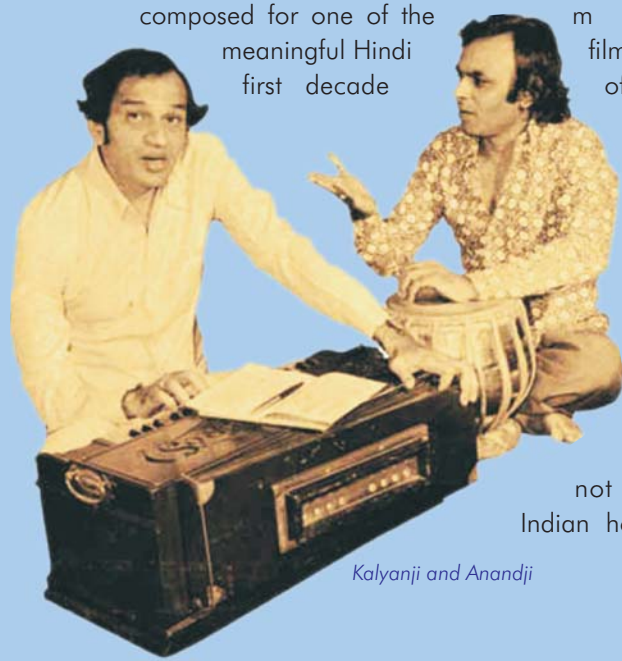
The First Lady of America, Michelle Obama, wife of American President Barack Obama, did a few steps to match the rhythm of the title song of Rang De Basanti when she visited a South Mumbai school and interacted with its kids. The lady wouldn't have had a clue what the song was all about but it was evident that she was enjoying the rhythm of the A.R. Rahman number composed for one of the more meaningful Hindi films of the first decade of the new century.

In far away America, Hindi film music has been in demand not only in Indian homes but

also in typical American homes because the songs are pleasantly invigorating and soothing. "At every Rahman concert in America we have sold more CDs to Americans than to Asians", says Deepak Gattani the maestro's manager and impresario.

In the 70s when Kalyanji and Anandji returned to Mumbai after their first live show in the U.S. they were thrilled by the overwhelming response they got from a mixed audience of Asians and Americans. The Gujarati brothers were smothered with admiration and love by the Gujaratis settled there and they were booked for concerts in all the States where there was a sizable Asian population. So deep was the impact of Kalyanji and Anandji's compositions that in the Nineties their songs were finding their way in bits and pieces into music albums of popular American groups. In fact, a rap group went on to win a Grammy for a number that had the famous Don song Yeh Mera Dil Pyar ka Diwana dominating in their scintillating mix.

Needless to say, the enormous success of the Kalyanji Anandji live shows in the U.S. set the pace for other Indian



Kalyanji and Anandji



music composers to go out and see how well they were received by the fans of Hindi movies and their music. The live concerts promised good money and equally good exposure to stars who accompanied the composers and performed the songs live on the stages of some of the biggest auditoriums in the U.S., igniting mass hysteria as the homesick Indians residing in those states were getting to see their idols in flesh and blood.

As the American media reported the mass adulation witnessed at the live concerts the non Asians began to hear the names of actors from Indian cinema and recognize them. All that now seems like a long time ago. Bollywood, as the Indian film industry is carelessly referred to in conversations and popular writing, is no longer craving for attention and exposure in overseas territories. The successful stars of Hindi cinema don't

have to dance and sing at concerts to get wide attention in the US. Their films' box office success in the US in niche cinemas as well as other cinemas have done it for them. It began with the 1995 Shah Rukh Khan starrer *Dilwale Dulhania Le Jayenge* which fetched \$ 4.60 million from the US territory making Shah Rukh Khan the first Hindi cinema actor to pull off such a feat. And Shah Rukh Khan hasn't stepped down from the pedestal since then right up to his last release *My Name Is Khan* which is rated as the highest grosser in the US territory of Hindi films in 2010 with net collections of \$ 19.25 million in the first week.



Shah Rukh Khan - Still the King Khan

According to film trade analysts practically all the domestic blockbusters in recent cinema history have had splendid openings and net collections in the US territory. While Shah Rukh Khan holds his position as the king of the overseas territory with the collections of *Kabhie Alvida Na Kehna* (\$ 15 million), *Om Shanti Om* (\$ 10 million) and several other films --- *Veer Zaara*, *Devdas*, *Rabne Banadi Jodi*, *Don*, *Kal Ho Na Ho*, *Main Hoon Na*----outshining the films of other actors, the market has also enthusiastically received films like *Jodha Akbar*, *Lage Raho Munnabhai*, *Singh is Kinng*, *Fanaa* and *Dhoom-2* to mention some blockbusters of recent times. The huge collections of *3 Idiots* in North America last year almost threatened the sway of SRK starrers in the same domain. But then the peculiarity of stardom is that no star can stake a claim for eternal fidelity from audiences who want their money's and time's worth of entertainment when they travel long distances to watch a movie. The latest example is the thumping success of *Golmaal 3* at the 1300-seater Albion in Toronto in the Diwali week end. It registered a collection of \$ 96,000 in the 9 pm show giving stiff competition to Tyler Perry's *For Colored Girls* at the same hall as NRI families got together to celebrate the festival with kids, nannies et al. The film has a motley cast of actors whose dexterity with slapstick, situational comedy and its tricky timing is the sole attraction apart from the wacky dialogue.

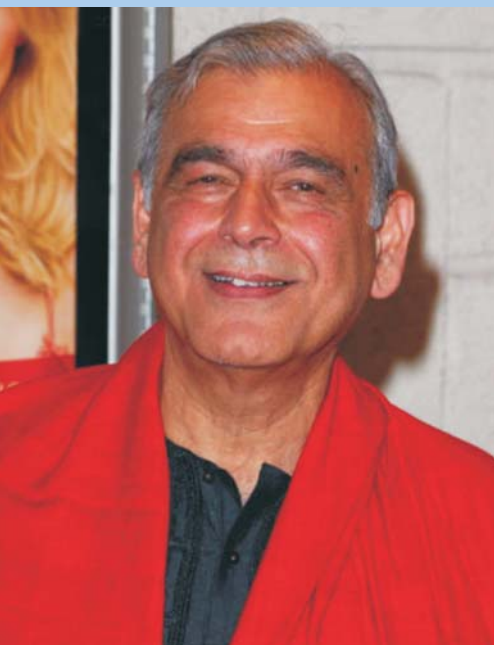
Gone, too, are the days when fan magazines went to town hailing the participation of an Indian actor in an American film or the breakthrough



A.R. Rahman



of a technician or director in Hollywood. Its now passé and oh! ever so common. So the news of Aishwarya Rai in Pink Panther 3 and Anil Kapoor in Slumdog Millionaire did not generate same degree of media excitement that the news of I. S. Johar bagging a key role in David Lean's Lawrence of Arabia did in the print media of the 60s. Johar's selection for the classic film made as much news as Dilip Kumar's polite turning down of the Hollywood Director's offer of the character of Sherif Ali in Lawrence of Arabia. The role then went to Omar Sharif who gave a memorable portrayal that got him an Oscar nomination and a Golden Globe award. Or the news of Amrish Puri working with Steven Spielberg in Indiana Jones and the Temple of Doom in 1984 or Gulshan Grover being cast in Bill Duke's The Driver the following year. Or going still back in time, the opportunity Sabu Dastagir got to work with Vittoria De Sica in his Buongiorno Elfante! after Sabu made it big with The Elephant Boy, the adventure action film for which he was taken by air from Mysore all the way to England and then America when he was just thirteen.



Ismail Merchant

The real adventurer who broke through the barriers and entered the American market with a bang was Bombay-born Ismail Merchant whose relentless ambition to make a mark in Hollywood yielded him the opportunity in 1963 to premiere his English language film, The Householder, starring Shashi

Kapoor and Miss India Leela Naidu as the first Indian-made film to be internationally distributed by an American Studio, Columbia Pictures. Ismail and his faithful business and romantic partner James Ivory created 40 films, many of them starring top rank Hollywood stars and many of them were shot entirely in



India. They won six Oscars and several nominations.

In recent times a similar attempt was made by Dr Jagmohan Mundhra who tried to grab the attention of the West with his much ballyhooed English language film Provoked starring Aishwarya Rai. The film was screened in the Cannes Film Market in 2006 and theatrically released in 2007 grossing \$ 3,078,709 world wide according to trade statistics. Mundhra who has a penchant for telling true stories that stir consciences and bring about social awakening had begun his career with Kamla, a thought-provoking film on the plight of women who are traded in the market like cattle in some parts of India. Mundhra, a product of IIT, Mumbai, got drawn into film making in the US where he had gone to study for his MS in Electrical Engineering.

Among the many areas of collaboration with Indian business leaders that the International Trade Administration is looking at is in the area of technology support in the entertainment industry. Which has indeed come in good time as Indian cinema has taken wings and made its presence felt in every part of the world where cinema-going is an important part of modern living.

And yes, if there is still something that excites Indian show business fraternity about Hollywood it is the coveted Academy Award. In 2008 when India and Mumbai specially was recovering from the shock of the 26/11 terror strike in Mumbai, it was the news of the Oscars won by Indian nominees A. R. Rahman, Rasool Pookutty and Gulzar that lifted spirits and gave a reason for celebrations. It will be one big day for the Indian entertainment industry when an Indian film bags an Oscar.

வளி-ஒளி-வாயு
Vali - Voli - Vaayu

Va Vo Va - 2011
வ ஒ வ - 2011

FIRST & BIGGEST INTERNATIONAL RENEWABLE ENERGY EXPO & CONFERENCE - 2011 IN SOUTH INDIA

January 14 to 16 - 2011 (Friday, Saturday, Sunday)

CHENNAI TREDE CENTRE, NANDAMBAKKAM, CHENNAI, TAMILNADU, INDIA.

Visit us : www.teda.gov.in

email : cmdteda@gmail.com

WIND வளி
SOLAR ஒளி
BIO வாயு

Participants

- 6-10 Countries
- 15 State Nodal Agencies
- 100 Indian Manufacturers, Dealers & Suppliers
- 200 Engineering Colleges & Managements
- 400 Potential Consumers from Sago, Sugar, Jaggery, Brick, Poultry, Textiles, Distillery, Ricemilling Industrial Units.

Number of central and state public undertakings looking for windmill ventures.

4400 m2 of Exhibition Space, 30 Conference Sessions.

Co Sponsors:

1. POWER FINANCE CORPORATION
2. CMDA CHENNAI METROPOLITON DEVELOPMENT AUTHORITY
3. METRO WATER
4. TAMILNADU POLLUTION CONTROL BOARD
5. SAGOSERVE
6. SUGAR COMMISSIONERATE
7. TAMILNADU INDUSTRIAL INVESTMENT CORPORATION
8. TAMIL NADU PAPER LIMITED
9. TAMILNADU ELECTRICITY BOARD
10. TAMIL NADU SLUM CLEARANCE BOARD

Attractive Pongal tour to Mahabalipuram
heritage site and beach resort - 2 Nights Stay
Rs.20000 per head - US\$ 500



TECHNOSPACES



THE TAMILNADU ENERGY
DEVELOPMENT AGENCY



MINISTRY OF NEW
AND RENEWABLE ENERGY

Travel & Accommodation, Please Contact : M/s. Technospaces - 94451 91935

IACC's 41st Annual General Meeting Gautam Mahajan Elected New IACC President



Gautam Mahajan, President Interlink Services, was elected as National President of Indo-American Chamber of Commerce (IACC) at the 41st Annual General Meeting held on 27 September, 2010 at the Taj Mahal Palace & Towers in Mumbai.

The agenda for the Business Session was to approve and adopt the Executive Council Report and the Audited statement of Accounts for the year ending March 31, 2010, to elect members of the Executive Council for the year 2010-11, to appoint auditors and to pass special resolutions.

The Business Session was followed by a Public Session. Paul Folmsbee, US Consul General in Mumbai was the Guest of Honor and other keynote speakers Vikram Akula, Founder & Chairperson, SKS Microfinance and Niranjana Hiranandani, Founder & MD, Hiranandani Constructions addressed the audience with excellent speeches followed by a question and answers session.

Finally, a new Executive Council was elected. Gautam Mahajan, President of Inter-Link Services was unanimously elected as the President for 2010-11. S.K Mitra, Chairman & Director of Agile Financial Advisors, Mumbai, took over as the First Executive Vice President and Shourya Mandal, Partner, Fox Mandal, Kolkata was elected as the Second Vice President.

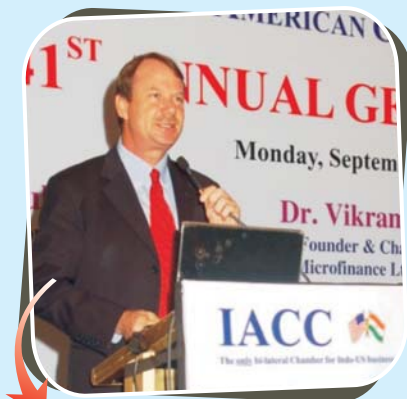
Mahajan thanked outgoing President Syed Badruddin with due appreciation for his hard work. He also thanked

all the EC members for electing him as the President for 2010-11. Mahajan made a presentation on "Rebuilding IACC", underlining the objectives and focus areas of the chamber, IACC leadership, membership promotion, strengthening the secretariat, programmes, B2B initiatives, external relationships, branding, PR & website, finance and administration etc.

Presentations on IACC's Indo-US Forums on Legal, Education, SME and Habitat were made by the Regional Directors and the Secretary General, giving the objectives, the people involved from India and the US and the action plan for the year for each of the forums. ■



Outgoing President Syed Badruddin welcoming Shourya Mandal, Partner, Fox Mandal, Kolkata, who was elected as the Second Vice President.



Paul A. Folmsbee, Consul General, US Consulate General, Mumbai addressing the audience at IACC's AGM.



Dr. Vikram Akula, Founder, SKS Microfinance, addressing the audience during public session at IACC's AGM.



Niranjan Hiranandani, Hiranandani Constructions, addressing the audience during public session at IACC's AGM.

Meeting with US Under-Secretary of Commerce for International Trade

Members of IACC's Presidential Committee with US Under-Secretary of Commerce for International Trade, Mr. Francisco SÁnchez and Ms. Judy Reinke, Minister-Counselor for Commercial Affairs, US Embassy New Delhi during meeting at The Chambers, Taj Mahal Hotel, Mumbai on September 27, 2010.



Gautam Mahajan, National President, IACC, presenting bouquet to the US Under Secretary of Commerce for International Trade.



S.K.Mitra, Executive Vice President, IACC, presenting bouquet to Ms. Judy Reinke, Minister- Counselor for Commercial Affairs, US Embassy New Delhi.



WEST INDIA COUNCIL

IACC Celebrates 2nd Indo-US Civil N-Pact Anniversary

Union Minister of Power Sushil Kumar Shinde, commemorated the two-year anniversary of the Indo-US Civil Nuclear Agreement at a function organized by Indo-American Chamber of Commerce on 8 October, 2010 in Mumbai.

More than 50 senior officials of government and representatives of industry from both countries attended the function. US Consul General in Mumbai Paul Folmsbee hosted the Minister and guests at his residence for a private dinner.

The dinner was preceded by a signing ceremony for a memorandum of cooperation between the Indian Nuclear Society and the American Nuclear Society that had been approved by the Presidents and Vice-Presidents of the respective societies.

Minister Shinde delivered a commemorative address, highlighting two years of cooperation between India and the United States since the Agreement was signed by President Bush in the White House on 8 October 2008.

The Consul General felicitated Minister Shinde and noted the strong US nuclear presence in India and the anticipation for the visit from US President Obama shortly.

The guests included Dr. Ravi Grover, Dr. S.K. Malhotra from the Department of Atomic Energy, Government of India, S.A. Bhardwaj and K.C. Purohit from the state-run Nuclear Power Corporation of India Limited, Dr. V. Venugopal and Kanwar Raj from Bhabha Atomic Research Centre and officers of the Indian Nuclear Society, R.K. Singh,

Secretary; G.D. Mittal, Treasurer; Dr. S.K. Malhotra, Joint Secretary; S.K. Ghosh, Executive Committee. Representatives of Indian industry included Hindustan Construction Company, Larsen & Toubro, J.M. Baxi, Walchanagar, Tata Power, DSK Legal, State Bank of India, Infosys and others. The event was co-hosted by the Indo-American Chamber of Commerce. Incoming IACC president Pradeep Udhas of KMPG introduced the Minister.

The US Nuclear Infrastructure Council and IACC jointly hosted the event, represented by member companies General Electric, NuScale Power, Westinghouse, and Urenco/LES. Other US representatives included the American Nuclear Society, American Society of Mechanical Engineers, Idaho National Laboratory, Holtec International, Marsh and McLennan Companies, Oak Investors, Vijay Technologies, Canberra, and Texas A&M University.

In addition to hosting the commemorative event, IACC and NIC hosted a US Pavilion for more than a dozen US nuclear organizations at the India Nuclear Energy expo in Mumbai during 7-9 October 2010. The US Pavilion was inaugurated during a reception on 7 October 2010 that was hosted by Westinghouse and General Electric. ■



Memorandum of Cooperation signing ceremony between the Indian Nuclear Society and American Nuclear Society. At table (left to right): Corey McDaniel (ANS International Committee), David Hill (ANS Fellow), V. Venugopal (INS past Vice-President); R.K. Singh (INS Secretary). Among the Standing : Sushil Kumar Shinde, Minister of Power, Government of India; Paul Folmsbee, Consul General, US Consulate General, Mumbai; Pradeep Udhas, President IACC-WIC, Anand Desai, Immediate Past President, IACC-WIC, Shailesh Sheth, VP Marketing, GE Hitachi, Nanik Rupani, Committee Member, IACC.

Festive Gaiety Marks US I-Day & I-ACE Awards Gala

The day 2 July 2010 marked a memorable occasion for the Regal Room at the Trident. Bedecked in white drapes and in the colours of the American Flag, it was ready in all regal splendour by early afternoon for the much anticipated, American Independence Day celebrations and the 6th Indo-American Corporate Excellence Awards presentation ceremony.

The event was hosted by IACC-WIC Regional President Anand Desai and IACC Executive Vice President & Chairman I-ACE Awards S. K. Mitra. US Consul General in Mumbai Paul Folmsbee was the Chief Guest. Maharashtra's Minister of Industries Rajendra Darda was the Guest of Honor while Shiamak Davar, the famous dancer was the Celebrity Guest of Honor.

Sparkling colorful stars in shades of the American reds and blues seamlessly swayed low from the ceiling adding a festive flavor to the ambience. Soft whispers, loud laughs, networking and handshakes with the colorful cocktails began early, before the scheduled time. Celebrities and dignitaries walked in as did the guests and in no time the evening buzzed.

Rageshwari Loomba in her flowing crimson red kept the audience captivated. The national anthems gave the evening the ideal start as each guest rose in solidarity for the two anthems.

Desai welcomed the guests and briefly spoke about IACC and on the Indo-US bilateral trade that had exceeded US\$30 billion. Folmsbee and Mitra then addressed the guests.

The 6th Indo-American Corporate Excellence Awards:

IACC for the past five years has recognized and felicitated Corporate Excellence of the Best US Companies in India through the I-ACE Awards. This year the curve also shifted to a new dimension of Indian companies excelling in the US under various categories.

Dignitaries were invited on the dias to present the award. The winners were delighted and happily posed on stage. The winners of the 6th Indo-American Corporate Excellence Awards 2010 are as listed below:

- The Indo-American Corporate Excellence Award to the

Best Indian Company in the US as the Overall Best Mahindra & Mahindra Ltd. Rajiv Dubey, President HR, After-Market, Corporate Services & Member of the group of Executive Board received the award.

- The Best US Company in India in Financial Service Sector Franklin Templeton Assets Management India (Pvt.) Ltd. Vivek Kudva, Managing Director India and CEEMEA received the award.

- The Best US Company in India in the field of Manufacturing Pentair Water India Pvt. Ltd. Gopi Suri Babu, Executive Director, Pentair Water Ind. Pt. Ltd. received the award.

- The Best Indian company operating in the US for Technology, Communication & Entertainment WIPRO Technologies. Anil Samant, General Manager received the award.

- The Best Indian Company in the US for Services Taj Hotels, Resorts & Palaces, Ms. Renu Basu, VP, Sales received the award.

- The Best US Company in India for Social Services - Acumen Fund Advisory Services India Pvt. Varun Sahni, India Director, and Ms. Molly Alexander, Business Development Manager received the award.

The I-ACE Awards presentation was followed by the unveiling of the new E Class Coupe by Mercedes-Benz. The Wadhwa builders showcased their impressive new developments through exotic walk through visuals that impressed the audiences. To lighten the atmosphere there was a Lucky Draw which had prizes from GC Watches, vouchers from THE LEELA to Udaipur and Bangalore and from Trident to the Nariman Point, Mumbai. The lucky guests walked home with a wide smile. UB Group, Coke and Himalayan ensured the guests were in high spirits.

The event had a high-profile guest list of well known personalities that included Alyque Padamsee, Sharon Prabhakar, Suneeta Rao, Aditya Hitkari, various industrialists, business leaders & business heads from US joint venture companies in India, members from the US Consulate, the US India business community, IACC members and 500 guests who experienced an evening to remember.



Darren Das & the Sixth Sense rocked the second part of the evening. The guests swarmed the dance floor as the band got into action. The high energy from the band was easily transmitted to the guests and it never ran out.

IACC-WIC extends Special thanks To: Gold Supporters: The Wadhwa Group & Autohanger Our Silver Supporters: Pakona Engineers Pvt. Ltd, Himalayan & Shop & Ship Online Shopping. Our Banner Supporters: VFS Global, Everest Masala & Fedex Express Technology Partner: Net Magic Solutions Our In-Kind Supporter: GC Collection, The Leela, Mc Donalds, Trident Hotels, The UB Group, Coca Cola & Interface-Nexus PR & Events. ■



Minister of Industries Rajendra Dadra, US Consul General Paul Folmsbee, IACC-WIC Regional President Anand Desai, IACC Vice President & Chairman I-ACE Awards S.K. Mitra.



US Consul General-Paul Folmsbee and Mr. Rajeev Dubey - President HR, Aft-Marketing, Corporate Services & Member of Executive Board.



IACC Regional Vice President P Kanodia, Minister of Industries Rajendra Dadra, US Consul General Paul Folmsbee, Celebrity dancer Shaimak Davar, IACC-WIC Regional President Anand Desai and Sunita Rao.

Pharma Leadership Summit 2010

IACC-WIC & Pharma Leaders, an international bi-monthly magazine in association with The Times of India

& ET NOW hosted 3rd Annual Pharmaceutical Leadership Summit on 25-26 June, 2010 at Hotel



Intercontinental, Mumbai, India. The two-day Summit had many presentations and deliberations from industry stalwarts from pharmaceutical, life sciences and the biotechnology industries. More than 70 business leaders were present to address and deliberate the most vital and burning issues the concerned Industries were confronting. The most coveted Pharmaceutical Leadership Awards in 23 different categories spread across various disciplines of the pharmaceutical industry were presented.

Some of the prominent speakers at the event included Seema Vyas, Commissioner, FDA, Government of Maharashtra, Kewal Handa, Managing Director, Pfizer Ltd, Dr. Ramakant Panda, Vice-Chairman, Asian Heart Institute; Dr. Viloo Morawala-Patell, founder CEO and MD, Avesthagen; Dr. Krishna Ella, CMD, Bharat Biotech International, Anand Desai, Managing Partner, DSK

Legal and Regional President IACC-WIC and Deepak Naik, Managing Director, Eisai Pharma.

Some of the topics addressed at the forum were:

- Leadership in the Face of Change - Mastering Resiliency

The Road Ahead

- Modern Day Practioners Aims and Aspirations,
- Preventive Personalised Healthcare - The Way Forward,
- Emergence of Biotech Entrepreneurs: Leadership role in 2010
- Medical Representatives: Future Leaders of Robust Indian Pharma Sector
- How Pharma Leaders Can Survive and Thrive In Turbulent Times by Embracing Innovation? ■

Luncheon Meet with Senator Lemieux

The West India Council hosted a luncheon for visiting US Senator from Florida George Stephen Lemieux on 30 August 2010.

The seven-member delegation from Florida including Senator Lemieux were welcomed by IACC Regional President Anand Desai. The chief guest for this luncheon meet was US Consul General Paul Folmsbee

The discussions during the lunch broadly touched upon relevant sectors. Members expressed their views on sector specific policies and growth potential. The Senator and his delegation were keen on understanding the barriers faced by the Indian industry, so as to enhance business

and trade between the two countries.

Among other topics discussed, the Senator pointed out India's exponential growth in the field of technology, and commended the advancements in the telecom sector citing the growing number of cell phone users in India. Discussions were centered on enhancing trade and investments between the State of Florida and India. The interaction between the members and the delegation were meaningful and mutually beneficial.

The interactive meet with the delegation was yet another step for IACC as it continues to build ties between India and the US. ■





Interactive Session with USFCS DG Suresh Kumar on Trade Issues

The Indo-American Chamber of Commerce (IACC) organized a meeting with Suresh Kumar, Assistant Secretary for Trade Promotion and Director General of the US & Foreign Commercial Service, US Department of Commerce, Washington D.C., on 28 October, 2010 at the American Centre, Mumbai.

Kumar has been nominated by President Obama and is the Assistant Secretary for Trade Promotion and Director General of the US & Foreign Commercial Service, Worldwide.

IACC committee members and secretariat were present for this interactive meeting. Mr. Pradeep Udhas, Regional President, IACC-WIC welcomed Mr. Suresh Kumar and briefed him on IACC activities.

Kumar was keen on understanding from the members the role IACC plays to enhance business and trade as a bilateral chamber. Members briefed Kumar about the Chamber's activities in the business sector that each member represented. Discussions were centered on enhancing trade and investments between the US and India. Members solicited his support to improve collaboration between the Chamber and the US

Commercial Services.

The IACC Secretary General briefed him about the uniqueness of the Chamber and its various initiatives such as Indo-US Habitat, Lawyers Council, Education, SME, Young Executives Forum and the successful visit of the IACC's Automotive SME Delegation to the US in April, 2010. Other issues discussed included the proposed Healthcare & Medical Technology Delegation of SME's under the aegis of the SME Forum and involvement and support of USFCS by bringing the delegation to India which would be supported by MSME.

Kumar has also been invited to the Indo-US Economic Summit and SUITE 2011, organized by IACC to be held in New York in the next year.

The Regional Director-WIC talked about the role of IACC in jointly organizing a US Pavilion and helping American companies in the Nuclear Energy 2010.

The interactions between the members and Kumar were meaningful and mutually beneficial. ■



Suresh Kumar Assistant Secretary for Trade Promotion and Director General of the US Foreign Commercial Service US Department of Commerce.

PUNE BRANCH

Seminar on Currency Markets for SMEs

Citibank, in association with IACC- Pune Branch, organized a seminar on "Currency Markets & Hedging

Tools and SME Banking Solutions" on 6 August 2010. The seminar was aimed at introducing the various commercial services offered by Citibank for small and medium enterprises (SME's).

DVD Show on Leadership, Etiquette & Ethics

The Pune Branch conducted an exclusive DVD screening programme for its members on 29 July, 2010 which included the following topics.

1. Challenges of Leadership
2. Conflict resolution & Etiquette
3. Business Ethics (a 21st century perspective).

Update on Indo-US Strategic Dialogue

Michael Newbill, Chief of Political & Economic Section of the US Consulate, Mumbai, addressed members of IACC-Pune Branch on 8 July, 2010. The theme of Newbill's address was 'Update on Indo-US Strategic Dialogue, the National Export Initiative and other Economic Initiatives.' IACC-Pune Branch hosted cocktails and dinner in his honour at Hotel Le Meridien. ■

Session on Business & Investment Climate

An Interactive discussion with Atul Keshap, Acting Deputy Assistant Secretary for South & Central Asian Affairs, US Department of State on 'Business & Investment climate in Pune' took place on 23 August 2010.

The IACC-Pune Branch hosted dinner & cocktails for the following dignitaries from the US Consulate and Embassy at the 'O' Hotel, Pune. They interacted with IACC members on business, investment and policy climate of Pune.



Q & A Session: (L-R) Alok Kumar, Head Indian Operations, Sears Holdings, Ms. Trisha Chillambi, Economic Specialist, US Consulate, Mumbai, Praful Talera, MD, Dynamic Logistics, Amarnath Mahashabde, MD, IEC Air Tools, S.K. Jain MD, Synergy Emulsifuels.

1. Atul Keshap, Acting Deputy Assistant Secretary for South & Central Asian Affairs, US Department of State. He is also the Director for India, Nepal, Sri Lanka, Bangladesh and Maldives Affairs in the Bureau of South & Central Asian Affairs.

2. Prashanth Rajan, Political Officer, American Consulate General, Mumbai.

3. Trisha M Chilimbi, Economic Specialist, American Consulate General, Mumbai. ■



Open discussion with (L-R) Prashant Rajan, Political Officer, US Consulate, Mumbai, Atul Keshap, Ramesh Kadaganchi, John Deere, Raghavendra Gaikawari, Vice Chairman, IACC-Pune.

Seminar on Business VISAs to US & India

A seminar on "Corporate Immigration India & USA; Deploying Personnel to the US and Employing Foreign Nationals Lawfully in India; Employment and Business Visas for the US and India" was held on 13 August, 2010 at the MCCIA Hall. It was conducted by Ms. Poorvi Chothani, a reputed lawyer. The seminar dealt with current immigration laws and issues concerning employing foreign nationals in India. ■

GUJARAT BRANCH

US Solar Power Firm Akida Looking for Partners

The Gujarat Branch organized an interactive meeting with a three-member visiting team from Akida Holdings, LLC & Akida Solar Partners of the United States, on 26 October 2010 with its members. The team members made a presentation on solar power and technologies available with them.

The Akida team informed the members that they are extremely optimistic about bringing dynamic technologies available in the US solar power industry. This could make Gujarat an innovative trend-setter for the rest of India to follow, they said. Members of the delegation said they are also looking for suitable business partners in India, especially Gujarat which is in line with their business philosophy of partnering with Indian companies. They said they are looking at a partnership of about \$20 million involving procurement of necessary licenses and marketing.

The three members comprised Michael K. Freedman, Managing Partner and the Chief Executive Officer, Tareque A. Pirzada, President, International Business, and Benjamin Shyman, Chief Financial Officer. While Freedman is primarily responsible for the company's strategic development and partner relationships, Pirzada looks after identification of potential business partners, communicating partner needs to corporate marketing and operations staff and ensuring the successful deployment of Akida's technology in new markets. Shyman has 14 years' experience in financial and economic analysis of traditional and renewable energy projects and markets and he provides

financial models and analysis for internal use as well as for clients, developers, lenders and investors.

The team members said they were considering Gujarat as the new solar power hub. Their company Akida Holdings is dedicated to green technology. Akida technology is spreading throughout US. Previously, they were running an investment firm for power projects. Their NASA technology has been successfully implemented in Kochi, which is specifically designed for India. They also informed that Indian government is projecting 20 gig awards in the next decade. They will try to get at least five of them.

The technology is such that it detects the position of the sun and adjusts the solar panel accordingly. They also explained about 'power tower facility'. Their technology is different as they are using gears/drive. The drive is cylindrical and there is one air bag on each side. Air or fluid is pumped from one bag to another which rotates the device (drive). By putting one such device, the parabolic mirror can be moved in all degrees at lower cost. Lots of technical details were discussed during the presentation.

Hetal Dave, Chairman, Gujarat Branch welcomed the delegates followed by an introduction by Himanshu Vyas, past Chairman, IACC-Gujarat Branch.



L to R: Himanshu Vyas (Imm. Past Chairman), Michael Freedman, Hetal Dave (Chairman), David Kight & Tareque Pirzada.

Interactive Session with American Center Director Ms. Grimes

The Gujarat branch organized an interactive meeting with Ms. Annie Grimes, Director of American Center, Mumbai, for members on 8 September, 2010 at Lemon Tree Hotel, Ahmedabad. She was in the city on the occasion to mark the 6th anniversary celebrations of The American Corner.

Ms. Grimes said she was impressed with the entrepreneurial skills of the Gujarati community and foresaw a great potential in developing close ties between the United States and Gujarat in various fields, including science and technology, education, healthcare and renewable energy. She also talked about the forthcoming visit of the US President Barack Obama to India in November and its importance.

Ms. Grimes came up with the idea of developing video conferencing between the business communities of India and the US for giving boost to Indo-US bilateral trade and commerce.

She invited questions related to business and commerce from the members present at the meeting, which ended with the planning of a joint programme in future between the American Center and the IACC- Gujarat Branch.

At the outset the members were informed about the vast experience that Ms. Grimes possessed. She joined the US



Ms. Annie Grimes, Director, American Center, Mumbai, replying to questions from IACC, Gujarat members.

Foreign Service in 1990 and has since served in Antananarivo, Madagascar (1991-1994), Surabaya, Indonesia (1995-1997), Ouagadougou, Burkina Faso (1997-2000), and Mumbai, India (2000-2005), Washington, DC, Office of Public Diplomacy, Bureau of East Asian and Pacific Affairs (2005-2007); and Jakarta, Indonesia (2007-2010). She joined the Public Affairs Section of the U.S. Consulate General, Mumbai, as the Public Affairs Officer in August 2010. Ms. Grimes is proficient in are French and Indonesian languages, besides English. ■

SOUTH INDIA COUNCIL

TAMIL NADU BRANCH

Exploring Emerging Techniques in Project Management

A programme on "Emerging Techniques in Project Management" was organized by the Tamil Nadu branch on 4 June 2010. The programme was aimed at understanding the latest techniques used for effective management of projects at all levels in an organization.

The speakers and the topics at the programme included:

S. Ramanathan, Management Consultant, Param Consulting spoke on the topic of Risk Management in Projects and Modern Techniques in Project Progress Measurement.

G. Dinesh, Delivery Manager, Insurance, Healthcare Details, Infosys Technologies Ltd talked about the Best

Practices in Project Management for the Business Excellence in the Indian Software Industry.

While Sridhar, Director, Sharper Labs Private Ltd, dwelt on Lean Project Management, R. Raghavendra Ravi, Management Consultant, Param Consulting, spoke on Extension of Theory of Constraints to Project Management.

The feedback from the participants indicated that the session was very informative and covered the topics concerned well.



S. Ramanathan, Param Consulting interacting with the audience during the question and answer session.

Workshop on Various Presentation Skills

A Workshop on Presentation Skills was conducted by the Tamil Nadu Branch on 12 June, 2010 at Hotel Savera, Chennai. N.V. Srinivasan, Vice Chairman of the branch welcomed the gathering and introduced the speaker Shane Jordan.

Jordan covered various types and stages of presentation. Other aspects covered at the session included - Structuring the Talk; Chunking-Use of Voice in Presentations; Individual and Group Presentations; Feedback & Error Correction. The session was highly interactive.



Audience at the Workshop on Presentation Skills.

Workshop on Global Leadership

The Tamil Nadu Branch conducted a Workshop on Global Leadership on 17 July, 2010, Chennai. The objective of this workshop is to explore, identify and practice the specific skills, attitudes and areas of knowledge that distinguish successful global leaders from those who are not.

The speakers at the workshop were Ms. Ramnath, Founder and Principal Consultant, Immer Besser Cross Cultural Management Consultancy, Chennai.

Ms. Usha Srinivasan, Chairperson, gave the welcome address. Ms. Ramnath, focused on important aspects such as the art of balancing between 'push' and 'pull' competencies, understand leadership qualities and motivation of human behaviour, learning about the needs that drives people and discover different cultural dimensions that exist across the world, how to be a good decision-maker and the different styles of decision

making, getting familiar with different types of listening and practicing 'real' listening.

The session was very interactive and beneficial to the participants.



Usha Srinivasan, giving her welcome remarks. Also seen Sreemathi Ramnath, Speaker.

Meeting Success First Hand

The Tamil Nadu Branch organizes a breakfast meeting - Meet Success First Hand - every month inviting a successful first generation entrepreneur to share their experiences/challenges with our members and invitees.



K. Ramasamy, Chairman, Roots Group of Companies receiving a memento from Ms. Usha Srinivasan, Chairperson, IACC (TN) at the breakfast meeting on 29 January 2010.



H R Srinivasan, Vice Chairman, Take Solutions Ltd at the breakfast function on 27 May 2010.



(L-R) Ms. Usha Srinivasan, Chairperson, IACC (TN), Guest Speaker Dr. G. Viswanathan, Founder and Chancellor, VIT University, Vellore, Andrew T. Simkin, US Consul General in Chennai and R. Veeramani, Past National President, IACC, at the meeting on 25 August 2010.



Ms. Kalyani Narayan delivering her guest lecture at the breakfast meeting on 25 March, 2010. Others seen (L-R) Ms. Usha Srinivasan, Chairperson, IACC-TN, K.S. Sripathi, IAS, Chief Secretary, Government of Tamil Nadu, Andrew T. Simkin, US Consul General in Chennai and N.V. Srinivasan, Vice-Chairman, IACC (TN).



Nagaraj Mylandla, Managing Director, Financial Software & Systems (P) Ltd., addressing the audience at the breakfast meeting on 30 June 2010. (L-R) Ms. Usha Srinivasan, Chairperson, IACC-TN and N.V. Srinivasan, Vice-Chairman, IACC (TN).



Dr. V. Bala Balachandran, Founder & Dean, Great Lakes Institute of Management, at the breakfast meeting on 27 July 2010.

Seminar on ESO-Opportunities & Challenges

The Tamil Nadu branch organized a seminar "Engineering Services Offshoring (ESO) Opportunities & Challenges" on 28 July, 2010 at Chennai.

At the inaugural session, Chief Guest Bryan Dalton, Acting US Consul General in Chennai, highlighted the dramatic strategic transformation that had been taking place in Indo-US relations in the new millennium. He described this emerging relationship as the "most productive one India has".

Dr. V. Sumantran, Chairman, Defiance Technologies Ltd, the Keynote Speaker presented a condensed outlook of the entire picture of the second level of offshoring. The themes that were touched included the economic activity of the East, global cooperation, cost effectiveness stand as opportunities for ESO, whereas obvious engineering services serviced remotely from clients, lack of global branding initiatives of Indian organizations, lack of high quality talent were some of the challenges faced by this industry.

Sumantran stressed the fact that while things looked up for India the growth potential could only be realized through continuous competence growth and increased investments in domain training.

The technical session included presentations by the following experts:

- Avneesh Saksena, Centre Head - Chennai, L&T Integrated Engineering Services.
- Piyush Doshi, Principal, Booz & Company
- Prashanth Chunduri, V.P. - Marketing & Strategic Relationships, Neilsoft Limited
- Dipankar Ghosh, Head of Operations Engineering Design Centre, Caterpillar India Pvt. Ltd
- Dr. Michael Hogedal, Vice-President & M.D., Vestas

Technology R&D Chennai Pvt. Ltd.

The topics covered ranged from various segments of ESO, growth opportunities, challenges, global engineering and successful offshoring.

The question and answer session was very lively and interactive. The event concluded with a suggestion to adopt a multi-pronged strategy to realize the ESO opportunities. The strategy reads thus: India needs to build the "Engineered in India" brand, build domain expertise through symbiotic relationships with experts, focus on infrastructure creation, undertake initiatives to improve workforce, leverage local industry 'offsets', and align government policy and incentives were stressed. The ESO industry is maturing with every passing day and India can expect a major chunk of the ESO pie. India is poised to mature from the current levels of low involvement in projects to high and then on to complete (specialized) level of value chain of engineering services. ■



Dr. V. Sumantran, delivering the keynote speech. Others seen are: Bryan Dalton, at the centre, Ms. Usha Srinivasan and N.V. Srinivasan.

Interactive Session with US Consul General Simkin

The Tamil Nadu Branch organized an interactive session with US Consul General in Chennai Andrew T. Simkin on 3 September, 2010 at Madras Boat Club, Chennai. Ms. Aileen Nandi, Principal Commercial Officer, US Commercial Service and Aeron Benesh, US Vice-Consul, Chennai also participated in the session.

Consul General Simkin remarked that IACC would become stronger by partnering with the US Consulate in its activities. With US President Barack Obama's National Export Initiative (NEI) of doubling US exports in the next five years, India is focused as a more productive country

for US markets.

During the interaction Ms. Nandi suggested to take delegations to the US to visit trade shows authorized by the US Department of Commerce. Many queries were raised by the participants focusing on key market areas, opportunities for collaboration with US firms, US Visas etc.

The session was highly interactive and was of great benefit to the participants. Members from the SIC Committee and from the Tamil Nadu Branch representing various sectors participated in the meeting.

KARNATAKA BRANCH

Webinar Session on Nadcap Audit Process & Accreditation

The Karnataka Branch organized a Webinar Session on 'Nadcap Audit Process & Tools To Obtain Nadcap Accreditation' on 11 August, 2010 supported by the Cisco WebEx conferencing facility.

Venkat Raman, Committee Member, Karnataka Branch and MD at HIEKO, welcomed the speaker from London, Ms. Hannah Bryan Coordinator, EuropeeQualLearn Industry Managed Programs, Research and Development, and briefed the participants about the session and future plans of Karnataka Branch for the aerospace sector.

Ms. Hannah Bryan's session started with an introduction to NADCAP, which is the leading worldwide cooperative programme of major companies designed to manage a cost-effective consensus approach to special processes

and products and provide continual improvement within the aerospace and automotive industries.

The Webinar focused on a thorough review of the Nadcap audit process from beginning to end. The Webinar also guided participants to all the tools available to support the process of obtaining Nadcap accreditation and described the expectations of a Nadcap audit.

Ms. Hannah spoke about the importance of the Nadcap accreditation and what it means for the business and customers. She presented examples helping the participants to understand the process as well as make them familiar with the system and website by physically taking them through it online. ■

Seminar on New Triad Power: Dr. Sheth's Key Predictions

The Karnataka Branch organized a seminar by Dr. Jagadish Sheth, Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University, on 'The New Triad Power: Implications for US-India Strategic Alliance' on 23 July, 2010 at the Taj West End, Bangalore.

The event covered the US-India strategic relationship with respect to trade and investment resulting in American companies investing in India especially in defense, agriculture, energy and infrastructure. It also dealt in detail, investment by Indian multinationals in the US through large acquisitions since the old triad power (US, Europe and Japan) is shifting to new triad power (China, India and US).

Opening the session, Dr. Sheth predicted that by 2025, India will dominate the IT industry and emerge as a major player in Aerospace. While the 20th century was driven

by government policies of advanced nations, the 24th century will be driven by competitive markets of emerging nations.



Dr. Jagadish Sheth addressing the participants at the IACC Seminar on 'The New Triad Power: Implications for US India Strategic Alliance'.

China is almost equal to US in terms of Purchasing Power Parity (PPP). India is the third largest PPP economy and it is likely to surpass Germany and Japan in GDP by 2020.

He also predicts that by 2025 China will plateau and India will grow in the areas of infrastructure, nuclear

power, air force, aerospace leading to manufacturing revitalization.

Dr. Sheth's insights, predictions and depth of knowledge made the session really interactive and exciting for all the participants present. ■

Webinar Session on Brand Promotion for SMEs

The South India Council organized a Webinar Session on the 'Importance of Brand Promotion for SME's on 22 July, 2010 supported by the Cisco WebEx conferencing facility.

Raj Rajkumar, Chairman, IACC-Karnataka Branch and MD, ADC India Communications & Infotech India, welcomed Sridhar Ramanujam, Founder, Brand-Comm.

Ramanujam, made a presentation on 'Brand Promotion' with a focus on branding for SME's. He said that brands became successful in olden days mainly due to fewer choices to select from. Today, there are hundreds and thousands of brands to choose from, making it difficult for companies to get their brands recognized. Successful brands are relevant and innovative and exist from a long period. He also spoke about the various important factors like a unique name of the brand, ambition, different and new services offered, current focus of the brand, and identity of the brand on how one looks at it and feels about it and many others.

Pricing and positioning of the brand is equally important

as this builds an image of the company in the minds on consumers. A well descriptive website also draws attention towards the company's products and services offered and helps in building the brand.

The session was then followed by an interactive question and answers session. The Webinar session was attended by SME's from multiple cities. ■



Ramanujam Sridhar, CEO brand-comm addressing the participants at the IACC Webinar on Importance of Brand Promotion for SMEs.

Workshop on Working Effectively Across Cultures

The IACC Karnataka Branch organized a one-day workshop on "Working Effectively across Cultures" on 8 June, 2010 at The Fortune Select J P Cosmos, Bangalore, conducted by Vinay Kumar, Principal Consultant at C2C Consulting.

Kumar has more than 10 years' experience in the learning and development sector and has delivered programmes across North America, Europe, Middle East, and Asia.

The session gave an overview of the challenges that cross cultural differences have played in the growth of the Indian industry. It helped the participants understand how it is to be on the other side.

While presenting an overview of living and working in the US, Kumar shared various case studies, which were very beneficial to the participants. ■

Wellness Workshop on 'Celebration of Life'

The IACC Karnataka Branch organized a stress management and wellness workshop called 'A Celebration of Life!' on 6 October 2010 at Hotel Fortune Select J.P. Cosmos, Bangalore.

Karnataka Branch Senior Vice Chairman & Director Finance at Levi Strauss India Gurudutt welcomed the speaker Ms. Sunitha Srinivasan, a Lifestyle Consultant, and briefed the participants about the session.

Ms. Srinivasan, explained to the members the simple ways of making a healthy lifestyle a part of the corporate citizen's fast-paced life. She spoke about how making correctional changes in one's diet and exercise regime can stem the problem and help one cope with today's lifestyle diseases.

The session focused upon celebrating and enjoying one's life. It was extremely interactive too. Ms. Srinivasan also

guided the members on how to make informed choices to enjoy being healthy. ■



'A Celebration of Life!' IACC Wellness Workshop by Ms. Sunitha Srinivasan, a Lifestyle Consultant.

Seminar on Foreign Currency Risk Management

The IACC Karnataka Branch in association with Citi Bank organized a seminar on Management of Foreign Currency, with a presentation by Gautam Das, VP-Treasury, Citibank, India, at the Taj West End Bangalore on 8 October 2010.

Das explained in detail that Foreign Currency risk is the risk to which businesses are exposed to because changes in exchange rates and the adverse impact that it may have on their operations.

An exporting company is likely to find its sales falling or its gross margin shrinking, or both when an appreciation occurs in its domestic currency. Therefore, fluctuation in exchange rate can impact a business, especially SMEs to a significant extent. Moreover, the impact varies from sector to sector and the ability of different sectors to withstand is also different. Hence the overall macro-economic scenario has to be kept in mind while planning for one's business future.

The seminar also showcased banking solutions for Indian SME's, where Citibank spoke about the solutions that can help SME's manage their exchange rate exposures perfectly so that they can maintain their competitiveness and prevent volatile

currency movements from making a severe dent in their revenues.

The session was very well attended by the CEO's, CFO's and other Karnataka Branch members. The question-answer session helped clear many queries. ■



IACC Seminar on 'Management of Foreign Currency Risk vis-à-vis Current Macro Economy' Gautam Das VP - Treasury, Citibank, India.

ANDHRA PRADESH BRANCH

Celebrating American Independence Day

Continuing to the tradition established last year, the Andhra Pradesh Branch celebrated the "234th American Independence Day" in a grand way at Hotel Marriott & Convention Centre on 5 July 2010. More than 300



(L to R) M. Madan Mohan Reddy, Vice Chairman, AP Branch, Nadendla Manohar, Dy. Speaker, AP Legislative Assembly, Syed Badruddin, National President-IACC, K. Rosaiah, Chief Minister, AP Branch, Cornelis M. Keur, US Consul General, Mrs. Keur, P. Bhaskara Narayana, Chairman, AP Branch, S. Purnachandra Rao, Vice Chairman, AP Branch, Ty Collins, GM, Hyderabad Marriott.

members and special invitees graced the occasion. K. Rosaiah, Chief Minister of Andhra Pradesh, was the Chief Guest on the occasion. Nadendla Manohar, Deputy Speaker, AP State Legislative Assembly, also graced the occasion.

A fond farewell was accorded to Mrs. & Mr. Cornelis M. Keur, the US Consular General who was demitting the office on account of superannuation. Chief Minister Rosaiah delivered the key-note address while Keur replied to the felicitations offered to him.



Rosaiah, addressing the members.

Interactive Session on New Industrial Policy

An interactive session on "New Industrial Policy of Andhra Pradesh 2010-2015" with Peter T. Hassan IAS, Advisor (Industries), AP Government and Anantha Ramu IAS, Commissioner of Industries, AP Government, was held at Hotel Taj Banjara on 16 July 2010 on the occasion of the IACC National Executive Committee Meeting.

An interactive session on the "New Industrial Policy of the State of Andhra Pradesh" was organized with the officials of the Government of Andhra Pradesh. Both the speakers made a detailed presentation on the New Industrial Policy of the State Government. A lively discussion followed the presentation. Earlier, IACC Secretary General R.K. Chopra introduced the guests while IACC National President Syed Badruddin welcomed the gathering and stressed the importance of the New Industrial Policy. IACC-AP Branch Chairman P. Bhaskara Narayana proposed a vote of thanks.



(L to R) Secretary General R.K. Chopra, National President Syed Badruddin, Peter T. Hassan, IAS, Advisor (Industries), AP Govt. Anantha Ramu, IAS, Commissioner - Industries, Commerce & Export Promotion, AP Govt. and AP Branch Chairman P. Bhaskara Narayana.

Session on Globalization Risks & Solutions

The Andhra Pradesh Branch organized a half-day Session on Globalization It's Risks & Solutions on 17 August 2010 by Senior Management of Aon Global at Hotel Taj Krishna, Hyderabad in association with Aon Global Insurance Brokers Pvt. Ltd.



KERALA BRANCH

Seminar on Upcoming Trends in Commercial Dispute Resolution

The Kerala Branch organized a Seminar on 'Upcoming Trends in Commercial Dispute Resolution' on 25 June, 2010 at Hotel Avenue Regent. The Seminar was inaugurated by Justice T.V. Ramakrishnan, Former Judge, High Court of Kerala. The objective of the seminar was to provide updated inputs to CEOs/Senior

Managers/In-house lawyers and major corporate/business houses regarding the latest trends in Commercial Arbitration and the utilization of Mediation in Commercial/ Business/Industrial disputes. The seminar was well attended by IACC-members and non-members.

Seminar on US Business Visa Update

The Kerala Branch organized a lecture on 'US Business Visa Updates' in Kochi on 7 April, 2010. The session was addressed by David Brock, US Vice Consul, Chennai.

Brock explained the new procedures for applying for the Business visa. When a person applies for a business visa he has to bring only relevant documents, as additional documents might lead to rejection.

The meeting offered an excellent opportunity for all those who were involved in trade and business with the US. Sajuk. Thomas, Chairman, IACC-Kerala welcomed the gathering and C.P. Sebastian, Regional President, IACC-Southern India Council (SIC) proposed a vote of thanks.

Meet on U.S. Business Visa/BEP Update

The Kerala Branch organized a seminar on US Business Visa/BEP Update on 9 April, 2010 at Technopark, Trivandrum.

Ms. Amy S. Hirsch, US Vice-Consul, Chennai, spoke

about various regulations for issuing the US Business Visa, BEP facility of the Consulate and L1/L2 visa category. The seminar was well attended by the CEOs of the IT companies.

NORTH INDIA COUNCIL

Meeting with AERA Chief on Airports' Economic Viability

The North India Council organized a half-day seminar on "Economic Viability of Airports" an interactive session with Chairman, Airports Economic Regulatory Authority (AERA) on 22 July, 2010 at PHD House, New Delhi.

The seminar included presentations from Sidharath Kapur, CFO (Airports), GMR Group, Ms. Vidya Basarkod, CEO, Reliance Airport Developers, Manish Chheda, Managing Director, Auctus Advisors followed address by Yashwant Bhawe (IAS), Chairman, AERA. The seminar concluded with an interactive panel discussion on stake-holder's perspective moderated by Atul Sharma, Regional Vice President, IACC.

The seminar was also attended by Sandeep Prakash, Secretary, AERA. The participants included representatives from banks, financial institutions, freight

and logistics companies, airport developers, aviation consultants, airport, airlines and related associations and other companies related to airport operations and development.



Meet on Anti-Piracy & Content Regulation: Legal Issues

The Society of Indian Law Firms (SILF) in association with North India Council organized a Seminar on "Anti-Piracy & Regulation of Content-Legal Issues" on 7 September, 2010 in New Delhi.

Minister for Information and Broadcasting Ambika Soni inaugurated the seminar. Lalit Bhasin, Conference Chairman & President, SILF, delivered the welcome address. Anand Desai, Managing Partner, DSK Legal, and Regional President of IACC-WIC made the theme presentation.

An overview of content regulation was presented by

Raian Karanjawala (Partner, Karanjawala & Co.), Vice President SILF. Atul Sharma, Regional Vice President, IACC proposed a vote of thanks.

The seminar covered the following sessions:

Plenary Session: Anti-piracy enforcement experience

Session I: Anti-Piracy initiatives in the TV/Films/Music industries

Session II: Regulation of Content

The Seminar was well covered by both print and electronic media.



Meet on Creating Sustainable Growth in Civil Aviation

The North India Council organized a two-day Conference on Civil Aviation: Creating Sustainable Growth on 29 and 30 July 2010 at Hotel Le Meridien, New Delhi.

Atul Sharma, Regional Vice President, IACC, welcomed the participants, guests and dignitaries. Madhavan Nambiar, Secretary, Ministry of Civil Aviation delivered the keynote address and V. P. Agrawal, Chairman, Airports Authority of India, delivered the Special Address during the inaugural.

Dale N. Tasharski, Commercial Counselor, US Embassy, presented the US Government's Perspective and Dr. Dinesh Keskar, President, Boeing India presented the Industry Perspective. The sessions on day I included Regional Airport Development and Financing, Future Air Traffic Management and Benefit to American & Indian Industry due to the presence of US India Aviation Cooperation Program (ACP). Dr. Nasim Zaidi, Director General, DGCA, moderated the first technical session on day two on Green Aviation: CSR. The other Session included General Aviation moderated by Mr. R. K Tyagi, Chairman, Pawan Hans Helicopters Ltd. The conference was addressed by top industry and government officials and received a highly focused attendance from Indian and US industry and government on both the days.



Inaugural Session.



First Technical Session on Day 2.

Seminar on TDS Recent Developments

The North India Council organized a Seminar on "Tax Deduction at Source (TDS) - Recent Developments" in partnership with KPMG, on 17 June, 2010 in New Delhi.

S.K. Sarkar, IACC Regional Council Member & Partner at B.N. Misra & Co, delivered the welcome address. Gopal Kamal, Director of Income tax (International taxation), who delivered the keynote address, was the Chief Guest for the Seminar.



Luncheon meeting with Mr James Herman, Minister Counselor for Consular Affairs, US Embassy

The North India Council organized a luncheon meeting with James Herman, Counselor for Consular Affairs, US Embassy, on 1 September, 2010 in New Delhi.

Dilip Tawadey, past regional President, IACC, welcomed Herman and Ms Sucheta Sharma, Second Secretary, Visa Section and gave a brief introduction of the former.

Herman gave a short introduction of the current rules governing VISAs to the US, the methodology and time taken in processing VISA applications and the challenges the US Consulates faces in the process.

Herman then opened the session for discussion. There was an excellent interaction wherein a lot of aspects affecting the Indian business and individuals regarding US VISA issues were discussed.

Herman also spoke about a few new programmes that the US Embassy was

starting in time to come in order to make the VISA processing more user-friendly and quicker.

Tawadey requested participants to send their suggestions to IACC to be taken up with the VISA department. He thanked Herman for addressing the participants. ■



James Herman with the participants.

Luncheon meeting with Shri Kamal Nath, Hon'ble Minister for Roads, Transport & Highways

The North India Council organized a luncheon meeting with Kamal Nath, Minister for Roads Transport & Highways on "Opportunities for US companies in Indian Road Sector & Associated Infrastructure" on 15 July, 2010 in New Delhi.

Dr. Vivek Lall, Regional President, IACC, delivered the welcome address. Gautam Mahajan, Executive Vice President, IACC, gave special remarks.

Addressing the meeting, Minister Kamal Nath said the

Government was committed to build 20 km of roads every day to strengthen the road infrastructure in the country. This, he said, would take care of not only the backlogs in road construction but also help raise India's road infrastructure to world class level.

Kamal Nath underscored the need for greater coordination between Indian and the US corporations in upgrading the Indian road infrastructure. There are many schemes which are already underway in India to tone up



Connecting Global Wealth Creators

India's only bilateral trade magazine publishing house

- Outsourced Publishing ▪ Community Magazine ▪ K.P.O.
- International Business Advisory ▪ Online Publishing ▪ Events

To know more about our services: connect@newmediacomm.com



www.newmediacomm.com

New Media House, I Akbar Villa, Near Old State Bank,
Marol-Maroshi Road, Andheri (E), Mumbai 400059, India.
Tel: +91-22-2925 0690, Fax: +91-22-2925 5279



the roads and for 'tollization' of the roads, which is in line with the PPP models across the world. The US investors can take advantage of these emerging opportunities, he said.

Calling for greater public private partnership (PPP) in road construction, Kamal Nath said that there are attractive financing schemes which the private sector can take advantage of. At the same time, he said that quality

road construction should be the hallmark of any private public partnership.

Atul Sharma, Regional Vice President, IACC, proposed a vote of thanks. He thanked Satish Parakh, Managing Director, Ashoka Buildcon, for being the partner for the luncheon meeting, which was widely covered by both electronic and print media. ■



VARANASI BRANCH

Ambassador Roemer Attends Annual Day Function, Lauds IACC Vision

The Varanasi Branch celebrated its Annual Day on 30 August, 2010 with US Ambassador to India Timothy J. Roemer as the Chief Guest for the occasion, in which some key officials from the US Embassy also participated. Dr. Vivek Lall, Regional President, IACC-North India

Council (NIC) was present during the proceedings. Varanasi Branch Founder-Chairman Ashok Kumar Gupta, Present Chairman Vinay Kumar, C. A. Mukul Kumar Shah and Bharat Kumar Agrawal, both Vice Chairmen were also present.

Opening the proceedings of the Annual Day 2010, Varanasi Chairman Vinay Kumar described the occasion as historical and welcomed Ambassador Roemer. Kumar also welcomed other officials from the US Embassy and hoped that their visit would boost exports of hand-made carpets and other products from this region.

In his speech, Lall pointed out that the visit coincides with the intention of both the countries to engage themselves in diverse trade, investment and technology areas to take the relationship to a higher orbit of growth. The US Ambassador's visit to Varanasi was a testimony to the importance of the city as a spiritual and commercial centre of India, said, adding that it would inspire more visits by the US citizens to the city to imbibe the cultural, historical and intellectual legacy but also enhance their participation in commercial activities of the region.

Professor (Ms.) Vidula Jaiswal, Banaras Hindu University, commented briefly on cultural heritage of Varanasi and Past Chairman of IACC, Varanasi Anurag Chandra presented brief bio-data of the Ambassador.

Ambassador Roemer spoke briefly on the topic, "Indo-US Relations: Future Prospects. He pointed out that merely 15 years ago India was at the 25th place on list of countries which traded with the US. It had moved upwards to the 14th place at present. However, at present terrorism has emerged as a serious threat to the development to trade and commerce and that was why America had joined hands with India to face this problem effectively, he said.

Ambassador Roemer stressed the importance of small, medium-scale industries, pointing out the potential that this sector held for providing employment opportunities. He backed the US-India Civilian Nuclear Agreement saying that it offered mutual benefits. All Indians would have access to affordable energy while employment and economic opportunities would also be generated for

the people of both the countries, Ambassador Roemer added.

He said that both countries are working on green economy and joint efforts are being made to create research opportunities and develop technology that can slow down the pace of climate change. He lauded the vision of the people who formed IACC in 1968 a laughable initiative at that time, as no commercial activity existed between the two countries. "But the idea of IACC was futuristic and today India has become the 14th largest trade partner of the US," Ambassador Roemer said.

At the end of his address, Ambassador Roemer took questions from the audience, which related to education, industry, US. VISA norms, American investment and cultural exchanges.

Past Chairman of Varanasi Ashok Kapoor, Convener of the programme, proposed a vote of thanks. The proceedings of the event were conducted by Ms. Anita Dey.

Senior members of Varanasi present on the occasion included Tanmaya Deva, Puneet Raman, Debashis Mukherjee, R.K. Goel, Subrato Paul, Ahsan Khan, R.C. Jain, Kailash Naraian Baranwal, R.K. Bothra, V.G. Unni, Lal Chand Maurya, Shyam Dhar Maurya, Arun Kumar Agrawal, Ashwani Kumar, Sahil Garg, Aiklavya Singh, Vinay Shukla, Rajendra Tandon and Chandra Shekher Mishra. ■





Seminar on PF Debates Issues Affecting both Employers & Workers

The Varanasi Branch organized a one-day Seminar on 'Employees' Provident Fund and Miscellaneous Provisions Act, 1952' was held in Varanasi on 16 September, 2010 in association with PHD Chamber of Commerce and Industry and Employers' Federation of India.

Besides these, Eastern U.P. Exporters' Association, Institute of Chartered Accountants of India, Varanasi Branch, All India Carpet Manufacturers' Association, Bhadohi, Varanasi Laghu Udyog Sangh, Varanasi, Ramnagar Industrial Association, Industrial Estate Association and Small Industries Associations were also organizing partners of the programme.

S. Chatterjee, Central Provident Fund Commissioner, Government of India, was the Chief Guest and Ravi Wig, President, Employers' Federation of India was the Guest of Honour. Other officials of P.F. organization, N.K. Prasad and S.K. Jha also participated in the Seminar.

Ashok Kumar Gupta, Co-Chairman, U.P. Committee, PHD Chamber of Commerce and Industry, welcomed the officers from the P.F. organization, participants and guests. In his brief address, Gupta said that proper implementation of EPF brings creditability to any commercial unit, raises satisfaction level of workers which in turn increases production output. He appreciated efforts of Chatterjee for being instrumental in raising the interest rate on P.F. by 1.0 percent.

Employers' Federation of India Chairman Wig said that Indian culture had always given enormous importance to workers and that interests of an industrialist and workers could never be contradictory to each other. An industry could develop only when its workers are given reasonable opportunity to flourish. Wig said, adding that unless there was social security to workers, there would not be a positive effect on production.

In the second phase of the Seminar, all participating associations were given a chance to present their considered views on EPF. Sunil Tripathi, Advocate, High Court, submitted a memorandum that suggested changes/modifications in the provisions of existing P.F. rules. Ahsan Rauf Khan presented a brief bio-data of the Chief Guest.

In his address, Chatterjee said the main objective of the P.F. is to guarantee protection to workers in a situation

when they are unable to work because of illness, accident, invalidity, old age or to provide funds to enable them to discharge their family responsibilities like marriage of dependent sister/brother/daughter/son or higher education of children or construction of house.

He said that efforts are on to make all P.F. offices online. It would increase work efficiency and an employee can examine his P.F. accounts on computer. The P.F. organization is also trying to extend the facility of e-payment and hopefully by March 2011 the job of networking shall be completed.

Chatterjee agreed that there are few provisions which are not welcomed by industrialists but this is the duty of P.F. officials to clarify and remove all misunderstandings of both employers and workers. He said the Employees Deposit Life Insurance Scheme has been changed into complete insurance policy under which the employees could get 20 times of their last salaries. This scheme should cover interests of as many workers as possible but at present only 4.0 percent work force is being covered by the Department.

During the question and answers session that followed, Ravi Patodia, AICMA, Bhadohi said that immediate changes are required in labour law that were formed by the British and said that P.F. be changed into micro-finance. The P.F. organisation should not present itself as a tax collecting agency but bear the face of a service provider.

R.K. Chaudhary and K.K. Gupta agreed that workers are an asset of the industry and only companies that grew understood the importance of workers. However, all speakers were unanimous in making formalities minimum.

Debashis Mukherjee proposed a vote of thanks to guests and those who coordinated the programme.

Members of different associations participated in large number in the seminar. Members of Indo-American Chamber, Varanasi Ashok Kapoor, Anurag Chandra, Tanmaya Deva, Puneet Raman, V.G. Unni, R.K. Goel, Subrato Paul, Arun Kumar Agrawal, Kailash Narain Baranwal and other were also present. ■



SOLUTIONS IN THE POWER, INFRASTRUCTURE, FACILITIES AND MUNICIPAL WASTE MANAGEMENT SECTORS!

We are an Engineering, Procurement and Construction company in India and have been providing services to the Power Transmission and Distribution sector with a focus primarily on the Distribution segment. In addition, we are significantly focused on and involved in other businesses that include generating power from Renewable Energy sources; providing Municipal Solid Waste Management Services; providing Facility Management Services; and developing Information Technology solutions for Power utilities. Our business operations are geographically spread across India and conducted through A2Z Maintenance & Engineering Services Limited and its direct and indirect subsidiaries.

*A2Z Maintenance & Engineering Services Limited

- Providing EPC Services to Power Transmission and Distribution Sector
- Installation of Power Transmission Line Projects
- Electrical Distribution System
- Substation up to 400kV
- Transmission Line up to 765 kV
- Rural Electrification
- BOP for Power Plants
- Railway Electrification
- EHV Cabling

A2Z Infrastructure Limited

- South East Asia's largest integrated MSW processing facility
- COGEN Project in three sugar mills
- Operates a 1500 TPD MSW Project in India
- Integrated MSW Projects Varanasi (600 TPD), Indore(600 TPD), Meerut (600 TPD), Aligarh (220 TPD) and Moradabad (280 TPD)
- Engaged in Municipal Solid Waste Management and Renewable Energy sectors

A2Z Infraservices Limited

- Providing Comprehensive Engineering, Business Support , Housekeeping and Project Management Services
- Multi-Location, Multi-Service provider
- Servicing diverse industry segments-Corporate, Shopping Malls, Commercial Buildings, Retail outlets, BFSI sector, India Railways and Airports
- Providing specialized services to the Indian Railways under the CTS scheme
- Clients in Public and Private sector



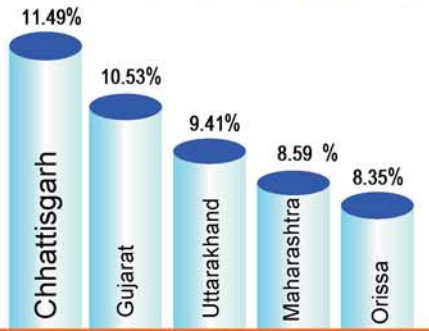
Corporate Office: Plot No. 44, Sector-32, Institutional Area, Gurgaon-122001, Haryana (INDIA)
Tel: 0124-4517600, Fax : 0124-4380014, Website : www.a2zgroup.co.in



Credible Chhattisgarh

विश्वसनीय छत्तीसगढ़

GSDP Growth Rate 2009-10



Source- C S O

WITH THE GSDP GROWTH RATE OF 11.49%*,
CHHATTISGARH IS THE FASTEST GROWING STATE IN INDIA
AVERAGE GSDP GROWTH RATE OF PAST 5 YEARS IS 10.89% *



Dr. Raman Singh
Chief Minister

CHHATTISGARH HAS INDIA'S

- 20% IRON ORE
- 17% COAL
- 12% DOLOMITE
- 100% TIN
- 12% FOREST

CHHATTISGARH PRODUCES INDIA'S

- 16% MINERAL
- 30% ALUMINIUM
- 27% STEEL AND SPONGE IRON
- 15% CEMENT



Samvad/09-10/UM