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N-Deal
Gets
New Lease of Life

Founder Chairman
Late Shri R.K. Prasad

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Dear Reader,

Greetings. Relations between India and the United States have entered a 'nuclear phase,' metaphorically speaking. The historic triumph of Prime Minister Manmohan Singh's government in a Parliamentary Trust Vote on 22 July, 2008, on the seemingly contentious issue of Indo-US nuclear deal, has offered this country an opportunity to enter global nuclear commerce. The deal will in all probability be approved by the 45-member Nuclear Suppliers Group (NSG) which has treated India, as an untouchable since the day the country had exploded an atom bomb 34 years ago. The cover story of the current issue of Indo-US Business looks at the spin-offs that will follow the NSG approval and its subsequent clearance by the US Congress. The business potential of these opportunities for both India and the US as well as for several other countries is immense as lucidly explained by Farokh Balsara, President, Indo-American Chamber of Commerce, in his message to the readers of Indo-US Business. Today, food is a thriving global business and India has a big stake in it as more than 60 percent of the country's population depends on agriculture for livelihood. Professor Bruce Chassy, Executive Director of the Biotechnological Centre at the University of Illinois, USA, talks to the Magazine about what Indian firms must do to satisfy foreign consumers. We carry the interview. Maharashtra is India's most industrialized state. The contribution of Maharashtra Industrial Development Corporation (MIDC), which has been spearheading industrial growth in the state, is significant. MIDC is currently developing infrastructure for four Special Economic Zones (SEZs) involving private sector partnerships. We carry a detailed report. Pollution is an offshoot of industrial development. Fully aware of this fact, Maharashtra Pollution Control Board (MPCB) has been making efforts at keeping the all pervading pollution - water, air and noise - at the minimum possible levels across the state. The issue carries a report on MPCB as well as an interview with Board's Member-Secretary Sanjay Khandare. Madhya Pradesh, India's centrally located state, has been taking advantage of its geographical connectivity in boosting industrial development. The state has identified Information Technology for additional thrust and has accordingly revamped its IT policy, which we carry in full. The Indian auto component industry, which is among the fastest-growing sectors of the country, has the potential to become a global manufacturing hub, says a study by the Export Import Bank of India. The issue carries the report. West Bengal has been experiencing an industrial resurgence, which in turn has led to an upsurge in real estate development. The issue highlights three success stories Globysn Crystal, Bengal Peerless and Simplex Infrastructure. As usual, there is plenty of news from various branches of Indo-American Chamber of Commerce besides our regular features.

Wish you happy reading

Satya Swaroop

Managing Editor

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With the Indian Parliament according green signal to the nuclear deal, India-US economic engagement is entering a new and vibrant trajectory. The acclaimed deal, which had attracted intense debate at various quarters, will open up a groundswell of business opportunities both in India and the US. It is instructive to have an idea about the broad contours of those emerging openings.

The prime reason for India to go for the deal is the energy security. Lack of power has dragged India's industrial growth. The power deficit continues to be huge and year after year, its backlog is mounting. Despite the avowed objective of the government to augment hydel, thermal and alternative sources of power, there are constraints for increasing it. If past experience is any guide, the private sectors capacity to fund such large capital intensive projects with long gestation period, has met with only partial success. Efforts to unveil ultra mega thermal projects having over 4000 MW generating capacity is going at a snail's pace on account of the genuine difficulties in procuring land and environmental considerations. Tapping alternative sources of energy could at best a supplementary source, particularly for meeting the burgeoning domestic energy demand. It is a happy augury that a strong political will has emerged to seriously look at the nuclear option as a sustainable one. It is gratifying for IACC that it has lent strong support to the Government to garner the political strength to go for the nuclear option.

A major spin-off of this development will be on the manufacturing sector, which has yet to achieve its potential. Industry, that

includes manufacturing, should grow at over 12 percent on a sustained basis for the GDP to peak at 9.0 percent. Availability of uninterrupted and quality power can revolutionize India's manufacturing sector, particularly electronic hardware industry. There are many global companies, which are keen to relocate their production bases to India. Constraints on power supply are a major reason for them dragging the feet. It is expected that their India plans will be revived on the prospects of augmented power. The underlying motivation that these enterprises feel that India is the ideal destination for setting up hybrid or embedded technologies, where India's inherent software advantage can combine with potential hardware capabilities, that can manufacture a variety of items at a cost advantage. Needless to say, the forward linkages of the nuclear power can impact every facet of the economy, be they infrastructure, finance, the way we trade power and the list goes on.

Now, let us look at the advantages from the US side. India has to import billions worth plant and machinery for installing the nuclear stations. Most of the world class manufacturers of the nuclear equipment are in the US and they have started scouting India actively for selling their products. Significantly, some of the large Indian corporations are looking at partnering with the US companies for setting set up such multi billion projects in India. The surge in investment on account of the nuclear deal will lead to hectic activities in banking, components sector and not to speak of uranium imports by India, which also can be sourced from US.



Message

Now, let us look at the impact of the nuclear power on the peripheral and tertiary sectors. Our reckoning is that exchange of experts between the two countries for commissioning and running the power plants will be more frequent. I can foresee a large number of US experts coming and stationing in India for commissioning and running the installations. That movement of experts in large numbers in both ways can re-write our respective immigration policies. Both the countries have to follow a relaxed regime that can facilitate quick movement of experts. I hope the categories of visas put in place to restrict the movement of people will be a thing of the past. In its wake, the US will be motivated to sign a Totalization Agreement with India to do away with double taxation of social security tax, which has been put on hold, mostly

because of the unequal number of people moving from one country to the other (India having more number of persons working in US on account of the software boom).

Indeed, we have crossed the first and the major stumbling block. But, still we have to go a long way. Nuts and bolts and the dynamics of the nuclear cooperation have to be further crystallized. We have to sensitize a large part of the industry and the general public the benefits of the deal in a language they understand. May I pledge the support of the IACC to carry on with that task in the same vigor and zeal that we have been espousing the cause of signing the nuclear deal.

Thank you

Farokh Balsara



Indo-US N-Deal Gets New Lease of Life

The Indo-US civilian nuclear deal has received a new lease of life, thanks to the victory of Prime Minister Manmohan Singh's Government in a fiercely-fought "no trust motion" on the issue in Indian Parliament.

The thumping July 22 victory of the Singh Government was the culmination of a three-year long rough ride the deal had gone through since July 005 when it was signed between visiting Prime Minister Singh and United States President George Bush.

Losing no time, the Indian Government secured a unanimous approval for the deal from the Board of Governors of the 35-nation International Atomic Energy Agency (IAEA) in the first week of August.

The critical approval from IAEA, the United Nations' nuclear watchdog, for India's safeguard agreement for allowing international inspections of its civilian nuclear reactors was

essential to take the deal forward. Now the deal is before the 45-member Nuclear Suppliers' Group (NSG), which has held a first round of discussions on the issue of providing necessary support to India, a nuclear weapons country, which is not a signatory to the Non-Proliferation Treaty. The US and India are leaving no stone unturned to see that the deal gets NSG's green signal. Implementation of this crucial deal between India and the US is just a matter of time.

The energy needs of India, which is galloping at an annual growth rate of 8 to 9 percent, are enormous and the success of the deal is essential for the country to maintain its economic pace. This bitter-sweet success, coming at the fag end of both the governments of Prime Minister Singh and President Bush is a culmination of their joint effort, which will go down in history as the greatest achievement between India and the US, the world's largest and the most powerful democracies respectively.



It all started in July 2005 during Prime Minister Singh's visit to the United States. President Bush made a commitment that the US would help India develop its nuclear technology for civilian purpose. Thereafter, the US Congress in December 2006 passed a legislation allowing the accord to proceed reversing decades of US policy that barred nuclear exports to India after this country tested an atomic bomb in 1974 without signing the Non-Proliferation Treaty (NPT). Hence, getting an international approval for a civilian nuclear deal with nuclear-weapons power such as India would not be easy.

The IAEA was the first of the three hurdles India had to clear before the nuclear deal becomes operational; the other two hurdles are approval from the NSG, a forum dedicated to limiting the spread of atomic weapons, to allow atomic commerce, and ratification by the US Congress. Then India and the US will also have to finalize the bilateral 123 Agreement to make the nuclear deal operational.

Some of the key IAEA members that supported India and shared India's concerns for energy security when the proposal on India was passed unanimously by consensus were South Africa, Australia, Canada and China.

Securing Australia's approval was, in particular, was a breakthrough for India as Australia has 40 percent of the world's known uranium reserves, but has consistently rejected India's pleas to be allowed to buy the nuclear fuel from Australia for its growing energy needs.

Australia exports uranium to 36 countries, but only for peaceful purposes, and only sells to countries that have negotiated bilateral nuclear safeguards agreements.

Though India is not a party to the NPT, ahead of the IAEA meeting, Australia said it has "formed the view that the safeguards agreement is a positive step which will strengthen nuclear non-proliferation efforts and is consistent with the non-proliferation objectives of the Nuclear Non-Proliferation Treaty."

According to the safeguards agreement, India will allow the United Nations nuclear watchdog to monitor activities at 14 of its 22 nuclear reactors.

According to Mohammed ElBaradei, IAEA's director general, the agreement's "umbrella" nature provides a more efficient mechanism for ensuring that safeguards requirements can be met. "As with other safeguards agreements between the Agency and Member States, the Agreement is of indefinite duration," ElBaradei said.

The IAEA chief said India and the IAEA have already begun discussions on an Additional Protocol, a system of more intrusive, short-notice checks, to raise confidence in India's intentions. IAEA hopes to implement the

agreement by beginning inspections at the nuclear facilities in 2009, ElBaradei said.

ElBaradei said he hoped the agreement would "reignite" the debate on nuclear disarmament and create a new environment of partnership. "And the concrete result of that, I hope, will be a comprehensive moratorium by all states that have nuclear weapons not to test them at any time in the future," he added.

"The agreement is good for our collective efforts to move towards a world free from nuclear weapons. The agreement brings India closer to the debate of our ultimate goal - Nuclear Non-proliferation treaty - for establishing a world free from nuclear weapons," the IAEA chief said.

ElBaradei said he welcomed the positive steps taken by India as it would help around 300 million people who are living on one dollar per day to receive electricity for development.

Earlier in Vienna, Anil Kakodkar, chairman of the Department of Atomic Energy, told the IAEA board that India's integration into the global civil nuclear community was "a win-win situation for all."

"Global efforts to promote energy security, sustainable development and effective non-proliferation will stand to gain with India as a partner. Our national export controls still remain on par with the best international standards. We have our principled and consistent position on nuclear non-proliferation and disarmament issues," Kakodkar said.

The European Union has hailed IAEA's move saying the agreement would strengthen the international non-proliferation regime. The safeguards agreement "will reinforce the non-proliferation regime for which the European Union is committed," the 27-member grouping said in a statement.

France, which holds the rotating EU presidency, said the agreement would help "strengthen" the international non-proliferation regime.

"The deal will allow new facilities to be placed under supervision. The Agency will thus be able to give assurances about the peaceful use of a greater number of facilities," France said in a statement.

"India is a vibrant democracy that shares our values of freedom, democracy, human rights and the rule of law. Today's decision will strengthen the international non-proliferation regime by placing additional civilian nuclear facilities in the world's largest democracy under international monitoring," Canada said in a statement.

The UK also said the deal would "make a significant



contribution to energy and climate security," adding that it also represents a gain for the non-proliferation regime.

The US said the IAEA's approval of the safeguards agreement was a key step in taking the India-US nuclear deal forward and vowed to "vigorously" obtain an India-specific exception in the NSG and clearance from the US Congress.

Indian American community leaders have wholeheartedly welcomed the news of the Manmohan Singh government winning the parliamentary confidence motion, terming it as an endorsement for the India-US nuclear deal.

"It is a mandate of the people of India for the nuclear deal. Ordinary people want energy, electricity," Surinder Malhotra, president of the Indian National Overseas Congress, told reporters.

It is a welcome news for the Indian Americans, said Thomas Abraham, chairman of the Global Organisation of People of Indian Origin (Gopio) International, because the community had worked hard to change the minds of many US lawmakers to vote for the nuclear deal and would have been disappointed if the government had fallen.

He added: "India not only needs more energy, the nuclear deal will also pave way for advanced countries to bring cutting edge technology into India, which it badly needs to be able to step ahead of rival China." Abraham felt that the go-ahead on the deal

will also show to the world that India follows through its agreements and deals with others.

Yash Pal Soi, president of the Federation of Indian Associations (Tristate), said, "With stability of the Indian government, progress in the country will continue."

Sanku Rao, new president of the Association of American Physicians of Indian Origin (AAPIO), said, "It is good that Manmohan Singh continues as Prime Minister. He as Finance Minister laid down the financial structure that we have in India now, and he is a man of integrity. Also, now, hopefully, the nuclear deal, for which we worked hard, will not get delayed any further - it is a top priority to move with India."

Members of the Indian business community in the US have also welcomed the development, confident that it will open up huge business opportunities for industry and commerce in the country.

Tejinder Pal Singh Bindra, senior vice-president of the Jeetish group of companies in New York, who is also prominent in Sikh affairs, said: "It is good that the Manmohan Singh government took a stand and succeeded. It will send a message that others cannot hijack its agenda."

He added, "It is good for business. Now more business and investment can flow into India. As an Indian and a Sikh, I welcome the news."

India Inc heaved a sigh of relief after the United Progressive Alliance (UPA) government won the trust motion, hoping economic reforms would now get a push as pressures from Left parties would no longer carry the same weight.

"The worst for the Indian economy is still not over. But hopefully the political instability that was adding to the problems and the government's woes now stand hugely diluted," said a leading industrialist.

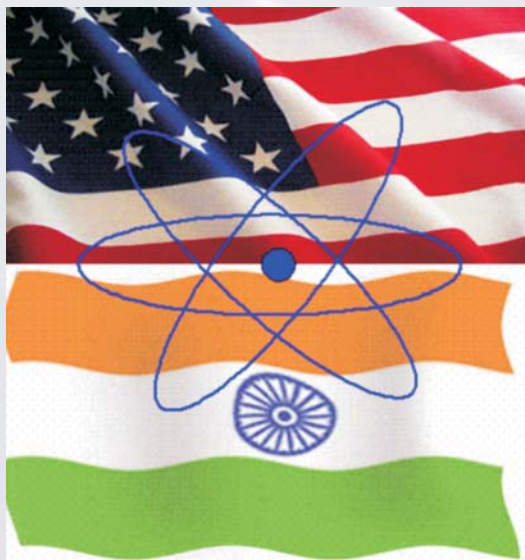
"We hope the government now will concentrate on addressing some pressing issues - like reining in inflation and give a push to manufacturing growth - and put the reforms agenda back on track," the industrialist added.

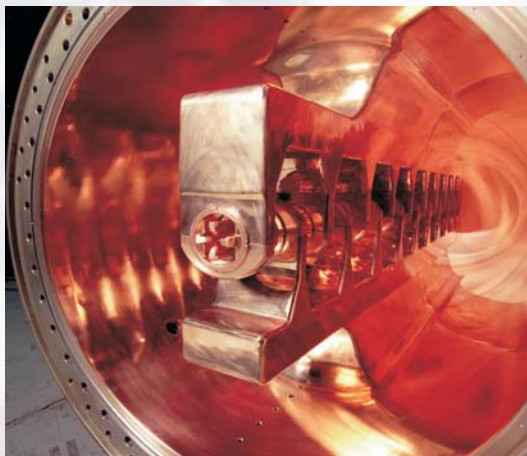
The Left parties, he said, had been preventing the government from taking some key decisions in areas like financial sector reforms in pension and insurance and in divesting state equity in public sector undertakings.

"We expect that in the next three months some major bills pending in parliament will also be pushed," said Rajeev Chandrasekhar, president of the Federation of Indian Chambers of Commerce and Industry (FICCI).

He specifically listed two such bills - on pensions and banking - and said a 10-point agenda to move the reforms efforts forward would be presented to the Prime Minister soon.

"Once these flurry of reforms are undertaken, the confidence level which had been dropping over the last three quarters in the business





confidence survey of FICCI will bottom out and will put the economy back into a growth trajectory."

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) said the UPA government had won a vote for the future of India and for the pragmatic policies pursued by the pursued by it to build a strong nation.

Chamber president Sajjan Jindal hoped the government, with its new coalition partner, would vigorously pursue reforms that are friendly towards people and industry in the remaining tenure.

Investors in equity markets, which have been going through a turbulent time ever since the Left parties withdrew support, were equally elated at the government winning the trust vote.

"We can expect a good session for the Indian equity markets," Deepan Mehta, a noted Mumbai stockbroker said. "It will prove to be a shot in the arm for the government's reforms agenda and confidence will return to the economy and the country."

Washington-based industry lobby, US-India Business Council in a statement said it will do its best to ensure the passage of the bilateral civilian agreement through the US Congress.

In Mumbai, eminent economist and Planning Commission member Bhalchandra Mungekar said the positive verdict of "the peoples' Parliament in this critical time in the country's history" augurs well for our economy.

Probably for the first time since Independence, the UPA government has initiated so many measures for the economy, social change and

the welfare of the masses, said Mungekar, a former vice-chancellor of University of Mumbai.

In Kolkata, Bengal National Chamber of Commerce and Industries president K. K. Navada said he was happy over the outcome.

"Now the government is under no obligation to placate the Left. Several reform measures like labour reforms and insurance reforms are due. These are needed to ensure inclusive growth and enable India inc to compete internationally," he said.

Indian Chamber of Commerce secretary general (eastern region) Rajiv Singh too welcomed the development. "There will be stability at the centre now, at least for the next six months. At this moment inflation is high. Prices of commodities are also rising. The capital market is not doing so well. Considering all these factors, we need stability. So the government's victory in the trust motion augurs well for the country."

India's Power Requirements

Experts say that India is starved of energy; it cannot cope with the present demand, which is increasing by leaps and bounds. India's energy deficit is expected to mount, seriously affecting the country's economic growth, which it can ill afford at this juncture. Some estimates put India's requirements at a whopping 40,000 MW of power, which could be generated by civilian nuclear plants.

This is where the Indo-US nuclear deal comes handy. This deal is expected to generate business worth more than \$100 billion with companies from across the globe such as Areva SA, Electricite de France, GE and Westinghouse Electric Co.

At present, the Indian power generation industry accounts for about 1,24,000 MW, of which the coal comprises 55 percent, natural gas 10 percent, renewable 5.0 percent, hydroelectric 26 percent and the nuclear makes up a mere 3.0 percent.

According to experts, India's energy supply deficit is about 8.0 percent and 12.5 per cent at the peak hours. India can maintain this by 2031 in case it grows its primary energy supply by three to four times and electricity supply by five to seven times of the current consumption. This is not possible for various reasons, they say.

There are more than 440 nuclear reactors in operation worldwide in 31 different countries and some more are under completion. They generate about 15 to 16 percent of the world's nuclear energy.

India needs to add about 100,000 MW as additional generation capacity by 2012 to meet its growing shortfall. Since India is rapidly running out of coal and its domestic oil reservoirs and moreover oil that is imported by India is highly expensive, so it has taken a wise step to go for nuclear energy not only to make up its own growing deficit within 50 years but would also be able to have surplus to supply other countries.

While the recent events have proved that the stance of the Indian Opposition is politically motivated, the US on its part, has already assured India that it would honor all commitments and no clause shall be against the interest of this country. ■



Professor Bruce M. Chassy, Executive Associate Director of the Biotechnological Center at the University of Illinois, USA, during his recent India visit, made a presentation - the Future of Food and Agriculture - at the American Centre, Mumbai. In a lucid and detailed interview to **Tripti Chakravorty**, he talked about various challenges the food and allied industries the world over and especially those in India have been facing and the strategies required to turn them into opportunities. Excerpts.

Indian Food Firms Must Satisfy Foreign Consumers' Tastes

- Prof. Bruce M. Chassy

Modern agricultural and food businesses are at the cutting edge of technology. How can India stand to gain from it?

According to the UN Population Information Network, 3-4 billion people will be added to the world's 6.5 billion inhabitants in the next 25-30 years (1). The great majority of this growth will take place in developing countries such as India. Most of the world's land that is suitable for farming is already being farmed; 11 percent of the land surface of the globe is dedicated to agriculture (2). We are, however, losing farmed land at the rate of 1.6 percent per annum due to factors such as urbanization, desertification, and loss of soil fitness and fertility (as for example, salt build up in irrigated soils). One cannot overlook the fact that 221 million Indians are today undernourished and hungry (3). Perhaps 70 percent of these are poor farmers who cannot presently grow enough food each year to feed their families.

Development leads to demand for a greater variety of food and higher quality food. The more disposable income individuals have, they are more likely to eat outside their homes, or consume packaged prepared foods. These changes are usually accompanied by a shift away from preparation of foods at home using purchased commodity ingredients, commonly understood as a shift away from home-cooking. The phenomenon leads to a demand for new and different products from the food industry. It also happens that more affluent consumers tend to

consume more animal protein in their diets.

The consequences of a growing population and increasing consumption driven by rising incomes will require us to double the world's food production by 2025. This cannot be done by putting more land to the plough, so it must be accomplished by increasing the productivity of each hectare of land that we farm. India is among quite a number of developing countries whose agricultural yields per hectare are less well below levels, can be optimally achieved. That is not to say that India's best-farmed fields are not as productive as any in the world. India has an abundance of good farmland. It is noteworthy that globally, 1/3 or more of potential crop yields are lost to pests, disease, suboptimal crop nutrition and adverse weather. Post-harvest losses rob the world of an additional 1/3 of the crop yield. The silver lining to this cloud is that here is obviously much room for improvement that will allow us to engineer the needed doubling of world food supplies.

In recent years, researchers have used the tools of biotechnology sometimes called molecular biology or recombinant DNA technology to produce improved crop varieties. It is possible to introduce genes that encode useful and beneficial traits using these genetic engineering techniques. These enhanced crops are known to the public as GMOs (Genetically Modified Organisms). Scientists call them as transgenic crops since all of our crops are



already extensively genetically modified. Scientists see genetic engineering as a powerful addition to the tools they use to improve crop plants. It has been possible to produce crop plants which resist insects without the use of pesticides, weeds can now be managed with environmentally friendly pesticides, and crops can resist virus diseases. BT-cotton is an insect protected cotton plant that more than three million Indian farmers are now planting. They find with these transgenic cotton varieties that they get greatly increased yields and profitability in part because they use little or no pesticides (which are not only a major cost, an environmental problem, and often a health problem for farmers who most work with toxic pesticides). Around the world, transgenic cotton, corn, soybean, and oilseed rape have been farmed on more than one billion hectares over the last 12 years by more than 10.5 billion farmers (4). These farmers have realized significant increases in productivity per hectare and have pocketed a net total of \$27 billion in added profits (5). In the near future, crops that are resistant to drought and heat stress, crops which require less fertilizer, or which can grow in salt water or salty soils will be introduced. Other new varieties such as Golden Rice will provide better nutrition for consumers especially those who are malnourished.

Given the global and local situation, the need for increased productivity in agriculture, and the rising demand for food, it is impossible to imagine how India will meet this challenge without using all of the best and newest technologies. In that regard, agricultural biotechnology is but one piece of the puzzle. Far from being a magic bullet that will solve all the ills of agriculture, it should be viewed as one of many technologies that must be brought to bear on the problem. In context, GMOs can help us produce more food in a more environmentally sustainable way. Agricultural production also needs a ready availability of water, an economical way to provide soil nutrients, good roads and transportation infrastructure, easy access to inexpensive credit for farmers, good post-harvest storage facilities, and profitable markets - among others. The food and agricultural system is a complex interactive system that will require much attention and improvement in the coming decades, and for which there is no one quick fix or remedy.

Indian food industry is preparing for a radical shift. What are your views on this?

My view is that these changes are inevitable. Historically, as other countries have undergone economic development, their food production systems and



marketplace have radically evolved as well. How these evolve in India will no doubt be the result of uniquely Indian resources, Indian culture, and Indian consumer demand. In agrarian societies there are few packaged food products available to the consumer, and often the availability of a few simple ingredients, fresh fruits and vegetables varies throughout the year. The key concept of change in developing economies is changing with growing consumer demand. For a consumer, the market changes from selecting between a few available products at an open market, to walking the aisles of a supermarket lined with 50,000 or more products. Affluence means that consumers make far more choices about food and can begin to dictate which will succeed in the food marketplace and which will fail. For the food and agriculture industries, this means a change from a supply driven market to a consumer driven market. The new consumer expects food to be safe, to taste good, and to be an enjoyable experience - they are no longer eating simply to sustain themselves. The consumer is king in the new food market place.

The companies who understand consumer desires and provide consumers with attractively packaged, good tasting products that are safe, reliable and easy to prepare may do well if they have also managed raw material costs, production costs, training, regulatory compliance, and marketing. The real winners will be the companies who bring consumers new pleasures with foods that they never even realized they wanted. It must be stressed, however, that the single most important attribute of food is that it be safe and nutritious. The affluent consumer demands safety and wholesomeness. After that consistency and predictability are a must. The best of India's food companies produce outstanding products: tasty, attractive, safe, and consistent. A sizeable portion of the food marketed in the country has not yet achieved those high standards. Food borne illness, contamination, and inconsistent product performance have not been



eliminated from the Indian food marketplace. Consistent quality demands warrant a quality conscious mindset, training and a strong regulatory system that promise consumers safe and wholesome food.

There are astounding possibilities in the business of food at the international level. One such is the global pricing which is higher than the local/domestic pricing levels. How can India capitalize on it?

There are several key concepts. The first is consistent conformity with internationally accepted norms of safety and quality such as those embodied in the ISO 9001, ISO 14000 and other relevant ISO standards. OECD and Codex Alimentarius provide additional guidelines. The global food market demands safe products; increasingly, it demands green products made by environmentally conscious companies. The development of a safety first quality always mindset that is backstopped by a reputable food safety regulatory authority is essential. These needs may be met in the short term by partnership agreements in which the buyer provides in-country on-site certification and training. It is also becoming increasingly common for out of country buyers to inspect in-country records and its keeping and production. The US Consulate provides an interface with US regulatory requirements. Recently, the FDA (Food and Drug Administration the US food regulatory authority) opened an office in China to help Chinese producers understand the requirements for food exports to the US. The EU has a similar interest in assisting exporters meet EU standards.

The need for quality consistency, consistent supply as well as consistent performance (taste, looks, texture, dimensions, etc) cannot be overstated. Quality and safety are attributes that must be built into the food production system, they cannot be added later. They are also the product of a corporate culture that must be developed and sustained. Successful food giants such as Unilever, Nestle, DANONE, and Kraft have built this cultural commitment to excellence and as a consequence their products can be found throughout the world. Indian companies that can build a reputation for safety, quality and consistency will prosper in the world market especially if they can provide products with a uniquely Indian spin on them that appeal to consumers, and/or if these products represent a real value: low cost, great performance.

The simple answer to the question is that Indian companies that meet all the expectations of foreign consumers, and do it at a lower cost, will have a bright

future. Those that provide lower cost at the expense of safety or quality will fall by the wayside.

Story of pricing lies in Supply Chain Management acting as an intermediary between producers i.e. farmer and end users. How do you think this issue can be resolved?

Frankly, I do not think so. Globally, there is a constant tension between agricultural producers and supply chains. Farmers always feel their products are undervalued. The supply chain shops around for the lowest price. The greatest portion of the assets, revenues, and profits in the food system are in the hands of the supply chains, processors and retailers. The farm revenues are a small part of the food system. The power, therefore, lies in the hands of the buyer and the supply chain. As I said, I cannot see this changing. I am reminded of what some have called the Golden Rule of Markets: he who has the gold rules.

There is one exception that is worth noting. As I have said earlier, quality, safety and consistency of supply are essential to the downstream manufacturers. Supply chains in many countries are increasingly contracting with farmers to grow specific crops for them in return for a promise of guaranteed income. This is a win-win proposition that ensures supply for the system and insulates the farmers from a host of market forces that are largely outside of their control. I would call this a trend.

Dietary habits are increasingly western, mainly in urban India. How could that be turned to India's advantage?

One obvious advantage to food companies is that it may make it possible to produce some of the same products for domestic consumption as for export. This is not always the case, however, since even very similar products need to be adapted to local tastes. The production of Western products also builds capacity and know-how for export markets. Fusion products that are Western but which incorporate typical Indian spices and styles may also be market opportunities.

From a nutritional scientist's point of view, this trend to consume more Western food may not be the so desirable if it means that Indians will consume more fat and refined sugars. The traditional Indian diet is a reasonably healthy one. Although it is somewhat high in carbohydrates, the Indian diet takes advantage of health benefits of fruits, vegetables, pulses, seeds and nuts to provide consumers a diet high in needed health beneficial nutrients, micronutrients and fiber. It would be unfortunate if total



dietary change were to lead to increased incidence of high blood pressure or cardiovascular diseases that plague Western consumers who are just now learning to eat a healthier diet. As is true for so many things, moderation is the key. If the consumption of Western foods that please the palate is balanced with a continued intake of traditional ingredients, the Indian diet will remain healthy and will become more varied and fun to consume.

What are your opinions on the recently released India Food Report 2008 and Vision 2020?

I am not an expert on India so I will refer to their observations and findings. I emerged from a quick read of them with the sense that Indian observers understand the complexity and diversity of food issues confronting the Indian subcontinent and the large number of factors that must be managed simultaneously. India faces some major production



challenges in the coming years: sufficient food, safe food, healthy food.

Perhaps it will come as no surprise since I come from an educational institution that I believe education, and particularly education of women, is the key to both, development, controlling birthrates and producing enough food.

What are the environmental impacts of our food production systems? How can they be minimized?

We can all agree on two things. The first is that we want to preserve as much of the natural environment that remains as we can and the second is that we all want enough food to eat. In a very fundamental way, these two are sometimes at odds with one another.

By this I mean, that when we put an hectare of wild grassland or tropical forest to the plough, we loose an hectare of natural biodiversity that will never be reclaimed. All agriculture has an impact of the environment, but yet, we must eat. In recent years the need to reduce the environmental footprint of agriculture has come clearly into focus. Agriculturists are attempting to reduce the use of toxic chemicals in agriculture, to reduce greenhouse gas emissions; water loses and soil erosion, among others. Not only do policymakers and the consuming public demand reduction in the environmental impact of agriculture, many educated farmers have realized that the very sustainability of their livelihood demands it.

One the major benefits of the transgenic plants that I spoke of earlier is that they directly reduce the environmental footprint and greenhouse gas emissions from agriculture. Brookes and Barfoot, two English economists, have published a peer-reviewed study that documents the benefits of the first 10 years of planting GMO crops (5). The summary of their paper says it all:

"Genetically modified (GM) crops have been grown commercially on a substantial scale for eleven years. This paper updates the assessment of the impact this technology is having on global agriculture from both economic and environmental perspectives. It examines specific global economic impacts on farm income and environmental impacts associated with pesticide usage and greenhouse gas (GHG) emissions for each of the countries where GM crops have been grown since 1996. The analysis shows that there have been substantial net economic benefits at the farm level amounting to \$6.94 billion in 2006 and \$33.8 billion for the eleven-year period (in nominal terms). The technology has reduced pesticide spraying by 286 million kg and, as a result, decreased the environmental impact associated with herbicide and insecticide use on these crops by 15.4 percent. GM technology has also significantly reduced the release of GHG emissions from this cropping area, which, in 2006, was equivalent to removing 6.56 million cars from the roads."

Somewhat inexplicably, the world environmental movement that is represented by Civil Organizations such as Greenpeace, remains steadfastly opposed to GMOs. They see GMOs as an extension of what they call industrial agriculture and they blame that kind of agriculture for all sorts of environmental degradation almost without regard to the necessity to feed 6.5 billion people. They advocate a switch to organic agriculture that they claim is environmentally friendly and sustainable. It is not! Not only does the body of scientific evidence not support their assertion, it is obvious at face value that organic agriculture is not an alternative. It is not sustainable, it cannot produce enough food to feed 1/3 of the world's population, it is less productive per unit area which is



per se bad for the environment, it has other environmental pitfalls, it emits more greenhouse gases, and in the end the food is not more safe of nutrition than conventional foods and is arguably less safe than GMOs. The facts are so against organic agriculture that one wonders if Greenpeace is a paid front organization of the organic merchants. Upon careful examination, Organic Agriculture turns out to be a chic fad for affluent people who are too far removed from agriculture to understand the issues, and who can afford to pay 2X or 3X as much for food that will feed their illusions. But it is a cruel hoax to the world's hungry who must watch precious agricultural resources wasted on folly.

It has been estimated that the future wars in the world are going to be on the depleting levels of water. What is your take on this and what effects it would have on the food industry worldwide?

This is a key question. It is said that much of the struggle in the Middle East for the last 60 years has been as much about water rights as land. There is simply not enough fresh water in the world and water resources are falling rapidly. Since agriculture accounts for 70 percent of fresh water use, the production of food depends directly on water availability. Food processing, food preparation and food service account for an additional 10 percent of the water use. And humans need at least a liter a day of water to survive. It is not an exaggeration to say that water is the stuff of life. Little wonder then that we see water as a potential source of conflict.

Although it may not seem so at times with Pakistani troops firing daily across the LOC in Kashmir, or Russian and Georgian troops facing off in South Ossetia, we live in a world that is increasingly turning away from conflict and towards collaboration. While water resources may remain contentious for years to come, we live on the water planet. There is no shortage of water, the earth's surface is 70 percent covered with water, what we are facing is a short-term shortage of fresh water. A serious situation but not an insurmountable one. As noted above, scientists have developed drought-tolerant transgenic plants that need less water and this, coupled with improved productivity per acre, will lower the agricultural demand for water. More strikingly, although rice alone accounts for 50 percent of the world's annual fresh water usage, researchers have developed systems for dry rice production that eliminate the need for paddies and require very little water. Solar and atomic powered conversion of seawater to fresh water is also becoming an economical reality.

With a progressive biotechnological policy in place, why are Indian-made innovations in biotech products still not globally received?

Although I am not an expert with regard to the actual Indian situation and should probably not answer this question. I am a food safety expert, not a trade economist, I would imagine that there remain structural impediments to the industry that could include taxes and over-regulation. Biotechnology needs a free market economy and a robust commercial infrastructure to flourish. I don't know if these are the problems for India but they are elsewhere. I am fairly certain that it is not a lack of trained people or entrepreneurs; there are plenty of those in India.

As regards to the global marketplace, I can only point out that it responds to a good value proposition. If a supplier provides good product and favorable prices, success should follow. There is little national bias in today's international markets when profit is at stake.

Biotechnology is still a sunrise sector in India, how can the US help?

There are 88,000 Indians studying in American Universities at this very moment, many of them are studying sciences and engineering (and marketing for that matter) relevant to biotechnology. These kinds of numbers have been true for some time. Moreover, Indian students, and professional NRIs have been part of the biotechnology revolution in the US for the last 30 years. They collaborated in much of the research, staff our companies and universities, and their names appear on patents and product credits. Many of them collaborate with colleagues in India, and others have returned home to spawn biotech companies in India. I am thinking, for example, of people like Dr. Anil Ghosh in Kolkata, who after working at MIT in the US, returned to India to found a biotech company and is now working on developing a biotechnology research park in India. So in point of fact, Indians have been a crucial part of the development of this science.

The US can help by continuing to do what it has always done: participate in training, collaborate in research, partner where there is opportunity, and buy products when the price is right. I would like to think that part of that help could take the form of exchange of experts such as myself, and exchanges supported by the recently expanded India-US Fulbright program, that are supported by the US Department of State, the US Embassy in New Delhi, and our Consulate here in Mumbai will continue to add value to Indian Biotechnology efforts. ■



Pact on New, Larger Indo-US Educational Exchange Programme

An agreement between the Governments of the United States and India for financing certain educational exchange programmes has been signed recently by Foreign Secretary Shivshankar Menon and US Ambassador David C Mulford in New Delhi.

This Agreement is expected to give a further boost to the strengthening of educational exchanges between India and the US.

The Agreement supersedes the Fulbright Agreement revised in 1963 (after it was first signed in 1950 between Prime Minister Jawaharlal Nehru and the then US Ambassador to India Loy Henderson).

Under the new Agreement, both the governments shall henceforth implement the scholarship programme as full partners and increase by 100 percent the total scholarship amount awarded annually - to US\$5 million.

At present about 100 Indian students/ researchers visit the US from India and a 100 US awardees visit India each year under the Fulbright Programme. Under the latest Agreement, these numbers would approximately double.

The new Agreement provides for expansion of the existing programme with, for the first time, (i) a direct financial contribution by India, (ii) India co-chairing the Board of Directors of the Foundation and (iii) participating equally in policy and decision-making on the exchange of Indian

and US scholars under the India-US programme.

The Foundation will now be called the "US-India Educational Foundation" awarding "Fulbright Jawaharlal Nehru Scholarships and Grants".

The programmes of the Foundation will continue to finance (i) studies, research, instruction and other educational activities of/for US citizens and nationals in India and Indian citizens and nationals in US schools and institutions in USA, (ii) visits and exchanges of students, trainees, teachers, instructors and professors and (iii) other related educational and cultural programmes and activities.

Both Governments have agreed to endeavour to see that the Foundation's programmes of activities, research and studies will complement the bilateral initiatives announced by the US and Indian Governments on July 18 2005 and March 2, 2006 in the areas of agriculture, science and technology, sustainable development, clean and efficient energy, environment, climate change, democracy and capacity building in emerging democracies and global issues of common concern - among others - and create further awareness and understanding of India in the USA and vice versa, strengthening the 'knowledge' linkages between the people of the two countries. ■

Intel to invest US\$ 40 billion in Indian Healthcare Automation

Intel Corp will invest US\$ 40 billion in partnership with Indian IT companies to create an end-to-end IT solution for the health sector in the country.

Intel will join hands with Hyderabad-based Karishma Software Ltd for Jeeva - its integrated healthcare information system for hospitals with bed capacities between 40 and 240. Jeeva will cost between US\$ 57,921-150,568 with Intel providing the hardware along with the Chinese PC maker Lenovo, while Karishma will provide the software.

The compound annual growth rate of hospitals with 40-240 beds in India stood between 20-25 percent, informed Karishma Software Ltd's executive director R Guru Moorthy. "Along with Kolkata, in cities like Lucknow, Pune and Coimbatore the number of mid-end hospitals are growing at a fast pace," he added.

Indian hospitals do not spend more than one percent of the revenue for IT spending compared to 3-4 per cent globally. But the growth factor and the large number of hospitals compensate for the lack of expenditure.

Atul Bengari, who manages Intel's health business in India, said, "We have worked for the last six years to create hardware which will take care of the form factor, cooling system and right processing speed." He felt that the implementation of the system would

revolutionise the health care automation in India. "In hospital's pharmacy shops, days of inventories are between 25-45 as against 16-21 after the implementation of health care information system," he informed.

Intel and Karishma are expecting 12-18 installations in 2008. Guru Moorthy revealed that total revenue could be anything between US\$ 3.47 million-US\$ 4.63 million. "We believe there is plenty of opportunity in the health sector in years to come," he said.



Intel is also in talks with hardware companies for introducing tablet PCs for doctors (named mobile clinical assistant) which would have software to maintain the entire patient record. ■

Turmoil in the western financial markets has slowed the venture capital investments in India during the first half of 2008, but not to the extent feared, according to numbers released by a research firm.

Venture capital firms invested \$340 million over 51 deals in India during the first six months of this year, down 6.0 percent from \$363 million over 55 deals during the same period last year, a study by Venture Intelligence in partnership with the US-India Venture Capital Association said.

In the three months ended June 30, 2008, these firms Venture Capital firms invested \$158 million over 26 deals

VC Fund Inflows into India Down 6 pc at \$340 mn in H1 '08

against \$163 million over 25 deals during the year-ago period.

Venture Intelligence CEO Arun Natarajan said, "VC investment activity as well as amounts invested during the first half of 2008 has not been affected much by the turmoil in the global financial markets."

The firms seem to increasingly favour non-technology companies. "While IT companies continue to account for a majority of investments, it is quite significant that the proportion of non-IT investments both by activity and value has now climbed up to 40 percent. VC investments are increasingly focusing on alternative energy, media, retail and other consumer demand-led sectors," Natarajan added. ■

Indian M&As in US Plunges 30 pc to \$5.1 bn in H1, '08

The continuing recessionary fears in the world's largest economy, has dented India Inc's US-bound merger and acquisition activities, which dropped 30 percent to \$5.1 billion in the first six months of 2008, according to an investment bank and advisory firm.

In the first half of 2008, Indian companies accounted for a total of 34 US-bound acquisitions worth over US\$ 5.1 billion, US-based Virtus Global Partners said in its latest report on US bound acquisition by Indian companies. However, the volume of deals dropped 15 percent to 34, from 40 in the first half of 2007.

The mega size M&A deal in the first half of 2008, include Tata Chemicals acquisition of General Chemicals for US\$ one billion, GMR Energys purchase of 50 percent equity in Interger for US\$ 1.1 billion and Sterlite Industries announced bid for Asarco valued at US\$ 2.6 billion. Over 70 percent of the transactions involved acquisition of 100 percent stock for cash consideration.

Despite a slowdown in the M&A volume, IT/ITES remained the most acquisitive sector capturing over 50 percent share of the total US-bound transactions by volume, the report stated.

"The high rate of US-bound acquisition activity is being propelled by the need to gain scale in terms of size, product offerings and geography. The first six months of 2008 also demonstrate an underlying business model change - from a cost-centric approach to a profit-margin focus," the report pointed out.



According to the report, the acquisition of Regulus Group by 3i Infotech for US\$ 100 million, Caterpillar Inc by Satyam Computer for US\$ 60 million and Jass & Associates Inc and SDG Corporation by Mascon Global for US\$ 55 million are among the top US-bound M&A deals. ■

US-based fund WL Ross has said it will invest \$80 million dollars in struggling Indian low-cost airline SpiceJet.

SpiceJet shares surged Rs 4.5, or 16.1 percent, to an intra-day high of Rs 32.45 (76 US cents) following the announcement, but later retreated to close at Rs 28.5 on the Bombay Stock Exchange (BSE).

"We believe in the long-term validity of the low-cost airline in India and that fuel costs will eventually stabilise," said Wilbur L Ross Jr, Chairman and Chief Executive of WL Ross, in a statement.

Ross is expected to join the SpiceJet board, the statement added. The US-based investor is part of global investment manager Invesco, which manages assets for investors in the US, Europe and Asia. This is WL Ross' second investment in India, after acquiring fabric maker OCM for 37 million dollars in February last year.

"This investment is to bring SpiceJet

US Investor WL Ross pumps \$80 mn into India's SpiceJet

through a critical period. If the crisis lasts longer, we could be in a position to supplement the investment," Wilbur Ross told television channel CNBC TV-18. The US investor is expected to release final details of the transaction in the next 10 days.

Media reports earlier this month said SpiceJet had rejected a buyout offer made by Indian business tycoon and Kingfisher Airlines chief Vijay Mallya. Airlines in India, reeling from cut-throat competition in the sector, have also been hard hit by spiralling fuel prices. India has the world's most expensive turbine fuel prices because of local taxes of up to 30 percent.

Recently, three airlines - Kingfisher, Deccan Aviation and Jet Airways' budget carrier Jet-Lite - announced a 100 percent hike in fuel surcharges because of high oil prices. Airline companies in India showed a combined loss of \$938 million in the fiscal year to March 2008.

"The industry is facing a dual challenge of controlling costs and pruning their expansion strategies. If this trend continues, the industry may suffer losses of up to two billion dollars by March-end 2009," said Aniket Mhatre, analyst with brokerage Prabhudas Lilladher. ■

HCL in Deal with US Firm for Metering Systems

IT major HCL Infosystems announced a tie-up with US based Echelon Corp to bring Echelon's Networked Energy Services' (NES) advanced metering systems to India.

The tie-up would strengthen HCL position as a leading system integrator in the field of power. The company has three primary segments, computer systems and related products, system integration products and providing a comprehensive range of IT services including system maintenance, facilities management to different industries.

"We are excited about the opportunities in India and are pleased to partner with HCL, an experienced and knowledgeable information and communication technologies company," said Frits Bruggink, Echelon's Senior Vice-President, utility solutions.

"With over 100 million meters and significant energy challenges,

India represents an exciting opportunity for advanced metering systems. India is in position to make substantial changes to its infrastructure in the coming years and by partnering with HCL we look to play an important role in the market," said George Paul, Executive Vice President, HCL Infosystems.

"We chose to partner with Echelon because its NES system is the most advanced smart metering solution available and it provides a platform for growth into the future. The system can



bring many benefits to both grid operators and end-users, making it an ideal solution for the fast-changing needs of India," he added. ■

Mumbai-based systems integrator Allied Digital Services has acquired 80.5 percent stake in EnPointe Global Services, a subsidiary of the Nasdaq-listed Enpointe Technologies, for \$24 million in a cash-and-stock deal. The deal values the EnPointe Global at \$30 million.

Allied Digital will pay \$10 million in upfront cash and the rest through an issue of 7.45 lakh fresh equity shares to EnPointe Technologies.

This will give EnPointe Tech a 4.0 percent holding in Allied Digital that will be locked-in for a year. EnPointe Tech will also continue to hold 19.5 percent stake in EnPointe Global, the infrastructure management (IM) arm that was carved out from the company for the purpose of the acquisition.

The deal gives Allied Digital access to a ready customer base for remote IM services and a base in the US to expand its presence.

For EnPointe, it gives the ability to offer remote IM technologies and access to network operation centre (NOC) and security operation centre (SOC)

Allied Digital Acquires US Firm EnPointe for \$24 mn

technologies. Soon after the deal, shares of Allied Digital rose 8.0 percent to Rs 909 on the BSE. The shares gained over 10 percent from the previous week's close of Rs 808.

"I look at this deal as saving four years of my company time. This acquisition gives us a ready base to expand our presence and leverage on the tremendous cross selling opportunity in remote management services and managed security segment in the US," said Nitin Shah, CMD, Allied Digital. The company had launched IM services around a year ago.

"We had a choice to make an investment in NOC and SOC or take advantage of company that already had these technologies... The market in the US is really expanding in terms of remote IM, NOC and SOC," said Din Bob, CEO of EnPointe.

EnPointe was initially looking for a partner and not interested in selling out which is why negotiations went on for nearly six months, said Mahesh Singhi, MD, Singhi Advisors, which advised Allied on the deal.

EnPointe Tech has revenues of about \$340 million, and EnPointe Global, the IM arm that has been acquired, trailing twelve month revenues of \$ 38 million with gross margins of 35 percent. The IM arm has contracted revenues of \$ 40 million from 32 clients, of which 11 are Fortune 1000 clients. ■



SEZs Poised To Boost Maharashtra Industrial Growth



In a major path-breaking initiative, the Maharashtra Industrial Development Corporation (MIDC), along with Infrastructure Leasing & Financial Services Limited (IL&FS), has forged partnerships with four large private parties for the development of four Special Economic Zones (SEZs) across the State.

MIDC and IL&FC have jointly signed a Memorandum of Understanding (MoU) with Eldeco Infrastructure & Properties, Parsvnath SEZ, Ramky Infrastructure, Soma Enterprises and Ajanta Projects, on 6th August 2008 to develop the four SEZs to build infrastructure at an estimated total cost of Rs.863 crore to attract export-oriented industries from across the country to set up units in Maharashtra.

Of these four SEZs, a Pharmaceutical SEZ is to be developed by Parsvnath SEZ Pvt Ltd at Nanded in Marathwada region. The development cost for this SEZ will be around Rs 47 crore, and it will come up on 150 hectares. The investment expected to be attracted by the project is Rs 5,000 crore. It will provide job opportunities to about 8,000 people.

The second, a Textile SEZ, will be developed by Ajanta Projects India Ltd at Butibori in Nagpur. The development cost is around Rs 73 crore. This SEZ project will attract an investment of Rs 5,000 crore, and will create employment for 8,000 to 10,000 people.

The third SEZ - an Integrated Textile SEZ will be set up at Kagal in Kolhapur over 104 hectares at a cost

of Rs.143 crore. The project will be executed by Soma Enterprises. This project is expected to bring in an investment of Rs 5,000 crore and provide employment for 10,000 people.

The fourth, a multi-product SEZ, will be set up at Nandgaonpeth in Amravati over 1,010 hectares at a cost of Rs.600 crore. Eldeco Infrastructure and Properties will be executing the project. The project is expected to attract investment of Rs 2,000 crore and Rs 45,000 crores in the short and long-run respectively. In addition it is also expected to provide employment both direct and indirect of 25,000 and 50,000 in the short and long-run respectively.

The Ministry of Commerce and Industry in the Government of India, in a policy initiative to boost exports has been encouraging the setting up of Special Economic Zones across the country.

In order to enhance foreign investment and promote exports from the country and to provide a level playing field to the domestic enterprises and manufacturers to be competitive globally, the Government of India announced the introduction of the SEZ policy in April 2000. A Special Economic Zone (SEZ) is a geographical region that has economic laws that are more liberal than a country's typical economic laws. The category 'SEZ' covers a broad range of more specific zone types, including Export Processing Zones, Free Trade Zones, Industrial Estates, Free Zones and Free Ports. As of 2007, more than 500 SEZs have been



proposed, 220 of which have been created, in spite of concerns over the sustainability of such a large number of SEZs. The SEZs in India closely follow the China model. India passed the Special Economic Zone Act in 2005.

Under this initiative, industrial units coming up in these SEZs have been given incentives such as income tax exemption from the start-up date. The incentive includes 100 per cent tax exemption for the first five years, 50 percent exemption for the next five years and 50 percent exemption on reinvestment profits during the next five years.

Currently, India has 1,022 units in operation in nine functional SEZs, each with an average size of 200 acres. Eight Export Processing Zones have been converted into SEZs. The states in which the SEZs have been approved are being faced with intense protests, from the farming community. The protesters have accused the government of forcibly snatching fertile land, at heavily discounted prices as against the prevailing prices in the commercial real estate industry. In order to minimise such protests, which have taken violent turns in some places, the government imposed a ceiling of 5000 hectares on the size of SEZs. Although there has been some speculation recently that this ceiling will be relaxed, the empowered group of ministers (eGoM) on SEZs on 8 August has decided to continue with the 5,000-hectares land ceiling on the zones.

MIDC, which has been spearheading industrial development across Maharashtra by providing the much-needed infrastructure, comprising land, water supply, roads, etc., has roped in IL & FS as partner to expedite the setting up of SEZs.

Studies and surveys conducted by IL & FS have shown that the four SEZs together are expected to attract a whopping total investment of around Rs

17,000 crore, creating more than 50,000 jobs. The private partners who have been selected through a transparent bidding process will implement the four projects along with MIDC. On its part, IL&FS prepared the detailed project report for each SEZ, and also helped MIDC in the bidding process to select the developer with the right credentials for each SEZ.

MIDC was formed on 1 August 1962, with the objective of spreading industrial culture and help create employment at various places across Maharashtra. In the very first year of its establishment, MIDC came up with plans to develop 14 industrial areas to help entrepreneurs set up their units in those areas. The faster growth of the Kalyan and Pimpri-Chinchwad industrial complexes is the results of MIDC's vision and the ability to implement both the projects on time. MIDC's main activities include acquisition and disposal of land. Provision and maintenance of infrastructure facilities, especially an assured supply of pure water to the industrial units and the surrounding areas. In fact, one of the most important objectives of the MIDC has been to set up independent filtered/potable water supply systems of adequate capacity. It has helped stabilize the population bases near the industrial areas.

Now, MIDC's association with IL & FS is expected to give a fillip to industrial development and growth in Maharashtra. IL&FS is one of India's leading infrastructure development and finance companies. IL&FS is promoted by the Housing Development Finance Corporation Limited (HDFC), Central Bank of India (CBI) and Unit Trust of India (UTI). The organization has focused on the development and commercialization of infrastructure projects. The company provides





various types of services necessary for successful project completion. These include visioning, documentation, development, finance, management, technology and execution. Some of the projects covered by IL&FS in Maharashtra are Maharashtra State Electricity Board, Rehabilitation & Resettlement Programme for Mumbai Urban Transport Project, Integrated Urban Infrastructure Development in Nanded, and Maha Mumbai Integrated SEZ Project.

The association of IL&FS with MIDC dates back to 22 June 2006, when it signed a Project Development and Promotion Partnership agreement with the latter for development of the proposed four SEZs in Maharashtra through the unique Public-Private Partnership model. IL&FS is fully involved in the project starting from concept to completion of the SEZ, including selection of private partners for the implementation of the SEZs. Some of these roles include site visits and site analysis, industry analysis, infrastructure analysis, demand assessment, master planning, marketing strategy and plan, business plan financial modelling, feasibility report, bid process management, selection of developer and execution of various agreements.

The future of some blue-chip SEZ projects, including the Maha Mumbai project of Reliance Industries and that of DLF in Haryana, besides others, is at stake because of the continuation of the ceiling. The delay in raising the ceiling means these promoters will have to wait for a while longer before taking a final call on their projects.

Meanwhile, a decision to introduce a minimum alternate tax (MAT) on units in SEZs, as proposed by

the finance ministry has been postponed. The Commerce Ministry is strongly opposed to move as it feels the tax would dilute the comparative advantage of the SEZs. The Finance Ministry, on the other hand, has claimed that the Minimum Alternate Tax was essential in the new fiscal regime that shuns blanket exemptions for any sector. The postponement of the decision on MAT is expectedly a major relief for developers, as SEZs are perceived as tax-free zones.

Even as new SEZs are being announced, such as the four projects by the MIDC, it is clear that the government has to bring about clarity in the various issues haunting the SEZ policy.

These developers of the four SEZs in the state are set to play the same role as municipal corporations in planning their areas. The state government has decided to appoint developers as the Special Planning Authority in SEZs in Maharashtra.

In a government resolution that was sent to all municipal corporations and councils in the State recently, the State Urban Development Department has stated: "For planned and orderly development of the entire area falling within the jurisdiction of a notified SEZ area, it appears necessary to appoint SEZ company as the Special Planning Authority."

"The developer of the SEZ would be like the MIDC, which is the planning authority for industrial areas. As in the case of all planning authorities, here too, the Urban Development department will be in charge of supervision and sanctioning of the master plan," said Principal Secretary (Industries) AM Khan.

This would in effect mean that developers can



sanction building and other construction plans instead of getting it approved by the municipal corporation. They would have the same powers in planning as Mumbai Metropolitan and Regional Development Authority (MMRDA) in its areas or City and Industrial Development Corporation (CIDCO) in Navi Mumbai, the only difference being that the planning authority here is a private body.

A representative of the municipal commissioner will be a member of the Special Planning Authority. "The BMC will not get to scrutinise the plans of SEZs coming up in Mumbai before the construction starts. All such sanctioning powers that are currently vested with the BMC will now rest with the developer himself," said a civic official from the BMC's Development Plan department.

There are in all 27 notified SEZs in Maharashtra. Of these, three SEZs are to be set up in Mumbai and are meant for IT-ITES. These include a 12.58-hectare SEZ by Hiranandani Builders in Powai, a 218-hectare SEZ by Royal Palms Private Limited at Aarey Colony in Goregaon East and a 57-hectare SEZ by Zeus Infrastructure Private Limited in Mulund and Thane.

Others waiting to be notified include Ferrani Hotels Private Limited/ Ozone Developers at Malad East, Bombay Industrial Corporation at Mahul in Chembur, a 10-hectare gem and jewellery SEZ by Royal Palms and the 1,000-hectare entertainment and tourism SEZ in the Gorai-Uttan belt by Essel Group Company's Pan India Paryatan Limited.

The developer has to only submit his sanctioned plans to the BMC or the municipal corporation/ council concerned within three months of starting the work, failing which the civic body can stop the development. The BMC's role also includes shifting reservations like gardens or schools to suitable places on the periphery of the SEZ areas.

The role and powers of the Special Planning Authority is detailed in Section 40 of the Maharashtra Region and Town Planning (MRTP) Act.

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"The developer of the SEZ would be like the MIDC, which is the planning authority for industrial areas. As in the case of all planning authorities, here too, the Urban Development department will be in charge of supervision and sanctioning of the master plan," said Principal Secretary (Industries) AM Khan.

This would in effect mean that developers can sanction building and other construction plans instead of getting it approved by the municipal corporation. They would have the same powers in planning as Mumbai Metropolitan and Regional Development Authority (MMRDA) in its areas or City and Industrial Development Corporation (CIDCO) in Navi Mumbai, the only difference being that the planning authority here is a private body.

A representative of the municipal commissioner will be a member of the Special Planning Authority. "The BMC will not get to scrutinise the plans of SEZs coming up in Mumbai before the construction starts. All such sanctioning powers that are





currently vested with the BMC will now rest with the developer himself," said a civic official from the BMC's Development Plan department.

There are in all 27 notified SEZs in Maharashtra.

All three SEZs in Mumbai are meant for IT-ITES. These include a 12.58-hectare SEZ by Hiranandani Builders in Powai, a 218-hectare SEZ by Royal Palms Private Limited at Aarey Colony in Goregaon East and a 57-hectare SEZ by Zeus Infrastructure Private Limited in Mulund and Thane.

Others waiting to be notified include Ferrani Hotels Private Limited/ Ozone Developers at Malad East, Bombay Industrial Corporation at Mahul in Chembur, a 10-hectare gem and jewellery SEZ by Royal Palms and the 1,000-hectare entertainment and tourism SEZ in the Gorai-Uttan belt by Essel Group Company's Pan India Paryatan Limited.

The developer has to only submit his sanctioned plans to the BMC or the municipal corporation/ council concerned within three months of starting the work, failing which the civic body can stop the development. The BMC's role also includes shifting reservations like gardens or schools to suitable places on the periphery of the SEZ areas.

The role and powers of the Special Planning Authority is detailed in Section 40 of the Maharashtra Region and Town Planning (MRTP) Act.

Following are the details of the four SEZs.

- Butibori Textile SEZ
- Pharmaceutical SEZ at Krushnoor in Nanded
- Multi-product SEZ at Nandgaonpeth in Amravati
- Agro-Processing SEZ at Additional Latur

Industrial Estate in Latur District

All the four SEZs have received a formal approval from the Ministry of Commerce and Industries.

Butibori Textile SEZ

The following objectives have been considered for development of Butibori Textile SEZ:

- Creation of world-class infrastructure for Textile related industry at an affordable cost
- Provide a package of incentives to attract foreign and domestic investments for promoting export led growth
- Creation of new entrepreneurs and employment opportunities
- Boost Textile-based exports

Project Features

- SEZ at Butibori Industrial is spread over an area of 147 Ha.
- The SEZ is situated at National Highway No. 7
- The SEZ is just 28 kms from Nagpur city
- Nearly 1500 hectares of land in the Butibori Industrial area is developed and brought under infrastructure
- Core infrastructure including power and water supply has been provided by MIDC.
- The cost of the project has been estimated at around Rs. 73 crores.

Project Milestones

From the signing of the PDPP between MIDC and IL&FS, the Butibori SEZ project has reached a very



advanced stage. IL&FS IDC is the project development advisor for the project and the following project development activities has been completed:

Following Project Development Activities completed:

- Sector Identification and Demand Assessment
- Concept Master planning
- Techno- Economic Feasibility Study

Bid Process Management

Project structured on a PPP format wherein MIDC invited bids from 23 prospective developer/ consortium with the issue of the Expression of Interest (EOI), post financial screening to carry out the following scope of work for Butibori Textile SEZ:

- Procurement of Land
- Plan, design, construction / development of SEZ as per the guidelines stipulated by Department of Commerce, Ministry of commerce & Industries, Govt. of India/ Govt. of Maharashtra, from time to time.
- Market the developed area/ spaces
- Operate and maintain the common facilities and infrastructure within the said SEZ
- Other activities related to the development, operation and maintenance of the said SEZ.

Based on initial analysis the 23 bidders were short listed for Butibori Textile SEZ. After subsequent evaluation of both technical and price bids, Ajanta Projects (I) Limited was issued a letter of Intent to develop the Butibori Textile SEZ in January 2008.

Amravati Multi-product SEZ

The following objectives have been considered for development of Multi-product SEZ:

- Creation of world-class infrastructure at an

affordable cost

- Provide a package of incentives to attract foreign and domestic investments for promoting export led growth
- Creation of new entrepreneurs and employment opportunities
- Boost exports

Project Features

- SEZ at Nandgaonpeth Industrial Estate is spread over an area of 1010 Ha.
- The SEZ is just 15 kms away from Amravati City
- The nearest airport at Nagpur, which is about 140 km from the site. Nagpur Airport is being upgraded into an international multi modal passenger and cargo hub airport. Belora, another airstrip, lies just 20 km south of the site and is in possession of MIDC.
- Excellent availability of Cotton, Horticulture/Agro based raw materials, Live stock and forestry products
- Strong educational base due to presence of engineering colleges, medical college, agricultural universities. Availability of skilled resources.
- Core infrastructure including power and water supply has been provided by MIDC.
- The cost of the project has been estimated at around Rs. 600 crores.

Project Milestones

From the signing of the PDPP between MIDC and IL&FS, the Amravati SEZ project has reached a very advanced stage. IL&FS IDC is the project development advisor for the project and the following project development activities has been completed:

Bid Process Management





After an along process of calling for bids and their technical and price evaluation, Eldeco Infrastructure & Properties Ltd was selected for development of Amravati Multi-product SEZ.

Nanded Pharmaceutical SEZ

Objectives

The following objectives have been considered for development of Nanded Pharmaceutical SEZ:

- Creation of world-class infrastructure for Pharmaceutical Industry at an affordable cost
- Provide a package of incentives to attract foreign and domestic investments for promoting export led growth
- Creation of new entrepreneurs and employment opportunities
- Boost Pharma-based exports

Project Features

- Krushnoor Industrial Estate spread over 150 Ha
- 28 kms from Nanded city and 35 kms from Nanded Airport
- 225 kms from Aurangabad and 585 kms from Mumbai

- Excellent Road and Rail connectivity
- Core infrastructure including power and water supply has been provided by MIDC.

- The cost of the project has been estimated at around Rs. 47 crores.

Project Milestones

MIDC invited bids from 19 prospective developer/ consortium and based on the evaluation Parsvnath SEZ Limited was selected for development of Nanded Pharmaceutical SEZ in January 2008..

Latur Agro-processing SEZ

The following objectives have been considered for development of Latur Agro-processing SEZ:

- Creation of world-class infrastructure for Agro-Processing Industry at an affordable cost
- Provide a package of incentives to attract foreign and domestic investments for promoting export led growth
- Creation of new entrepreneurs and employment opportunities
- Boost agro-based exports





Project Features

- SEZ at Additional Latur Industrial Estate is spread over an area of 139 Ha.
- The SEZ is just 9 kms away from Latur city and 3 kms away from Latur Airstrip.
- 167 kms from Nanded and 550 kms from Mumbai.
- Excellent Road and Rail connectivity to the project site.
- Presently gauge conversion work for linking Latur Station, 4 Km from the SEZ site is underway.
- Core infrastructure including power and water supply has been provided by MIDC.

- The cost of the project has been estimated at around Rs. 60 crores.

Project Milestones

From the signing of the PDPP between MIDC and IL&FS, the Latur SEZ project has reached a very advanced stage.

MIDC invited bids from 22 prospective developer/consortium and based on the evaluation Ramky Infrastructure Limited was selected as preferred bidder for development of Latur Agro-processing SEZ in December 2007. ■

SEZ Benefits Galore

SEZs are intended to provide internationally competitive duty-free environment along with hassle-free operational freedom for export with minimum formalities. Salient features of the SEZ benefits are as under:

- Income tax exemption for the units from the start-up date. Full exemption for the first five years, 50% exemption for next five years and next 5 years 50% on reinvestment profits
- Deemed to be a foreign territory for the purpose of duties and taxes
- Goods supplied to SEZ from DTA shall be treated as exports and goods brought from SEZ to DTA area will be treated as imports
- Supplies from the domestic tariff area to the SEZ units have also been provided income tax benefits
- Units just need to achieve a positive Net Foreign Exchange Earning
- Duty free entry of all goods including capital equipments
- Unlimited DTA sales permissible on payment of applicable duties
- Interaction with DTA on minimal documentation
- No condition for value addition or input out put or wastage norms

- No restriction on inter- unit sales or transfers
 - No physical examination of goods
 - Units can get job work done from DTA and can do job work of DTA
 - No routine examination of exports self-certification only.
 - 100% FDI permitted for manufacturing units, except for prohibited items
 - No licensing required for domestic and foreign investments
 - Repatriation of profits without any dividend-balancing requirement
 - No restriction on retention of foreign exchange earnings
 - Exemption to SEZ units from the external commercial borrowing restriction, freedom to make overseas investments and carry out commodity hedging
 - Permitted / allowed to make payments to other units in SEZ in foreign exchange
 - All supplies made to the units in SEZ would be exempted from Central Excise duty and Sales tax.
- Exemption from the customs/central excise duty on the import of capital goods, raw materials, consumables etc. from the domestic market. ■



Powering Industry, the MIDC Way

Realizing the significance of power as a key input for industrial growth, the Maharashtra Industrial Development Corporation (MIDC) has not only planned for the generation of more than 7000 MW of electricity at the various places it has developed and also signed agreements with private parties such as Reliance Energy to further augment its power supply.

MIDC is responsible, under the MID Act 1961, for not only developing industrial areas but also providing amenities such as electricity supply.

At present, the State of Maharashtra is facing a power deficit ranging from 4500 MW to 6000 MW during the peak period in its demand for power for various industrial, commercial and domestic consumers. Due to prevailing power shortage MERC has imposed second day load shedding on industries unless the power situation improves which is unlikely in the near future.

By trading of electricity or generating it from the various power projects in MIDC industrial area, MIDC can assure continuous power supply to existing as well as forthcoming industries and attract more industrialization in the State in future.

MIDC has applied for an Inter State Trading License with CERC Delhi. On receiving this trading license, MIDC can procure power through competitive bidding process and this power will be supplied to MSEDCL as well as to Mega power project industries under MERC open access regulation based on demand from various industries/industrial associations.

MIDC has adopted a separate policy for land allotment to power projects in MIDC industrial areas. MIDC has allotted land to power projects in various industrial areas. MIDC has also allotted land to biomass-based projects at Hingoli, Bhandara, Mul, Lonand, Newasa, Deoli and Shendra. The total power generated through these biomass power projects is around 98 MW.

MIDC has also allotted the land to following thermal power projects in MIDC industrial areas.

The above generated power of 7268 MW, including the generation of 98 MW from biomass, will fulfill the power requirement of MIDC industrial areas in the next three to four years.

Pact with Reliance

MISC, in order to further augment its power supply, has signed a Memorandum of Understanding (MoU) with Reliance Energy Ltd for captive power generation at Trans-Thane Creek (also called Tarapur-Belapur belt) and Butibori near Nagpur. This is the first public-private



contract under the new Electricity Act 2003. REL will set up a group captive power plant with capacities of 165 mw and 130 mw at TTC and Butibori respectively. The company will invest around Rs 4.0 crore per megawatt.

Name of power project		Capacity
1	VIPL, Butibori (GCPP),	300 MW
2	EMCO Energy Ltd., Warora	520 MW
3	Wardha Power, Warora	540 MW
4	Adani Power, Tiroda	2000 MW
5	Cethar Energy Ltd, Vile-Bhagad	270 MW
6	Dhariwal Infrastructure, Chandrapur, Tadali	540 MW
7	MIDC Bhadravati Power SEZ	1000 MW
8	India Bulls (Sophia Power)	2000 MW
Total		7170 MW

The power plant at TTC would be gas based, while the Butibori plant would be a coal-based plant. Work on these projects is expected to start soon and will take a minimum of three years for completion. "We expect the environment clearance procedure to take at least a year to complete," a source at MIDC said at the time of the pact.

MIDC will supply gas from its Dahej-Uran gas pipeline for its proposed gas-based project even as Reliance Energy is chalking out plans for the same. MIDC is also confident of getting the required coal linkages from Nagpur for its captive power project, but "we might also import 20 percent of the coal," the source added. REL will supply power to industries under MIDC in Trans-Thane Creek and Butibori and might even sell power if granted permission by Maharashtra State Electricity Board.

In the the near future, MIDC also plans to execute more power projects at Tarapur, Ranjangaon and the Badlapur-Ambernath belt in Maharashtra. Till now 11 companies have been invited to set up power plants in the State.

MIDC has recently allotted a plot to Reliance at its five-star industrial estate in Butibori. Reliance has acquired 175 acres of land for its proposed coal-fired 300 mw power generation plant. Reliance has already selected boundary fencing to earmark the area, official sources said.

In a major drive MIDC has taken back possession of 200 industrial plots from buyers who had not taken any initiative to set up industry. By an amendment in rules, MIDC changed the period of seven years allotted to plot buyers to set up their units to five years. It recently reduced it further to three years.

There were 384 plots for which the specified period had ended and they failed to come up with industrial units while 93 of them were within the period of three years. Out of the cancellations, MIDC reallocated 175 plots to new buyers. ■





Better MPCB Monitoring, Vigilance Help Reduce Industrial Pollution

Industrial pollution is one of the major threats to the environment and Maharashtra Pollution Control Board (MPCB) treats the issue as such and takes necessary precautions to reduce it. **Sanjay Khandare**, Member-Secretary, MPCB, tells **Veerendra Bhargava** about how the Board has been surmounting the various challenges posed by industrial, water and air pollution through its monitoring and vigilance measures.



Maharashtra is India's most industrialized state. In what way it is projecting itself as a Model state in controlling overall pollution?

Maharashtra is India's most industrialized State with a large number of automobile, chemical, pharmaceutical, textile and engineering units located in various parts of the state. The state has developed industrial estates with necessary infrastructure for collection of industrial effluents and their proper treatment and disposal facilities for encouraging the sustainable industrial growth. There are more than 23 common effluent treatment plants in the State which ensure that the industrial effluent generated in the major chemical and industrial effluent generating estates is properly treated before its safe disposal. MPCB has also supported the development of four common hazardous waste treatment, storage and disposal facilities for proper disposal of the hazardous waste generated in industrial operations. MPCB has also increased its monitoring and vigilance activities and a large number of samples are analyzed in our laboratories. The Board has also developed the capability for the analysis of fine chemicals, trace metals which has resulted in better enforcement and compliance.

You had in the past issued guidelines to control air pollution. How effectively are these being monitored?

The air pollution is one of the thrust areas identified by the Board as urbanization and industrialization are resulting in the deterioration of air quality. The Board has been pursuing aggressively with the industrial units for the installation and operation of adequate air pollution control equipment. The Board has strengthened the ambient air quality monitoring in the State and presently ambient air quality is monitored at 62 locations in 22 cities of the State and major industrial estates. This data is

made available in the Board's public domain and we are happy that public at large is using this data. Certain industrial sectors like thermal power plants, sponge iron plants, steel melting furnaces, coal mines have been identified for immediate action towards control of air pollution. The Board has interacted with these industries and is providing necessary technical support to facilitate better air pollution control strategies. Some major industries like L & T, Manikgar Cement, Ambuja Cement, ACC Cement and Lloyd Steel and Ispat Industries have installed a real time continuous ambient air monitoring stations with a public display system for display of the data to the nearby residence.

Please tell us about water quality management and monitoring. How MPCB is carrying out its task?

With the increasing demand for water, there is significant stress on the water resources of the state. MPCB is conducting water quality monitoring at 250 locations in the State. The Board is issuing the permissions to the industries with stringent standards and encouraging industries to recycle and reuse the treated effluents. With the provisions of CETPs and common Hazardous waste facilities and distilleries taking up programmes for treatment of spentwash has started showing indications that the impact of industrial effluent discharges on the water bodies is reducing day by day. However, the Board has noted that the disposal of untreated sewage and also the unscientific disposal of municipal solid waste contribute significantly to the deterioration of water quality. The Board has taken up the matter with the concerned authorities. Several new schemes of sewage treatment plants and MSW in various urban areas of the State have been initiated under JNNURM.

With these measures, it is expected that the water quality of important water resources in the State will be further



protected. Maharashtra is the only state which has a clear-cut policy for restricting the industrial development from the specified distance from the rivers in order to protect their water quality.

Mumbai is one of the noisiest cities of India. What steps MPCB has initiated in controlling noise pollution in the state, especially during the time of various festivals?

The growing urbanization and associated features like increased transportation and a large number of vehicles are causing noise pollution in the cities. The State Government has identified the police authorities as the prescribed authority for implementation of Noise Rules, 2000. However, MPCB is providing necessary technical support to police authorities for implementing these rules. The Board is monitoring the noise levels at various places in all the major cities of the State during the Ganapati and Diwali festivals. These reports are also available on the MPCB website for public information. The Board has identified the public awareness as the most important deterrent to control noise pollution. The Board has undertaken awareness programs through print and electronic media for generating public interventions.

Mumbai has beaches but these are generally regarded as dirty and polluted. What is MPCB's policy towards these? Does MPCB have any policy authority and guidelines to keep the seawaters along the coastline clean?

The Mumbai Metropolitan area has large population with very high density. The domestic sewage generated from the city is only partially treated and disposed in the



nearby creek/sea and therefore the water quality in Mumbai beaches is not up to the desired standards. The Board is pursuing the matter with the concerned local bodies and several new schemes for developing sewage treatment plants and MSW facilities are being implemented by these local bodies. MPCB has also undertaken studies to determine the quality of water in coastal areas, with the help of NIO, NEERI and IIT

Please give us an account of solid waste management in Maharashtra in general and Mumbai in particular?

There are total 252 urban local bodies in Maharashtra. Generation of MSW from all these local bodies is about 16800 MT per day. However, a very small portion of this MSW is scientifically handled. The Board has extended technical and financial support to small local bodies for scientific MSW management. New technologies are also being encouraged in the state. Many local bodies have now taken up initiatives under JNNURM for scientific MSW management as per MSW Rules, 2000. Mumbai city and suburbs generate about 7500 MT of municipal solid waste per day. At present two sites are available to dump the entire solid waste generated. These are:

1. Deonar Dumping Ground
2. Mulund Dumping Ground

A site located at Kanjur Marg is under construction. MCGM has proposed a bio-methanation plant at Mulund Dumping Ground and Windrows Composting at Deonar Dumping Ground. Operation of these plants will enable proper management of solid waste. ■





MPCB An Embodiment of Environmental Protection

Maharashtra Pollution Control Board was established on 7 September, 1970 under the provisions of Maharashtra Prevention of Water Pollution Act, 1969, with a vision to meet the growing needs of environmental protection and sustainable development in the state.

The Water (P&CP) Act, 1974, a Central legislation, was adopted by the State in 1981 and accordingly Maharashtra Pollution Control Board was formed under the provisions of section 4 of Water (P&CP) Act, 1974. The Board Consists of Chairman, Member-Secretary and Official and Non-Official Members.

The Air (P&CP) Act 1981 was adopted in Maharashtra in 1983 and initially, some areas were declared as an "Air Pollution Control Area in 1983. The entire state of Maharashtra has been declared as Air Pollution Control Area since 6 November 1996.

Testing Laboratories

The Board is maintaining a well equipped Central Laboratory and six regional laboratories all over the State. Each Laboratory comprises three sections-water, air and hazardous waste. The water Section carries out physical, chemical, bacteriological and bio-assay analysis of waters, waste waters, sewage and trade effluents which are categorized as environmental samples, joint vigilance samples and law evidence samples.



The Board is implementing various environmental legislations in the state, mainly including Water (Prevention and Control of Pollution) Act, 1974, Air (Prevention and Control of Pollution) Act, 1981, Water (Cess) Act, 1977 and some of the provisions under Environmental (Protection) Act, 1986 and the rules framed there under like, Biomedical Waste (M&H) Rules, 1998, Hazardous Waste (M&H) Rules, 2000, Municipal Solid Waste Rules, 2000 etc. MPCB is functioning under the administrative control of the State Environment Department.

Some of the important functions of MPCB are:

- To plan comprehensive program for the prevention, control or abatement of pollution and secure executions thereof,
- To collect and disseminate information relating to pollution and the prevention, control or abatement thereof,
- To inspect sewage or trade effluent treatment and disposal facilities, and air pollution control systems and to review plans, specification or any other data relating to the treatment plants, disposal systems and air pollution control systems in connection with the consent granted,
- Supporting and encouraging the developments in the fields of pollution control, waste recycle reuse, eco-friendly practices etc.
- To educate and guide the entrepreneurs in improving environment by suggesting appropriate pollution control technologies and techniques
- Creation of public awareness about the clean and healthy



environment and attending the public complaints regarding pollution.

Pollution Assessment Monitoring & Surveillance

Board in its 146th meeting has approved formation of PAMS (Pollution Assessment Monitoring and Surveillance) division in order to augment and strengthen environmental monitoring activities in the State. The Board has prepared a proposal for augmentation of air and water (surface and ground) quality monitoring in the State. It is proposed to involve educational and research institutes in these monitoring activities.

Delegation of Powers

MPCB has delegated powers of grant of consent/authorization to increase efficiency in consent management and reduce the consent processing time.

Jagar Paryavarancha

The Board has recently launched 'Jagar Paryavarancha' programme on environment awareness on All India Radio's (AIR) channel - Asmita. The program will be broadcast every Thursday at 7:40 a.m. on Asmita Channel (Radio). The program consists of interviews of environmentalists, NGOs and technical experts in the field of environment. The programme is produced by MPCB and is conceptualized by Sanjay Khandare (IAS), Member-Secretary, MPCB. The program is designed with advise and guidance from Shyamlal Goyal, Secretary, Environment Department and Chairman, MPCB.

Air Quality Monitoring

The Board has directed major industries in Chandrapur district to install the Continuous Ambient Air Quality Monitoring Stations (CAAQMS). They were further directed to make air quality data available to public through display boards. As a result of MPCB's continuous follow-up, five major industries namely

- 1) Lloyds Metal & Engineering Ltd., Ghugus,
- 2) M/s Associated Cement Co., Ghugus,
- 3) M/s Ultrachic Cement, Awarpur,
- 4) M/s Manikgarh Cement, P.O. Gadchandur,
- 5) M/s Ambuja Cement, Uparwahi.

have installed CAAQMS at the locations identified by MPCB and electronic data display boards are installed at their main gate for public information about the status of ambient air quality. This regular availability of air quality data in public domain will create awareness among local people and will ensure better compliance by the industries.

Reducing Ganapati Immersion Pollution

Putting the ball firmly in the court of the police, local bodies,

citizens groups and the media to prevent water pollution during Ganapati immersions, MPCB has drawn up guidelines for eco-friendly immersions.

MPCB has suggested that the state government set up a coordination committee comprising police, NGOs and representatives of religious groups for guiding the public during immersions with minimal impact on water bodies.

"Toxic chemicals in idols tend to bleach out and pose serious problems. Studies reveal that water quality is seriously affected with respect to conductivity, biochemical oxygen demand and concentration of heavy metals. MPCB will undertake water quality assessment in all cities with populations of over a lakh, water quality monitoring will be in three stages pre-immersion, during immersion, and post-immersion," says a MPCB official



Guidelines

- Local bodies must construct temporary confined ponds or bunds for immersions, and disposal of material used for worship.
- After immersions, water from temporary constructions can be disposed of after checking for colour and turbidity. If necessary, water should be treated before disposal.



- NGO need to ensure that no decorating material made of plastic or paper or other material such as clothes (Vastra) are thrown in the water
- Local bodies must identify the immersion centres and notify them in newspapers.
- Leftover material near rivers and lakes should be collected and disposed off by local bodies within 24 hours.
- Police and MPCB to ensure there is no burning of solid wastes at immersion sites.
- Local bodies must construct temporary confined ponds or bunds for immersions, and disposal of material used for worship.

MPCB has planned several initiatives to encourage and support the environmentally sound celebration of Ganpati festival 2008.

These initiatives are related to environmental monitoring, support and appreciation of eco-friendly Ganpati celebrations and public awareness. These are mentioned below:

Noise Monitoring

MPCB has planned an extensive noise monitoring survey in major cities of Maharashtra during Ganpati festival. The



details of this monitoring survey are presented below.

These locations comprise residential, commercial and silence zones. MPCB is conducting noise monitoring at these locations during Ganpati festival for the last two years.

Noise Monitoring during Ganesh Festival will be carried out for the last five days of the festival, from 18.00 hrs. to 24.00 hrs. continuously for 6 hours for each location.

MPCB will interact with local administration and police authorities while conducting these monitoring activities.

Water Monitoring

The immersion of idols can cause water pollution of water bodies. MPCB conducts water monitoring of important water bodies in the state during and after Ganpati festival to assess the adverse impacts of idol immersion.

It is proposed to collect samples at minimum 125 locations which will be analysed for variety of parameters including heavy metals.



Public Awareness

MPCB has taken several initiatives which are listed below:

- MPCB has sponsored a state level competition with Loksatta and Maharashtra Times on eco-friendly Ganpati celebrations.
- MPCB is sponsoring and providing technical and scientific inputs to a special awareness campaign "Gatha Paryavarnachi" with Loksatta.
- MPCB is organizing 100 programmes of a special skit "Jagar Ganeshacha" on environmentally sound celebrations of Ganpati festival in Mumbai.
- MPCB has taken special program on environmentally friendly celebrations of festivals on FM radio in specially sponsored program "Jagar Paryavarnacha"
- MPCB has circulated "Suggested Code of Conduct for Environment Friendly Immersion of Idols" to all Local Authorities.
- Ad campaigning is planned in print and electronic media during festival period.
- MPCB has developed a new section on Noise Pollution on its website and uploading all information including monitoring survey reports on website for public information.

Noise Monitoring during Diwali Festival shall be carried out for three days, from 18.00 hrs. to 24.00 hrs. Continuously for 6 hours for each location & the locations should comprise residential, commercial and silence zones.



MP Gearing Up to be India's IT Central Hub



Madhya Pradesh, the second largest state is located in the very heart of the country. It has a population of over 50 million and is easily accessible from every corner of the country. From agriculture to natural resources, industry, power and people, M.P. has abundant potential.

Madhya Pradesh government had announced its IT policy in 1999. It was revitalized in 2006 and a new IT policy was launched with fresh aspirations and willingness to bring in a revolution in e- governance and induce IT investments in the state.

IT Policy - Action Plan

The broad vision of the State in the Information Technology sector is summarized as follows:

"Madhya Pradesh will use Information Technology to achieve the following:

- Improve the life of the common man leveraging the strengths of e-Governance
- Attracting investment into the sector so that the educated youth are able to contribute to the development of the State
- Create a pool of highly skilled professionals who are at par with the best in the country.
- Transforming the Resource-Based Economy to a Knowledge-Based Economy.

The four pillars that govern the foundation of the State's IT Policy are:

- (A) E-Governance
- (B) Attracting IT Industry

(C) IT Education - [HR Policy]

(D) Common Infrastructure

(A) E-Governance:

With increasing literacy, citizens demand better services from the government, in the shortest time, at the place of their choice and in a transparent and non-discriminatory manner. The Madhya Pradesh Government focuses on e-Governance through:

Websites & Content Creation:

"All the web sites of the state will be in both English as well as Hindi, in Unicode Fonts, common look and feel and with content relevant to the user group the site is intended for". The following shall be the actionable points:

1. Department of Information Technology will develop a common template for websites within one month of the promulgation of the policy.
2. All Departments, using the templates and suggestion of Department of IT should reconstruct their sites in English and Hindi with content relevant for the user groups. Departments shall be responsible for updation of their site and will appoint a Webmaster for this purpose.
3. A committee under the chairmanship of the Chief Secretary shall review the progress within six months.

E-Governance Projects:

The Central Government is funding 10 mission mode projects of the state that pertain to the following departments; Land Records, Transport, Police, Treasuries, Property Registration, Employment Exchange,



Agriculture, Municipalities, Gram Panchayat, Commercial Taxes. More departments to be covered by State's initiatives are Forest, Horticulture, Health etc. The Departments that are not in this list shall be computerised by State's own resources. E-Governance projects shall be funded as follows:

1. These projects will be long term (10 to 15 years). Joint Venture of CMM level 5 companies and Empanelled Vendors of the State will be allowed to bid for the project. Madhya Pradesh State Electronics Development Corporation and MAP-IT will empanel the Vendors of the State, after the approval of a committee headed by the Chief Secretary. The Department of Information Technology will provide consultants for preparing Request for Proposal (RFP) and Detailed Project Report (DPR). The concerned Department will follow transparent procedure for selecting System Integrator (SI). The SI will provide hardware, software, proprietary software, manpower, customised software and maintenance.

a. Projects where user charges can be levied will be funded under the public private partnership principles. Projects such as Lumbering Operation MIS of the Forest Department, e-Procurement / e-Tendering and computerisation of the Collectors' office are good examples.

b. Adequate funds will be provided for computerisation of those departments submitting a project proposal. The proposal must include provision for improving systems, processes and procedures.

2. Some Departments are getting funds through externally aided projects or from the Central line Ministries (Water Resources, Urban Local Bodies, Police etc). These departments will get their projects sanctioned from the respective Agency.

3. Departments will actively discourage the use of pirated software. Department of IT will enter into select agreements with major software companies so that lowest prices can be negotiated.

4. All the Departments in one month from the date the policy is promulgated will undertake the exercise of identifying funding source. The high power committee under the chairmanship of the Chief Secretary will review the progress.

5. Evaluation of IT Projects will be based on a two-stage evaluation process. The first stage will be prequalification in which the quality of the bidding companies will be assessed. Price bids of only those companies shall be opened who are approved in the prequalification stage.

(B) Attracting IT Industry:

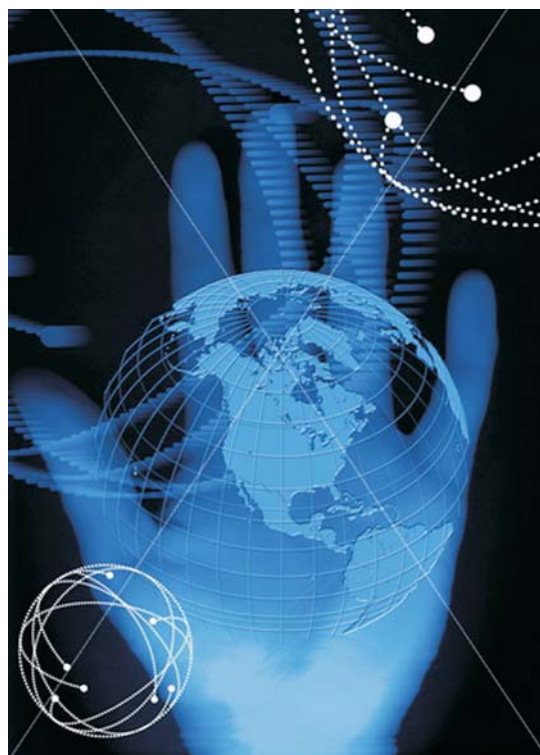
a. The industry grew in tier I cities such as Bangalore, Hyderabad, Chennai and Delhi. Due to congestion and infrastructural problems it has started looking at tier II cities such as Pune, Chandigarh, Bhubaneswar and Nagpur for expanding operations and reducing costs. The State plans to capitalize on this

development and promote investment in Indore, Gwalior, Bhopal and Jabalpur. To attract the IT industry and to develop private IT parks, following will be the course of action:

i. Software, Business Process Outsourcing (BPO), Information Technology Enabled Services (ITES) and Computer Hardware (as described in the notification number F-16-8-eleven-D-99 dated 28-01-2000 of the Industries Department) will qualify as the Information Technology Industry.

ii. Large chunks of land (Preferably more than 100 acres) near the Airports of the above four cities will be earmarked by the State for Information Technology investment area. Composite townships with food courts, hospitals, shopping malls, residential complexes, schools, five star hotels, and other entertainment facilities for the software professionals will be allowed in these areas. Land earmarked for this purpose will not be diverted for any other purpose without the consent of the high power committee under the chairmanship of the Chief Secretary.

iii. The State Government or its agencies will not undertake construction on their own in the IT investment area. Suitable private sector





infrastructure development agencies will be identified who will undertake the development, marketing and management of the IT investment area. The State or its agency will only be a facilitator or a minority partner in the Special Purpose Vehicle.

iv. The Government will facilitate acquisition of private land in accordance with land acquisition act for development of IT investment area by leading and reputed private sector companies who possess experience of making sizable investment in this sector.

v. Incentives by the Government of Madhya Pradesh

Incentive to the Industry:

1. All incentives provided under the Industrial Policy shall be applicable to the IT Industries established on Government allotted land/private land with a provision of single window processing/clearances for all government formalities.

2. The Government shall reimburse prospectively, 30 percent of the cost incurred by an IT Company operating in the State and employing more than 100 people, on securing quality certification of Capability Maturity Model (CMM/CMMi) Peoples Capability Maturity Model (PCMM) level 3 and above, subject to a maximum ceiling of four lakhs. This incentive will be available only once to the applicant company.

3. Exemptions up-to twice the existing FAR for entire IT investment area.

4. Stamp duty payable by IT companies on mortgage/hypothecation with banks/financial institutions in IT investment area will be exempted provided the new unit is certified to be an IT outfit by a designated agency.

5. Stamp duty and registration fee exemption will be applicable on Sale/lease by financial institutions/Government Agencies/ Pvt. Sector companies which

acquire space/premises in the IT investment area for subsequent lease to IT units provided the new unit is certified to be an IT outfit by a designated agency.

6. Rate of property tax in the IT investment area will be at par with residential premises.

7. No prior permission will be required for installation of captive power plant.

8. Rebate in Cost of Land is being included as one of the major incentives for attracting investments in the state. IT companies establishing the facilities can avail rebate in the cost of land linked to employment. The terms for allotting land and the procedure for availing the rebate is defined below:

a) Rebate shall be applicable only on Government lands and land belonging to Development Authorities/ Government owned Corporation.

b) Rebate shall be restricted to Rs. 25,000/- per job created in the unit.

Or

The applicant companies proposing to have fixed capital investment (excluding working capital) of Rs 10 Crore and above will have the option of land at the rate of 25% of the prevalent premium, subject to availability of land and with the condition that the investment in fixed capital will be made within a period of three years. Land to such units will be allotted according to the table given below:

S.No	Project Cost Rs in Crores)	Land available at concessional rates
1	10 to 20	Maximum 10 acres as per requirement
2	More than 20 to 50	Maximum 15 acres as per requirement
3	More than 50 to 100	Maximum 25 acres as per requirement
4	More than 100	Case to case basis

a) Minimum number of employees hired by a company in order to avail the concession shall be 100.

b) Company taking concession will have to continue operation for two years

c) Companies providing employment to more than 500 persons will be provided further concession on rate of land. The Cabinet Committee formed for implementation of this policy shall take decision in this regard.

d) Land will be allotted for 33 years on lease with



provision for further renewal. A minimum 60% of the total of the IT investment area will be used for IT operations and the balance 40% can be used for ancillary use and support services. The area so developed should have facility to create at least 350 jobs per acre.

2. IT Industry shall be provided power through a dedicated feeder.

3. Exemption from Factories Act, Maternity Act, Contract Labour Act, Payment of Wages Act, Minimum Wages Act, ESI Act.

4. Exemption from electricity duty tax, entry tax and work contract tax.

5. IT units in IT investment area will be exempted from payment of Octroi, entry tax and local bodies tax for all capital goods and raw material purchased by them.

6. All incentives will be for five years from the date the IT unit becomes operational.

7. Companies establishing IT industries in the state shall be entitled to Special Economic Zone (SEZ) status under the Central Government provisions.

8. Companies providing employment to more than 250 people in the state will get preference of 10% marks in the prequalification stage of the bidding process of IT procurement.

(C) IT Education - [HR Policy]

Madhya Pradesh has been able to produce a large number of graduate engineers in IT and computer sciences. Presently the state has more than 60 engineering colleges. Graduates from these colleges are not able to fulfill the needs of the industry. There is a need to upgrade their skills and make the manpower compatible with the industry requirement. The present government schooling system is not producing manpower, which can fulfill the requirement of BPO and ITES. NASSCOM in consultation with a leading IT consultant, KPMG has published a report that predicts the pattern of IT manpower requirement in the next five years. It is indicated that these two sectors will be requiring 2.1 million people. This sector requires keyboard skills, Internet browsing skills; ability to work on office packages, data entry and knowledge of the laws of the client country and their procedures. In view of the description given above, the following is proposed to be undertaken during the Policy implementation period:

1. Selected 500 government schools will be provided

modern computing hardware, software and Internet connectivity. These centers will produce students equipped for taking jobs in the BPO/ITES sectors. Department of School Education in consultation with the state IT Department, IT Industry, other concerned departments and groups will prepare a course curriculum to be taught in these schools. The School Education Department will promote teaching computers and technology in these schools.

2. To improve the standard of IT education in the engineering colleges and Government Colleges to make our graduates employable, centres of excellence will be established in all Government engineering colleges and selected Government colleges. The State would invite large reputed companies to teach technology and provide their certification in these centres.

3. English language teaching will be promoted in school education.

4. A Centre for E-governance will be established in Bhopal, which will allow engineering graduates from the IT field to work on live E-governance projects. These centres will be based on a spectrum of technologies that would include proprietary as well as open source. Noted IT professionals would man these centres. The Department of IT will submit a Detailed Project Report [DPR] within six months from the announcement of the Policy.

(D) Common Infrastructure

i. Common infrastructure such as State Wide Area Network [SWAN], Natural Resource Management [GIS based], Data Centre, Disaster Recovery Sites and Inter Operability Standards are required so that all the departments are able to utilize these services without





bothering about the maintenance of these complex facilities.

Building Investment Opportunities & Creating Positive Vibes to Attract Investors to the State of Madhya Pradesh IT SEZ

Madhya Pradesh is one of the fast growing destinations for the investments in the field of Information Technology. NASSCOM AT Kearney Report reconfirms the Investment Destination as Madhya Pradesh.

Madhya Pradesh is bestowed with excellent location conditions, bordering seven Indian states which allow easy access to other parts of the country. Availability of resources, well developed infrastructure, availability of trained and skilled manpower in abundance, a peaceful



law and order situation are some of the factors which are conducive to favorable environment for influencing investment decisions and attracting investments. Madhya Pradesh scores high on all these counts. Also, the Government of Madhya Pradesh has ambitious plans to develop and upgrade the state's road, rail and air connectivity.

The IT sector provides immense opportunities for motivating flow of investments into the State. Madhya Pradesh is making remarkable achievements in promoting IT in Government as well as private areas, which includes e-governance, computerization in Government departments and various IT related activities for rural areas. In Madhya Pradesh IT has improved the citizen-government interface and made it more transparent, efficient and effective.

Emergence of IT has opened new vistas of investment opportunity and to its support; the State Government has revitalized its IT policy in the Year 2006 to attract private investment in the IT sector.

Several companies have evinced interest to invest in the State. Besides, the Government is in process of setting up of Software Technology Parks at Bhopal, Indore and Gwalior so as to provide the necessary infrastructure for IT companies. A brief detail about the new IT infrastructure is stated as below:

1. 11 IT SEZs "Formal approval" granted by BOA.
 - 4 in Government and 7 in private sector
2. IT SEZs proposed in Bhopal, Indore and Jabalpur [Public Private Partnership]
 - 4 million square feet of quality office space to be developed in Bhopal, 1 million each in Gwalior and Jabalpur
 - Support facilities like 5-star hotels, shopping malls, food courts, residential houses, etc. to be built

Bhopal

- IT SEZ area in 180 acres of land at village Badwai near airport.
- Compact Disc Limited Chandigarh, allotted five acres of land
- Underhills Technology, New Jersey, USA allotted 10 acre of land
- Netlink Infotech Ltd., allotted 10 acres of land
- STPI allotted three acres of land for an Incubation Centre.
- SEZ Developer identified, LOI issued to UNITECH

Jabalpur

- 90 acres of Govt land for IT SEZ 15 km away from the Airport.
- Essar Group proposing to set up their BPO (ITES) centre.
- One million square feet of quality office space to be developed.
- Identification of developer in process

Gwalior

- 30 acres of Government land for IT SEZ barely 10 km from the Airport
- STPI allotted three acres of land for incubation centre.
- 80,000 sq. ft area ready to occupy near SEZ
- One million square feet of quality office space to be developed.
- Identification of developer in process

"Investment is pouring in this sector and the economy & infrastructure fundamentals are proving to be robust and perfect. Investors are sure to make the most of this great opportunity. This is just the tip of the iceberg; Madhya Pradesh is on war footing to be a winner."



Indian Auto Components Sector Aiming for \$40-bn Turnover by 2014

- Exim Bank Study

The Indian auto-components industry has emerged as one of the fastest growing and globally competitive manufacturing sectors, says a study by the Export Import Bank of India. Quoting the figures given by the Auto Components Manufacturers' Association (ACMA), the Exim Bank study says the Indian auto components industry has generated sales of about US\$ 15 billion in 2006-07, including US\$ 2.9 billion worth of exports. It is estimated that India has the potential to become one of the top five auto component economies of the world by 2025.

Exports by the Indian auto component industry have been vibrant with a CAGR of 40 percent during the five-year period 2002-07. In absolute terms, exports have increased from US\$ 760 million in 2002-03 to US\$ 2930 million in 2006-07. According to industry estimates, export during the period 2006-2015 is expected to grow at a CAGR of more than 24 percent. While exports have been booming, there has been a sharp rise in imports of auto components as well, especially in the last three years. From an import of US\$ 740 million in 2002-03, they have gone up to US\$ 3350 million in 2006-07. This is a healthy trend, indicative of rising domestic demand.

Investments in the auto components industry have more than doubled from US\$ 2.6 billion in 2002-03 to US\$5.4 billion in 2006-07.

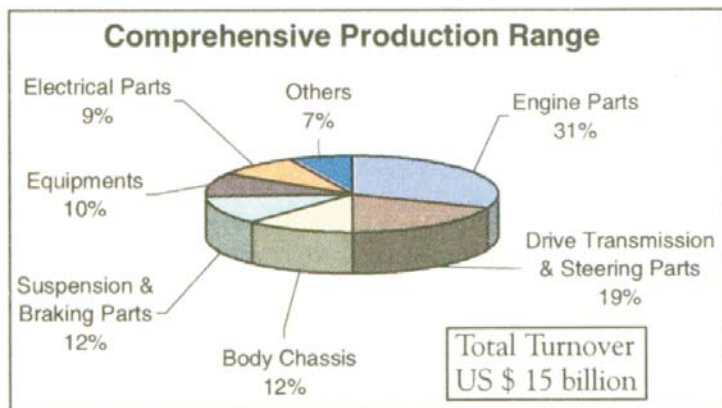
The India Advantage

India's component industry today has the capability to manufacture the entire range of auto-components, such as engine parts, transmission parts, suspension and braking parts, electrical parts, and body and chassis parts. Engine parts are the largest sub-segment of the industry in terms of production, with a share of 31 percent in total exports, followed by drive transmission and steering parts, and suspension braking parts.

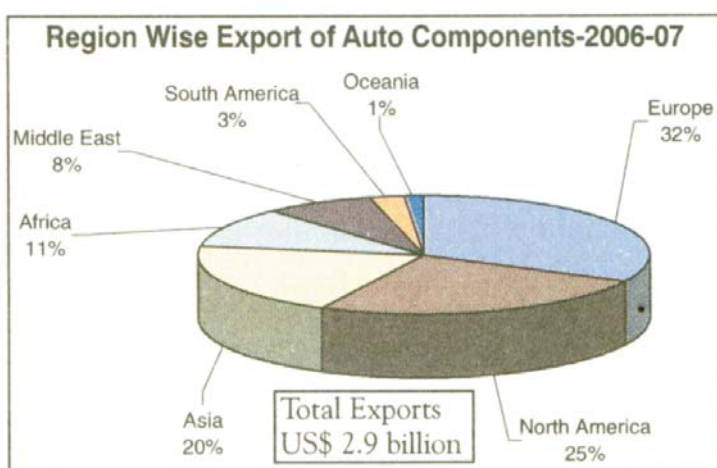
Steered by India's sophisticated engineering skills, established production lines, a thriving domestic automobile industry and competitive costs, global auto majors are rapidly ramping up the value of "components that are sourced from India. The share of exports in total production has risen from 10 percent in 1997 to 19.5 percent in 2007. More than a third of Indian auto component exports are directed towards Europe, with North America featuring a close second.

The composition of exports in terms of the proportion of





Source: Auto-components Manufacturers Association



Source: Auto-components Manufacturers Association

original equipment manufacturer (OEM) and aftermarket sales has undergone a sweeping change since the past decade. The ratio of OEM to aftermarket sales has changed from 35:65 in the 1990s to 75:25 in 2006. Considering the potential of India, several OEMs in India including General Motors, Ford Motors,

Cummins International, Volkswagen, BMW, MAN (trucks) and JCB (earthmoving equipment), amongst others, have set up shops in India.

India's competitive advantage comes from its full service supply capability as well, which makes India a favourable destination. Besides, the quality consciousness of the industry matches the global standards. This is corroborated by the fact that nine Indian companies in the automotive industry have received the coveted Deming Prize, which is the largest number outside Japan. The auto component suppliers are also embracing modern shop floor practices like 5-S, 7-W, Kaizen, Total Quality Management, Total Productivity Management, 6-Sigma and Lean Manufacturing, as they graduate to match with world-class industry. A large number of firms in this industry are also recipients of quality certificates like ISO-9000, TS-16949, QS-9000, ISO-14001 and OHSAS-18001.

The Road Ahead

Better times are ahead for the Indian auto component industry with the turnover expected to reach about US\$ 40 billion by 2014 -The commercial vehicles market in India, which has been growing at 18 percent for the last five years, is the ninth largest market in the world. The passenger vehicles are the fifth largest and are growing at 27 percent for the last five years. The Union Budget 2008-09 has made several proposals to boost the domestic demand for automobiles and thereby strengthen the auto-components industry.

Select proposals in the Union Budget 2008-09

- Reduction in excise duty from 16% to 12% for transportation vehicles, chassis, small cars, 2/3 wheelers;
- Reduction in excise duty for hybrid cars from 24% to 14%;
- Removal of excise duty (from 8% to nil) for electric cars, and specified parts of electric cars (from 16% to nil) on end use basis;
- Reduction in excise duty on tyres from 16% to 14%;
- Customs duty reduced from 10% to 5% on specified raw materials for tyre industry;
- 125% weighted deduction for outsourced R&D.





Globysn: India's First Crystal Clear Concept of Model IT Habitat

Globysn Crystals is a 600,000 sq ft Information Technology complex under construction in Sector V, Salt Lake, the IT hub of Kolkata. The landmark project nearing completion is being implemented by Intelligent Infrastructure Ltd, a well-known company in the world of real estate development. The creative efforts at Globysn Crystals are aimed to introduce a technology and design that not only prevents attrition but can also have maximum impact on improving work performance.



Pawan Churiwal

An attrition-free workplace

Attrition is a problem hounding the BPO & ITES industries today. It is frustrating for a company to hire and train people only to see them disappear within a few months, just when they can be given new responsibilities.

Stress is very high in IT and ITES industries and companies do not want it to impact employees' performance. According to several studies worldwide, a good working environment can make for an almost 25 percent difference in an employee's productivity.

Globysn Crystals conceived as an environment specifically designed and equipped to face the challenge of attrition which is causing so much disruption in the knowledge industry. The idea of creating and redefining life is not limited to few cafeterias and gyms. The concept is much deeper and planned in an exceptionally holistic way.

Offering exceptional comfort

Exceptional comfort created at a workplace isn't just because of a plush cafeteria and a health spa. Pawan Churiwal, Director of Intelligent Infrastructure says, "A great deal of care and innovation has gone into planning and executing the Globysn Crystals work environment, which is becoming renowned for its architectural plan. The ambience created at Globysn helps employees overcome all psychological barriers at a workplace".

Churiwal says, "We recognize that IT is a 24x7 industry leaving little flexibility for the employee to take time out from work to meet living and leisure requirements. To address this need, we have planned a full array of service and leisure facilities which would include a

provision store, launderette, hair care, bill payment facilities, a bank ATM, spa and health club, pharmacy, food court, fine dining, etc." He further added, "To meet the additional needs of the employing firms, a business centre, conference hall, party room, digital theatre, flowers and gifts, travel services, courier services and similar facilities are also being included. The objective is to ensure that as far as possible, the habitat is totally self contained to meet the requirements of 24x7 professionals".

Remarkable Features

The unique feature of structural design ensures an entire floor area column free. A column span of 20 m in each floor creates a vast sense of space. The columns are all located only at the two ends of the floor, leaving the entire floor area free. The building has been designed with state-of-art features that ensure reliability, safety and reduced maintenance costs.

Maximum area usage efficiency

Interestingly, the area usage efficiency is 80 percent on super built up area for the entire floor. The added features of the project are that the structure comprises two towers, Crystals 1 & 2 absolutely to dazzle like its name "crystals". Thereafter, Crystal 1 and Crystal 2 have 11 floors and five floors respectively with the first floor of both towers and 2nd floor of Crystal 2 belongs to Globysn Group of Companies.

Magical Crystals

The remarkable visual texture created by a real crystal like look is magically fascinating. 'Crystals' stand for the core of technology, symbolize clarity of mind, reflect calmness. It is believed that if crystals are arranged properly, they can provide protection against harmful



electromagnetic forces such as those emitted from computer monitors and cell phones.

Providing utmost comfort to 6000 employees

Two and a half years ago, the then IT Minister of Bengal Manab Mukherjee launched the project with a total area covering 2.1498 acres at the most happening place that is the IT hub of Kolkata. The habitat is fully equipped to accommodate more than 6000 employees offering them the utmost workplace comfort.

A key corporate strategy for the project is keeping the best interest of the IT and IT-enabled services. We take a lot of pride in our facilities," says Churiwal. "We like to partner to bring out the best. So if you visit our Globsysn Crystals office you feel as comfortable there as in any of the offices in most developed countries like America or Britain."

Other distinguished features

The systematic and comfortable movement is ensured by 10 high speed elevators, two service elevators, an elevator management system and an escalator from road to podium level.

Electrical features 130 KVA per floor. This includes floor AHU power and raw power for lighting and other office equipment 33KVA HT connection through RMU, DG sets for captive generation to meet 100 percent power backup.

Architectural Consultant for the project is Amatrix Architects, Hongkong. The local architect has been Edifice Architects Private Ltd, Kolkata and for the structural design the consultant is Predrag Eror, Dubai.

Work & Play

The Crystal Time out Services gives them a world of options. A pizza on the plaza, a breather on the grass, cyber chats with the gang, a hair tattoo for a lark, a Jacuzzi and a health spa. Those who like it quite can browse through books or check out on their favourite music. Party animals can shake off their stress in the disco at the hi-tech lighting. At the end of the day, employees are happy to have had an atmosphere that is relaxing and pleasant.

Eco-friendly

The environmental specifications in Globsysn Crystals are notably of superior technology with glazed units having high light transmission and low relative heat gain, the orientation of glazing maximizes natural light and minimizes heat load. Installing capacitors for power factor correction and the habitat consist of rain water harvesting and facilitate waste water recycling through STP and sophisticated softening plants for use in the HVAC system.

Big brands hold their share in Crystals

Apart from the Globsysn Group of Companies, big brands like Airtel, Aircel, Ericsson, & E Force India have already taken their large share of space at Globsysn Crystals. The project has received incredible response from the IT & ITES companies setting an example for others to follow in the years to come. ■





Bengal Peerless Creates Unique Concepts of Living, Office Space

By Amrita Chatterjee

Bengal Peerless Housing Development Company Ltd., incorporated in 1994, is a joint venture between the West Bengal Housing Board and the Peerless General Finance and Investment Company Ltd. A perfect blend of public sector dynamism and private sector entrepreneurial zeal, the Company has created for itself a position of pre-eminence among major real estate developers in West Bengal.



Kumar Shankar Bagchi

Successful model of sustainable development

Over the years Bengal Peerless has evolved successfully, in providing business and living space to all sections of society in tune with its belief that shelter and livelihood are the primary needs of every individual, who must be given an opportunity to possess them.

Bengal Peerless endeavors to provide space to all while demanding the very least. The company understands the individual's right to grow and prosper within a hospitable living environment and commercially viable business space.

Architectural details are given great consideration, so as not to disturb the serene beauty of the natural landscape. Fluctuating real estate prices and other external adverse factors have never compelled the company to shift the burden of price escalation to its buyers.

Upcoming Projects

Bengal Peerless has recently come up with two new, unique projects known as Axis Siliguri and Anahita.

Why Siliguri?

Siliguri is one of the fastest growing trade and commercial hubs and is bestowed with excellent connectivity to the rest of India by air, road and rail facilities. Also the expanding national highway and upgradation of the Bagdogra airport have made Siliguri easily accessible. Currently, the presence of North Bengal University, North Bengal Medical College and a number of other private engineering and other degree colleges have made Siliguri the Knowledge Hub of the North-East, attracting IT companies to set up business there. All the above factors combined with diversions of business to II-tier cities have made Siliguri a potential location for commercial activities.

Project 'Axis Siliguri', provides multiple services

The project AXIS Siliguri is designed for an ideal business environment. It is spread over 3.0 acres of land, at Dagapur on Darjeeling road, in Siliguri. It combines three projects in one complex. Two buildings for IT & IT-Enabled Services, and the third building will be Peerless hotel, with an area of 1.5 lakh sq ft. Interestingly, there is provision for a well-equipped hospital in the same complex.

Peerless Managing Director Kumar Shankar Bagchi, facilitated by former President A.P.J Kalam with an honorary fellowship, says, "a large number of people from Siliguri come to Kolkata for treatment, spending huge sums of money, but with this hi-tech hospital coming up in the Axis complex, there is no need for the people to come to Kolkata for treatment. The hospital will be equipped with video conferencing facility, which perhaps will give patient party an opportunity to discuss the case with a specialist in Kolkata, if required." It will certainly bring relief to the people of Siliguri and adjacent areas to have this hi-tech treatment facility so close to home. They need not travel all the way to Kolkata for treatment.

Meeting the future needs of growing Siliguri

The project is divided into three blocks - A, B & C with distinct features. Block A is mainly designated for the use of IT & ITES. It is a G + 4 building and each floor is about 51,000 sq ft. Ground and above three floors are reserved totally for IT and ITES, while the top floor having an area of 27,500 sq ft is reserved for club with facilities such as bar, restaurant, swimming pool and gymnasium etc.

Block B, which will have a built-up area of 59,000 sq ft, is of seven floors. It will house a medical unit on the ground floor and the balance area of 51,000 sq ft is reserved for IT & ITES. Block C is totally reserved for a Hotel of the Peerless Group. "It's an all round project meeting the



future needs of Siliguri," says Bagchi.

Project Anahita

Bengal Peerless has launched its project Anahita, at the new township of Rajarhat, the future hub of West Bengal. "It's a purely residential project spread over five acres of land. The project aims to provide healthy life to inhabitants who can enjoy enough sunlight and pollution free air, sitting at any corner of the flat", says Bagchi.

He further explains, "the movement of south wind from south-west to south-east is the basic consideration of designing each of the floors at Anahita. Each floor has only two flats with three sides open allowing entry of plentiful sunlight and airflow into the flat. Anahita assures a peaceful living which is rare in this era of concrete jungles".

A complete residential package with a difference

Close to a VIP road and 20 minutes' drive from airport, Anahita is located opposite to a water body. It has its own superiority over others. Being a project of new town, it will enjoy the use of new age shopping centre, dining outlets, sports complex and many other advantages. Also the IT hub of new town is at close proximity to Anahita.

Anahita flaunts a lush landscaped garden with a jogging track and a children playing arena. It has fully air-conditioned club, with banquet halls for parties and

social meets. The roof top is fully manicured for outdoor parties, a fully equipped gymnasium, pool room, games room for chess, cards etc. It has a community center with an office for apartment owners' association.

The company's working philosophy has been that a little bit of imagination and care goes a long way in creating what one would call not merely a house, but a home.

Other projects to take off soon

A residential-cum-commercial venture is coming up at Suri, the district headquarter of Birbhum in West Bengal. The complex will have a segment reserved as shopping area, where good branded companies will have their outlet. There would be 140 residential flats in the complex.

The company is also planning a commercial space for IT & ICT people with service apartments for the company officials near E.M Bypass. Bagchi says, "I have seen abroad all the IT or ITES complexes have service apartments. Thus it's high time we start providing such facilities to the IT companies operating in India". The service apartments will comprise a drawing-dining room, small kitchen and bedroom. The company can buy or book them for higher corporate officials.

Bengal Peerless Housing Development Company has made a significant contribution to the development of the state. Perennially busy with some unique projects, the company continues to shape the future of the state. ■



Simplex Infrastructure: A Trusted High-Tech Leader At Home & Abroad



Simplex Infrastructure Ltd (SIL) continues to be a leader in its chosen area of business, namely developing infrastructure. In fact, SIL's business goes beyond just building infrastructure to successfully undertaking more challenging tasks of enterprise applications to derive additional value out of investment in India and abroad.

A jet-setting company with a rich legacy is currently among the top leading performers in the infrastructure industry. Timeliness and a quick adoption of advanced technology have been the company's main mantra. This has enabled Simplex to become one of the most exciting global companies engaged in significant industrial and public infrastructure projects.

Set up in 1924, Simplex has successfully executed innumerable projects in India and abroad in the following segments:

- Ground Engineering • Heavy industrial construction in civil & structural engineering • Urban infrastructure • Power project construction • Building & housing projects • Marine works • Highways, railways & bridges • Cross country pipelines

For the past several decades, Simplex has installed the largest number of pipelines of various types throughout the length

and breadth of the country and abroad.

Today, Simplex holds a record in the installation of the largest number of turbo generator foundations ranging from 10 MW to 500 MW along with its major activities comprising civil works of power house, boiler foundation and other ancillary structures, design and construction of coal handling plants, water and effluent treatment plants, raw material plants and construction of tall RCC chimneys & silos by slip form technique, cooling towers, cooling water systems and ash handling plants and so on-and-on; the list is endless.

Since 2001, Simplex has forayed into the construction of major highway projects and has completed successfully a number of them in various parts of India.

As recent as in 2006, the company entered the railways sector with projects involving construction of related buildings, laying of railway tracks and platforms.

Simultaneously, Simplex entered the field of river valley project construction too.

Only recently Simplex has diversified into the field of oil drilling by importing state-of-art rigs from China and executing oil drilling projects in North East part of the country.

The partnership magic

The company also regards every relevant associate as its potential partner and actively promotes tie-ups with technocrats, consultants, architects and engineers in public and private domains. Over decades, Simplex has worked closely with government undertakings across a number of states in the country. As a result, its clientele today comprises public works, railways, electricity boards and health departments throughout the country.

The company has been registered for engineering works of unrestricted value with most Indian government departments as well as the renowned private sector companies.

Focused, Innovative & Quality Conscious

Simplex has been consistently according utmost importance to R&D to facilitate invention and development of inputs and products for optimum and beneficial use in construction characterized by time and space saving methods of excellence for customer satisfaction.

Simplex took advantage of Information Technology in 1985 with the introduction of financial accounting package. As the technology kept evolving, Simplex continued to make effective use of the new technology so as to remain ahead of others in the industry. It successfully undertook the process of automation and developed in-house an ERP software system to meet the necessary requirements.

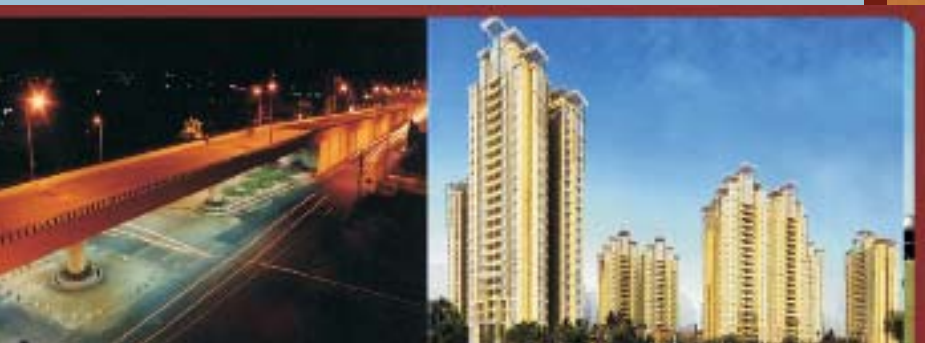
Despite its gamut of achievements, in every success the company reinvents itself through innovations providing world class infrastructure. Being an ISO 9001 company, Simplex puts topmost priority on the quality and safety aspect of construction and thereby fast emerging as a top ranked leader in the infrastructure segment.

International Association

In the global context, Simplex an ISO 2001 company, has earned the confidence of renowned multinationals such as Mitsubishi, Toyo, Mitsui, ABB, Siemens, Ansaldo, Daelim, Hyundai, GEC, Alstom, Rolls Royce and others - all of whom have repeatedly entrusted Simplex with contracts for execution of their projects in India. Because of Simplex quality of work and the timely successful completion pf projects very often such multinational giants have given repeat orders to Simplex.

Global Operations

Since 2003, Simplex has spread its construction activities to Middle East countries and during the last three to four years, substantial number of contracts have been secured and executed successfully in Qatar, Dubai, Bahrain, Oman and Sri Lanka. ■





Celebrating the Spirit of Freedom, Mumbai Style

Endearing Indo-US Ties at their Best



Stunning Bollywood film actress & eminent contemporary dancer, Isha Sharvani performed on the Ganesh Wandana, in the beginning of the show.

was there as Chief Guest. So was his wife, Annereike, flashing a beautiful smile. The crème de la crème of the city's corporate and cultural elite was there. And there was the chirpy Mandira Bedi, popular multimedia star, compering the evening's programme and charming everybody around. She later induced the latest young Bollywood sensation Harman Baweja, the hero of the futuristic film, Love Story 2050, to do a jig on stage. He did it without a music track to the wild applause of the 1000-odd audience.

The event was hosted by IACC's Regional President Atul Nissar and Ashank Desai, Chairman of the jury of the 4th Indo-American Corporate Excellence Awards 2008. The Chamber's National President

Relations between India and the United States turn endearingly cozy towards the end of June; not because of the soothing Mumbai monsoon rains. It's because, Indo-American Chambers of Commerce (IACC), traditionally chooses to celebrate the 4th of July, the American Independence Day, in advance. And Mumbai, the metropolis that loves to revel in the spirit that is symbolic of freedom, eagerly waits for this occasion to party and rock. In fact, it partied and rocked on 28 June like there was no tomorrow. The venue, Jamshed Bhabha Theatre (NCPA), Nariman Point, was just right and the atmosphere, joyful and bright. US Consul General Michael Owen, the friendly and affable diplomat,

Farokh Balsara graced the occasion as Guest of Honour. For Michael Owen, who gave away the awards, the event was a swan song of sorts. He would be leaving India in July and thanked with a rather heavy heart, everybody present for making his tenure in this city a joyful experience.

The night unfolded in the right spirit with cocktails flowing freely in the foyer, friends greeting each other noisily, and new introductions made in the din and bustle. Men arrived in their casual best and women in their gorgeous designer saris and salwar suits, most of them couples. Then followed a musical extravaganza, that included a captivating dance ballet titled "Vimukti" by the famous Daksha Sheth's dance ensemble. Her daughter Isha Sharwani, who weaved her way into the hearts of the audience with her nimble feet, stood out as symbol of perfection.

As relations between India and the US are getting stronger and stronger every year, the July 4th commemoration celebration by IACC, with the accompanying business Excellence (I-ACE) Awards presentation, has become one of the most sought-after events of the calendar in this city of commerce.



T.N. Hari of Virtusa (India) Pvt. Ltd. receiving the I-ACE Award for the Best US Company in India in Technology, Communication and Entertainment category from Michael Owen

Among this year's Award winners were the best U.S. Companies in India in the various categories; Overall Best Company, Financial Services, Technology, Communications & Entertainment, Manufacturing and Other Services. The companies for I-ACE Awards 2008 are short listed based on the careful review done by the distinguished Jury on parameters like Financial Performance, Indo-US Trade, Corporate Social Responsibility Initiatives and Human Capital Management. **And the winners were:-**

- Overall Best US Company in India: DSP Merrill Lynch Ltd
- Best US Company in the Financial Services Category: DSP Merrill Lynch Ltd
- Best US Company in the Manufacturing and Other Services category: Monsanto India Limited
- Best US Company in the Technology, Communication and



Entertainment category: Virtusa Pvt. Ltd

The highlight of the evening was the lucky draw; exclusive gift vouchers along with a bumper prize that were presented to winners from the audience. The gift vouchers were from Aza Fashion, Taj group of Hotels and ITC Grand Central. And the BIG BIG bumper prize was presented by SOTC 9 nights / 10 days couple holiday in USA which includes economy class return airfare, couples accommodation and city tour, which was won by IACC member Vinod Vora, Chairman, Repro India Limited.



Bollywood Debut actor Harman Baweja in action, also seen in the picture are (from left) Farokh T. Balsara, National President, IACC, Michael Owen, U.S Consul General, Atul Nishar, Regional President, IACC and Bollywood Actress, Mandira Bedi.



Kevin Watts, President DSP Merrill Lynch Ltd. and Hemendra Kothari, Chairman, DSP Merrill Lynch Ltd. receiving the award from Michael Owen. Also seen in the picture, Atul Nishar, and Ashank Desai, Chairman of the Jury, I-ACE Award.



Performance during celebration

The evening wouldn't have been possible without the support of the sponsors, AZA Fashion-Platinum Sponsor, VFS Global Services - Gold sponsor, Onward Technologies- Silver Sponsor

All this truly called for a celebration. Why not? In a strifetorn world, India and America, the largest and the most powerful democracies respectively in the world, as the oft repeated eulogy goes, stand together defiantly, in the face of terrorism, as symbols of peace, hope and prosperity. And hence the celebration. ■



Sekhar Natrajan, Regional leader, Monsanto India Limited receiving award by Michael Owen. Also seen in the picture is Atul Nishar



SOTC Bumper prize winner Vinod Vora, Chairman, Repro India Ltd.



On toes, team IACC at the event (from left) Sudip Verma, Nitin Jain, Kaiwan Phiroozmand, Shabina Patel, Regional Director, WIC, IACC, Isha Sharvani, Bollywood actress, Daksha Sheth, Ritesh Sinari, Pramila Bhatt and Archana More.

Grand Welcome to New US Consul General Paul Folmsbee

On 31 July, 2008, the Taj Ballroom in Mumbai was decked up to receive a special guest. Amid a flurry of excitement, Atul Nishar, Regional President of Indo- American Chamber of Commerce hosted the first welcome reception in honor of Paul Folmsbee, new Consul General of the United States and his wife Jaunita. This event was yet another laudable effort by IACC in its endeavour to strengthen the bonds between India and the US for a prosperous future for both countries.

Paul Folmsbee studied in India for over a decade and thus will be an instrument and integral force in further fortifying and fostering relations between the two counties. Lending a hand of friendship has always been Mumbai's forte and so in true Mumbaikar style, the event was graced by some of the city's glitterati - both from the corporate as well as the glamour and society world to show hospitality to the Folmsbees.

The evening started with the traditional lighting of the lamp to mark the auspicious event that signifies a strengthening bond between the largest and the most powerful democracies of the world - India and the US, respectively.

With noted actor Tom Alter in full form as the Master of the Ceremony adding pep to the evening, performances by Suneeta Rao and retro jazz beats from Darren Das and the Sixth Sense Band, provided scintillating fun. The event saw its fair share of Bollywood stars such as Neha Dhupia, Fardeen Khan, Esha Koppikar and popular ghazal signer Pankaj Udhas. It was a delight to watch Atul Nishar and his wife, Paul Folmsbee and his wife, personally welcoming the guests at the entrance.

Hemendra Kothari from DSP Merrill Lynch, Habil Khorakiwala from Wockhardt Ltd., and Ness Wadia represented the corporate sector. Other celebrities present included Kailash and Aarti Surendranath, Ranjit and Indu Shahani, Farid Currim, Gary Lawyer, Farzana Contractor, Raell Padamsee, Orna Sagiv from the Israel Consulate and Mumbai Municipal Commissioner, Dr. Jairaj Pathak. Also present were US Embassy Charge d'Affaires Stephen White, US Trade Commissioner Richard Rothman, and American Center Director Elizabeth Kauffman. It was a perfect blend of the intellectual and the fashionable as conversation buzzed and the music played. The atmosphere was charged as everyone enjoyed the liveliness of the night and shook a leg on the dance floor. Cocktails flowed thanks to Kingfisher. The evening ended with a vote of thanks given by Brian Brown, Regional Vice President, IACC.

The evening would not have been possible without the generous support of sponsors such as Max New York Life Insurance Company Ltd., NRB Bearing, Onward Technologies Ltd., Provogue, and Ugam Solutions Pvt Ltd.

The evening's celebration marks the brightening hope that both countries can further advance together and build a better world for tomorrow.



Steven White, Charge d' Affaires, US Embassy lights the traditional lamp while Atul Nishar & Shabina Patel look on. Also seen in the picture is Brian Brown



Ness Wadia from Bombay Dyeing Group along with Paul Folmsbee, Consul General of the United States of America and Brian Brown



Paul Folmsbee felicitate Hemendra Kothari Chairman, DSP Merrill Lynch and Andrew Holland, CEO, DSP Merrill Lynch while Brian Brown, Mrs. Folmsbee & Steven White look on.



Bollywood beauties, Neha Dhupia and Esha Koppikar grace the occasion with their presence



Bollywood heartthrob Fardeen Khan and his wife Natasha with Paul Folmsbee.

**WEST INDIA COUNCIL****Seminar on 'The Changing Trends in the Indo-US Real Estate Sector'**

The West India Council of Indo-American Chamber of Commerce organized a seminar on 'The Changing Trends in the Indo-US Real Estate Sector' on 22 August, 2008 at the ITC Grand Central, Mumbai.

The seminar started with the two stalwarts of the Indian real estate Niranjan Hiranandani, Managing Director of Hiranandani Group of Companies and Ravi Raheja, Group President, K. Raheja Corp. inaugurating the seminar along with Atul Nishar, Regional President, IACC, Farokh Balsara, National President, IACC and S.K. Mitra, Conference Chair.



Inaugural session: (L to R) S.K. Mitra, Conference Chair., Atul Nishar, Regional President, IACC-WIC, Niranjan Hiranandani, Managing Director, Hiranandani Group, Ravi Raheja, Group President, K. Raheja Corp., Farokh Balsara, National President, IACC.



Speakers on Green Building Concept, Integrated Township, REITs / REMFs, foreign investments in real estate sector: (L to R): S.K. Mitra, Conference Chair, Sanjay Dutt, Joint Managing Director, Cushman & Wakefield, Jai Mavani, National Director, KPMG, Nipun Sahni, Head of Global Commercial Real Estate, DSP Merrill Lynch Limited, Naushad Panjwani, Executive Director -Projects & Facilities Management, Knight Frank India, Pritam Chivukula, National Director, Colliers International.

Hiranandani's Keynote speech was thought provoking and captivated the audience since he spoke from the viewpoint of the common man.

The pre-lunch session had speakers such as Pritam Chivukula, National Director, Colliers International (I), Naushad Panjwani, Executive Director-Projects & Facilities Management, Knight Frank India, Nipun Sahni, Head of Global Commercial Real Estate, DSP Merrill Lynch, Jai Mavani, National Director, KPMG, Sanjay Dutt, Joint Managing Director, Cushman & Wakefield. The topics that the eminent speakers covered included the Green Building Concept, Integrated Township, REITs/REMFs, foreign investments in the real estate sector. The post-lunch session speakers included Brian Brown, Managing Director - Head of Equities, Citigroup Global, Ms. Aslesha Gowariker, Partner, Desai & Diwanji, Vijai Mantri, Consultant, DLF and the topics they touched included investment between India and the US by the corporate sector and individual Investors and laws relating to buying real estate in India.

The seminar was attended by a number of delegates, from CEOs of top real estate companies to stock market players representatives from multinational banks and the Media. The seminar was very interactive as there was a panel discussion at the end of the speeches during each session. Overall the seminar was very insightful and well received by the highly knowledgeable audience who interacted with the high profile speakers.



IACC Supports Anti-Fraud Meet

**PUNE
BRANCH**

Indo-American Chamber of Commerce supported an "anti-fraud conference organized by India Forensic Consultancy Services at Taj Lands End in Mumbai on 13 June 2008.



Panel discussion at the Anti-Fraud conference

The conference was well attended with IACC members getting a special discount in delegation fees.

Keynote speaker of the event, Christian Kammer, Senior Forensic Accountant, Department of Institutional Integrity, World Bank, Washington DC. highlighted the role of technology.

S Venkatesan, MD, Labsystems spoke about the role of the computer as a forensic tool in the investigations carried out.

The session on banking fraud risk management was taken up by Babu Jayendran, Advisor, Saraansh Systems Pvt. Ltd.

Giving a comparison of the statistics between India and the US, Mayur Joshi said: "The US with a 1/3rd population of India still has over 23000 certified anti-fraud professionals, but India does not even have 300!" This clearly brings into focus the need for certification in this field. ■

Corporate Social Responsibility

**GUJARAT
BRANCH**

Indo-American Chamber of Commerce - Gujarat Branch organized a very absorbing discussion on "Corporate Social Responsibility" for members by US Consular Official, Ms. Liza Nitze which was followed by dinner on 13 June 2008 at Ellisbridge Gymkhana, Ahmedabad.

IACC - Gujarat Branch Chairman Amal Dhru welcomed Ms. Nitze and said, Ms. Nitze, as Vice President of the Global Entrepreneur to Entrepreneur Program, facilitated connections between social and business entrepreneurs around the world. She had spent more than a dozen years as a consultant, often developing public-private partnerships, he said. As Executive Director of the New Jersey Governor's Commission on the Preservation and Use of Ellis Island, she developed a restoration and reuse plan for the island, he said. Ms. Nitze had also created Prosperity New Jersey, a statewide economic development initiative. As Executive Director of the World Trade Center Baltimore and

World Trade Center Institute in Maryland, she also attracted foreign investments to the state, Dhru added. .

Ms. Nitze shared some of the innovative ways of public-private partnership and successful models of corporate social responsibility that worked in the U.S. and other countries. She also explained on how best some of these models could be adapted in India. Members found the program very interesting and useful. ■



L to R: IACC Gujarat Amal Dhru Chairman, and Ms. Liza Nitze, Vice President of the Global Entrepreneur to Entrepreneur Program, USA) & Kaizar Mahuwala, Vice-Chairman, IACC, Gujarat



Presentation on Forex Market Volatility & Hedging Strategy

Indo American Chamber of Commerce, Gujarat Branch & CITI Bank, N.A. organized a Meeting on "Indo-US Economy, Current Volatility & Hedging Strategy in Forex" at Hotel Pride, Ahmedabad held on 8th July 2008.

IACC-Gujarat Branch Chairman Amal Dhru welcomed the guests speaker of the evening, Gautam Das (Asst. Vice President, Treasury, Citibank, N.A. He also gave brief introduction about Indo-American Chamber of Commerce and advised to the non-members of IACC to join the Chamber and take the benefit of the "Destination USA" series.

Das started with a presentation that included topics like the forex market, the current market scenario, hedging strategies & Citibank FX offering. He explained in detail about "what is Trade Forex & Why Trade Forex.

Das said the globalization of the world economy and technological advancement created unprecedented opportunities particularly with the emergence of new markets with considerable growth potential.

He said this scenario underscored the fact that up-to-date information in this modern age was very valuable and it was made possible by breakthroughs in Information Technology.

Now world events were digested in a matter of seconds providing vital information for investment decision-making, Das said, adding that the Foreign Exchange Market (FOREX) was among the most dynamic of the markets, highly sensitive to political and economic changes.

"Whether we like it or not, radical changes in forex exchange rates affect an individual's or institution's overall investment portfolio. Your holdings are all in US Dollars and you have chosen to hold the dollar and give up other major currencies. Indirectly, this makes you a currency investor. By investing in, and with, the US currency, then your portfolio becomes dependent on the integrity and value of the US Dollar. Without realizing it, this may have worked against you due to the decline of the value of the US Dollar against other major currencies," Das explained. The gist of various points

discussed at the meeting includes:

The FOREX market provides the investor a valuable tool in managing the effects of the foreign exchange risk by taking advantage of fluctuations in exchange rates. It is a means by which one can readily access this global market 24 hours a day and be able to hedge his/her outstanding US Dollar-based holdings. In a time when the speed of business increases on a daily basis, you need the ability to react swiftly. This change has created a condition that may leave investors out of the game without being aware of lost opportunities or erosion in their capital assets.

Around 100 members from various sectors attended the meeting and found it highly informative. Citibank Area Branch Manager Palash Surana proposed the vote of thanks. The programme was followed by a dinner. ■



Presentation in progress "Hedging Strategy in Forex" by Gautam Das



Consul General Owen Delivers Lincoln Memorial Lecture

The Gujarat Branch of Indo American Chamber of Commerce organized the Lincoln Memorial Lecture on the topic "Indo-US Business Relations: The Road Ahead" by Michael S. Owen, US Consul General, Mumbai on the evening of 2 June, 2008 at ATMA Hall, Ahmedabad.

IACC-Gujarat Branch Chairman Amal Dhru welcomed Consul General Owen and Parimal Nathwani, Member of Parliament. He said Consul General Owen would be sharing his thoughts on the growth that he had seen in the US-India relationship over the last three years.

"From education to agriculture, to trade and visas, the US-India relationship is stronger than it has ever been. We continue to broaden and deepen our relationship, not just government to government, but people to people," Owen said.

Describing the growth in the two-way trade, Owen said the combined US-India trade in goods and services in 2007 exceeded \$50 billion. Both countries had benefited from the relationship, he added.

He also spoke about the 81 percent growth in the number of visas processed at the U.S. Consulate General in Mumbai over the previous year, and great efforts were being made to keep the waiting time for appointments as short as possible.

Owen said that the new American Consulate General in Mumbai currently under construction and due to open in spring 2009 - will have double the number of interview windows as compared to the current premises and will provide better and more efficient services to visa applicants.

IACC members, leading businessmen and industrialists from Gujarat Consulate Members from Mumbai, numbering around 130 attended the programme and participated in the interactive session.

Gujarat Branch Vice Chairman Kaizar Mahuwala proposed the vote of thanks.

Before the start of the programme, Consul General Owen met IACC Gujarat Branch members, who briefed him about various initiatives taken by the State government and entrepreneurs that opened a wide spectrum of openings in various fields including travel, tourism, education and industry. He was also briefed about the initiatives such as 'Destination USA' programme series that started by IACC, Gujarat Branch earlier this year.



Consul General Michael S. Owen Presenting his LML Lecture on "Indo-US Business Relations: The Road Ahead".



Consul General Michael S. Owen & Parimal Nathwani, President, Reliance Industries Ltd. with Council Members of IACC, Gujarat Branch.



SOUTH INDIA COUNCIL

Seminar on Student Guidance in Hyderabad

ANDHRA PRADESH BRANCH

Indo American Chamber of Commerce in association with US Consulate, Chennai, organised a seminar on 26 June, 2008 on "Student Guidance for Higher Studies in USA" addressed by Ms. Janaka Pushpanathan, Regional Officer & Educational Advisor, USEFI and "Student US Visa(F1) : Rules and Regulations" session addressed by David Ian Hopper, Vice Consul, US Consulate, Chennai at FAPCCI (KLN Prasad Auditorium) in Hyderabad.

The "Student Guidance Session" was to assist thousands of students aspiring to go to the US for pursuing higher studies and who face the million dollar question "How to successfully face a VISA Interview?". The sessions gave first hand information regarding the drawbacks in doing fraudulent documentation and to eliminate serious shortcut methods which most of the people especially students follow in their enthusiasm to get through, without giving a thought to the consequences.

After the initial welcome address by Chairman V. Anand Reddy and Introduction of Speakers by Syed Baderuddin, National Vice President IACC, Ms. Pushpanathan informed the students about the numerous facilities and support the Consulate, with its vast network, provides to the students aspiring to take up higher education in the US. Presenting a telefilm on life in the US and on the campus she informed the students to be prepared for the change which is likely to reflect in their socializing, food, climate

and other areas, when they are abroad.

Pre-interrogating to choosing the University, Ms. Pushpanathan informed the students to make a clear study of the curriculum the university offers as the universities tend to differ a lot in the curriculum, though the subject as a whole may sound similar. She also advised the students to check with the background of the university, its affiliation, its campus area, location and specialization, faculty experience and above all the fee and semester structure, funding capacity, scholarship provisions as these issues in the long run emerge as obstacles to the students. She also advised the students and the parents to look into their finances before they opt for their children's studies abroad.

Briefing about the Visa Procedures, Hopper advised the students not to fall for temptations giving quick results and also informed about the consequences and after effects which could ultimately ruin their careers. Discussions on common issues like documentation, students' presentation, handling nervousness and numbness, problematic questions, common problems and probable solutions were also discussed elaborately.

Summing up the session, Baderuddin thanked Ms. Pushpanathan and Hopper for their informative presentations. He told the students that at times they might feel that they were not given enough time, all details were not looked into or even that their Visa was rejected on improper grounds. This might not be true. He said the interviewing Officials were all experts in handling Visa queries and their training, along with their experience over time has made them so efficient that a look at the applicant and the applicant's papers enabled them to either grant or reject Visa. Baderuddin further advised the students to follow the guidelines presented by Ms. Pushpanathan in choosing the university and of Hopper while proceeding for Visa and get benefited.

The seminar was attended by more than 100 students. The Programme received Sponsorship by Bajaj Allianz, Cox & Kings, Credila and Matrix and assistance from Valmiki Foundation



Anand Reddy, Chairman IACC A.P., Branch welcoming Ms Pushpanathan, Regional Officer & Educational Advisor, USEFI, Chennai



Seminar on BEP Visa Processing

Indo American Chamber of Commerce along with the US Consulate, organized a seminar in Hyderabad on 26 June on "BEP - VISA PROCESSING: UPDATE YOURSELF" Which was addressed by Mr. David Ian Hopper, Vice Consul, US Consulate General, Chennai and sponsored by Prithvi Information Solutions Limited.

The BEP Programme intended to update corporates who are into Visa processing on the rules and regulations, processes, etc. was attended by 35 participants.

V Anand Reddy, Chairman, IACC-AP welcomed the members after which R. Jagadeeswar Rao introduced Hopper.



L to R: Mrs. Shanti Kumar, Vice Chairperson, IACC- AP giving vote of thanks. R. Jagadeeswara Rao, Vice Chairman, IACC-AP, V. Anand Reddy, Chairman, IACC-AP, David Ian Hopper, Vice Consul, US Consulate General, Chennai and Vinay Agarwal, Regional President-IACC, SIC were on dais.

Hopper talked about the benefits the BEP members are offered by way of separate queue and special recognition which ultimately result in quicker processing and less rejections. He told the participants that the consulate over the years has looked into the problems the applicants face and has been trying to resolve them by creating more windows for quicker processing and opening of a photo studio to get proper photos done. Requesting the participants, majority of them familiar with processing visa documents, Hopper said the Consulate looks at the BEP company to provide them with proper and complete verified documents of eligible persons. He said the Consulate interviews 1300 applicants on a daily basis and with 15 officials working five hours a day it is approximately three minutes per person. As such the focus is on essentials, to which the BEP companies can contribute efficiently. He informed that ultimately "it is mutual trust and give and take".

The common area of Problems like mentioning surname, countries which have issued Visa, Group interviews, term of Visa, Multiple Visa of different category etc were also discussed elaborately.

The Seminar ended with Mrs. Shanti Kumar, Vice Chairperson, IACC A.P., proposing the vote of thanks. ■

Seminar on "Corporate Social Responsibility Building Corporate-NGO Partnerships"

Indo-American Chamber of Commerce Andhra Pradesh Branch along with The US Consulate General in Chennai and the Exchange Visitors Alumni Association (EVAA) organized a seminar-cum-exhibition on "Corporate Social Responsibility: Building Corporate-NGO Partnerships" on 20 June, 2008 at the Taj Deccan Hotel in Hyderabad.

As many as 35 NGOs working on a range of issues

including education, child rights, human rights, environmental protection, HIV/AIDS awareness, preservation of art and culture displayed their products and services and the event was well attended by representatives of more than 120 corporate companies.

Welcoming the members, Anand Reddy, Chairman, IACC-AP, said that many leading Indian and



multinational companies had established excellent CSR programmes, but small and medium sized businesses and those multinational companies who had recently invested in India might not have had the chance to do so.

He said the seminar was organized to facilitate those businesses interested in further developing or creating CSR programmes and to provide them with inputs from well-established NGOs. He expressed hope that the NGO fair would provide an opportunity of better understanding between the NGOs and corporates.

Kits containing the details of NGOs and their activities were distributed to all 120 participants who attended the seminar.

Ms. Litze, Vice President, Global Entrepreneur Program, Ashoka, USA, presented a brief overview of CSR in the US, followed by presentation on ideas and initiatives behind some of the social causes taken up. She said it is important that the NGO's involved the government bodies, local authorities, corporates and opinion leaders in their activities which shall help them to get substantial support by way of ideas, initiatives, resources, funds etc. The corporates also gain a lot in every way as they are ultimately making the society a better place which is the threshold of their own development.

Ramalinga Raju shared his experience on how his father

motivated him to the development of CSR and how his employees were contributing by way of offering 10 percent of their spare time to these activities. He also briefed the members about Satyam's employees' CSR services both in IT and on the personal front, their taking up of rural development issues like education, health and environment etc.

Raju talked about the recent HMRI and EMRI services pertaining to health management and emergency management which they had taken up and which were presently rated more efficient than the US services.

Jerry Almeida talked about his experiences with various NGOs and outlined strategies for successful management, growth and sustaining based on his experience. He called upon NGOs to focus more on inspiring people in taking up the cause in whatever way possible. He drove home the point that funds or aids are likely to get eliminated over a period of time, but if the people are made to understand the issue the resources tend to be more sustaining with longer effects.

Almeida stressed the need for maintaining transparency in all the activities which should help in retaining the goodwill and support of the aiding agencies.

The first session concluded by Dr. Sudhakar Reddy, President, EVAA presenting a vote of thanks followed by Jerry Almeida and Lisa Sharing their views with the corporates and NGOs on Growing and Sustaining. ■



V. Anand Reddy, Chairman-IACC AP, welcoming members and introducing speakers Ms. Lisa Nitze, Vice President, Global Entrepreneur Program, Ashoka, USA, Ramalinga Raju, Founder- Chairman, Satyam Computer Services, Hyderabad and Jerry Almeida, Founder and Chief Volunteer, Indian Confederation of NGOs (iCONGO) were on the dias.



IACC-TN Holds US Campus Guidance Session for Students

**TAMIL NADU
BRANCH**

The Tamil Nadu Branch of Indo-American Chamber of Commerce organized a students' guidance session on **"Orientation & Adaptation to U.S. Campus Environment"** on 25 June 2008 at Chennai.

The objective of this session is to assist and encourage students who intend to pursue higher education in the United States and are uncertain of the formalities involved.

The topics & speakers were:

Opportunities and benefits of higher studies in USA : **Dr. Nabarun Ghose**, Professor of Marketing and Business, The University of Findlay, Findlay, Ohio, USA

Loan facilities in India for your higher studies: **Ms. Geetha T R**, Chief Manager, Personal Banking Unit, SBI

Preparing to get the Visa: **Ms. Menaka Rajendran**, Head Operations, Smith, White, Sharma & Halpern

Adapting to the living conditions in America: **B. Rajeshwar**, COO, Global Adjustments, Chennai

PANEL DISCUSSION Moderators:

How to adapt and network in a campus environment? **Dr. Sankaran Raghunathan**, Chairman, Blueshift **Mr. RaviShanker**, Director, Super Auto Forge Ltd & **Ms. Alisha Puducherry**, Student.

A question and answer session, which followed, was very interesting and proved to be very useful to the students. The Chamber's initiative was greatly appreciated by the participants. ■

Farewell Dinner to U.S. Consul General, Chennai

A farewell dinner party was hosted by IACC (TN) to U.S. Consul General David T Hopper and Mrs. Susan Hopper on 23 July, 2008 in Chennai. All members of the branch were invited and a small memento was presented to Mrs. Susan Hopper & David Hopper as a token of appreciation. ■



Hiren Shah, Chairman, IACC (TN) presents a memento to U.S. Consul General David T. Hopper & Mrs. Susan Hopper.

Meet Success First Hand

Indo-American Chamber of Commerce Tamil Nadu organized the third breakfast meeting **"Meet Success First Hand"** on 31 July, 2008.

R. G. Chandramogan, CMD, Hatsun Agro Product Ltd,

the guest speaker, sharing his experiences in an inspiring address, pointed out the significance of growth of rural areas for the country's development. There were about 80 participants including IACC members and non-members. ■



IACC-Sanmar Indo-US Business Cooperation Award 2007

Indo-American Chamber of Commerce and the Sanmar Group of Companies have jointly instituted the IACC-Sanmar Indo-US Business Cooperation Award. The IACC-Sanmar Indo-US Business Cooperation Award recognizes the efforts of individuals or business enterprises for their significant contribution in promoting Indo-US relations through business or economic activity. The Award, an annual event, serve as a benchmark for excellence in building relationships between India and the US.

The second edition of the IACC-Sanmar Indo-US Business Cooperation Award, 2007, was presented to "Cherry Corporation" of the US on 14 July, 2008 at Chennai.

Peter Cherry in his acceptance speech thanked IACC and Sanmar for conferring the award on his company. He paid a tribute to the strength of the TVS Group as their Indian JV partner and highlighted new opportunities from the innovative thinking emerging out of the Indian venture.

David T Hopper, U.S. Consul General for Chennai, Chief Guest of the function, complimented Cherry Corporation for being a model foreign investor. He recognized the value of high quality collaboration which transferred new technologies, developed human resources, expanded both its domestic and

export base.

Hiren Shah, Chairman, IACC (TN) welcomed the gathering and S. Ravishankar, Vice-Chairman, IACC (TN) proposed the vote of thanks. Speaking on the occasion, N. Sankar, Chairman, The Sanmar Group presented an outline on constitution of the Award and Hareesh, Chairman, TVS Cherry Pvt Ltd briefed about their manufacturing facilities in India.

Around 180 invitees participated in the Award Ceremony which included members, non-members, representatives of trade associations etc. ■



David T. Hopper, US Consul General, Chennai presents the Citation to Peter Cherry, Chairman & President, Cherry Corporation, USA. Others seen (L-R) N. Sankar, Chairman, Sanmar Group, S. Ravishankar, Vice-Chairman, IACC (TN), Hiren Shah, Chairman, IACC (TN) and R. Hareesh, Chairman, TVS Cherry Private Limited.

Bangalore Seminar on Changing Trends in the Indian Real Estate

**KARNATAKA
BRANCH**

The Karnataka branch of Indo-American Chamber of Commerce (IACC), organized a seminar on "Changing Trends in the Indian Real Estate" on 14 June, 2008 at Hotel ITC Windsor Sheraton, Bangalore.

Kok Huat Goh, Managing Director of Tishman Speyer, shared his thoughts about where the real estate market in India is, given these changes as well as thoughts on the role that foreign capital and expertise can play. He

said, "The growth trend of \$20 billion private equity being attracted to this sector in the past few years, is seeing a slowdown now. But property prices are beginning to rise again." According to him, it has been said often that Indian Real estate is at an inflexion point. Recent world and national events have also impacted on the state of the Indian real estate market.

Mike Holland, CEO of Assetz Property Group, gave his



inputs on global interest in the Indian real estate sector. He said that "foreign investors consider factors such as supply of suitable land, cost of material and logistics, the regulatory environment and taxation." According to him, abrupt changes in taxes would affect pricing and market.

Rajagopalan Palmadalai, Head of Design, TSI Ventures, provided an informative case study on Integrated Township in Tellapur, Andhra Pradesh, India. Tellapur is a mix of residential, commercial, social and recreational facilities for different segments of the society. The Township will embody the concept of a 'Green City'.



L to R: R.K Chopra, Secretary-General, IACC, Syed Mohammed Beary, CMD, Beary's Group, Vinay Agarwal, President, SIC, Udaya Kumar, Chairman, IACC-Karnataka, Farokh Balsara, National President, IACC, Kok Huat Goh, MD, Emerging Markets, Tishman Speyer, Rajagopalan Palmadalai, Head of Design, TSI Ventures, Mike Holland, CEO, Assetz Property Group, Ms Priya Chetty Rajagopal, past Chairperson, IACC Karnataka

Syed Mohammed Beary, CMD, Beary's Group, alerted on the global warming crisis. Beary advocated "Green" building as the best and only way forward. He said that "It must become mandatory and the onus of taking this forward is on everyone, especially the builder community". While rain water/solar energy harvesting, integrated sewerage treatment, drip irrigation system, ground water recharging, landscaping, to name a few are some of the known measures that ought to be a part of every building project, he elucidated on many other simple eco-friendly concepts, materials & elements that can wholly contribute to safeguarding, preserving and enhancing the environment. Beary concluded by stating 'Nature has always been man's best friend and greener is better for everyone'.

The event was moderated by Ms Priya Chetty Rajagopal, Past Chairperson, IACC-Karnataka. Vrindavan TechVillage and Beary's Group sponsored the event. Webex was the Official Event Technology Provider for this event.

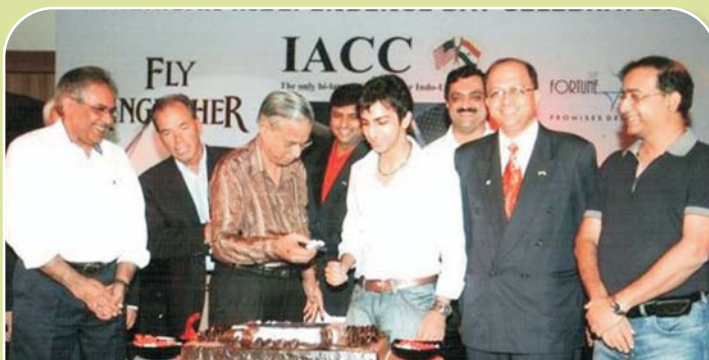
The session was very informative, interactive and was appreciated by all. ■

Celebrating American I-Day with Great Gusto

The sprawling Ball Room in Hotel Grand Ashok in Bangalore exploded in mirth and joy on the evening of 4 July, 2008 when the Karnataka Chapter of the Indo-American Chamber of Commerce celebrated the American Independence Day with great enthusiasm.

The venue was decked up in red, white and blue on the day to capture the spirit of American freedom as more than 200 IACC members of the Karnataka chapter as well as American citizens living in the Cyber city came together to share nostalgia, networking and patriotism.

The guests' list read like a who's who of the IT and ITES industries, apart from financial sector executives and sprinkling of American



L to R: Vinay Luthra, MD, KSTDC, Stephen, Corporate Vice President & Global Managing Director, Cisco, Uday Kumar, Chairman, IACC-(K), Raj Rajkumar, MD, ADC India Communications, Pankaj Advani, billiards champion; Sajeev Trehaan, CEO, The Luxury Trains, Vasanth Kini, MD, Titanium Industries and Soumitra Sana, MD, Motorola India.



citizens. Billiards champion Pankaj Advani was among the celebrated invitees.

The evening's celebration kicked off early with the cocktails on a joyous spirit (literally). And if good company was not enough, Harvest Moon, a talented group added theatrical flavor to the whole evening featuring the Indo American Film Festival where Bollywood and Hollywood blended as one in a dazzling display of music, drama, dance, quizzes, prizes and much more.

To add authentic American flavour to the evening,

hotdogs, burgers and beer were served to go with song and dance.

The star sponsor for the evening was Kingfisher Airlines. The Fortune Group was the Co-sponsor for the event. Beer was sponsored by Budweiser.

The lucky draws prizes were sponsored by The Luxury Trains, Hidesign, C. Krishnaiah Shetty and several others.

An evening of fun and frolic, food and drink enlivened IACC's American Independence Day celebrations to make the evening's experience truly memorable. ■

Presentation on Alternate Energy & Environment

The Karnataka branch of Indo-American Chamber of Commerce organized a presentation on '**Alternate Energy and Environment**' at Fortune Select JP Cosmos in Bangalore on 22 August, 2008.

Following eminent speakers made their presentations during the session, which turned out to be very informative, interactive.

P. Parthasarathy, Director, E Parisaraa, shared his thoughts on e-waste management. He said that many preferred to sell their e-waste to the "highest bidder" from among unauthorized e-waste traders as they offered a better deal. Hence, guidelines

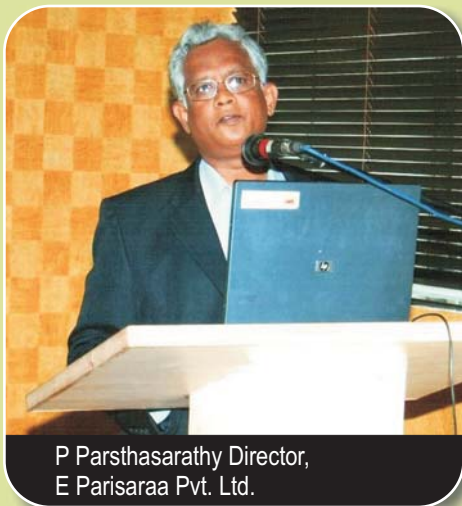
should be laid down to make e-waste management mandatory in all companies, added. His presentation also covered e-waste and its classification, benefits of recycling, generation and statistics, present legislations in India, Bangalore initiatives, reuse and recycling and way forward.

Suraj Rengarajan, Solar Business Group, Applied Materials India, focused on technology and products that help reduce the need to burn fossil fuels and lower greenhouse gas emissions. There is significant interest in Photovoltaic Technology (PV) as an alternate source of energy due to the dramatic jump in fossil fuel prices. Two trends have resulted in the decrease in the cost per watt of solar power; the increase in efficiency of the PV cell, and the improvements in manufacturing technology. In this presentation, the Applied Materials strategy to reduce the cost per Watt of Solar power was discussed, with special emphasis on the SunFab thin film production line.

Sudarshan Ananth, Vice President, Wipro Eco Energy, believes that ecological sustainability will be the way to go and will define the course of future business. Through Wipro's Corporate wide initiative called Eco Eye - it looks at its various operations within the corporation to align it towards ecological sustainability and at outside seeking new business opportunities for investment and engaging customers.

C S Silori, Fellow, Centre for Environment Sciences, TERI, provided an overview of various aspects of promotion of biofuel, with specific reference to their role in addressing the issue of energy security in the country. Of late, there has been tremendous interest being shown by policy makers, researchers and development planners on the promotion of biofuel. There are however, few important aspects, including research and development and policy scenarios, which need proper attention from all the quarters, while projecting and promoting biofuels as one of the potential sources of alternate energy.

Naganagouda, Assistant General Manager, Karnataka



P Parsthasarathy Director,
E Parisaraa Pvt. Ltd.



Renewable Energy Development Ltd, provided an overview on conventional energy generation technologies, exhaustible sources like coal, oil and nuclear fuel. According to him recent events have posed a setback to the sector of conventional power generation. Hence in present day energy scenario, for meeting the ever-increasing energy demand, efforts have come into focus with a view to developing new generation technologies. The major goals of these approaches are to have reduced environmental damages, conservation of energy, exhaustible sources and increased safety. ■



L to R: Vasanth Kini Vice Chairman (IACC), Udaya Kumar Chairman (IACC, Karnataka), Sudarshan Ananth Vice President, Wipro Eco Energy, Dr. C.S.Silori Fellow, TERI Southern Regional Centre, Dr. Suraj Rengarajan Solar Business Group, Applied Materials India Pvt. Ltd.

EAST INDIA COUNCIL

Indo-US Fellowship Night Marks American I-Day Celebrations

In tune with the strengthening relations between India and the United States in every sphere, the Eastern India Council (EIC) of Indo-American Chamber of Commerce staged a special event on 1 July, 2008 to mark the celebrations of the American Independence Day at the Bengal Club in Kolkata.

Dubbed, the Indo-US Fellowship Night, it was attended by guests comprising the cream of the city, including leaders of industry and commerce, celebrities, consular corps, expatriates, and IACC members. On this occasion the Chamber

bade farewell to Henry V Jardine, US Consul General and Ms. Eileen Crowe Nandi, Principal Commercial Officer, USFCS. ■



Sutanu Ghosh, Regional President, presenting mementos to Henry V Jardine, US Consul General on Indo-US Fellowship Night on July 1, 2008. Ms. Aileen Crowe Nandi, Principal Commercial Officer, US Consulate General looks on.



Interactive Meeting with Linda Droker

A roundtable interactive meeting with Ms. Linda Droker, Director of the Office of South Asia and Oceania at the Department of Commerce was held at the Calcutta Club in Kolkata on 27 June 2008.

Ms. Droker spoke on Intellectual Property Rights (IPR), Foreign Direct Investment (FDI) and opportunities of investment in India. Only the Committee members were invited. ■



An interactive meeting with Ms. Linda Droker, Director of the Office of South Asia and Oceania at the Department of Commerce. (L to R)- Ms. Linda Droker, Sutanu Ghosh, Regional President, IACC-EIC and Shourya Mandal, Regional Vice President, IACC- EIC.

Five Firms Participate in 'Showcase USA'



(LR) Shourya Mandal, Regional Vice President, IACC-EIC, Henry V Jardine, Consul General, Sutanu Ghosh, Regional President, IACC - EIC, Ms. Aileen Crowe Nandi, Principal Commercial Officer, US Commercial Service, Arup Mitra, Senior Commercial Advisor, US Commercial Service.

A "Showcase USA" was held on 19 June, 2008 at the Bengal Club in Kolkata, jointly organized by the US Commercial Service and Indo-American Chamber of Commerce.

Five companies YSI Incorporated, Miracle Water Filters Pvt. Ltd., Dow Water Solutions, Ondeo Nalco India Limited and Apex Trade International took part to showcase their products and the audience were swayed by the perfect presentations given by the participating companies. ■



Henry V Jardine, US Consul General in an interactive moment with Vishal Shroff, Director, Apex Trade International, at "Showcase USA."



Seminar on Indo-US IT Sector Valuation & Acquisition Finance

The Indo-American Chamber of Commerce the Ministry of Information Technology, the Government of West Bengal and TIE, jointly organized a half-day seminar on 'Indo-US IT Sector Valuation & Acquisition Finance'. on 31 May 2008 followed by a networking lunch. The seminar was attended by 60 delegates.

Debesh Das, Minister of Information Technology, West Bengal was the Chief Guest and Henry Jardine, US Consul General, the Guest of Honour. Siddharth Padam of Chesapeake Group, Mr. Prashanto Sengupta, Director, Corporate Finance, KPMG, Pankaj Dhanuka of ICICI Bank, Dr. Jayjit Bhattacharya, Country Director, Sun Microsystems were the eminent panelists. ■



(L to R): Sutanu Ghosh, Regional President, IACC-EIC, Jayjeet Bhattacharya, Country Director, Sun Microsystems, Debesh Das, Minister of Information Technology, West Bengal, Debesh Das, Minister of Information Technology, West Bengal, and others.

NORTH INDIA COUNCIL

An Annual Fellowship Night of Networking & Fun

The North India Council of Indo-American Chamber of Commerce organized its Annual Fellowship Night on 25 July, 2008 at Shangri-La Hotel, New Delhi.

The Fellowship Night provided an opportunity for IACC members and guests to meet and network with key officials from the US Embassy and heads of US multinationals based in the Indian Capital.

Dr Prasad Medury, President, IACC-NIC welcomed the Chief Guest, Steven White, Charge D' Affairs, US Embassy and the Guest of Honour, Dr K C Chakrabarty, Chairman & Managing Director, Punjab National Bank. Dr Medury then presented the mementos to the Chief

Guest, Guest of Honour and all the Platinum Sponsors.

There was prominent participation from the US Embassy including Dale Tasharski, Dy Commercial Counselor, Mrs & Mr. Ted Osius, Counselor for Political Affairs and Mrs & Mr. Oliver Flake, Sr. Agricultural Attache.

Farokh Balsara, National President, IACC, Deepak Pahwa and Dr M K Modi, National Past Presidents, IACC, graced the occasion.

To add fun to an otherwise high-brow social networking event, which had a sprinkling of celebrities from all walks of life as a lively orchestra.



The event was supported by American Airlines, Amway India Enterprises, The Luxury Trains, Amrop International, Bry-Air (Asia), Hill & Associates, Priti Suri & Associates and G D Foods Mfg.

Some of the eminent organizations present during the event were Abercrombie & Kent India, Cushman & Wakefield, Cyber Media India, Exhibitions India, Fox Mandal & Co, Freescale Semiconductor, Lanco Intratech, Link Legal, Luthra & Luthra Quattro, Northrop Grumman International Inc., Textron and others. ■



L to R Deepak Pahwa, National Past President, IACC, K C Chakrabarty and Prasad Medury



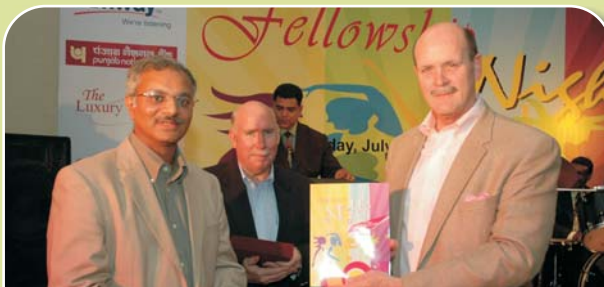
Steven White delivering the Message of Friendship during the event.



Participants enjoyed the live band during the occasion.



L to R William Pinckney, Managing Director & CEO, Amway India Enterprises, Dadi E Mistry, K C Chakrabarty, CMD, Punjab National Bank; Prasad Medury, President, IACC-NIC; Mrs Medury, Steven White, Charge D' Affairs, US Embassy and Gulshan Dua, Freescale Semiconductor India.



Steven White releasing the Fellowship Night Souvenir



Networking



Participants enjoyed the games



Ms Amber Flake in a jovial mood while playing the games



Oliver Flake, Sr. Agricultural Attach, US Embassy win the prize



Dale Tasharski, Dy Commercial Counselor to draw the raffle

Interactive Meeting with Visiting ISPL students from US

North Indian Council Of Indo-American Chamber of Commerce gave a farewell to Randall S Fiertz, Senior Representative South Asia, FAA International Aviation, US Embassy on 6 June, 2008. Prasad Medury, Regional President, IACC thanked Fiertz for helping to set up the ACP.

Those present included Larry Coughlin from Boeing Commercial Airplanes, Bill Blair from GE, Priyank Agarwal from Honeywell, R K Sharma from Lockheed Martin, Atul Sharma from Link Legal, Vikram Madhok from Abercrombie & Kent and Ajay Kumar from FAA, US Embassy.

North Indian Council Of Indo-American Chamber of Commerce organized an interactive meeting with students from International Scholar Laureate Programme (ISPL) from the United States on 20 May, 2008. A group of 17 undergraduate students from different colleges from the US visited India. The students had an interactive session with the IACCNIC members. The team was accompanied by the faculty members from Premier Universities of the US. NIC helped organize site visits to Quattrro BPO Solutions Pvt. Ltd, Bry-Air (Asia) and Frick India for interaction of the students with senior managers of the industries.