



Confederation of Indian Industry

Quarterly Newsletter from CII Southern Region

Deccan Despatch

Issue January – March 2009



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South India

@ 75





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EDITOR'S *DESK*

Dear Readers

With the strong and stable Government at the Centre, the Indian Industry is optimistic on quick revival of the economy. The recent fiscal and monetary measures rolled out by the Government has started showing signs of revival of economy.

According to CII's bi-annual Business Outlook Survey, CII Business Confidence Index (CII-BCI) for April-September 2009-10 improved considerably reflecting a boost in business confidence compared to the past six months.

This year, we would give more thrust to our work plan focusing on three key areas viz., Economy, Infrastructure and Governance in line with our National theme - "India@75 - Economy, Infrastructure & Governance (EIG).

We will also lay special emphasis on agriculture, skills & employability, education, development of micro, small & medium enterprises; policy advocacy, urban infrastructure; agriculture; healthcare and social development during the year.

Increase in public spending and creating an investment conducive environment to encourage greater private sector participation are key for Infrastructure development.

In this issue, we are featuring an article on 'Emerging Trends To Achieve World-Class Infrastructure' by Mr J P Nayak, Chairman, Infrastructure Sub-Committee, CII - Southern Region, highlighting the need for a strong focus on public-private partnership in developing infrastructure on par with global standards.

Another focus area of CII this year would be on 'Corporate Governance'. Corporate Governance needs to be instilled in enterprises at an early state of their development and greater awareness of good corporate governance standards help to build corporate values.

Deccan Despath also features an article on 'Good Governance In India' By Mr T.N.Manoharan, Managing Partner, Manoharan Chowdhry & Associates, which presents various facets of Corporate Governance and its impact on industry.

We hope you would enjoy this edition of Deccan Despatch and we would be happy to receive your feedback.

Sujith Haridas
Regional Director,
CII Southern Region



Confederation of Indian Industry

CII SOUTHERN REGION Annual Regional Meeting 2009

&

Session on

“South India@75 - The Emerging Agenda”

7 March 2009 : Hyderabad



Delivering a special address at Public Session Mr R Seshasayee, Past President, CII and MD of Ashok Leyland, pointed out that the key for future growth is innovation. Stating that

Investments in education should be encouraged and modality should be worked out for identifying the people who need proper training in order to produce 200 million graduates and 500 million skilled labour, as aimed in India@75.

governments should try to increase competition and invest in the future, he called upon the Indian government to initiate certain confidence-boosting measures for the Indian industry and general economy, besides cash and fund-aid, so as to meet the challenge of the global meltdown.

Mr R Raghuttam Rao, MD of ImaCS, presented the newly created District Development Plans (DDPs) for the 17 select districts in the region,

covered under the India@75 initiative.

Chaired by Mr Gopal Srinivasan, Chairman, Mission on India@75 & Chairman, TVS Capital Funds Ltd, the panel discussion on South-India@75 highlighted key focus areas such as education and skills development, infrastructure, innovation, environment and moral leadership. The panel opined that these areas would help the Southern States in achieving the goals set in the South India@75.

The Director General of CII, Mr Chandrajit Banerjee, said CII is taking all steps for making India@75-The Emerging Agenda to become a People's Agenda.

Participating in the Panel Discussion, Mr Kris Gopalakrishnan, CEO & MD of Infosys called for a radical shift in the infrastructure policy. He also pointed out the need to develop new, completely integrated and self-sustained cities and also preserve and protect the old cities with their history and culture.

Mr Vikram Akula, CEO & Founder, SKS Microfinance Pvt Limited called on the governments to create win-win models for the Bottom-of-Pyramid market and they should play the roles of enablers and regulators than that of doers.

Mr Pradipta K Mohapatra, Immediate Past Chairman, CII-SR said that investments in education should be encouraged and modality should be worked out for identifying the people who need proper training in order to produce 200 million graduates and 500 million skilled labour, as aimed in India@75.



L-R : C R Swaminathan, Chairman, CII SR
Chandrajit Banerjee, Director General, CII
Dr B V R Mohan Reddy, Immediate Past Chairman, CII
Virendra Gupta, Regional Director, CII

Speaking on the impact of global warming, Mr M M Murugappan, Chairman, Carborandum Universal Limited, opined that integrating activities of various organizations and people with that of governmental strategies would achieve greater success.

Mr Ashish Iyer, Partner & Director, The Boston Consulting Group said India should aim for being part of the 10 most ethical and moral group of countries and ensure that all sections in the country are provided with equal opportunities.

The Annul Regional Meeting also welcomed the Incoming Chairman for the year, Mr C R Swaminathan, Chief Executive, PSG Industrial Institute and Mr S Gopalakrishnan, CEO & Managing Director, Infosys Technologies Ltd as the new Deputy Chairman for the Southern Region.

Glimpse of State Annual Days



Andhra Pradesh



Karnataka



Kerala



Tamil Nadu

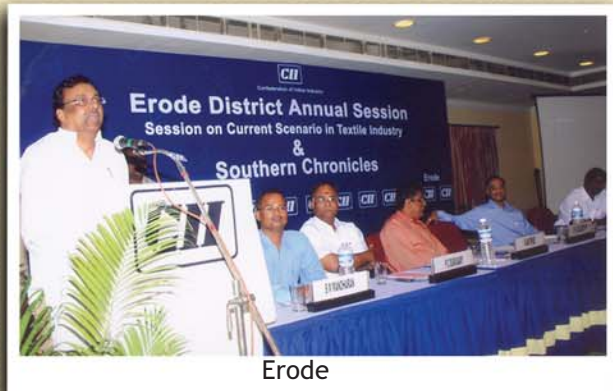


Puducherry

Glimpse of Zonal Annual Days



Coimbatore



Erode



Karur



Madurai



Mysore



Trichy



Visakhapatnam



Vijayawada



Confederation of Indian Industry

CII SOUTHERN REGION OFFICE BEARERS 2009 -10

Mr C R Swaminathan
Chairman, CII Southern
Region & Chief Executive
PSG Industrial Institute



Mr S Gopalakrishnan
Deputy Chairman,
CII Southern Region &
Chief Executive Officer &
Managing Director
Infosys Technologies Ltd.

STATE OFFICE BEARERS 2009-10

ANDHRA PRADESH

Chairman
Mr Y Harish Chandra
Prasad
Chairman
Malaxmi Infra Ventures
(India) Pvt Ltd



Vice Chairman
Mr Shakti Sagar
Managing Director
ADP Pvt Ltd

KARNATAKA

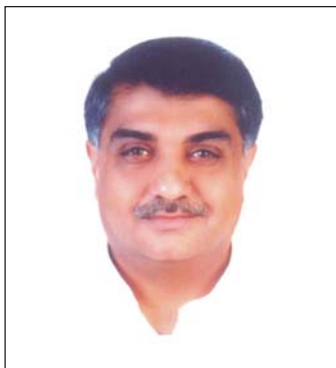
Chairman
Mr T Parabrahman
Managing Director &
COO
Kirkoskar Toyoda Textile
Machinery Pvt Ltd



Vice Chairman
Mr Aroon Raman
Managing Director
Raman Fibrescience Ltd

STATE OFFICE BEARERS 2009-10

KERALA



Chairman
Mr Sanjaya Mariwala
Managing Director
Kancor Ingredients Ltd



Vice Chairman
Mr P Ganesh
Managing Director
Elsto Tapes Ltd

PUDUCHERRY



Chairman
Mr T Rajarajan
General Manager
Emami Ltd



Vice Chairman
Mr M S Vijayaraghavan
Director
Josco Footwear Products
Pvt Ltd

TAMIL NADU



Chairman
Mr C K Ranganathan
Chairman &
Managing Director
CavinKare Ltd



Vice Chairperson
Mrs Nandini
Rangaswamy
Managing Director
Chandra Textiles Ltd

Major Events

CII Signs MoU with TN Government for Skills Training

22 January 2009 : *Chennai*

CII and Tamil Nadu Corporation for Development of Women Ltd (TNCDW) and Vazhndhu Kaattuvom signed a Memorandum of Understanding to impart specific skill training to the State's unskilled workforce.

Aided by World Bank, CII in collaboration with industry partners would train 10710 unskilled workforce in Tamil Nadu covering trades such as construction, manufacturing, fabrication, garments, automotive repair, logistics and electrical. Training will be imparted over a period of 12 months starting from January to December 2009. Trained candidates will be employed after the completion of the training programme.



Mr Manikam Ramaswami, Chairman - CII Tamil Nadu state & Mr T Udayachandran, IAS, Managing Director, Tamil Nadu Corporation for Development of Women Ltd (TNCDW) exchanging MoU

Session on Impact of Global Meltdown on Indian Economy – Challenges & Opportunities

20 February 2009 : *Chennai*

This session was conducted to help members understand the impact of the current economic situation and how to handle the crisis. The programme included a presentation by a Senior Official of Boston Consulting Group on Understanding the Turbulence Impact of the Financial Crisis on India followed by a panel discussion on ‘Impact on global slowdown - the opportunities for the Indian Industries’. The panel discussion was moderated by Mr K Venugopal, The Hindu Business Line.



Session on Impact of Global Meltdown on Indian Economy - Challenges & Opportunities, Chennai

iTalent 2009

27 - 28 February 2009: *Chennai*

The fifth edition of the competition was conducted to identify and showcase the computing and Entrepreneurial talent of students from regional & sub-urban colleges to IT industry. The two - day event was packed with a rigorous selection competition for the students and interactive sessions for institutes to gauge what the industry seeks in its entrants.

The participants presented innovative projects, showcasing their creative, conceptual, technical and presentation skills. The biggest take away for the students was the value added sessions such as interactions with the HR heads of companies on “Importance of Ethics to be a Successful Organisation”, CEO Panel on “Challenges in the Times of Economic Slowdown” and a session on eGovernance



Winners at iTalent 2009 - Students from Model Engineering College, Kochi

and Knowledge Management. The winners of the event were the student team from Model Engineering College, Cochin who won the First Prize of Rs 30,000/- for their innovative project titled ‘I-Lighting’. The second prize of Rs 20,000/- was bagged by the team from Meenakshi Sundararajan Engineering College, Chennai and the third prize of Rs.10,000 /- went to BMS College of Engineering, Bangalore.

Launch of College Excellence Cluster

27 March 2009 : Coimbatore

The CII - College Excellence Cluster was launched to provide support to the cluster colleges by continuous Industry-Institution intervention. The colleges in the cluster include Jansons School of Business, Coimbatore, GRG School of Management Studies, Coimbatore, Sri Venkateswara College of Computer Applications & Management, Coimbatore, Kongu Engineering College, Erode and Angel College of Engineering and Technology, Tirupur

CEOs, COOs & CFOs will interact with the students and faculty on the industrial scenario to help them understand how to cope with the economic slow down; developing a robust business strategy; managing and leading teams; competitiveness and management strategies; aligning financial strategies with business goals etc.

Such interaction would highlight areas of opportunity; enable benchmarking and sharing of best practices and endue students with specific skill sets.

The speakers at the launch included Mr C R Swaminathan, Chairman, CII Southern Region & Chief Executive, PSG Industrial Institute, Dr R Mahadevan, Chairman, Education Subcommittee, CII-SR & Group Technology Director, India Pistons Ltd., Mr Ravi Sam, Chairman, CII Coimbatore Zone & Managing Director, Adwaith Lakshmi Industries Ltd, & Prof S Balasubramanian, Director, GRG School of Management Studies.

An Industrial visit to Roots Industries India Limited, Coimbatore was organized for the faculty members of the Cluster Colleges.



Mr Ravi Sam, Chairman, Prof S Balasubramanian, Director, Mr C R Swaminathan, Chairman, Dr R Mahadevan, Chairman, Dr N Gunasekaran, Principal, (lighting the lamp) and Dr A Ashraf Ali, Principal,

Members Speak

EMERGING TRENDS TO ACHIEVE WORLD-CLASS INFRASTRUCTURE

By Mr J P Nayak

President (Operations), Larsen & Toubro Ltd



The turn of the twenty-first century has seen India emerging as a force to reckon with in all spheres of global importance. Be it the phenomenal economic growth witnessed in the last 5-6 years notwithstanding the recent downturn or the strategic importance that

India has achieved in the region, its advancements in IT, ITES, space research, sports and even entertainment. There is a new-found spring-in-the-step enthusiasm in every thing Indian.

While the confidence of the Indian Nation could help it emerge as a key global force, it needs to be supported by an environment and infrastructure that is free of bottlenecks and is world-class. Infrastructure in every sphere of economic or social activities has been in pitiable condition for long in India and it is only recently that there is a movement to better it. The improvements, though visible are still small and inadequate for a sustained growth in prominence. There is a silver lining in the economic downturn that focus will come strongly onto the infrastructure as a means for revival.

For sustaining an annual GDP growth of 8% - 10%, the spending on infrastructure is required at about 10% - 12% of GDP. Hitherto, India's spending on Infrastructure has been of the order of 4.7%. 11th Plan

envisaged increasing this to about 8%. This translates to about USD 500 Billion during the 11th Plan period and has been provided in the Plan. It is a matter of concern that actual spending annually has been at best USD 50 Billion, way below the requirement. It is now envisaged that 11th Plan will see no more than USD 270 Billion expenditure on Infrastructure. The slow down in the economy and the consequent deterioration in the investment climate has made it difficult to accelerate the

seen lack of progress in many other sectors. Volatility in commodity prices seen in 2008 and consequent increases in risk perception have affected Private sector participation. However, good progress is seen in Government sponsored projects such as PMGSY, PWD roads and Road works under JNNURM. In the short run, projects under direct spending by Government will see quicker progress. Visible signs of revival of the economy will lead to improved risk taking and investment by Private sector.



rate of spending. However, the coordinated actions of the World Economic Powers through special stimulus to the world economy will see India too aggressively pushing up spending on Infrastructure. This trend will become visible once a popular elected government takes charge in mid May 2009.

The key infrastructure sectors which have seen major investments so far like Roads, Power, Telecom and irrigation will continue to see investments. Private sector participation and Public - Private Partnership (PPP) have been key routes to investment in Telecom and Roads.

Delays due to Governance issues such as Model Concession Agreements terms have afflicted Road projects by NHAI during 2008-09. Lack of even such MCAs in other sectors has also

Indian Economic growth has ever faced challenge of acute shortage of electrical power. Currently the gap between demand and supply is 16% for peak energy and about 10% for average energy requirement. Power sector reforms since the Electricity Act 2003 opened up substantial avenues for growth of Power generation, transmission and distribution. 11th Plan envisages a capacity addition of over 78 GW.

The slow down has not affected much the plans of the Public sector NTPC. SEBs continue to face similar issues of funding as earlier with the downturn not adding to its difficulties. Private sector involvement is mainly through UMPPs, 4 of which are already awarded and 4 more being in the pipeline. The private UMPPs are tacking difficulties of funding in a bear market. The difficulties are more in land acquisition and environmental clearances, lining up fuel supply agreements and sorting out pit-head coal license issues.

The sector is expected to improve meeting capacity addition targets above the traditional 50-52%. Going forward, Power sector is likely to see better growth than earlier and better than other sectors. Looking at the large gap between demand and supply, it would be a long trudge before we see world class Power Infrastructure in India. Telecom sector has been growing very rapidly in India and has achieved world-scale proportions. From a measly 2-3% Telecom density of the eighties and nineties, the current telecom density is

over 30%. The growth is largely driven by Private sector. Technology is contemporary with 3G set to make its commercial debut shortly. Barring Spectrum licensing issues, the sector is continuing to see growth.

Urbanization is happening rapidly in India amidst chaos. Poor Urban infrastructure with the basic amenities in shambles even in major metros is the current reality. Jawaharlal Nehru National Urban Renewal Mission (JNNURM) is a Central Government Initiative to make the urban centers livable and provide opportunities for growth in Infrastructure building. Urban Transport, Water supply and Sewage Systems are the key focus areas under the JNNURM. Cheaper and better organized Urban Transport Systems like BRTS, MRTS, Urban road construction, Construction of Bus-stands / commercial complexes etc are being covered under central funds provided to such municipalities which discipline their own revenue generation systems through improved governance and collection of taxes such as Property Tax / Road taxes etc. However, the current levels of funding are only a fraction of the requirement of over Rs. 6 Trillion for such urban infrastructure.

It is only since 2005, this initiative has started. It is expected to receive a boost in the coming years and become a major source of Infrastructure building. Most projects / packages in the water and sewage management schemes are small and major infrastructural builders are not yet taking interest.

Project execution difficulties in the congested cities and multitudes of agencies involved also are reasons for low level of PPP interest. JNNURM projects will continue to be driven by Government. The down turn, thus has not had much effect on the JNNURM projects. JNNURM could very well be a part of the stimulus for economic revival. High level of Economic activities has boosted the revenues of Indian Railways and Railways are working to improve its share of freight movement.

Golden Quadrilateral and Dedicated Freight Corridor are some of the major rail infrastructure being built in the next few years.

Private sector would have a bi role in such projects in construction as well as rolling stock provision. The economic down turn has seen lowering of growth rates in freight movements and to this extent there could be a slow down in building of Railway Infrastructure. Increased network of Rail / Road in the country and increased urbanization are also leading to aligning of commercial activities along such corridors and urban centers. Specific measures to boost exports from Special Economic Zones are resulting in increased construction of SEZs. Thus the level of general construction in the country is also likely to witness higher levels. The current economic down turn has slowed down such construction activities only for the short term. There appears to be a short pause of two-three years due to the down turn beyond which the economy and the infrastructure building would resume the earlier witnessed path of rapid growth.



THE CII-EXIM BANK AWARD FOR BUSINESS EXCELLENCE, 2009

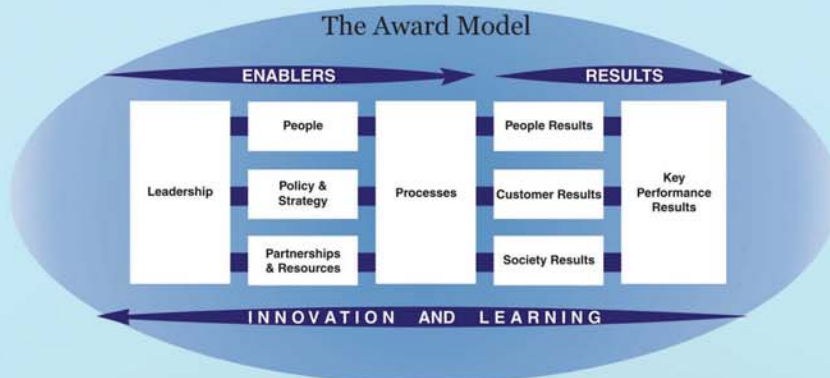
The CII-EXIM Bank Award for Business Excellence was instituted in 1994, jointly by the Confederation of Indian Industry and Export Import Bank of India, to promote the awareness of business excellence as an increasingly important element in competitiveness. It is regarded as the most prestigious award in India for Business Excellence for Indian companies.

To be an Award winner, a company must demonstrate Excellence in results with respect to its various stake-holders (customers, employees, society and investors) achieved through Leadership directing its Policy and Strategy, its People, Resources and Processes. CII Institute of Quality administers this Award in India with the technical support from European Foundation for Quality Management (EFQM). All organisations operating in India, their operating units and SBU's besides overseas units of Indian companies can participate. Small and Medium Businesses also participate in the Award process.

Assessment

- **Based on EFQM Model of Business Excellence**
- **By a team of 4-6 qualified business professionals**
- **Over 1000 hours invested for each application**
- **Most rigorous, transparent and internationally benchmarked assessment process**

The Award Model



The Timetable

Letter of Intent	30 th April, 2009
Submission of Application Document	15 th June, 2009
Site Visits	September - October, 2009
Results	November, 2009

Benefits of participation

The benefits that emanate from participation include

- Getting an external perspective on the current status of the organisation's practices and performance, beyond financial performance.
- Helps to measure the progress on the journey towards Excellence and compare with the best in class companies
- Facilitates learning opportunities and professional development for managers
- Accelerates the improvement efforts and provides motivation to managers.

"Strengths" and "Opportunities for Improvement" which could be leveraged into the strategic planning of organizations. The recognition in line with the Award Criteria is a bonus!

The Award is the highest level of recognition followed by Prize, Commendation for Significant Achievement and Commendation for Strong Commitment to Excel.

Past Award Winners include TCS (2006), Tata Motors, CVBU (2005), Infosys (2002), Tata Steel (2000), Maruti Suzuki (1998) and HP (1997). The Tinplate Company of India (2008) and BHEL, Heavy Electrical Equipment Plant, Haridwar (2006) have been the Prize Winners.

For more details and clarifications please contact n.deep@cii.in or visit www.cii-iq.in

GOOD

Governance

By Mr T N Manoharan
Managing Partner,
Manoharan Chowdhry Associates



INTRODUCTION: Global financial crisis has affected the economic stability of Developed Nations and slowed down the progress of the Developing Nations.

Recession has resulted in unemployment of over 600,000 in USA, unprecedented in the last 25 years and the impact in UK seems to be no different as more and more Corporates in England are announcing massive lay offs.

The worst affected sectors are the Financial; Automobile and Realty sectors.

Many Banks failed in North America and Europe mainly because they were least regulated which in turn led them into the trap of lending against assets that had least or no resale value and lend to persons who neither had the capacity nor

the inclination to repay culminating in to the Sub-Prime crisis.

In contrast, the scenario in India is not as gloomy as it is in the Western World. The Indian Banking System, thanks to the regulatory governance mechanism of RBI, has undoubtedly withstood the impact of recessionary trends and is expected to play a crucial role in infusion of much needed capital to match with the needs of the Infrastructure and other Industry development plans. It is not surprising that in the G20 Meet, Leaders of the Developing Nations like India are now given due prominence by the others.

PRIORITY AREAS: The newly elected Government should prioritize achieving self sufficiency, growth and excellence predominantly in five fields Viz., Health, Education, Infrastructure, Tourism and Agriculture. In each of these areas what must be done as part of good governance is captured briefly in this article.

HEALTH: Welfare of the people lies in good health care system and health is the most neglected arena in the Indian Democracy. Many initiatives and reforms are to be undertaken to give impetus to providing medical care to the poor and needy at the similar efficiency and with the same quality as available in the private hospitals. Measures to ensure provision

It is not **surprising** that in the **G20 Meet**, Leaders of the Developing Nations like **India** are now given due prominence by the others.

of nutrition to all Children; and to achieve and maintain environmental cleanliness and hygiene should be given due importance and focus. State Governments should come forward to uniformly adopt the Emergency and Health Care models that are prevalent in 9 States including AP: Gujarat and Tamilnadu under the PPP basis with the Brand name Emergency Management Research Institute (EMRI -Dial 108) and Health Management and Research Institute (HMRI -Dial 104) so that technology can be effectively deployed to save human lives and to do medical counselling.

EDUCATION: Unfortunately, education has been relegated a non-priority level as otherwise, we would not be witnessing dominance of Private Educational Institutions



and a situation where only the rich is in a position to secure admission to professional courses. Even primary and secondary education is not available to the poor at the standard and level one would reasonably aspire for. Government has been compelled to raise additional revenue by levying educational cess for strengthening the system of primary and secondary education but the benefits of this endeavour is not yet visible. A new stream of Education should be evolved to empower the youth with soft skills; technological skills and professional skills. Soft skills should encompass linguistic skills too. India should emerge as the hub for human resource development and intellectual manpower sourcing. With the kind of Demographic advantage India enjoys, we should be in a position to translate this dream into a reality.

INFRASTRUCTURE: India and China are the two Asian economies among the fastest growing economies of the World. The hedge

ahead of India. Rail tracks need to be totally modernised to increase the speed of the trains at least twice the present levels as connectivity between cities in a matter of hours would transform the standard of living and ease out metro cities from the congestion. Good roads can make cities to grow horizontally than to grow vertically. We need to facilitate movement of population by surface transportation of both by Road and Rail and wherever possible by underground transportation which is prevalent in cities like London; New York and Hong Kong. The irony is that instead of building infrastructure first to make a place habitable and then allow people to settle down, we allow people to build houses and then try to create infrastructure unsettling life around the vicinity.

TOURISM: India has the best of everything in terms of natural scenic beauty and man made monuments and structures. You talk of Mountains or Valleys; Rivers or Lakes; Forests or Resorts; Backwaters or Beaches; Canals or Snowfields; Deserts or Wild Sanctuaries, all are there in India. There is hardly anything which some other country can boast of that does not exist in India. Similarly, places of worship such as Temples; Churches and Mosques; Monuments with architectural carvings and structures that prompted NDTV to come out with a quest to find out the 7 wonders of India are all there. But, thanks to the indifference or the lack of proper governance, we fail to showcase them. If only proper access is facilitated with good infrastructure and the world is made to know as to why we are an “Incredible India”, our motherland would turn out to be the most popular tourist destination and that could keep the players in the Hospitality Industry thriving and prospering besides bringing considerable amount of convertible foreign exchange inflows.

AGRICULTURE: India was known as an agrarian society. Father of the Nation Mahatma

**Roads; Ports;
Airports;** Power
generation and
telecommunications
would be the right answer to the
threat of **China surging
ahead** of **India**.

which China can claim over India is its investment in infrastructure far ahead of the growth. Huge investment in India in establishing adequate infrastructure in the nature of Roads; Ports; Airports; Power generation and telecommunications would be the right answer to the threat of China surging

Gandhi believed that India lives in villages. Today we are made to believe that suicides are committed more in villages as every minute, some where, there is a farmer attempting to find a permanent solution to a temporary problem.

It is saddening that we have grossly neglected the Agricultural sector. The Government should pay attention to improving the methods of cultivation and help the farmers to mechanise the process as it is becoming difficult to get work force to toil in the fields. Modern implements/equipments need to be provided and methodologies have to be imparted in order to increase the productivity many fold.

Countries that do not have sun all through the year succeed in achieving greater productivity than India. In our country, we have Sunshine and rains but we have miserably failed in generating Power and water storage and supply. The conclusion is obvious that even though Nature is supportive, lack of human effort and absence of good governance to harness the resources have led us to be in this pathetic state of affairs.

Agricultural Sector gets the importance it richly deserves and it is promoted at par with the **Service sector** and **Manufacturing** sector.

Economists say “India is a rich country inhabited by poor people”.

This statement can be falsified only if Agricultural Sector gets the importance it



richly deserves and it is promoted at par with the Service sector and Manufacturing sector.

CONCLUSION: CII is taking up many initiatives to bring about changes in the mindset and policy formulation. CII should continue play a vital role in advocating reforms and good governance measures in the functioning of the new Government as each of us owe this to our country to the task of alleviation of poverty and to ensure that prosperity percolates down to the masses. I strongly believe that the time has come for India to join the league of Developed Economies and we should we should contribute our best to make India a Powerful one in the comity of Nations.

CII Deccan Doings

Regional Activities

MES Assessments

03 & 20 of January 2009



MES Wood Work assessment, Chennai

Modular Employable Skills (MES) under Skill Development Initiative Scheme (SDIS) is a strategic framework for skill development for early school drop-outs, existing workers with no formal certification and People who were previously Below Poverty Level (BPL).

Under the MES scheme, CII as an assessment body, tests the skills of candidates and approves them for NCVT certification. CII has identified and assessed school drop outs and below poverty level candidates to fulfill the objective of the scheme. The assessments were made in Wood Work (WOO) and Information and Communication Technology (ICT) courses.

Government@75

19 January 2009 : *Chennai*

In line with the India@75 initiative, CII and the Boston Consulting Group interacted with a group of retired IAS Officials of Tamil Nadu to seek their valuable views and inputs to an ideal 'Government @ 75.'

At the workshop Mr James Abraham, Senior Partner and Director, The Boston Consulting Group presented the Vision Elements for Governance & Public Administration which emerged out of the visioning exercise conducted across the various states in India. The vision elements deliberated at the session included: Indian citizens live in a peaceful and secure society; Every Indian experiences a transparent, accountable and efficient administrative machinery; India is on the list of 10 least corrupt nations in the world; Indian judicial system ensures timely justice for all citizens.

Canada - India Round Table Session

07 January 2009 : *Chennai*

The round table session was conducted by CII and the Indo-Canadian Chamber of Commerce to discuss on engaging the Indian diaspora in Canada towards India's growth and development. The discussion focused on Indo-Canadian trade and economic exchanges in sectors such as energy, pharma, higher education, and biotechnology.

Hon'ble Mr Deepak Obhrai, Parliamentary Secretary to the Minister of Foreign Affairs, Canada, called for India and Canada to pursue a Free Trade Agreement (FTA) within the next ten years. He identified six priority sectors to be tapped in future economic linkages, namely agriculture, IT and ICT services, civil aviation and defense technology, energy, higher education and tourism.

Senator Consiglio Di Nino, Chair of Senate, Foreign Relations Committee, Canada in his keynote address said that the Diaspora should help form new global political, economical and cultural structures.

Ambassador (Retd) Kant K Bhargava, who spoke on 'The Diaspora Link', highlighted the need to give due attention to the second and third generation of the Indian Diaspora.

The Round Table witnessed three group discussions with sectoral focus.



Canada - India Round Table Session, Chennai

Interactive Session on Managing Money, Material & Men

23 January 2009 : *Chennai*

The objective of this session was to bring radical changes in the work culture of the organization to optimally manage money, material and men. It was discussed that OEMs and the large and small / medium auto component companies need to work closely to overcome this massive challenge.

Session on Understanding CSR in its totality Legal, Practical and Social aspects

28 January 2009: *Chennai*

The first edition of the Member Fellowship Evening focussed on “Understanding CSR in its totality”. It was conducted to facilitate interaction with experts in the field of CSR and to understand CSR in its totality, from conceptualisation of the project, choice of product/ service, seeking subsidies and benefits from government up to the stage of utilisation of the profits.

Dr T V Somanathan IAS, Secretary to the Chief Minister (Monitoring & Special Initiatives), Department of Planning & Development, Government of Tamil Nadu and Dr Nachiket

Mor, President, ICICI Foundation for Inclusive Growth were the speakers at the session.

In his enriching speech, Dr Nachiket Mor, said that most companies look at CSR as an image building exercise and it is critiqued as being “mere window dressing”. He explained the various types of CSR - Altruistic CSR, Coerced CSR, Strategic CSR, Image Building CSR and Structural CSR. He argued that altruistic CSR was actually bad corporate governance, as companies were only shells created by individuals for a specific purpose.

Workshop on Trade Remedy Laws

31 January 2009 : *Chennai*

Organized in association with the Indian Business Law (IBL), the workshop aimed at creating awareness about Trade Remedy Laws in Chemicals sector.

Mr S Seetharaman, Partner, Lakshmikumaran & Sridharan explained in detail the issues and scope of Trade Remedy Laws and their relevance in the current economic scenario. He also briefed the participants on Antidumping Law and Safeguard Law.

National Seminar on Teaching of Economic Theory and Finance at Post-graduate Level

30 January 2009 : *Chennai*

Organized by the CII (SR) Education Sub-Committee jointly with the Department of Econometrics, University of Madras, the seminar discussed the pedagogy suitable for a course on ‘Economic Theory and Finance’.

The seminar highlighted the need for strong institution-industry collaboration to impart employable skill at higher education level. This would enable educational institutions to understand the requirements of industry with regard to employable skills and collaborative research.

The Breakthrough Imperative - How the Best Managers Get Outstanding Results

17 February 2009 : *Chennai*



Mr Mark Gottfredson, Senior Partner, Bain & Company addressing the participants, Chennai

At the session, Mr Gottfredson, Senior Partner, Bain & Company, highlighted that the book “The Breakthrough Imperative - How the Best Managers Get Outstanding Results”, which covers case studies of 100 companies, chalks out four fundamental business principles along with 12 Must Have Facts (MHFs) which are simple yet powerful. He spoke on the core laws of business to help managers determine how to reach their goals with outstanding results.

Best Practices Study Mission on Safety Practices to WABCO-TVS (India) Ltd & Tube Products of India Ltd

25 February 2009 : *Chennai*

Organized by the Manufacturing Competitiveness Sub-Committee of CII Southern Region, the mission was conducted to showcase the best safety practices being implemented within leading manufacturing companies in Chennai. The 38 delegates who visited both plants understood the importance of providing safety training to new entrants both workers and executives, the necessity of a parents’ meet during induction of employees and the usefulness of issuing work permit for dangerous operations.

University - Industry Consortium on Knowledge : Partnership for Employability

Manonmaniam Sundaranar University

24 – 26 February 2009 : *Tirunelveli*

Manonmaniam Sundaranar University and the Confederation of Indian Industry signed a MoU on 21st July 2008 to train faculty on soft skills as part of the University-Industry Consortium on Knowledge: Partnership for Employability. The agreement envisages a chain of action, starting from teachers, enabling them to deliver soft skills to students. The third batch of Train-the-trainers was held at Manonmaniam Sundaranar University in Tirunelveli.

The session was conducted by Ms Shobana Sharma, Manager - Training - OL, Human Resources - GSSC, Scope International Pvt. Ltd. & Mr Ashok Aiyar, Faculty, Winning Ideas.

Advocacy meet on Modular Employable Skills Scheme

3 March 2009: *Kanchipuram*

The advocacy meet was conducted to generate awareness amongst the Industry members about the innovative scheme by the Government of India to impart specific skills to the youth of the country.

The meet titled 'MES - A Boon to Industries' was chaired by Mr Santosh K Misra, IAS, District Collector, Kanchipuram. He urged industries to form Consortiums for training youth in their particular sectors. Training of SHGs, promotion of Public-Private Partnership in skills training and creation of a course module on e-waste management were also suggested by him.



Advocacy meet on Modular Employable Skills Scheme, Kanchipuram

Women's Day 2009

5 March 2009 : *Chennai*



Women's day conference 2009, Chennai

The programme was conducted to reach out to the working women, through the theme "The 21st Century women: A Great Manager or Leader?"

Guest of honour, Dr Poongothai, Minister for Information Technology, highlighted the need for intensive social engineering and the need for more support for women at home.

Key takeaways of the sessions on "Capability Building in Woman Managers to become Leaders" and "Role of women in creating performing organizations" included: the need to develop their unique leadership style of women, and give a stronger career identity than social identity.

Modular Employable Skills (MES) Assessments

March 2009

CII being one of the assessing agencies for issuing the National Council for Vocational Training (NCVT) certificates under the Modular Employable Skills scheme, around 8000 candidates were assessed in March 2009. Some important sectors include Electricals, ICT, security, garments, fabrication, construction and hospitality.



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Concurrent Event

- 1-Day Industry Conference on "Growing with Food, the Evergreen Business" - New Technologies & New Business Opportunities
- 2nd edition of "Processed Food Advantage India" - The Sourcing Forum (Buyer Seller Meet)
- Technical / Educational Sessions
- Seminars / Workshops

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Confederation of Indian Industry
Southern Regional Headquarters
Business Fairs Division

98/1 Velachery Main Road, Guindy, Chennai 600 032

T : +91-44-42444520 F : +91-44-42444510 M : +91-97899 81146 E : kunal.joshi@cii.in W : www.cii.in

www.foodpro.in



Awareness Campaign on Voting

13 January 2009 : *Hyderabad*

The awareness campaign was conducted to discuss the role of professionals in bringing awareness among all educated citizens of India about the importance of exercising their right to vote.

The objective of this meeting was to explain and enlist their support in getting the employees of their organisations to register as voters, through simplified procedures.

The campaign was addressed by Mr A Bhaskar Reddy, IRS, Commissioner of Income Tax, Government of India.

Through this awareness session a total of around 2000 employees from the companies like BHEL, Aurobindo Pharma, TCS, ECIL applied for their voters identity cards.



Awareness Campaign on Voting, Hyderabad

Skills Development Conclave 2009

28 January 2009 : *Hyderabad*



Skills Development Conclave 2009, Hyderabad

The conference highlighted the importance of Public-Private partnerships (PPP) in Skill Development. It focused on assessing the manpower demand in various sectors such as Manufacturing, Construction, Healthcare & Pharma, Agriculture, IT & ITes and Retail & Financial Services.

Mr G Vinod, Hon'ble Minister for labour and employment, government of Andhra Pradesh assured of State government's full support for such schemes initiated by the private and public players.

Mr Bhanwarlal, IAS, Principal Secretary, Ministry of Labour and Employment, Government of Andhra Pradesh said that the government of would set up about 42 new industrial training institutes for improving the skills among the young.

Training Programme on Time Management & Customer Service Management

21 January 2009 : *Vijayawada*

The objective of the training programme was to help members increase their work effectiveness and productivity, achieve greater control of their daily activities and overcome stress. The key faculty of the programme was Cdr K A Ramnath, Consultants, Monkeyminds, Hyderabad.

Seminar on Role of Insurance in Infrastructure Development

4 February 2009: *Hyderabad*

The Seminar highlighted the critical role of insurance, its implication and importance in various infrastructure projects.

It also deliberated on issues relating to Insurance for Infrastructure, involving experts from Insurance sector, infrastructure Industry, funding agencies and IRDA besides other opinion leaders with main focus on Risk Management challenges being faced by both insurance and infrastructure industry in the post de-tariffing era.

The programme included technical sessions on risk management infrastructure projects, insurance perspectives & challenges and a panel discussion on role of insurance in infrastructure development



Seminar on Role of Insurance in
Infrastructure Development, Hyderabad

Interactive Session with ESI & PF Department

12 February 2009: *Hyderabad*

CII Andhra Pradesh organised a session with ESI & PF Departments on 12 February 2009.

The objective of the interactive session was to bring policy makers and industry together to meet and exchange ideas / views regarding issues and concerns of the industry relating to PF & ESI.

Mr U H Rao, Regional Director, ESI Corporation and Mr M Vijaya Raj, Regional PF Commissioner addressed the Session.



Interactive Session with ESI & PF Department, Hyderabad

Sensitization Programme on Food Safety Systems

13 February 2009 : *Hyderabad*

Organised in partnership with Ministry of Food Processing Industries and Quality Council of India, the main objective of the programme was to provide awareness on good hygiene, good manufacturing and HACCP based Food Safety Systems for the organizations through Employee Involvement Programme like 3M and 5S.

Topics covered at the conference included: Good Hygiene and Good Manufacturing Practices, HACCP, ISO 22000 and 5S, 3M for Employee Involvement; Guidelines on Packaging, Transportation based on Codex Standards; Supply Chain Management; Food Clusters (Implementation Road map, Benefits & Success Stories).



Confederation of Indian Industry

Conference on Incubating Agripreneurship

21 February 2009 : *Guntur*

The Fourth edition of Incubating Agripreneurship Conference was to pave a way to the development of Agripreneurship among the Indian farming community. It brought together key players in Agri business for a focused interaction on the latest global developments and best practices.

The conference focused on agricultural finance for sustainable rural development, micro finance for rural credit needs, agri insurance, retail industry - its implications to the farmers,



Conference on Incubating Agripreneurship, Guntur

horticulture & food processing, packaging in food processing industry and organic farming and biotechnology in agriculture.

Skills Assessment- HPCL's Project Swavlambhan

04 March 2009 : *Hyderabad*

As a skill development initiative under Hindustan Petroleum Corporation Ltd (HPCL) supported Project, 'Swavlambhan', CII has trained under privileged students in basic skills required by the industry.

External Assessments were conducted by Deloitte to evaluate the performance of students in the basic IT and office automation batch. Carrier Air conditioning was the external assessor for AC & Refrigeration Mechanism batch.



The Basic & Office Automation batch students with CII & Deloitte team, Hyderabad

Industry Farmers Meet

14 March 2009 : *Warangal*

The main focus of the meet was to bridge the gap between the industrial requirements and production quality status; to address the farmers on the expectations of the industry; to link the industry and farmers and to offer business opportunities to these farmers groups; to create opportunity for farmers to improve their profitability and add value to the local resources already available in the district.



Industry Farmers Meet, Warangal

Interactive Session with Mr Conrad Wagner on Mobility Design and Services

19 March 2009 : *Hyderabad*



Interactive Session with Mr Conrad Wagner on Mobility Design and Services, Hyderabad

The session with Mr Conrad Wagner, Consultant, Mobility Services and Car Sharing Applications, Switzerland focused on: exploring possibilities of car sharing business in India; car sharing schemes within transportation planning and traffic solution; mobility and accessibility: services to empower system's users; environmental friendly design of the system; impacts on global warming, energy and resources



Confederation of Indian Industry

Blue Book Orientation Workshop

20 March 2009: *Hyderabad*

The orientation workshop was helpful in addressing queries with regard to the implementation plan of 300 ITIs covered in 2008-09 under the scheme of Up-gradation of 1396 Government and also in communicating the vision of transforming ITI's into Centres of Excellence.



Blue Book Orientation Workshop, Hyderabad

Common Minimum Economic Agenda for Andhra Pradesh: A dialogue with Political Parties on Andhra Pradesh Industrial Scenario

23 March 2009 : *Hyderabad*



Common Minimum Economic Agenda for Andhra Pradesh: A dialogue with Political Parties on Andhra Pradesh Industrial Scenario

The dialogue with Political Parties on the Andhra Pradesh industrial scenario was held to discuss the 15 point Common Minimum Economic Agenda on “Sustainable Inclusive Growth with Employment Generation in Andhra Pradesh”.

The agenda talked about the need for policy standardization and employment generation; improvement in infrastructure; growth of small scale industries; encourage anchor industries; improving the human development index; growth of textile industries; and encourage SEZs in the rain shadow and degraded soil areas.

Mission on Sustainable Growth (MSG)

17 January 2009 : Kochi

The Mission on Sustainable Growth (MSG) initiative was launched in Kochi at the CEO's Meet on Mission on Sustainable Growth. The objective of the Mission is to promote and champion conservation of natural resources in Indian Industry without compromising on high and accelerated growth.

As a first step of the initiative, a CII - Code for Ecologically Sustainable Business Growth has been developed to involve top management and seek voluntary commitments from companies to reduce the consumption of natural resources without compromising on business growth. Mr Umang Patodia, Immediate Past Chairman, CII- Kerala State Council explained that the CII-Code aims to focus on energy intensity reduction, decrease in



Mission on Sustainable Growth, Kochi

water consumption, greenhouse gas (GHG) emissions intensity reduction, reduction in waste generation, utilisation of renewable energy, increased rainwater harvesting, green procurement, life cycle analysis, clean technologies, product stewardship and reduction in consumption of other natural resources like paper and wood.

Conference on Indian Coastal Shipping : Opportunities Towards Economical Logistics

20 February 2009 : Kochi

The conference was conducted to discuss opportunities prevailing in coastal shipping, best practices, issues and challenges.



Conference on Indian Coastal Shipping : Opportunities Towards Economical Logistics, Kochi



Confederation of Indian Industry

One to one meeting with Mr Wolfgang Bergthaler

28 March 2009: *Kochi*

The one to one meeting was organized to discuss the sector-specific information on market and business opportunities for Indian Companies in Europe.

Maya India supports European-based small & medium sized enterprises (SME) to explore the Indian market (partnership, selling, and sourcing) and similarly provide EU market to Indian companies.



One to one meeting with
Mr Wolfgang Bergthaler, Kochi

HELPLINE SERVICE

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Third Star Trek - A CEO Connect Session

5 February 2009 : *Chennai*

The session was conducted to showcase and celebrate entrepreneurship in Tamil Nadu. Mr C N Ashok, Director, Autoprint Machinery Manufacturers Pvt Ltd and Mr Bharath KS, CMD, Aparajitha Corporate Services Pvt Ltd shared their journey of success to the participants.



Third Star Trek CEO Connect Session, Chennai

Conference on Chennai @ 75 : Building Chennai towards Holistic Growth

26 February 2009 : *Chennai*

Mr Raghuttama Rao, Managing Director, ICRA Management Consultancy Services, unveiling the Chennai District Plan, sketched out eight main projects for the development of the district - infrastructure and urbanization, business, healthcare, education and skill development, governance and administration, moral leadership, research and development, and art and culture. He said that progress can be achieved through a collaborative effort by the government, private sector and governing bodies.

In his address, the Guest of Honour, Mr Vikram Kapur, Member Secretary, Chennai Metropolitan Development Authority, said the Chennai District Plan must focus on key aspects like shelter, employment generation, affordable housing and development of informal sectors like smaller traders and cottage industries.



Chennai Zonal Annual Day & Conference on Chennai @75, Chennai



Confederation of Indian Industry

Education Summit 2009

13 February 2009 : *Chennai*

The summit was organized under the theme “Repositioning India’s Educational System” with the focus on the reforms needed to improve quality in education; attract better talent to teaching; and reduce procedural hurdles in improving quality.

It highlighted the concept of Special Education Zone, a geographical entity which would free from the regulations that control educational institutions and promote access to higher education and improving the quality of education.

National Knowledge Commission Chairman, Mr Sam G Pitroda emphasized the need to use technology in redefining delivery of education and improving access to millions of students.



Education Summit 2009, Chennai

Health Summit 2009 - Building a Healthy Tamil Nadu

21 February 2009: *Chennai*

The conference with the theme “Building a Healthy Tamil Nadu” focused on the threat of Non Communicable and Life Style Diseases in the State, broadly classified into four categories:

- i) HOLD (Hypertension, Obesity, Lipid storage disorders and Diabetes)
- ii) Cardiac Diseases
- iii) Women & Health
- iv) Wellness at Workplace: Occupational Health.



Health Summit 2009, Chennai

Project e-LAWN: Neighbourhood Sustainability Initiative

25 February 2009: *Chennai*

As an environmental and sustainability initiative for Tamil Nadu, CII is working to bring residential neighborhoods into an inclusive programme called the Neighborhood Sustainability Initiative.

The initiative envisages the eventual vision of Chennai becoming a City which is recognized nationally and internationally for its excellent living environment and for its efforts to promote sustainability.

It also envisages the need to create defined community loyalties towards a shared vision and targeted commitments, by implementation of basic environmental and societal improvements under the e-LAWN program, an acronym for energy, land, air, water and noise level improvements within the community. These sustainable neighbourhood models would then be taken across wards to cover the entire city and eventually the state.



Project e-Lawn : Neighbourhood Sustainability Initiative, Chennai

Mr Vijay Srinivasan, Managing Director of MD Market Makers Pvt Ltd made a presentation on the details of the project.

Agenda Setting Workshop for District Development Plans

1 March 2009: *Chennai*

The workshop was conducted for the office bearers of various Zones and Districts to deliberate on the District Development Plans of the Seven Districts (Chennai, Coimbatore, Madurai, Trichy, Erode, Karur & Thoothukudi) in Tamil Nadu.

Mr Gopal Srinivasan Chairman, Mission on India@75 & Chairman, TVS Capital Funds Ltd and representatives from Boston Consulting Group and IMaCS addressed the workshop.



Confederation of Indian Industry

Conference on Tamil Nadu@75 - Six Transformational Ideas

2 March 2009: *Chennai*

In line with the national theme of India@75, the conference addressed six key areas of concern to make Tamil Nadu a developed State by 2022.

The six areas have been identified as Health care for all, Improved Public distribution system, Quality education and skill development opportunities for all, Balanced industrial development and Unleashing the innovative entrepreneurship of TN.

In his keynote address, Prof Abhijit Sen, Member, Planning Commission said that there is a need to transfer subsidy to the buyer in expensive areas such as the Public Distributive System.

Mr S Ramasundaram, Chairman and Managing Director, TIDCO in his special address emphasized the need of a “big ticket” investment in order to develop the industrially backward southern districts.

Conference on Strengthening Arbitration in India : Sharing Knowledge and Building Connections

21 March 2009 : *Chennai*

Organized along with the Nani Palkhivala Arbitration Centre (NPAC), and the Singapore International Arbitration Centre (SIAC), the conference brought together more than 60 leading arbitration practitioners and lawyers from Singapore and India to discuss a wide range of arbitration related issues.

The conference focused on topics like Role of arbitrators and institutions in preventing dilatory tactics in arbitration; Negotiating and drafting effective arbitration clauses - Pointers and Pitfalls; Industry-centric arbitrations; Role of courts in arbitration - Supervision, intervention or interference?

STATE ACTIVITIES PUDUCHERRY

6th TQM Forum Meeting

24 January 2009 : *Puducherry*

The main objective of the forum was to provide a platform for business executives and change agents from various companies, to informally discuss and exchange ideas, views and experiences relating to building excellence in the organization through Quality in everything that they do.

In this meeting, the forum discussed the topic 'Implementation of Occupational Health and Safety Management System with Global Standards'.

Mr Gokul Suresh, Safety Officer, Cooper Bussmann India Pvt. Ltd, Puducherry made an excellent presentation on the above topic followed by experience sharing among the participants.

Puducherry Vision 2025 Group Discussion at Karaikal and Mahe

3 & 10 February 2009 :
Puducherry

The objective of the discussion was to collect inputs from various stake holders for Puducherry Vision 2025.

District Collector and other Government officials, NGOs and Trade & Industry representatives participated in the discussion.

Workshop on New Entrepreneurial Opportunities in Tourism

12 February 2009 : *Puducherry*



Workshop on New Entrepreneurial Opportunities in Tourism, Puducherry

The objective of the workshop was to discuss the topics on, new entrepreneurial opportunities in Tourism; Where Pondicherry Tourism is and can easily be; and Entrepreneurial opportunities in Tourism support services



Confederation of Indian Industry

Puducherry Vision 2025 Summit

28 February 2009 : *Puducherry*

The objective of the summit was to release the Puducherry Vision 2025 Report.

Mr.V.Vaithilingam, Hon'ble Chief Minister of Puducherry was the Chief Guest and released the Puducherry Vision 2025 Report.

Mr.E.Valsaraj, Hon'ble Minister for Home and Industry & Commerce, Government of Puducherry and Prof.M.Ramadoss, Member of Parliament (Lok Sabha) gave the keynote address.



Puducherry Vision 2025 Summit, Puducherry

8th TQM Forum Meeting

16 March 2009 : *Puducherry*



8th TQM Forum Meeting, Puducherry

The main objective of the Forum was to learn and understand the concept of "Lateral Thinking" and to share the experience of forum Members.

Mr P Ravichandaran, Chief Consultant, G K Consultancy Services made the presentation.

NCVT (National Certificate for Vocational Training) Assessment Programme for Vocational Stream students

30 March 2009 : *Puducherry*



NCVT (National Certificate for Vocational Training) Assessment Programme for Vocational Stream students, Puducherry

The program was conducted to benefit the Higher Secondary Vocational Stream students for upgrading themselves for providing NCVT (National Certificate for Vocational Training) under the Modular Employable Skills Scheme. 17 Trades such as Auto Mechanic, Electrical and domestic appliances, Welding, Accountancy and auditing, Dress designing and making, etc were covered in this assessment.

ZONAL ACTIVITIES

Doing Business with Australia

21 February: *Coimbatore*

The objective of the session was to increase awareness of Australian capabilities and find synergies between the two countries for enhancing bilateral trade.

At the interactive session Mr Aminur Rahman, Consul General and Trade Commissioner of Australia said that Indian agriculture sector can capitalize on the Australian pot harvest technology and highly sophisticated farm management systems to bring down the wastage, which is presently 30-40%, and thereby become self sufficient’.

Briefing on the strengths of Australia in the field of agribusiness, Mr Rahman informed that the country is recognized as having one of the most sophisticated agribusiness in the world because of its strict quarantine and inspection measures, commitment to sustainable practices, R & D to produce



Session on Doing Business with Australia, Coimbatore

innovative technologies to create new products and last but not the least the advanced transportation and storage distribution networks. Mr Rahman informed that Austrade (Australian Trade Commission) can assist Indian companies to identify Australian expertise for expanding the business.

Connect Coimbatore 2009 Innovative ICT for World-Class Enterprises

27 February 2009 : *Coimbatore*



Mr F Pickhard, Managing Director & Chief Executive Officer, Robert Bosch, Coimbatore

Mr F Pickhard, Managing Director & Chief Executive Officer, Robert Bosch Engineering and Business Solutions India who addressed the session said that tier-two cities need to focus on improving infrastructure to attract the creative workforce from different countries. He said that the lack of a location’s attractiveness to the ‘create talent’ was an area of concern. If India wants to climb up the international forum for high-end talent, then their special needs should be addressed. This included good streets, power supply, recreation facilities, etc. He said that we have to prepare the society for it.

Unconference: Navigating the downturn:Capitalizing on the crisis

27 February 2009: *Coimbatore*

The programme was conducted for the first time in Unconference format on the topic Navigating the down turn and Capitalizing on the crisis. Various speakers were invited to share their experience on the topic. Mr Kiruba Shankar, CEO, Business Blogging and Head - Wikipedia [India] anchored and took the session very efficiently.

Based on the discussion of the audience there were volunteers who made a note of everything and the best 3 ideas were selected and discussion were also made on how these ideas can be implemented in the long run of the Business. The best ideas were like maintaining financial Discipline, focusing on the customer's needs and innovative thinking.



Unconference: Navigating the downturn: Capitalizing on the crisis, Coimbatore

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ERODE : Session on Current Scenario in Textile Industry

28 February 2009 : *Erode*

Coinciding with Erode Annual Day, a Session on Current Scenario in Textile Industry was organized.

Chief Guest, Mr E V K S Elangovan, Hon'ble Minister of State for Textiles, Government of India said that the Indian textile industry has not been affected much in the current global economic recession.

He added that Indian has moved from the third to the second rank in cotton production in the world. Regarding the Technology

Upgradation Fund Scheme, he said the Government had sanctioned Rs.1090 crores to help weavers and other in the industry upgrade their machinery.

Mr A Sakthivel, President, Federation of Indian Export Organisation & Chairman, Poppys Knit Wear P Ltd was the Guest of Honour. Mr Manikam Ramaswami, Chairman, CII Tamil Nadu State Council; Mr P C Duraisamy, Chairman, CII Erode District & Mr D Venkateswaran, Vice Chairman, CII Erode District was also addressed at the Session.

MADURAI

One day training programme on Integrated 5-S Activities

20 March 2009 : *Madurai*

Mr C S Nath, Managing Director, Nath Academy P Ltd who conducted the programme explained the need to implement 5-S practices for a sustained competitive edge.

The programme included short exercises conducted for the delegates. ELGI Equipments Ltd, Vijay Dairy and Farm Products, Rane TRW Steering Systems Ltd and Hi-Tech Arai Ltd also shared their 5S experiences.



One day training programme on Integrated 5-S Activities, Madurai

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MYSORE

Panel Discussion on Big Vision Big Opportunities: Destination Mysore

24 February 2009 : *Mysore*

The discussion focused on Tourism, Education, IT/BT, Food Processing, Knowledge Research, Connectivity, Infrastructure, Manufacturing and Food processing.

The key takeaway of the session included road maps to make Mysore as the best tourism destination in India, the best

destination for the knowledge industry in India and to make it emerge as a key research hub; Build momentum for the 'Brand Mysore' campaign; and establish a platform to engage district administration.



Confederation of Indian Industry

TRICHY

Kobetsu Kaizen (Focused Improvement) Seminar

23 January 2009: *Hotel Sangam, Trichy*

The one day Seminar was conducted to train the participants on Kobetsu Kaizen technique of eliminating losses in the organization.

Mr P M Janagiraman, Counsellor, TPM Club of India, CII, was the faculty of the session.



Kobetsu Kaizen (Focused Improvement) Seminar, Trichy

Forum on Impact of Economic Slowdown on Industry

30 January 2009: *Trichy*

Focusing on the theme 'State of Economy - The Way Forward', the forum deliberated on the initiatives taken up by RBI to curb the impact of the slowdown and the initiatives taken by public sector banks to help the industry to sustain in the current scenario.

The Forum was addressed by Mr M Palanisamy, CGM, Reserve Bank of India; Mr B Pattabhiraman, Past Chairman, CII Trichy Zone & CMD, GB Engineering Enterprises Pvt. Ltd.; Mr P V Krishna Murthy, Zonal Manager, Bank of India and Mr Mohamed Abukalam, Asst. General Manager, State Bank of India.



Forum on Impact of Economic Slowdown on Industry, Trichy

Union Budget (Interim Budget) Viewing Session

16 February 2009: Trichy

The session facilitated interaction about the interim budget. Members included, Mr J Leo Ananth, Vice Chairman, CII Trichy Zone, Mr K Subburaj, Chairman, Cethar Vessels Ltd, Mr B V Ramanan, Chairman & Managing Director, Livia Polymers, Mr P V Kannan, Managing Director, Micromax Systems, Mr Thiagarajan, Managing Director, Indian Welding Company, Mr K G Muralidharan, President, BHELSSIA, Mr N P Sukumar, Managing Director, Acoustics India, Mr Sreekanthan, Chairman, Ebek Language Laboratories and others.



Union Budget (Interim Budget)
Viewing Session, Trichy

CII-DIPP Nationwide Awareness Campaign on Intellectual Property Rights

18 February 2009: Trichy

The Nationwide IPR awareness campaign was conducted to gain the attention of the people of our nation on the role and importance of Intellectual property in all walks of life.

The objective of the campaign was to nurture an ecosystem in the country and encourage innovation, inventions and creation of Intellectual Property; to create a delivery mechanism for comprehensive awareness and training in IPR to all stake holders of IP in India; to facilitate conducive mechanism in the country for IP protection and enforcement; to introduce recognition and award innovators .



CII-DIPP Nationwide Awareness Campaign on
Intellectual Property Rights, Trichy



Confederation of Indian Industry

Session on Building Synergies: The Way Forward

20 February 2009: *Trichy*



Session on Building Synergies: The Way Forward, Trichy

The session focused on ensuring change through pursuance of short term and long term agendas for sustainable development, leveraging the strength of academic institutions for industrial progress, the potential for harnessing the ideal situation for establishing agro-food industries and devising strategies for according a fillip to medical tourism and possibilities for nurturing entrepreneurial initiatives

During the session a CD on the Trichy District Development plan was released by Mr C R Swaminathan, Deputy Chairman, CII SR.

VISAKHAPATNAM

Workshop on Coping Stress in Difficult Economies

11 February 2009 :
Visakhapatnam

The objective of the seminar was to destress and activate business minds towards economic growth and stabilization.

The programme was a sensitisation program for Managers and Organisation Heads who need to reorganise and rejuvenate their mind, body and soul in these times of economic turbulence. The program will also brief on the present business environment, stress factors and stress busters.

Mr Chandras Teneti, a qualified psychologist and experienced HR professional was the faculty for this work shop.

Nationwide IPR Awareness Campaign

21 March 2009 : *Visakhapatnam*

The campaign was conducted to nurture an eco-system which encourages innovation, inventions and creation of Intellectual Property. It also aimed to create a delivery mechanism for comprehensive awareness and training in IPR to all stake holders and to facilitate a mechanism in the country for IP protection and enforcement. The programme was conducted in collaboration with Office of the Controller General of Patents, Designs and Trademarks (CGPDTM) and Department of Industrial Policy and Promotion (DIPP) under the Ministry of Commerce and Industry DIPP.



Nationwide IPR awareness campaign, Visakhapatnam

CSR CORNER

CONTRIBUTION OF

SAIL, Salem Steel Plant

for the Development of Under Privileged Community in
Peripheral Villages



Salem **Steel Plant** has **identified 31 villages** in its periphery within a radius of **10 Kms** for overall **development** in **phases**.

Salem Steel Plant, since its inception, has been contributing for development of its peripheral villages for the facilities viz: education, medical, women upliftment, access to drinking water, sanitation, road connectivity, community development and upliftment of under-privileged communities of villages.

Salem Steel Plant has identified 31 villages in its periphery within a radius of 10 Kms for overall development in phases. In line with SAIL's new initiative of adopting Model Steel Villages to bring about holistic development of rural areas, Salem Steel Plant has adopted Thirumalaigiri as Model Steel Village which is located about 5 KM from the Salem Steel Plant.

As of now, Salem Steel Plant has spent Rs.555 lakhs on its CSR initiatives for providing various facilities viz: infrastructure facilities like road connectivity, water supply, street lighting, sanitation with drainage systems and community toilets, educational facilities like school buildings, furniture to school children, rural women empowerment/revenue generation scheme, organizing medical camps both for general health and reproductive child health care and AIDS awareness, benefiting around 2.5 lakh population in 18 peripheral villages.

Rs.112.27 lakhs has been spent on education/ infrastructure buildings & furniture to

Rs.42.26 lakhs have been spent on medical camps and reproductive child health care, family planning and, HIV/AIDS awareness programmes benefiting around **2 lakhs** population.

students and staff in 18 villages, Rs.232 lakhs for construction of new roads in 9 villages, Rs.72.00 lakhs on drinking water facilities to 13 villages, Rs.61.30 lakhs for construction of community toilets, school toilets and drainage systems in 7 villages and hygiene conditions of villages, Rs.8.70 lakhs for new electrical poles, lamp fittings, electrical wiring, lamps and fans etc in schools in 6 villages. Rs.42.26 lakhs have been spent on medical camps and reproductive child health care, family planning and, HIV/AIDS awareness programmes benefiting around 2 lakhs population.

Sports and games activities are being organized every year under Corporate Social Responsibility for the children of peripheral village schools to bring out and develop the

skills and abilities. Around 2000 students participate from 20 middle / High / Higher Secondary peripheral schools. On an average SSP is spending Rs.6 lakhs every year for this activity. Rs.17.50 lakhs have been spent so far for the activity. The first Cultural Competitions were held in January 2009 to promote village folk arts and culture. Various competitions such as Folk Dance, Folk Songs, Drawing/Painting, Essay Writing and Elocution were held for the students of peripheral schools. About 500 students from eighteen Panchayat Union Middle Schools and Government High / Higher Secondary Schools participated in the competitions. Prizes were awarded to the winners and Certificates distributed. During 2008-09, a sum of Rs.1.30 lakhs has been spent for the first time.

MODEL STEEL VILLAGE

Salem Steel Plant, as per Corporate directive under its Corporate Social Responsibility Programmes, has adopted Thirumalagiri village of Salem to develop it as a SAIL Model Steel Village by providing various basic



infrastructure facilities like road connectivity, water supply, street lighting, sanitation with drainage systems and community toilets, educational facilities like school buildings, furniture to school children, rural women empowerment/revenue generation scheme, organizing medical camps both for general health and reproductive child health care and AIDS awareness.

Salem Steel Plant has already spent around Rs.140 lakhs and provided following facilities in Thirumalaigiri and developed it as a Model Steel Village which is likely to be inaugurated shortly:

EDUCATION: Noon-meal building including electricals, steel furniture, play equipments and utensils for noon-meal scheme to the Primary School and steel furniture to SMILE School, two class rooms in Primary school, two floor building for Anganwadi and SMILE School, addl. two class rooms and a library, area concreting in between two old school buildings, development of area in front of Panchayat Office, educational aids to Library and issue of uniform to school children.

SANITATION: Construction of new main drains and repair of old ones including internal drains, additional new drain and repair works at AD Colony(5 lanes) completed, two community toilets constructed, one school toilet has been constructed for school children, RCC Garbage- bins (30 Nos.) and 3 push/pull carts.

DRINKING WATER FACILITY: Safety fencing/ covers for old un-used wells, two overhead Water Tanks of 1,00,000 litres capacity and 60,000 litres capacity at a cost of Rs.25.30 lakhs, One bore well with pump for community toilet.

ROAD CONNECTIVITY: Construction and relaying of internal village roads (1.45 Km approx.), road gradient repair and side beams concreting at entry/road of Model Steel village and two Model Steel Village name Arches.

ELECTRICITY/ STREET LIGHTING: Providing electricity / street lighting facilities viz., erection of lamp posts, fitting of lamps on existing & new lamp posts and replacement of fluorescent lamps.

COMMUNITY DEVELOPMENT: Roof painting & internal electrical works including fixing of fan for community hall.

SPECIAL INITIATIVES TAKEN UP FOR MODEL STEEL VILLAGE:

SCHEME-I: RURAL WOMEN UPLIFTMENT / SELF EMPLOYMENT: TAILORING TRAINING

Salem Steel Plant has launched a Pilot Scheme in Thirumalaigiri for upliftment of rural women as part of its developmental activities in peripheral villages. The Scheme aims to develop the skills of the rural women in garment making, to enhance their employability in garment companies and/or generate revenue by undertaking tailoring work at homes. As many as 84 women have been trained under this Scheme from December 2007 to March'08.

The Scheme was implemented in collaboration with The Centre for Non-formal Vocational Training, Sona College of Technology, Salem. The women who have completed the training are fully trained for garment stitching which will ensure regular income.

SCHEME -II: RURAL WOMEN UPLIFTMENT/ EMPLOYMENT IN GARMENT COMPANIES

Second Level Advanced Tailoring Training Programme on - Multi Skill Garment Technician for women of Model steel village - Thirumalaigiri was organized for 55 women through The Centre for Non-formal Vocational Training, Sona College of Technology, Salem.

The training was conducted to develop the women in Industry level multi- skill competency in garment making and supervision in order to take up the employment in garment manufacturing industry. Most of the trainees have been placed in the garment industry in Salem and the rest are self-employed.

The above schemes have turned out to be a roaring success as it ensured the means through which the womenfolk can improve their living standards.

SCHEME -III: AFFORDING A BRIGHT FUTURE TO A BLIND GIRL

During one of the medical camps conducted by Salem Steel Plant in Thirumalaigiri Model Steel Village, a case of near blind child came



to light. It was diagnosed that an 18-month girl Dhanusiya, daughter of one Sundararajan of the village was born with congenital cataract in both the eyes making her around 90% visually challenged. The girl was taken to the SSP's Main Hospital for further examination and operated. The girl has since gained her full vision and there is unmistakable sparkle in her eyes. The girl now goes to (Primary) school in Thirumalaigiri.

The CSR efforts of Salem Steel Plant have given the girl a chance to see the world around her.

SCHEME-IV: SUPPORT FOR CHILD LABOUR ELIMINATION PROJECT

Salem Steel Plant has extended help to 35 children rescued from bonded labour by an NGO, Life Line Trust, operating in Thirumalaigiri the Model Steel Village. In its efforts to contribute to the development of rural children, these children are provided with a school kit comprising 2 pairs of school uniform, 2 pairs of festival dress, a pair of slippers/canvas shoes and a school bag and a hygiene kit comprising undergarments, soaps, tooth brush and paste,

face powder etc. One Television set with DVD player, educational CDs of games and fables, play items like carom and chess boards, cricket sets etc for recreation and books and book-racks, furniture etc have been provided to run the Library cum Recreation facility. This help is provided to these children on yearly basis @ Rs 1.00 lakh.



TRASH to CASH

ITC'S WEALTH OUT OF WASTE (WOW) PROGRAMME



ITC shows how a **simple habit** change can significantly benefit the company, **the society** and the country

RAGPICKING, ONE WOULD assume, is the last area a corporate would want to foray into. But for ITC, which had in the past entered unorganized businesses such as manufacturing match sticks and incense sticks, it is a potential gold mine.

Consider this: for 80 per cent of the 630 paper mills in India, waste paper is a key raw material. They import around 4.6 million tonne from Europe and the US every year at a cost of \$750 million (Rs 3,750 crore).

But what turns this perfectly normal business action into a colossal waste is the fact that of the 8.5 million tonne of paper consumed every year in the country, only 1.4 million tonne get recycled back to the industry. Over 7 million tonnes of waste paper, almost 1.5 times of what is imported, find their way into landfills and is permanently lost.

“We don’t believe in at source segregation of recyclable waste. Every type of waste—be it paper, metal, plastics, food and other wet contaminants—is put in the same dustbin and is rendered unrecyclable. As a result, waste paper recovery level in India is a poor 14 per cent compared to 70 per cent in Europe and

this: ITC provides every household in a chosen locality with a bag to put all the solid waste, including paper, metal and plastics. The kitchen and other wet waste are kept separately for disposal by municipal authorities. Once in 10-15 days, WOW team visit the households and collect the recyclable waste after paying Rs 4 per kg of paper and Rs 2 per kg for plastics and metals. The garbage so collected is then transported to the junkyard where it is segregated and sent for re-use. The paper waste is baled and sent to ITC’s reprocessing plants.

What began as a pilot project in Hyderabad less than two years ago has now spread to 15 municipalities in Andhra Pradesh. In Tamil Nadu, a pilot project is on in Coimbatore involving 5,000 houses. In Bangalore, 30 IT companies are a part in this initiative.

Waste collection has touched 600 tonne per month and 165 employees are involved with the initiative. ITC, which has begun to partner with Ramky Enviro Engineers —India’s largest waste management company—for the initiative is targeting collection of 2,000 tonne in 2009-10. “The response from people to this initiative has been enthusiastic wherever we have launched it,” says Bhamidipati.

It has also caught the attention of policy makers. Andhra Pradesh government wants the company to roll out the programme across the state.

Chennai Corporation has asked the company to commence operations in two localities in the city. Ministry of Urban Development wants ITC to replicate WOW in 52 municipalities across the country for which it has provided funds for solid waste management under Jawaharlal Nehru National Urban Renewal Mission. The company, for its part, plans to scale up its presence in Andhra Pradesh to 52 municipalities, - expand operations in Coimbatore and start pilot projects in Chennai, Madurai, Thiruvananthapuram and Kochi in 2009-10.

the US. The same can be said about other waste such as metals and plastics,” says Jogarao Bhamidipati, Vice President, ITC, Paperboards and Specialty Papers Division, and Head, Wealth out of Waste (WOW) Initiative.

ITC launched WOW in April 2007 to inculcate the habit of segregating waste and increasing the level of recycling garbage. “WOW is a perfect example of ITC’s triple bottom line approach of economic viability, social responsibility and environmental impact,” says Bhamidipati. The Initiative works like



The interest the project has generated is understandable considering that it benefits all the stakeholders involved and not to mention, the environment. “No one throws waste outside, not even a bit of paper. Housewives are happy that they get money for the waste they normally throw away. The streets are also clean.

We want to extend WOW to cover the entire city,” says R.R. Balasundaram, Honorary Secretary, Residents Awareness Association of Coimbatore, an NGO run by citizens of Coimbatore to bring awareness among the city’s residents about comfortable living.

On an average, 30 per cent of the waste generated—cities do generate large quantum of waste every day (see *Wasted Waste*)—is recyclable. Implementing WOW means a 30 per cent reduction in waste handling and related costs. Hyderabad municipality, for instance, spends Rs 10 crore every month for handling waste. A 30 per cent reduction in

Segregation and recycling of waste (especially plastic) has prevented drains from getting choked. This has led to better sanitation and fewer diseases. “Within two months of implementation of WOW in Eluru, Andhra Pradesh, we noticed a significant drop in



For **80 percent** of the **630 paper mills** in India, waste paper is a key **raw material**. They import around **4.6 million** tonne from Europe and the US every year at a **cost of \$750 million** (Rs 3,750 crore).

garbage volume leads to Rs 3 crore saving per month or Rs 36 crore a year. So municipalities are naturally interested. There are other benefits as well. “In most cities, landfills are fast filling up and identifying a new site is difficult due to NIMBY (not in my backyard) syndrome. A 30 per cent reduction in garbage would mean a longer life for existing landfills,” says Rajesh Lakhoni, Commissioner, Chennai Corporation.

communicable diseases,” says Khader Saheb, former Commissioner, Eluru Municipal Corporation. He has recently joined the WOW project in Andhra Pradesh.

For ITC, the waste paper collected by WOW is a crucial raw material —Rs 1,000 per tonne cheaper.

The environment is the biggest beneficiary. Every tonne of recycled paper prevents 17 trees from being felled and saves 7,000 gallons of water. This means more greenery and improved rainfall. Similarly, production of plastics, steel, aluminum and copper substantially impacts the natural resources.

If at all someone has been hurt by WOW, it is the rag pickers and scrap dealers. But for this, too, there is a way out. Every town of 50,000 households requires employment of 50 indirect labourers under WOW. ITC has offered them the employment, thus ending whatever little resistance the project triggered initially.



Considering the benefits WOW generates, ITC is working with Indian Paper Mills Association (IPMA) to get other paper mills to take up this initiative. “Our aim is to attain waste paper recovery level of 70 per cent as in developed countries in next 10-15 years,” says Bhamidipati.

Time is, indeed, running out. India’s paper consumption is estimated at 26 million tonne (currently 8.5 million tonne) by 2025. To meet this demand, at existing waste paper recovery rates, more than 300 million trees need to be cut and additional 100 billion gallons of water will have to be consumed. The consequences of which could well be imagined.

The **environment** is the biggest beneficiary. **Every tonne** of recycled paper prevents **17 trees** from being felled and saves **7,000 gallons** of water

Yi

in The South

YOUNG
INDIANS

CHENNAI

Yi Evening with Young Diaspora

08 January 2009: *Chennai*

The Young Indians hosted a Yi evening to interact with the participants of Pravasi Bharatiya Divas (PBD) and Know India Program (KIP).

The Yi Chennai Net students of Bhavan's Rajaji Vidyashram and Great Lakes Institute of Management enacted a skit on the theme 'De tour'. The skit in the form of a street play involved the story of a young NRI forced to leave to India of which his opinions were not high. It revolved around how the developments in the Country changed his opinion of the Country and how he finally decided to live there.



Yi Evening with Young Diaspora, Chennai

Yi-Aspen Panel Discussion on 'Is Gandhi Relevant Today?'

08 January 2009: *Chennai*

The Panel Discussion was conducted by Yi as a part of Pravasi Bharatiya Divas (PBD) to discuss with the young diaspora the relevance of Gandhian principles in today's world.

Mr Sugata Bose, Professor of History and Director of the South Asia Initiative, Harvard University, USA, moderated the discussion and spoke about Gandhi's ideologies, his being against townships, his belief in the evils associated with industrialization and also his belief in Indian unity through secularism. Speakers of the panel included, Mr Sam G Pitroda, Chairman, National Knowledge Commission; Mr Shashi Tharoor, Chairman, Afras Ventures and former Under Secretary General of the United Nations and Prof C K Prahalad, Professor of Corporate Strategy, University of Michigan Ross School of Business, USA.

While Mr Pitroda and Prof Prahalad spoke of the relevance of Gandhi today Mr Tharoor shared a different opinion. Although respectful of Gandhi's principles, he did not



Yi-Aspen Panel Discussion on 'Is Gandhi Relevant Today?', Chennai

think it relevant to "teach ahimsa to the jihadis".

The audience which comprised of CII and Yi members but also Know India Program students were invited to share their opinions and questions with the panel. Summing up the speakers agreed that though the methods that Gandhiji used then may not be applicable today, one needs to be inspired by the uniqueness and simplicity of these methods and try to eradicate majority of the problems from their roots. Mr Tarun Das, President, Aspen Institute India and Chief mentor of CII also participated in the discussion.

Tuck School Visit to Akshara

22 January 2009: *Chennai*

Yi Chennai organized for a visit to the Akshara Resource Centre for the students from

The visit to the Akshara Resource Centre for the students from Tuck School, USA was organized to learn more about children from slums and other poor backgrounds. They spent time in the Akshara Resource Centre learning about the program, the children and the functioning of the school.



Tuck School Visit to Akshara, Chennai

Panel Discussion on Security and Intelligence in India

30 January 2009 : *Chennai*

Moderated by Ms Gayathri Sriram, National Education Chairperson, Yi, the panel discussion was conducted to discuss on the security concerns in the country with the rise of terrorist attacks since 1993.

The Panelists also spoke on the different agencies involved in combating terrorism and terrorist attacks and the preventive measures to be adopted by the general public to stop these crimes from occurring.

They also stated that there is a need for support for the government agencies.



Panel Discussion on Security and Intelligence in India, Chennai

Dental Camp at P J Gupta's Higher Secondary School

06 February 2009 : *Chennai*



Dental Camp at P J Gupta's Higher Secondary School, Chennai

The dental camp organized in association with Saveetha Dental College was conducted to provide free dental screening for the students of P J Gupta's Higher Secondary School, an Akshara school sponsored by Cognizant Foundation. The school provides English and Telugu medium education to over 1000 poor children with 720 between classes 1 and 5. Free de-worming tablets were also distributed among the children.

Further free treatment will be provided at the Saveetha Dental College situated close to the school.

COIMBATORE

Coimbatore Vizha 2009

3 – 11 January 2009: *Coimbatore*

The Vizha was conducted to celebrate the various aspects of Coimbatore city - its heritage, industrial legacy, entrepreneurial spirit, hospitable and honest culture, the multi cultural-ethnic confluence, etc.

The Vizha began with Orumai Payanam -a multifaith journey for peace. Various exhibitions were organized such as History of Cars - cars from THEN to NOW, Photographs of Eminent Visitors to Coimbatore, Timeless Facades - paintings and sketches of Heritage Buildings.

The vizha also included sport events such as Run for Coimbatore - a mini marathon, Intercollege Cricket Matches and Treasure Hunt on Brands of Coimbatore.

Music concerts and dance performances were also part of the vizha. An anthem on Coimbatore written by Mr Mutthiah, was composed and sung by the students of Shivanjali - Temple of Fine Arts.

The talks and lectures series covered topics



Coimbatore Vizha 2009, Coimbatore

such as Textile History of Coimbatore, Kongu cuisine, Roman Connection to Coimbatore, Talk on Urban Planning in Coimbatore, Coimbatore during Great Economic Depression and Book review - India's New Capitalist.

Focussing on the environment a Tree Plantation Drive and Nature Trek to Salim Ali Centre for Ornithology and Natural History was conducted. Other events and competitions on arts, cinematography, short film making and photography were also held.

Launch of New Yi Nets in Coimbatore

14 & 18 February 2009 : *Coimbatore*

Yi Net Launch
at Amrita
School of
Business
(ASB),
Coimbatore



Yi Net Launch at
Bharathiar School
of Management &
Entrepreneur
Development
(BSMED),
Coimbatore

As a part of the Youth Affairs platform, two news Yi Nets were launched at the Amrita School of Business and the Bharathiar School of Management and Entrepreneurship Development. MoUs were signed with both schools to launch the net.

Artificial Limb donation to disabled people at Pollachi, 21 February 2009 : *Coimbatore*

The artificial limb donation to disabled people at Pollachi was facilitated by Mr Arjun Prakash, Co-Chair, Yi Coimbatore Chapter & President Effica Automation. Artificial limbs were donated to five disabled people.



Artificial Limb Donation to Disabled People at Pollachi, Coimbatore

Session on Cardiopulmonary resuscitation (CPR), KG Hospital

24 February 2009: *Coimbatore*



The session on cardiopulmonary resuscitation was organised to help participants understand the technique of CPR at the workplace.

Following a theoretical session, by Dr A Sakthivel, Ortho surgeon, KG Hospital, Dr M J Farook, demonstrated the procedure of CPR on dummies.

Further to this, the presentation was done by Dr Mohan Gandhi, Chief Physiotherapist, KG Hospital on the first aid procedure for domestic and non domestic accidents.

HYDERABAD

Yi Members Visit to Radio Mirchi

02 Jan 2009: *Hyderabad*

The visit was organized to enable members to get a closer view of the working of a Radio Station. The Officials also made a presentation on the organization.



Yi Member's Visit to Radio Mirchi, Hyderabad



Confederation of Indian Industry

KOCHI

Akshara Centre Inauguration: Nair Samajam School, Valoor

16 January 09: *Kochi*

The 10th Akshara Centre by the Kochi Chapter was launched at Nair Samajam School, Valoor. Mr B D Devassy, M L A, Chalakudy inaugurated the centre.

Yi Members Family Picnic: Plantation Valley Resort Athirappilly

18 January 2009 : *Kochi*

The picnic included a blend of games, out door activities and a trek through the banks of Athirappilly River. Around 20 members with their family participated in the programme.



Yi Net Rendezvous

8 February 09: *Kochi*



Yi Kochi chapter organized Yi Net Rendezvous on 8 February 2009 with an objective of integrating energies and efforts of the seven Yi Kochi Chapter Nets. The event included blend of learning, fun and entertainment programmes. From each Net, based on the Yi point system thirty top Net members were selected to participate in the programme.

Youth Affairs Presentation at Toc H Institute of Science & Technology

27 March 09: *Kochi*

As part of starting a Yi Net, a Youth affairs presentation was organized at Toc H Institute of Science & Technology, Aarakunnam.



Youth Affairs Presentation at Toc H Institute of Science & Technology, Kochi

Yi Annual Day Celebrations



Yi Chennai Annual Day :
20 March 2009, Chennai



Yi Coimbatore Annual Day :
20 March 2009, Coimbatore



Yi Kochi Chapter Annual Day :
21 March 2009, Kochi



Yi Hyderabad Annual Day :
07 March 2009, Hyderabad



Summit On Sustainable PPPs
In Infrastructure

2009

CII
Confederation of
Indian Industry



“Fast Tracking Infrastructure Development through PPPs”

August 6-7, 2009 : Hotel Le Royal Meridien : Chennai

FOCUS

- ◆ PPPs in Roads, Ports, Airports, Surface Transport, Railways etc.
- ◆ Policy interventions for the Infrastructure development through PPP
- ◆ Identify slow moving big ticket projects and promote them for completion in Southern Region

OBJECTIVES

- ◆ A unique forum to promote PPP in Southern States
- ◆ To showcase private sector experiences with PPPs in Infrastructure
- ◆ To champion the sustainable integrated infrastructure development in Southern Region through a continuous dialog process
- ◆ Unveils opportunities for private sector in Infrastructure development in various areas

SPEAKERS

- ◆ Union Minister, State Ministers and Senior Bureaucrats from the Central and State Governments
- ◆ Industry Leaders from Infrastructure

STATE INTEGRATED INFRASTRUCTURE PROMOTION (SIIP) SESSION

Suminfra 2009 will also feature a forum on SIIP where five Southern State Governments will showcase the opportunities available for private sector in Infrastructure Development. The Southern State Governments have actively participated and supported the previous editions of Suminfra.

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For more details: **Mrs Vedha Murali**
Confederation of Indian Industry, 98/1 Velacherry Main Road, Guindy, Chennai 600032.
Tel: 044-42444517/555 Fax: 044-424444510, Email: vedha.murali@cii.in

SOUTHERN REGION OFFICE NETWORK

Confederation of Indian Industry (Southern Region Head Quarters)

98/1, Velacherry Main Road,
Guindy, Chennai 600032.
Tel : 044-42444501/555,
Fax : 044-42444510
Email : cii.south@cii.in

STATE OFFICES

ANDHRA PRADESH

Confederation of Indian Industry
#1-11-252/9, Plot No.7, Regal House
Motilal Nehru Nagar, Begumpet
Hyderabad 500 016
Tel : 040 - 2776 5933 / 5967 / 5933
Fax: 040 - 2776 6116
cii.hyderabad@cii.in

KARNATAKA

Confederation of Indian Industry
No.1086, 12th Main, HAL 2nd Stage
Indiranagar, Bangalore 560 008
Tel: 80-25276544 (8 lines) / 65988983 (D)
Fax: 91-80-25276709
ciiblore@cii.in

KERALA

Confederation of Indian Industry
Opp. Passport Office, Panampilly Nagar,
Kochi - 682036
Tel: 0484-4012300, Fax:0484-4012800
cii.kerala@cii.in

TAMIL NADU

Confederation of Indian Industry
Southern Regional Headquarters
98/1, Velacherry Main Road, Guindy
Chennai - 600 032
Tel 044-42 444 516 / 555
Fax: 044-42 444 510
cii.tamilnadu@cii.in

PUDUCHERRY

Confederation of Indian Industry (CII)
(Puducherry State Office)
No.1, First Floor, Zamindar Garden
S.V.Patel Road, Puducherry-605 012.
Phone : 0413-2226201 / 94431-40772
cii.puducherry@cii.in

ZONAL OFFICES

Coimbatore

A 305 & 306, Raheja Centre, III Floor
1074, Avinashi Road, Coimbatore 641018
Ph - 0422 - 2248410 / 2247 456
Telefax : 0422-2244709
Email : ciicbe@airtelmail.in

Erode

79, State Bank Road, Erode - 638001
Phone: 0424 4272 460
ciierode@airtelmail.in

Madurai

Plot No 518, 1st Floor, 4th Main Road
K K Nagar, Madurai 625 020
Ph: 0452 - 4391434 (D) / 2522 743
TeleFax: 0452 - 2521705
Email : ciimdu@airtelmail.in

Thoothukudi

106J/30, First Street
Millarpuram, Thoothukudi - 628008
Phone: 0461-2312177
ciithoothukudi@cii.in

Trichy

3rd Floor, GVR Complex
No. 6A, Lawsons Road
Cantonment, Trichy-620 001
Tel: 0431-2410641/4000641(D)
Telfax:0431-2410655
ciitry@airtelmail.in

Mysore

8/1A, Temple Road, Jayalakshmipuram
Mysore - 570 012
Tel: 0821- 2517003, 2516319
Fax: 0821-2515513
ciimys@airtelmail.in

Karur

9-D/1 PKG Building, 50 Feet Road
Ramakrishnapuram, Karur - 639001
Phone: 04324-230012
Fax: 04324-230012
ciikarur@sancharnet.in

Visakhapatnam

10-12-1, Rednam Alcazar,
Flat No. 3A, 4th Floor,
Rednam Gardens, Opp: SBI Main Branch
Visakhapatnam - 530 002
Tel : 0891 - 255 5535
cii.vizag@cii.in



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 114 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme "India@75: The Emerging Agenda", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, USA and institutional partnerships with 211 counterpart organisations in 87 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry

Southern Region Head Quarters

98/1, Velachery Main Road, Guindy, Chennai 600032

Tel : 044-42444501 / 555 Fax : 044-42444510

Email : cii.south@cii.in • Website: www.cii.in