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# CII COMMUNIQUÉ

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## India & USA

21st Century Partnership



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in Mumbai

CII CEOs Delegation  
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# CII CEOs Delegation to Germany

A CII CEOs delegation, led by Mr Hari S Bhartia, President, CII, visited Germany from 27 – 29 September. The delegation participated in the Annual Meeting of the Federation of German Industries (BDI). This was the first time in the history of the BDI that a foreign delegation had been invited to participate in its Annual Meeting, signifying the strong relationship between CII and BDI.

The conference was attended by over 2000 delegates and addressed by Dr Angela Merkel, German Chancellor. Dr Merkel highlighted the strong Indo-German relationship and said that she was looking forward to the FTA between India and Germany, which would take the relationship between the two countries to even higher levels of cooperation. She noted that 2011 would be the 60th year of diplomatic relations between India and Germany. Germany would celebrate the milestone with year-long festivities to be organized in India, she said.

Dr Merkel appreciated the contribution made by BDI and CII in enhancing business ties between the two countries, and



Prof. Dr.-Ing. Hans-Peter Keitel, President, Federation of German Industries (BDI); Dr. Angela Merkel, Federal Chancellor of Germany; Hari S Bhartia, President, CII; and Arndt G Kirchhoff, Chairman, BDI-BDA SME Committee, at the Annual Day of the Confederation of German Industry, in Berlin

hoped that business in both countries would prosper and grow further.

The BDI conference had a special focus on two important areas of similarities between India and German Industry – a large number of SMEs and the pre-dominance of family-run business.

Earlier, in his

address as the guest of honour, Mr Hari Bhartia shared with the leaders of German industry, CII's agenda for inclusive growth, highlighting the importance of skill development. He named Manufacturing and Technology as the key areas of cooperation between India and Germany, along with Energy and Climate Change.

The delegation participated in panel discussions and interacted with over 300 German business leaders.

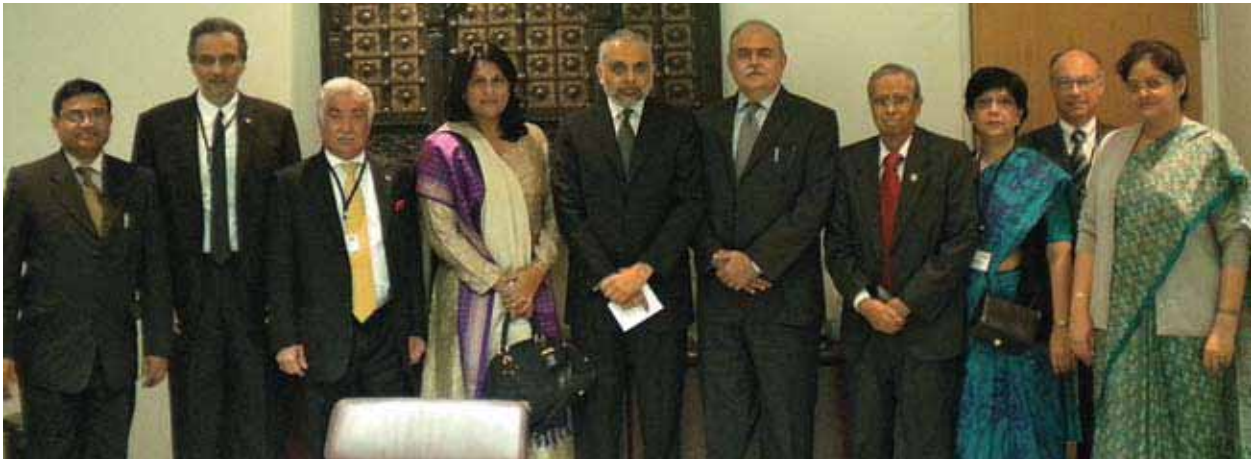
Mr Sudhir Vyas, Ambassador of India to Germany, identified areas of growth as Pharma and Life Sciences; and Industrial Design. He felt that more engagement and

people to people contact would help enhance growth between the two countries.

Prof. Dr.-Ing Hans-Peter Keitel, President, BDI, said that CII and BDI have known each other for a long time and have worked together



Thomas Mattusek, Ambassador of the Federal Republic of Germany in India; Sudhir Vyas, Ambassador of India to Germany; Dr. Hubert Lienhard, Chairman of the Board Voith AG, and APA-India Chairman; and Hari S Bhartia



Ashok Kumar, First Secretary, Indian Embassy in Berlin; Arvind Thakur, CEO, NIIT Technologies Ltd; Vijay R Kirloskar, CMD, Kirloskar Electric Company Ltd; Shobana Kamineni, ED, Apollo Hospitals Group; Hari S Bhartia; Sudhir Vyas; K N Shenoy, Past President, CII; Supriya Banerji, Deputy Director General, CII; Farhad Forbes, Chairman, Special Initiative on CII-FBN India Chapter on Family Business, and Director, Forbes Marshall; and Renu Pal, Deputy Chief of Mission, Indian Embassy, Berlin

for business cooperation. He committed to intensifying this relationship based on long-lasting values and invited CII to open its office within the BDI.

A CEOs roundtable following the conference was dedicated to issues concerning Indian and German businesses. The roundtable was attended by 16 German CEOs and the CII CEOs delegation. The discussions were led by Mr Hari Bhartia and Prof. Keitel in the presence of Mr Sudhir Vyas and Mr Thomas Mattusek, German Ambassador to India.

The CEO delegation included Mr K N Shenoy, Past President, CII, Chairman, IQ Advisory Council, & Chairman, Voith India Advisory Board; Mr Farhad Forbes, Chairman, Special Initiative on CII-FBN India Chapter on Family Business & Director, Forbes Marshall; Ms Shobana Kamineni, Executive Director, Apollo Hospitals Group; Mr Vijay R Kirloskar, Chairman and Managing Director, Kirloskar Electric Company Limited; and Mr Arvind Thakur, Chief Executive Officer, NIIT Technologies Limited.

## Doubling Trade with Germany by 2014: CII Report

On the occasion of the visit, CII brought out a Report titled 'India-Germany Economic Cooperation: Setting a New Trajectory.' The report identifies areas of economic partnership between India and Germany; it also aims at doubling India-Germany trade to US \$30 billion by 2014.

In 2009-10, Germany was India's 5th largest export partner at \$5.4 billion and the 8th largest source of imports, at \$10.3 billion. Until recently, it was the world's largest exporter, and is the fifth largest economy in purchasing power terms.

Germany's cumulative investments in India from 2002 to 2009 stood at \$2.8 billion. It is also a major supplier of technology for India, accounting for over 13 percent of technology transfer approvals.

Bilateral trade reached \$18.4 billion in 2008-09, with the trade gap in favour of Germany increasing, as India sources quality goods for its development. However, given Germany's outward investment of \$134 billion in 2008, its low FDI in India at cumulative \$3 billion could be substantially raised, said the report.

While calling for a rapid conclusion to the Indo-EU (European Union) Free Trade Agreement, the report said that the two countries must also set in place an institutional mechanism to increase small and medium sector cooperation. ■





# US President Barack Obama's Historic Visit to India

President Obama's historic visit to India from 6-8 November marked a new chapter in India-US relations: a concrete manifestation of the US Administration's commitment to engage India as a major economic and strategic partner



## Excerpts from President Obama's Speech in Mumbai

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

*"Our relationship is also about more than the goods that we sell or the investments we make – it's about the innovative partnerships we forge in the name of progress."*

*"I'm confident that we can and will forge new economic partnerships and deliver the jobs and broad-based growth that our peoples so richly deserve. And I am absolutely certain that the relationship between the United States and India is going to be one of the defining partnerships of the 21st century."*

**FIRST AND FOREMOST**, President Obama's stay at the Taj Mahal Hotel and interaction with survivors and families affected by the 26/11 attacks marked his solidarity with the Indian people and sent a strong message against terrorism and its perpetrators. The influence of Mahatma Gandhi in his life reflected not only in the US President's visit to Mani Bhawan and Rajghat, but in his speeches as well. During interactions with the Indian business



Chandrajit Banerjee, Director General, CII, welcoming President Obama



Ratan Tata, Chairman, Tata Sons greets President Obama, as Chandrajit Banerjee, looks on

community, he called for greater economic cooperation between the two countries, acknowledging the growing contributions of Indian companies in the US. Dancing to Bollywood and folk tunes with schools kids and an interaction with college students at a townhall meeting, President Obama and Michelle struck a chord with India's young generation. The echoing applause in the Indian Parliament that followed the President's address spoke volumes in itself. In short, the President's visit touched every aspect of India – the politics, the business, the culture, the energy, and the youth.

**Focusing on business and industry issues that topped the agenda of the state visit, CII co-hosted President Obama and the 200+ US business delegates at the "US-India Business and Entrepreneurship Summit" on 6 November in Mumbai, jointly with the US India Business Council (USIBC) and the Federation of Indian Chambers of Commerce and Industry (FICCI). On 7 November, CII organized the Agriculture Roundtable and Expo in partnership with the US Agency for International Development (USAID) and the US Department of Agriculture (USDA), simultaneously launching the Indo-US Food and Agriculture Center of Excellence (FACE). Finally, CII organized "India-US: An Agenda for Co-Creation", a momentous bilateral business conference on 8 November in New Delhi with a powerful line up of government and industry leaders.**

As a partner in the bilateral economic relationship and the largest industry association of India, CII is proud to have played an instrumental role in boosting trade and investment cooperation, in particular during the visit of the President of the United States.

## US-India Business and Entrepreneurship Summit

The US-India Business and Entrepreneurship Summit held on 6 November in Mumbai brought to light a clear focus on growth of bilateral trade, investments and job creation. Attended by the stalwarts of Indian and US companies, the Summit reflected an astounding level of the range and depth of the Indo-US business connection. Corporate leaders reaffirmed their resolve to enhance cooperation in high technology, improve market access, promote facilitative investment policies, and stay committed against protectionist sentiments.



Gary Locke, Secretary, US Department of Commerce

President Obama's inspirational speech at the Summit applauded the tremendous cooperation between Indian and American corporations, universities, institutions, students and the diaspora connection. He asserted with conviction that the relationship between the United States and India would be one of the defining partnerships of the 21st century. While acknowledging India as one of the fastest growing investors in the US, he also highlighted the untapped economic potential. He called for fostering innovation and entrepreneurship, investing in research and technological collaborations, building infrastructure and emphasizing education for the future.

Mr Gary Locke, Secretary, US Department of Commerce delivered the keynote address; Mr Anand Sharma, Union Minister of Commerce and Industry, and Dr Montek

Singh Ahluwalia, Deputy Chairman, Planning Commission, Government of India, gave special addresses in the Inaugural Plenary, reaffirming their commitment to deepen the Indo-US economic engagement.

Moderated by Dr Sanjaya Baru, Editor, Business Standard, the first session at the conference focused on the US-India commercial relationship as a 'Two-Way Highway', creating jobs and opportunities on both sides. Panellists Mr Mukesh Ambani, Chairman and CEO, Reliance Industries; Mr Jeff Immelt, Chairman and CEO, GE; Mr Anand Mahindra

Vice Chairman, Mahindra & Mahindra; and Mr Louis Chenevert, Chairman and CEO, United Technologies Corporation spoke of India's approach to growth, expanding bilateral engagement through trade and investment and integrating small and medium sized enterprises in to the global supply chain.

At the second session titled 'Elevating the Relationship', panellists discussed ways to smoothen the process of collaboration, thus enabling a 'game changing' partnership between India and the US. Speakers Dr Dave Cote, Chairman & CEO, Honeywell; Mr Rajan Bharti Mittal, Vice Chairman & Managing Director, Bharti Enterprises; Ms Indra Nooyi, Chairman & CEO, PepsiCo; and Mr Deepak Parekh, Chairman, Housing Development Finance Corporation spoke of specific



Anand Sharma, Minister of Commerce & Industry, India addressing. Also seen: (L-R) Hari S Bhartia, President, CII and Co-Chairman & Managing Director, Jubilant Life Sciences Ltd; Gary Locke; Terry McGraw, Chairman, USIBC; Dr Montek Singh Ahulwalia, Deputy Chairman, Planning Commission; and Rajan Mittal, President, FICCI

issues that needed to be addressed to further strengthen business cooperation. Mr Edward Luce, Washington Bureau Chief, Financial Times, moderated the session.

The final session focused on the 'Next Generation Leadership' and featured speakers Mr Hari S Bhartia, President, CII, and Co-Chairman & Managing Director, Jubilant Life Sciences



Dr Alexander Karp, CEO & Co-Founder Palantir Technologies; Brad Smith, President & CEO, Intuit; Uday S. Kotak, Executive Vice Chairman & MD, Kotak Mahindra Group; and Hari S Bhartia

Ltd; Dr Alexander Karp, CEO & Co-Founder, Palantir Technologies; Mr Uday S. Kotak, Executive Vice Chairman & Managing Director, Kotak Mahindra Group; and Mr Brad Smith, President & CEO, Intuit. Dr Prannoy Roy, Founder and President, NDTV, moderated the session, which showcased some

innovative technologies and platforms driving the US-India relationship to new heights with the help of young entrepreneurs on both sides. The session thus highlighted the burgeoning entrepreneurial spirit in India and USA and the possibilities of partnership in this context.

## Agriculture Roundtable and Expo and launch of the 'Food and Agriculture Center of Excellence'

The very beginning of India-US cooperation dates back to the 1950's and the 'Green Revolution', which transformed Indian agricultural growth and productivity. Given the significance of agriculture as means of livelihood, as a measure of economic growth and a tool to enhance global food security, it has become the hallmark of the Indo-US partnership for inclusive growth and development.

On 7 November, CII, in association with USAID and USDA, organized a Roundtable Discussion and 'Agriculture and Food Security Expo' at St. Xavier's College, Mumbai.

The roundtable discussion was co-chaired by Thomas Vilsack, Secretary, US Department of Agriculture, and Dr Rajiv Shah, Administrator, USAID along with Mr Hari S Bhartia, President, CII Mr Rakesh Bharti Mittal, Chairman, CII National Council on Agriculture



President Obama with Chandrajit Banerjee; Thomas Vilsack, Secretary, US Department of Agriculture; Hari S Bhartia; and Timothy Roemer, US Ambassador to India at the Food and Agriculture Centre of Excellence stall





Hari S Bhartia; Dr Rajiv Shah, Administrator, USAID; Ambassador Timothy Roemer; and President Obama at the Agri Expo

and Vice Chairman and Managing Director, Bharti Enterprises; and Dr Ashok Gulati, Director in Asia, International Food Policy Research Institute led the discussions, which focused on the role of innovation and technology as well as contribution of the private sector in improving farmers' lives. Discussants shared perspectives on enhancing food security, scaling up small innovations, adapting them to suit local needs, and expanding the reach to benefit other markets, such as Africa.

The Expo exemplified collaborations among Indian and US companies, universities, and institutions and was also attended by farmers through CII-Young Indians. President Obama walked through the exhibits, stopping at booths that displayed specific technologies that have improved the agricultural value chain. He interacted with farmers at the Expo to gain a better understanding of how those technologies have impacted their lives.

Organizations present at the Expo included Ingersoll-Rand, ITC, Mahindra & Mahindra, Jain Irrigation, Airtel/IFFCO, Pioneer– Dupont, Aries Agro,

PepsiCo Holdings India, Digital Green, Central Institute of Agriculture Engineering, Bhopal and CII - FACE.

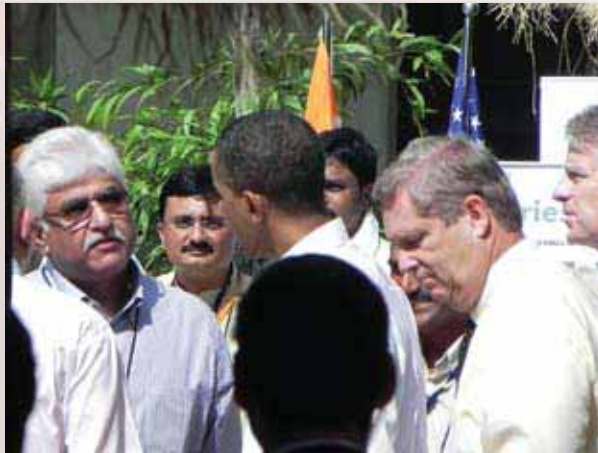
- Mahindra & Mahindra displayed their small tractor that benefits millions of farmers with small land holdings. The 'Mahindra Samridhhi' kiosk represented their mission of delivering 'Farm Tech Prosperity'.
- Ingersoll-Rand exhibited their refrigerated minivan that is suited to meet local Indian needs.
- ITC showcased the 'e-choupal' network that has been developed as an 'e-market place' to



Thomas Vilsack; Dr Rajiv Shah; Nisha Desai, Assistant Administrator, USAID and Hari S Bhartia

connect rural areas to mainstream information and markets.

- PepsiCo India displayed their contractual farming network through which they reach out to 80,000 small farmers, offering superior inputs and buy-back arrangements optimizing cost and quality of potato production.
- Aries Agro presented its concept of chelated micro nutrients in India. The wonder of chelation technology makes minerals required for plant nutrition chemically inert and hence incapable of harming the environment.
- Pioneer–DuPont displayed high yielding variety seeds and crop protection products that increase productivity.
- Digital Green exhibited their participatory process that combines technology and social organization to improve agriculture extension systems in India and Africa by local video production, dissemination and training.
- IFFCO/Airtel demonstrated how they are disseminating information to farmers through telecom-based services to farmers where the content and expertise is provided by IFFCO and the technology is powered by AIRTEL.
- The Central Institute of Agriculture Engineering, Bhopal displayed women friendly agriculture tools – such as sickle, groundnut decorticator, maize sheller etc. that have been designed as per the capabilities of Indian farm women.
- Jain Irrigations displayed water conservation technologies such as drip irrigation systems for water / fertilizer disbursement / sprinkling etc.
- The CII Food and Agri Center of Excellence was also represented at the Expo. The Center is dedicated to building efficiencies across the agricultural value chain from



President Obama with Rakesh Bharti Mittal, Chairman, CII National Council on Agriculture and Vice Chairman and Managing Director, Bharti Enterprises; Also seen: Thomas Vilsack; and Timothy Roemer at the Agri Expo

farm to fork and improving food security with technical support from USAID.

President Obama stopped at the CII Food and Agriculture Center of Excellence (FACE) stall and observed a model of the proposed center. His valuable encouragement to CII and USAID to take the proposal forward further deepened the resolve of the two organizations to play a greater role in the India-US 'Partnership for an Evergreen Revolution.' The new partnership creates

state-of-the-art approaches for India and the US to address global challenges in agriculture and food security.

### Food and Agriculture Center of Excellence

The Food and Agriculture Center of Excellence will apply the unique capabilities of both the United States and India to support a sustainable Evergreen Revolution and respond to global food insecurity to benefit India and other interested countries. The center will endeavour to increase on and off farm income for households; increase volume and value of targeted agricultural value chains; increase yields and nutritional value of target crops; and decrease post-harvest losses for target crops. Through technical support of the USAID, CII will work with farmers, companies, institutions and the governments in order to:

- Facilitate linkages in the agricultural value chain,



CII / USAID team at the Food and Agriculture Center of Excellence stall at the Agri Expo

especially perishables;

- Establish an information hub to disseminate agricultural global best practices;
- Connect research to production, targeting public and private sector research institutes;
- Train and build the capacity of supply chain participants, including increased nutritional and food security expertise;

- Transfer best practices and technologies developed in India to developing countries

By building opportunities and mechanisms for other developing countries to learn from India's experience and innovation, the participating organisation's investment in FACE will contribute to agriculture and food security gains while making significant progress towards the achievement of Millennium Development Goals (MDGs).

## India-US: An Agenda for Co-Creation

CII, in partnership with USIBC organized a successful business conference 'India-US: An Agenda for Co-Creation' in honour of President Obama's visit to India, on 8 November in New Delhi. The conference featured a galaxy of US and Indian political and Indian business leaders who came together in support of enlarging the Indo-US canvas of bilateral economic relations. The broad based collaborative agenda encompassed significant areas including infrastructure, innovation and technology, financial reform and the role of mid-sized businesses in fuelling overall economic growth.

Dr Dharmo S. Dhamotharan, Executive Vice President, URS Corporation and Mr Pradeep Udhas, Executive Director, KPMG outlined the possibilities of India-US cooperation in infrastructure. Acknowledging the lack of institutional capacity and clarity of processes as the biggest challenges, they called for a low-risk, low-return structure to incentivize US firms to participate in India's infrastructure projects.

### Infrastructure for the Future



Dr Dharmo S. Dhamotharan, Executive Vice President, URS Corporation; Kamal Nath, Minister of Road Transport & Highways, India; Dr Rajiv Lall, MD and CEO, IDFC; and Pradeep Udhas, Executive Director, KPMG

Mr Kamal Nath, Minister of Road Transport and Highways, India, opened the plenary with a distinct focus on expanding infrastructure capacity as a key element in sustaining India's high rate of growth and also increasing bilateral trade and investment. India has embarked on a huge infrastructure development programme across the country. India is investing close to 9% of GDP on infrastructure, half of which is expected to come from the private sector. He said the Public Private Partnership (PPP) model would encourage the engagement of the private sector. Moderated by Dr Rajiv Lall, Managing Director and CEO, IDFC, panellists

### India-US Partnership for Innovation

A facilitative innovation ecosystem is necessary to bolster the entrepreneurial and innovative spirit. Speaking at the panel on innovation, Mr Sam Pitroda, Advisor to the Prime Minister of India on Public Information Infrastructure and Innovations, called for updating the IPR regime and said that global innovation requires a global innovation system that is not bound by local boundaries.

Mr Venkatesh Valluri, President and CEO, Ingersoll Rand, said that a key challenge is scaling up local innovation solutions to a global level and transferring it to other countries. Mr Francisco Sanchez, Under Secretary of Commerce for International Trade, USA, lauded the



Venkatesh Valluri, President and CEO, Ingersoll Rand; Sam Pitroda, Advisor to the Prime Minister of India on Public Information Infrastructure & Innovations; Arun Maira, Member, Planning Commission; and Francisco Sanchez, Under Secretary of Commerce for International Trade

efforts of US multinationals in engaging small and medium enterprises in innovating across the world. As Mr Arun Maira, Member, Planning Commission, moderated the session, panelists emphasized the need to develop a global IPR regime that encourages incremental innovation.

### The Next Level of Bilateral Economic Relations

At the session on 'Bilateral Trade and Commerce,' Mr Anand Sharma, spoke about the Indo-US bilateral relationship being driven by private sector players. Noting that President Obama and Prime Minister Dr Manmohan Singh had accepted all the recommendations of the India – US CEO's Forum, he highlighted the importance that the two governments had accorded to the private sector.

In addition to priority sectors identified during the session chaired by Mr Hari S Bhartia, President, CII, and Co-Chairman and Managing Director, Jubilant Life Sciences Ltd, Minister Sharma specifically emphasized enhancing the Indo-US partnership in pharmaceutical R&D and healthcare. Since US is the global leader in pharmaceutical R&D, and Indian companies have gained expertise in low-cost manufacturing, their collaboration



Anand Sharma; Hari S Bhartia; and Timothy Geithner, US Secretary of Treasury



Pranab Mukherjee, Minister of Finance, with Chandrajit Banerjee

can create value for global pharmaceutical production and increase access to medicines across the world.

### Indian Economy: Partnership with US

Speaking at a session on Financial Innovation, Mr Pranab Mukherjee, Minister of Finance, India, said, "Financial inclusion is a key determinant of sustainable and inclusive growth." He pointed out critical areas where the US and India could partner: innovation and design of physical products that meet specific requirements of rural areas; software design that enables seamless connectivity for rural consumers and prevents cyber crimes; design of financial products and services relevant to the poor; and training and

capacity building for financial sector professionals. Elaborating on India's potential as an investment destination, he said, "India offers exciting opportunities for global investors", and made a special reference to the Government of India's disinvestment programme. He emphasized that Foreign Direct Investment (FDI) in India was open up to 100% under the automatic route in most sectors, and that India's regulatory and supervisory framework had been strengthened through various legislative and administrative measures.



Hari S Bhartia; Anand Sharma; Pranab Mukherjee; and Chandrajit Banerjee



Rajeev Sharma, CEO, ABSi Corporation; BVR Mohan Reddy, CMD, Infotech Enterprises Ltd; John White, President & CEO, Compass Marketing Inc.; Ron Somers, President, USIBC; Deep Kapuria, CMD, Hi-Tech Gears Ltd; Steven Fernands, CEO, Customized Energy Solutions and Gautam Nair, CEO & MD, Matrix

### Small and Medium Enterprises

The strength and role of small and mid-sized enterprises (SMEs) in generating employment, innovating technology and management strategy has been crucial in fostering competitiveness in the Indian and US economy. The panel on SMEs, moderated by Mr Ron Somers, President, USIBC, featured an array of speakers including Mr Deep Kapuria, Chairman & Managing Director, Hi-Tech Gears Ltd; Mr Gautam Nair, CEO & Managing Director, Matrix; Mr B V R Mohan Reddy, Chairman and Managing Director, Infotech Enterprises Limited; Mr Rajeev Sharma, CEO, ABSi Corporation; Mr John White, President and CEO, Compass Marketing Inc; and Mr Steven Fernands, CEO, Customized Energy Solutions. Panelists agreed that the contribution of SMEs in trade and cross border M&A activity has been increasing. Integrating SMEs in the global supply chain remains a challenge. However, creating a conducive policy environment and engaging small businesses in India and the US can generate huge synergy, leading to growth in trade, investment, innovation and jobs.

### G-20 and the Balance Growth Agenda



Timothy Geithner and T N Ninan, Chairman & Editorial Director, Business Standard

The consequent session attempted to project the growing energy of bilateral cooperation on to multilateral fora such as the G-20. Timothy Geithner, Secretary, US Department of Treasury, proposed a multilateral effort towards developing a regime to ensure transparency in exchange rates and to develop a mechanism through which trade imbalances can be rectified through international dialogue and co-operation. At the session moderated by Mr TN Ninan, Editor, Business Standard, he expressed optimism that the US would emerge stronger from the economic crisis and India would be an engine of growth for the global economy, and both countries would have a major role in the future of global economic development.

### 'Breakthrough Ideas for India-US Cooperation'

Dr Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, and Dr Robert Brown, President, Boston University, spoke about furthering cooperation in education. The session was moderated by Mr Anil Padmanabhan, Deputy Managing Editor, Mint. Dr. Ahluwalia said that India needed to create the kind of climate that universities in the US have – one that breeds innovation. It would require working harder and altering prevailing laws.

Dr Robert Brown, said that a majority of top education institutions in the US were private institutions and there was no other place in the world where private institutions existed in such large numbers. The challenge before India was to create a large number of quality higher education institutions, capable to meet the demand for qualified professionals.

The conference ended on a high note with over 350 delegates from India and US networking with each other. Delegates also stayed on to watch President Obama's address to the Indian Parliament, which was telecast live at the conference.



Anil Padmanabhan, Deputy Managing Editor, Mint; Dr MontekSingh Ahluwalia; and Dr Robert Brown, President, Boston University

## Key US-India Transactions during the President's visit

As part of the National Export Initiative, which aims to double US exports in five years, President Obama noted that India - with its tremendous economic growth estimates at about 9.7 percent in 2010 and its large and growing middle class - is a key market for US exports. Those exports are generating jobs across every major sector not only for America's largest companies, but also an increasing number of small and medium-sized enterprises.

On the sidelines of the President's trip, trade transactions exceeding \$14.9 billion with \$9.5 billion in US export content and supporting an estimated 53,670 US jobs were announced or showcased. These cross-border collaborations, both public and private, underpin the expanding US-India strategic partnership, contributing to economic growth and development in both countries. Notable examples include:

- **Heavy Transport Aircraft:** Boeing and the Indian Air Force reached a preliminary agreement on the purchase of 10 C-17 Globemaster III military transport aircraft. Value: ~ \$4.1 billion, Jobs supported: ~ 22,160.
- **Engine Sale for the Light Combat Aircraft:** General Electric and Indian Aeronautical Development Agency agreed to negotiate a contract of 107 F414 engines to be installed on the Tejas light combat aircraft. Value: ~ \$822 million, Jobs supported: ~ 4,440.
- **Commercial Aircraft Sale:** Boeing and SpiceJet concluded an agreement for the sale of 30 B737-800 commercial aircraft. Value: ~

\$2.7 billion, Jobs supported: ~ 12,970.

- **Gas and Steam Turbine Sale:** General Electric was selected to supply six advanced class 9FA gas turbines and three steam turbines for the 2,500-megawatt Samalkot power plant expansion to be constructed by Reliance Power. Combined equipment and maintenance contracts. Value: ~ \$750 million, Jobs supported: ~ 2,650.
- **Reliance Power and US EXIM Bank Agreement:** Reliance Power and the Export - Import Bank (EXIM) of US announced an MoU to provide up to \$5 billion in financial support to Reliance Power for the purchase of US goods and services to be used in the development of upto 8,000 MW of gas-fired electricity generating units and upto 900 MW of renewable (solar and wind) energy facilities.
- **Diesel Locomotive Manufacturing Venture:** The Indian Ministry of Railways announced the prequalification of the two bidders-GE Transportation and Electro-Motive Diesel to manufacture and supply 1,000 diesel locomotives over 10 years. Value: ~ 1 billion.
- **Motorcycle Assembly Plant:** Harley-Davidson announced preparations to open a new plant in India for the assembly of Harley-Davidson motorcycles from US-built kits.
- **Sale of US Mining Equipment and Related Support Equipment:** EXIM Bank of US announced the approval of more than \$900 million in export finance guarantees to Sasan Power Ltd.,

supporting the sale of US mining equipment in association with the 3,960-MW coal-fired Sasan power plant. Value: ~ \$641 million, Jobs supported: ~ 3,460.

- **Tunneling Equipment for Underground Water Channel:** Robbins Company announced an agreement with UNITY-IVRCL to provide tunnel-boring machines, conveyer equipment and technical services for the construction of tunnels to convey water for the city of Mumbai. Value: ~ \$10 million, Jobs supported: ~ 35.
- **Maharashtra Homeland Security Pilot Projects:** Palantir Technologies announced a partnership with Maharashtra State Police to conduct a pilot program in which Palantir's end-to-end analytical software platform will be used to identify and alert authorities to security threats.
- **Medanta Duke Research Institute (MDRI):** Duke Medicine and Medanta Medicity announced a JV agreement to launch the MDRI, a clinical research facility in Medanta's hospital. Duke Medicine will partner with Jubilant Life Sciences, to conduct research studies and co-develop promising discoveries.
- **Long-range Antenna System for Rural Telecommunications:** SPX Communication Technology is going to deploy its long-range antenna system with two leading Indian mobile operators. It is expected to create significant economies of scale, improving the economic viability of rural wireless networks and making wireless communications available for people who either could not afford service or who live in areas that lack coverage. Value: ~ \$1 million, Jobs supported: 5.
- **Production Equipment for the Manufacture of Pre-fabricated Housing:** Spancrete Machinery Corporation announced the sale of six sets of its hollow core, precast production equipment to Hindustan Prefab, a state company within the Indian Ministry of Housing and Poverty Alleviation. It will be used to manufacture inexpensive, prefabricated housing on a mass scale in India. Value: ~ \$35 million, Jobs supported: 30.
- **Cell Phone Rollout for Small Indian Businesses:** Intuit will launch a new mobile and web-based marketing service in partnership with Nokia, called "Intuit GoConnect". This innovative technology will help Indian micro and small businesses grow

by bringing customer management tools to the entrepreneur.

- **The Unique Identification Project:** L-1 Identity Solutions and another US-headquartered company, lead two of the three vendor consortia, have been prequalified by the Unique Identity Authority of India for the first phase of an effort to register Indian residents with a 12-digit unique number using biometric identifiers.
- **Sale of Precision Measurement Instruments for Fuel Cell Research:** Advanced Materials Corporation received an order to supply a Pressure-Composition Isotherm Measurement Instrument to Banaras Hindu University (BHU). It will be utilized to test fuel cell applications, as part of an Indian central government research program.
- **Trace Explosive Detection Equipment:** Implant Sciences signed a contract with the Ministry of Defence to supply its Quantum Sniffer H-150, trace detection devices to be used by the Indian Army to detect the presence of explosive, bomb-making materials. Value: ~ \$6 million, Jobs supported: ~ 30.
- **VIP Helicopter Sale:** Bell Helicopter signed a purchase agreement with Span Air for the sale of its first Bell Corporate VIP helicopter in India. Span Air has a second order slated for delivery in mid-2011. Bell Helicopter recently sold its 100th helicopter in India.
- **Sales of Pre-owned Refurbished Healthcare Equipment:** Skelley Medical sells refurbished medical equipment to Indian hospitals in second and third tier cities through partnerships with various distributors in India. Skelley announced plans to open an after-sales service facility in Mumbai as part of a new venture with Triage Systems.
- **Monitoring Equipment for Greening Buildings:** Noveda Technologies is finalizing a new venture with Chennai-based Wysine Technology to jointly develop and market a new solution for web-based, real-time energy monitoring for "greening" buildings.
- **Dredges for Maharashtra Maritime Board:** Ellicott Dredges announced the sale of two cutter suction dredges to the Maharashtra Maritime Board. The equipment will be utilized to dredge a fisherman's port and various tributaries in the state of Maharashtra. ■

# 74<sup>th</sup> CII Business Outlook Survey

## Highlights

CII Business Confidence Index (CII-BCI) for October-December 2010-11 fell by 1.4 points to 66.2 as compared to 67.6 in the 73rd Business Outlook Survey for April-September 2010-11, when the index had increased by 1.5 points. The BCI for the Primary Sector is the highest, followed by Services, and then Manufacturing. Inflationary conditions and Slackening Consumer Demand emerged as the top concerns of the respondents. Here are their responses to the key issues flagged:

- 59% expect GDP growth rate above 8.0%, of which 39% anticipate a growth rate of 8.0 to 8.5% in 2010-11.
- 70% expect inflation to be above 6.0% in 2010: of which 38% expect it to be higher than 8.0%.
- 63% would like to increase their spending on capacity expansion during October-December 2010, as compared to the previous quarter.
- 72% expect capacity utilization to exceed 75% in the quarter ending December 2010 compared to 55% in the previous quarter.
- 77% expect their sales to rise.
- 67% foresee an increase in production in October-December 2010 compared to the previous quarter.
- 59% expect raw material prices to go up in the coming quarter.
- 83% do not expect their inventory levels to decline.
- 52% expect employment to increase during the next three months
- 80% do not expect availability of credit to increase
- 94% feel that the cost of credit will not fall in October-December 2010.
- 56% expect export volumes to increase in October-December 2010.





## CII Business Confidence Index

The CII Business Confidence Index (CII-BCI) for the third quarter (October-December) of the financial year 2010-11, 74th in the series, stood at 66.2. The earlier CII-BCI Business Outlook Surveys were bi-annual surveys, but from the 74th Survey onwards, the study will be conducted on a quarterly basis. A comparison between the CII-BCI calculated for the present quarter (October-December 2010) to that of the 73rd survey for the period April-September 2010 shows that the BCI has fallen by 1.4 points. Also, compared to or the period October 2009 – March 2010, the BCI has remained almost stagnant at a value of approximately 66.0.

In this survey, the respondents are asked to provide a view on the performance of their company, their sector and the economy based on their perceptions. The CII-BCI is then constructed as a weighted average of the Current Situation Index (CSI) and the Expectation Index (EI). The Current Situation Index (CSI) compares the current business conditions in relation to the previous quarter. The CSI stood at 64.0 for Q3v of this financial year, as compared to 64.8 for the first half. The EI, on the other hand, reflects the expectations of the respondents about the coming quarter in comparison to the current quarter. The EI for October-December 2010 stood at 67.3 as compared to 69.1 in April-September 2010. The decline in the EI was thus sharper than the decline in the CSI, reflecting some concerns about the outlook for the present quarter.

Index	Apr-Sep 2008-09	Oct-Mar 2008-09	Apr-Sep 2009-10	Oct-Mar 2009-10	Apr-Sep 2010-11	Oct-Dec 2010-11
<b>1. Business Confidence Index</b>	61.0	56.3	58.7	66.1	67.6	66.2
<b>2. Current Situation Index</b>	60.3	55.9	53.4	59.3	64.8	64.0
a) Overall Economy	57.1	48.3	48.6	56.4	65.1	65.0
b) Own Activity Sector	58.4	52.3	50.1	57.5	64.4	63.2
c) Own Company	62.7	60.9	57.2	61.6	64.9	64.3
<b>3. Expectation Index</b>	61.4	56.5	61.4	69.5	69.1	67.3
a) Overall Economy	57.5	47.6	56.8	67.4	69.9	66.0
b) Own Activity Sector	59.0	53.8	58.6	68.0	67.7	66.3
c) Own Company	64.3	61.4	64.7	71.1	69.7	68.4

## Sector-scope

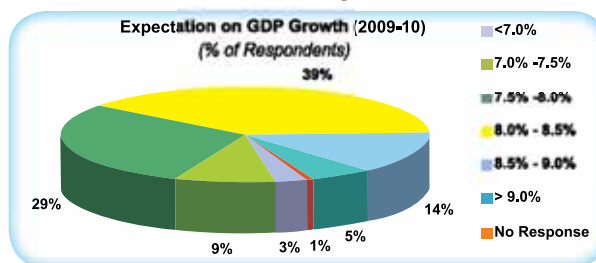
A sector – wise break-up of the responses for the three major sectors: primary, industry and services, reveals that the BCI is lower for the manufacturing and services sectors, while it is way above the overall BCI for the primary sector. This can be explained by the fact that better monsoons this year as compared to the drought-like situation last year have improved the prospects for the primary sector. The total food-grain production for 2010 is expected to be 114.6 million tones, registering

a growth of 10.4% over the previous year. The lower business confidence for Services and Manufacturing can be explained by the growing concern over inflationary conditions and the tightening of monetary policy that is likely to affect the availability of credit. The recent US policy development that intends to cut tax incentives to American companies that outsource jobs is also likely to affect the Indian services sector, given that 61% of India's IT-BPO exports are towards the US.

## Sector-wise BCI

	Current Index	Expectation Index	Overall BCI
All	64.0	67.3	66.2
Primary	77.1	81.3	80.0
Manufacturing	64.1	67.1	66.1
Services	64.0	67.3	66.2

## Outlook on the Economy



The Indian economy saw a robust growth of 8.8% in Q1 of 2010 as compared to 6.0% in the same quarter last year, driven by strong manufacturing growth of 12.4%. Consistent with this strong growth, in the 74th BOS, 58.5% of the respondents expect 8.0% plus GDP growth in 2010-11. Of this, 39% expect it to be in the 8.0-8.5% range, 14% in the 8.5-9.0% range and 5% expect it to be greater than 9.0%. Only 3% of the respondents expect the growth rate to be below 7.0%.

On the Inflation front, 70% of the respondents expect average inflation to be above 6.0% in 2010-11. Of these, 38% expect inflation to be above 8.0%, 15% expect it to be in the range of 7.0-8.0% and 18% expect it to be in the range of 6.0-7.0%. Nineteen percent expect it to decline to within 5.0-6.0%, while only 7% are optimistic that inflation will be below 5.0%. With headline inflation reaching double digits in the first quarter of FY2011, inflation has become a primary concern for the economy, despite the moderation to 8.5% in August 2010.

## Business Prospects

The prospects for investment, capacity utilization, production, employment and exports are some vital elements that build up business confidence. The study analyzed the expectations of the respondents on these elements. The responses were also analyzed according to

the size classification of respondents. Amongst the total respondents, 38% were small enterprises while 25% and 27% were medium and large enterprises respectively.

### Capital Investment

The survey revealed that 63% of the respondents would like to increase their spending on capacity expansion in October-December 2010. On the other hand, 32% would stay put with their current level of spending while 6% would reduce their spending on capacity expansion.

Within the small enterprises, 58% expected to increase spending on capacity expansion, as compared to 67% of the medium and 67% of the large enterprises.

### Capacity Utilization

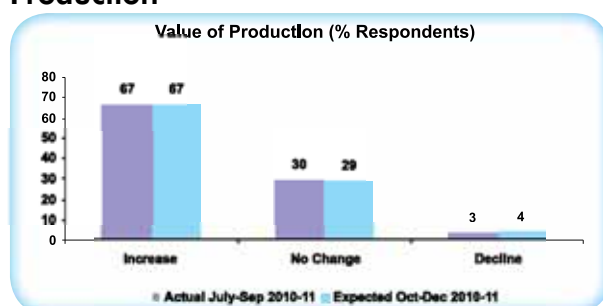
During July-September 2010, 43% of the respondents reported 75-100% capacity utilization, with another 12% claiming capacity utilization of more than 100%. The levels of capacity utilization expected for October-December 2010 look better, with 55% of the respondents expecting capacity utilization between 75-100% and another 17% expecting it to be more than 100%.

Looking at data according to the size of firms, capacity utilization of above 75% has been mainly observed in medium firms (58%), while 36% of small enterprises and 40% of large enterprises reported capacity utilization above 75%.

### Sales

As many as 77% of the respondents expect their sales to increase in October-December 2010. This is significantly above the 67% reported for the past quarter.

### Production

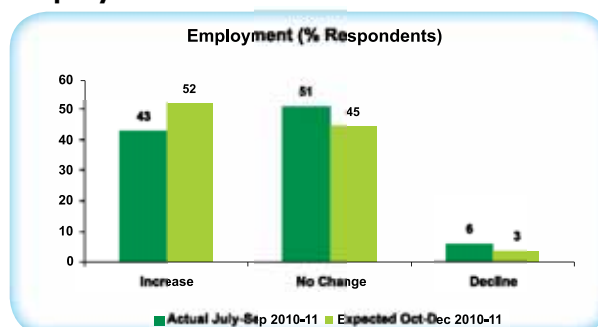


In the survey, 67% of the respondents foresee an increase in production in the next three months due to strong domestic demand. These expectations are almost consistent with the actual value of production seen in July-September 2010-11.

The expected increase in production revealed by majority of the respondents is well supported by the increase in new orders. Compared to the previous period, 74% of the respondents expect the quantum of new orders to increase in October-December 2010, while 21%

expect new orders to remain stagnant and only 5% expect a decline. In contrast, the actual levels of new orders increased for 60% of the respondents, while 28% experienced no change in new orders and 6% saw a decline in new orders in July-September 2010-11.

### Employment



In the survey, 52% of the respondents expect employment to increase from the current level during the next three months, while 45% expect to continue with the on-going level of employment and 3% expect it to decline. On the other hand, 43% of the respondents experienced an increase in employment in July-September 2010-11, while 51% saw no change and 6% of the respondents witnessed a decline in employment levels.

### Input Prices

About 63% of the respondents revealed that the prices of raw materials have increased in the past three months. This can be explained by high domestic inflation in the last three months. Though overall headline inflation moderated to 8.5% in August, fuel and power, that constitutes a major part of the raw material expenditure for most, if not all enterprises, saw 12.5% increase in prices in August. A majority of the respondents (59%) expect raw material prices to go up in the coming few months, which corresponds to the expectation of 73% of the respondents of inflation above 6%.

### Inventory Levels

The respondents expect better inventory management compared to the previous quarter: 83% do not expect their inventory levels to decline, consistent with the fact that 77% of the respondents expect sales to increase, 67% expect production to increase, and 52% expect prices of raw materials to increase in the coming months. Thus, the increase in the level of inventory could be to meet the supply-demand mismatch, or with the anticipation of higher prices.

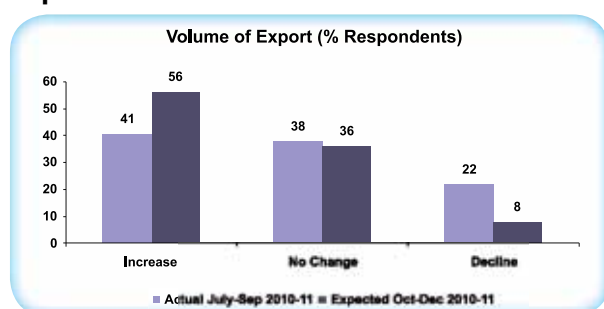
### Availability and Cost of Credit

Only 17% of the respondents experienced an increase in availability of credit in July-September 2010 while 74%

experienced no change and 9% saw a decline in availability. Expectations regarding the availability of credit continue to remain bleak, with only 20% of the respondents expecting better availability of credit ahead.

On cost of credit, 94% of the respondents expect it to either increase or remain constant. Only 7% of the respondents felt that the cost of credit had declined in the last three months. Moreover, the percentage of respondents who expect the cost of credit to increase is also higher at 49% for the period October-December 2010, compared to the actual 43% during July-September 2010. This can be explained by the monetary tightening undertaken by the RBI to bring down inflation. This financial year, the RBI has increased the policy rate five times in order to tame inflation. At present, the repo rate stands at 6%, reverse repo at 5% and CRR at 6%. Bank credit growth to the commercial sector has moderated from 24% in July 2008 to 18% in July 2010.

## Exports



According to WTO projections, merchandise exports are expected to grow at 13.5% in 2010. This upward revision of the forecast is mainly because of better than expected recovery in trade flows so far in 2010. World merchandise trade in the first two quarters of 2010 was mainly driven by the recovery of GDP in both developed and developing economies. However, most economists expect output growth to slow in the second half as fiscal stimulus measures expire and the inventory cycle winds down. This is likely to restrain the growth of trade in the second half of 2010.

In the CII Business Outlook Survey, 56% of the respondents expect export volumes to increase in October-December 2010 as compared to the 41% respondents who actually experienced an increase in volume of export in July-September 2010. The survey also revealed that 38% of the respondents experienced no change in export volumes, while 22% witnessed a decline in the volume of exports. The percent of respondents expecting export volumes to decline has fallen to 8%, while 36% expect no change in trade volumes in the coming three months. The government, in its Annual Review of the Foreign Trade Policy 2009-14, has extended export sops worth Rs. 1,050 crore.

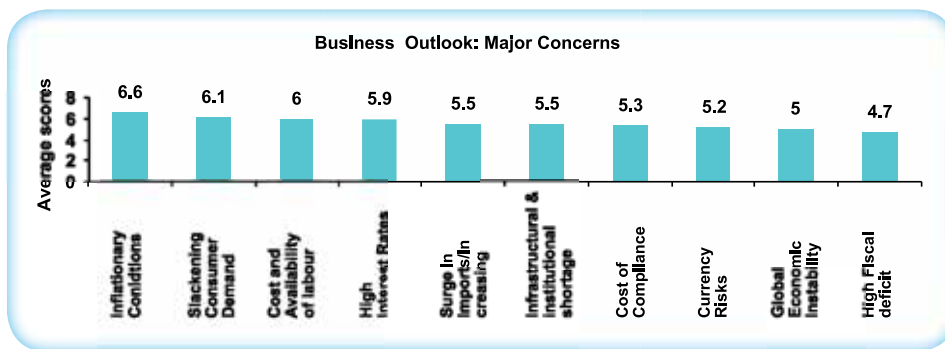
## Procedural Delays

Procedural delays still remain the major problem faced by exporters and a major consequence of this is the increase in transaction cost. Transaction cost refers to the increase in the cost of exports beside the cost associated with the production process, such as procedural complexities associated with the gambit of export procedures starting from Import-Export licenses to the realization of the export receivables. The procedural complexities in the export process in a country may also encourage importers to consider an alternative country with less procedural complexities. Thus, high transaction costs may encumber export growth, even if other policy-related measures like rationalization of tariff, rationalization and liberalization of export credit interest rate, etc. are in place. Despite various measures taken by the government to reduce bureaucratic delays, it still remains a major impediment. In the current survey, 91% of the respondents felt that procedural delays did not decline in July-September 2010, and 84% do not expect a decline in procedural delays ahead.

## Business Outlook: Concerns

The 74th CII Business Outlook Survey also revealed certain major concerns. The respondents were asked to rank the following issues: Slackening consumer demand, Cost of compliance, Currency risks, Global economic instability, High interest rates, Surge in imports/Increasing competition, Infrastructural and Institutional shortages, Cost and availability of labour, Inflationary conditions and High fiscal deficit. The survey identified inflationary conditions in the economy as the top concern, followed by slackening consumer demand and cost and availability of labour respectively. These results are consistent with the fact that high overall inflation is likely to make domestic consumers frugal, and hence adversely affect domestic demand, while a slowdown in global growth rate in the latter half of 2010 is likely to adversely affect global demand. Other major concerns include high interest rate because of the ongoing squeeze on liquidity by the RBI and Infrastructural and Institutional shortage, which is an age-old concern. For the respondents, the high fiscal deficit is the least worrying concern. This is probably because of the better than expected returns from the 3G and BWA spectrum auction and also because of the buoyancy of tax revenue collection in this financial year. Therefore, it is likely that the government will achieve its target of reducing fiscal deficit to 5.5% of GDP.

In the previous survey inflationary conditions were the top concern, followed by global economic instability and Infrastructural and institutional shortage. Global economic instability was ranked 9th. in the current survey.



The CII-BCI is calculated as a weighted average of the Current Situation Index (CSI) and the Expectation Index (EI), with greater weight given to EI as compared to CSI. These indices are based on three questions on the performance of the economy, respondent's industry sector and

### Coverage and Methodology

CII's 74th Business Outlook Survey is based on a large sample size of 150 companies covering all industry sectors, including small, medium and large enterprises from different regions. The survey also enumerated responses across the spectrum of industry groups both in the public and private sectors engaged in primary sector, manufacturing activities and in the service sector. 39% of the respondents were from small enterprises while 24.0% and 27.0% were from medium and large firms respectively. Sector-wise, 66.0% of the respondents were from the manufacturing sector while 31.2% and 1.3% were from the services and primary sector respectively.

respondent's company. Respondents are asked to rate the current and expected performance on a scale of 0 to 100. A score above 50 indicates positive confidence, while a 75+ score indicates strong positive confidence.

In the construction of the two sub-indices, the highest weight is given to questions related to the performance of the individual company, and the lowest weight is assigned to the questions on the economy. This weightage is based on the premise that the average respondent would possess more detailed and accurate knowledge on the current and expected performance of his own company than the economy as a whole. ■

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# India SME Summit

**A COMPREHENSIVE** package for Micro, Small and Medium Enterprises (MSMEs) comprising of schemes for providing support for marketing, technological upgradation and credit facilitation, including two major credit-related schemes, namely, the Credit Linked Capital Subsidy Scheme and the Credit Guarantee Scheme, is being implemented, stated

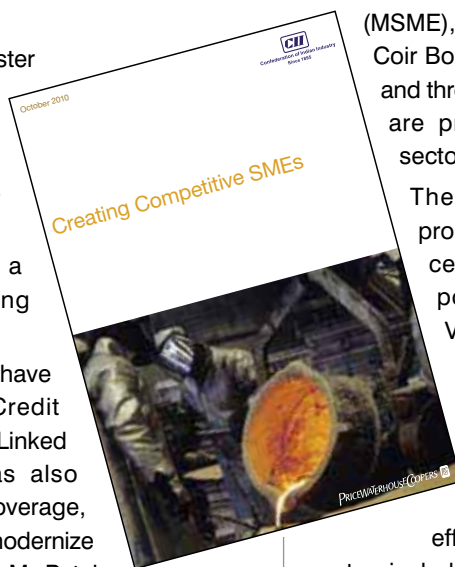


Dinsha J Patel, Union Minister of State (Independent Charge) for MSME (centre), releasing the 'CII – PWC Paper on Creating Competitive SMEs'. Also seen (L-R) Venkatesh Rajgopal, Co-Chairman, CII National MSME Council & CMD, Celebrity Fashions Ltd, Suresh Kumar, Director General and Assistant Secretary, US Foreign Commercial Service, US Department of Commerce, Uday Kumar Varma, Secretary, Ministry of MSME, India; and Ramesh Datla, Chairman, CII National MSME Council & MD, Elico Ltd

Mr. Dinsha J Patel, Union Minister of State (IC) for MSME at the India SME Summit organized by CII jointly with the Ministry of MSME in New Delhi on 26 October.

The Minister also released a CII - PwC Paper on 'Creating Competitive SMEs.'

"More than 420,000 proposals have been approved under the Credit Guarantee Scheme. The Credit Linked Capital Subsidy Scheme has also shown a sharp increase in coverage, thereby assisting this sector to modernize and become competitive," said Mr Patel. "In this endeavour, organisations under my Ministry i.e. Office of the Development Commissioner



(MSME), Khadi and Village Industries Commission, Coir Board, National Small Industries Corporation and three Entrepreneurship Development Institutes are providing related support to the MSME sector," he added.

The Ministry of MSME is developing a procurement policy, and is keen to consider certain elements of the US Policy for a possible adoption said Mr. Uday Kumar Varma, Secretary, Ministry of MSME. One such initiative being considered is a scheme on 'Cloud Computing' to help MSMEs in lowering cost and becoming more competitive.

The US Government is following an effective procurement policy for the SME sector, including reservation for women entrepreneurs, within the policy. To help the SME sector to avail this procurement policy, a system of mentoring by the major



Dale Tasharski, Commercial Counselor, US Embassy; Gurpal Singh, Deputy Director General, and Head, MSME Division, CII; Madhav Lal, Additional Secretary & Development Commissioner (MSME); Ramesh Datla; and Franz Probst, President, Swiss-Indian Chamber of Commerce & Partner, Probst Attorneys at Law

companies to the small businesses has been developed, which includes business modeling, expertise, quality up gradation, manufacturing processes etc.

Mr. Suresh Kumar, Director General and Assistant Secretary, US. Foreign Commercial Service, US Department of Commerce, underlined the commitment of the US towards forging stronger bonds of cooperation between the SMEs in both the countries. Green and Clean Energy, Infrastructure development, Broadband Services, Railways, Airports, and Education are some important areas of collaboration where both countries can benefit, he said, adding that India has the need and US is willing to forge partnership to take this sector forward. Mr. Kumar was accompanied by a 30 member trade delegation.

Mr. Ramesh Datla, Chairman, CII National MSME Council called for providing procurement incentives to help the MSME sector become more competitive. Enhanced depreciation on IT products, establishment of SME exchange, simplification of labour laws and the creation of a uniform credit rating format and processes will facilitate credit availability for the MSMEs, he said.

“One major characteristic of a MSME is its dependence on large corporates/end users, vis-à-vis the demand and resultant remittances. This again highlights the need to build the links between large companies and MSMEs,” said Mr. Venkatesh Rajgopal, Co-Chairman, CII National MSME Council, and Chairman and Managing Director, Celebrity Fashions Ltd said. ‘Any future agenda, hence, needs to encourage the development of MSMEs in an environment of increased economic interdependence and open regionalism’ he said.

CII’S India SME Summit drew huge participation from over 25 countries and included delegations from Switzerland, China, Sudan, Slovakia and others. The Summit was addressed by eminent national and international speakers like Mr. Dale Tasharski, Commercial Counsellor, US Embassy, and Mr. Ibukun Adebayo, London Stock Exchange. The other highlights of the summit were the SME Mart & Buyer – Seller meet, where more than 300 meetings brought together seven major buyers, including BHEL, Defence Procurement, Ministry of Defence, and Honda Motorcycles and more than 50 sellers. ■

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## 3rd International Hospitality Fair 2010

THE 3RD EDITION of CII's International Hospitality Fair (IHF) 2010 was inaugurated by Ms Kumari Selja, Union Minister of Tourism, Housing & Urban Poverty Alleviation, in New Delhi on 21 October.

The three day fair was a comprehensive event for all the key elements of the hospitality industry, with nearly 80 participants, from India and overseas. Concurrent events included sessions on important industry topics of finance, food safety, interiors and design, legal issues, green initiatives and procurement. IIM-Ahmedabad conducted a full day Revenue Management and Dynamic Pricing program. There were presentations by Gujarat Tourism and the Services Export Promotion Council. A Culinary and Pastry Challenge was also organized with the support of Indian Federation of Culinary Associations. Wine Appreciation sessions were also held during IHF 2010.

The fair was supported by the Union Ministry of Tourism, as well as leading industry associations such as the Federation of Hotel & Restaurant Associations of India, the Hotel Association of India, the National Restaurant Association of India and the Indian Federation of Culinary Associations. Industry vendor associations, namely HOTREMAI and ARCHII also supported IHF 2010. Coca Cola India was the event sponsor, with Gujarat Tourism, the Services export Promotion Council and Comesum as Associate Sponsors. Cremica sponsored the Culinary & Pastry Challenge, while Amadeus sponsored the Revenue Management and Dynamic Pricing Programme. Cushman & Wakefield were the Knowledge Partner, and Hospitality Biz was the Official Print Media Publication.

The fair saw huge footfalls from not only representatives of leading hotels and restaurants of India, but also allied



Kumari Selja, Union Minister of Tourism, Housing & Urban Poverty Alleviation; Vikram Bakshi, Chairman, Steering Committee IHF 2010; Rajive Kaul, Chairman, CII Trade Fair Council; and Chandrajit Banerjee, Director General, CII

industries like spas, time share, air and railways catering units, travel agents, tour operators, airlines, hospitality institutes, consultants, interior designers, architects, mixed land use developers and relevant government departments / agencies.

The fair was supported by the Union Ministry of Tourism, as well as leading industry associations such as the Federation of Hotel & Restaurant Associations of India, the Hotel Association of India, the National Restaurant Association of India and the Indian Federation of Culinary Associations. Industry vendor associations, namely HOTREMAI and ARCHII also supported IHF 2010. Coca Cola India was the event sponsor, with Gujarat Tourism, the Services export Promotion Council and Comesum as Associate Sponsors. Cremica sponsored the Culinary & Pastry Challenge, while Amadeus sponsored the Revenue Management and Dynamic Pricing Programme. Cushman & Wakefield were the Knowledge Partner, and Hospitality Biz was the Official Print Media Publication. ■

## France to double direct investment in India's Food Processing Sector



Jerome Bonnafont, Ambassador of France to India; Bruno Le Maire, Minister of Food, Agriculture, & Fisheries, France; Subodh Kant Sahai, Minister of Food Processing Industries, India; Salil Singhal, Chairman, PI Industries Ltd.; Rakesh Bharti Mittal, Chairman, CII National Council on Agriculture, and Vice Chairman & MD, Bharti Enterprises Ltd; M K Jalan, Chairman, Keventer Group; Gokul Patnaik, Chairman, Global AgriSystems Ltd.; and Ashok Sinha, Secretary, Ministry of Food Processing Industries

**FRANCE AFFIRMED ITS** long term commitment to the Indian Agriculture and Food processing sector, with Mr Bruno Le Maire, Minister for Food, Agriculture, and Fisheries, Government of France, speaking of doubling the trade between the two countries from US \$ 6 billion to US \$ 12 billion. Addressing an interactive session organized by the Ministry of Food Processing Industries and CII in New Delhi on 7 October, Mr Maire said French companies were keen to invest in India and be a part of the growth of India. He described this meeting as one step towards attaining this goal.

Mr Subodh Kant Sahai, Union Minister of Food Processing Industries, India, pointed out that the changing food habits in India offer immense opportunities for French food companies to come and invest here. Key areas where French expertise can be of help to India are Cold Chain Development, Supply Chain Management, Skill, R & D and infrastructure development, he said. Mr Sahai stated that the dialogue between the two countries will continue. There is a possibility of signing a MoU during the French President's visit to India in December, he added.

Mr Rakesh Bharti Mittal, Chairman, CII National



Council on Agriculture and Vice Chairman and Managing Director, Bharti Enterprises Limited, said that India today seeks greater cooperation with France to address new and upcoming challenges and opportunities in modern day agriculture. He reemphasized that the 'Indo-French Centre of Excellence in Food Processing' proposed during the Paris visit of Mr Sahai, would be an excellent initiative to strengthen technological and scientific collaboration between the two countries.

Mr Claude Bertrand, Chief Executive Officer, India, Bongrain, highlighted the need to address the key practical problems faced by International operators in India, like issues in transportation due to poor cold chain infrastructure, lack of technically skilled manpower, and inadequate retail support. He congratulated the Indian government on the steps taken to harmonize the food laws in the country, and said this would be a key element in the growth of the food processing sector.

A number of key members from the Indian and French business fraternity attended the meeting. The deliberations will be carried forward during the French President's visit in December. ■



# Commercially viable and proven Biobased technology now available



Roberto Paranhos do Rio Branco, President, Brasil India Chamber of Commerce, Brazil, R. R. Deshpande, Executive Director, Kirloskar Oil Engines Ltd.; Mark Ginsberg, Member, Board of Directors, US Department of Energy; and Pramod Chaudhari, Chairman, CII National Committee on Biofuels & Chairman, Praj Industries Ltd

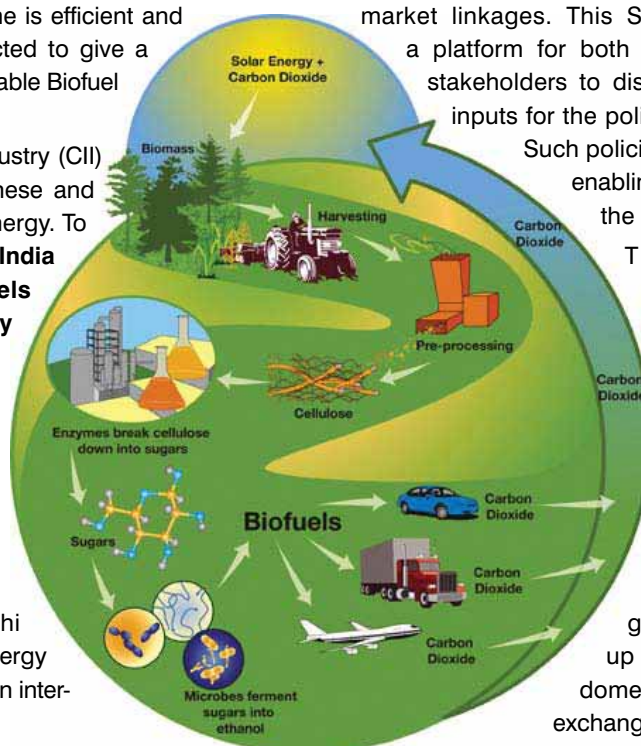
**COMMERCIALLY VIABLE** and proven Biobased technologies are now available in the global market and will soon come to India. These technologies have been developed by UOP, Honeywell, Novozymes, Praj amongst other industry players. A breakthrough enzyme, Cellic® C Tec 2 has also been recently launched by Novozymes. This enzyme is efficient and cost effective and is expected to give a new dimension for a sustainable Biofuel market.

Confederation of Indian Industry (CII) is working to bring forth these and other areas of renewable energy. To this end the **3rd Biofuels India 2010: Sustainable Biofuels Market & Technology Development** conference was organised by CII in partnership with Ministry of New & Renewable Energy, Government of India, US Department of Energy and Apex Brasil, Government of Brazil. This is as an important part of the Delhi International Renewable Energy Conference (DIREC 2010), an inter-governmental conference.

While this sector has received increasing investments in recent years, the development of Biofuels in India is confronted with several challenges, especially with regard to policy development, commercial sustainability, feedstock availability, availability of appropriate technologies, appropriate financing and market linkages. This Summit thus helped create a platform for both domestic and international stakeholders to discuss and provide strategic inputs for the policy-making process in India.

Such policies are critical to creating the enabling environment to accelerate the growth of the sector.

The forum provided an opportunity to share global perspectives on the emerging technology and investment parameters which may globally drive the Biofuels sector. The summit also deliberated on the critical success factors with special reference to both first and second generation Biofuels and linking up between international and domestic players on technology exchanges and investments.



# Curtain - raiser on **DEFCOM INDIA** 2010

**ACKNOWLEDGING** the fact that communication is the nervous system of the entire combat organisation and needs to be strengthened and secured, the forthcoming Defcom India 2010 will focus on 'Converged Infostructure for a Transformed Force.' The CII Defence Division in collaboration with Corps



Dr Prem Chand, Executive VP and Head, Defence Aerospace & Security, Tech Mahindra & Mahindra Satyam, Maj Gen AK Srivastava, ADC, Tac C, Indian Army, Lt Gen P Mohapatra, AVSM, ADC, Signal Officer in Chief and Chandrajit Banerjee, Director General, CII, releasing the Defcom Brochure

of Signals, Indian Army, held a curtain raiser on Defcom India 2010 on 5 October in New Delhi, wherein Lt Gen P Mohapatra, AVSM, ADC, Signal Officer-in-Chief & Colonel Commandant, Integrated Headquarter of MoD (Army) interacted session with stakeholders from industry, the armed forces and the media.

Defence communication has become even more important owing to the fact that modern armies are seeking battlefield dominance through enhanced situational awareness capabilities. Better communication systems and equipments can shorten the kill chain – sensor to shooter loop, and enhance the quality of decision, speed of command and quality of information, ensuring greater collaboration and flexibility. Lt Gen P Mohapatra said "the Corps of Signals is making a comprehensive reappraisal of its information infrastructure by upgrading and building resilient and homogenous strategic and

technical communication networks to transform the Indian Armed Forces into net -centric warriors."

Defence communication is highly complex, technology driven and capital intensive, offering good opportunities to industry. Mr Chandrajit Banerjee, Director General, CII, said "Defence Communication is a multi-billion dollar sector and requires greater participation of industry."

'Defcom India 2010: A Converged Infostructure for a Transformed Force' is a joint endeavour of the CII Defence Division and Corps of Signals, Indian Army, to be held 2-3 December in New Delhi, with Mr A K Antony, Union Minister of Defence, as the Chief Guest and Mr MM Pallam Raju, Union Minister of State for Defence, as the Guest of Honour. DEFCOM 2010 will commemorate the centenary year of the Corps of Signals, Indian Army.

## Kazakhstan Business Delegation's Visit

**THE CII** Defence Department met a Kazakh defence industry delegation on 11 October in New Delhi. The Kazakh team was led by Mr B S Smagulov, President of Kazakh Engineering, which is the umbrella holding company of all the Defence related companies in Kazakhstan, and also works in the civilian sector in the areas of oil and gas, agro-industrial and heat and power engineering complexes.

Mr Smagulov was accompanied by Rear Admiral (Retd) RA Komaratov, Vice President, Kazakhstan Engineering, Mr Igor Mukhamedov, Head, Military Technical Department, Kazakhstan Engineering, and

Col Daureen, Kazakh Defence Attache in India, among others. Members of the CII National Defence Council members also attended the meeting.

The meeting was held to apprise the visiting delegation about the business opportunities in the Indian Defence Sector, and to know about the Kazakh defence industrial capabilities. A Memorandum of Understanding between CII and Kazakh Engineering was proposed. The Kazakh delegation also invited Indian Industry to visit Kazakhstan. Both sides expressed satisfaction over the deliberations, and committed to further their business interests.

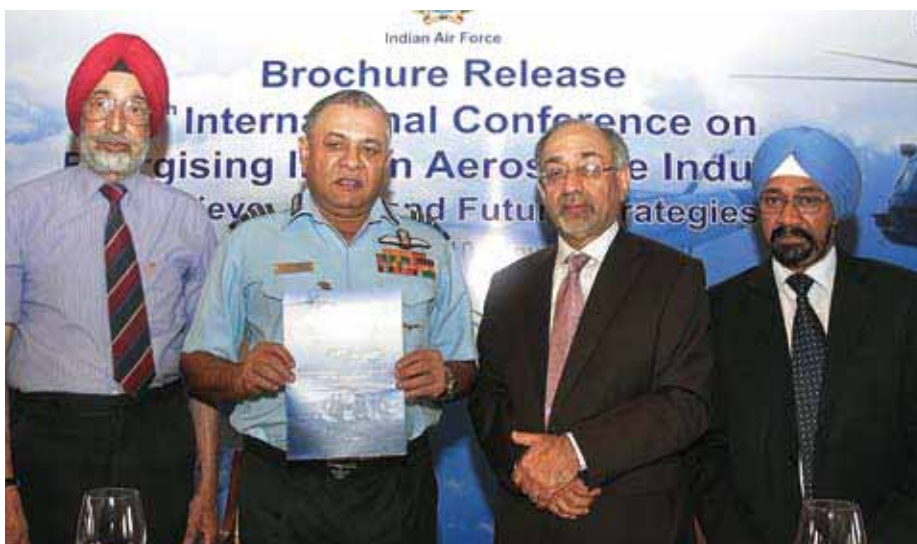
## Interactive Session with Chief of Air Staff

### THE INDIAN AEROSPACE

sector can strongly contribute to achieving 9 percent annual growth rate, provided adequate attention is paid to it. The sector has tremendous scope for various industries in one of the fastest growing aerospace markets in the world, with the key drivers being liberal investment policies in civil aviation and defence, a proactive defence offsets policy, a strong manufacturing and technology base, cost advantages, a well educated talent pool, global competitiveness in IT and an attractive Special Economic

Zones law. In the years to come, Asia is going to be the nerve centre of sale of Maintenance Repair and Overhaul (MRO) deliverables. There exist enormous opportunities in this field and more are likely to be generated. IT industry has a great potential in avionics, and construction companies can take up upgradation of airports.

Highlighting the importance of private sector's participation in defence production in an interactive session on 15 October in New Delhi, Air Chief Marshal, PV Naik, Chief of Air Staff urged Indian private industry to "move from the fringes to the mainstream." Noting that private industry's engagement in developing military industrial base in the country has been restrained by the absence of conducive environment, he said private sector entrepreneurship and innovation can help to augment the



Air Cmde Jasjit Singh, AVSM, VrC, VM (Retd), Director, Centre for Air Power Studies; Air Chief Marshal P V Naik, PVSM, VSM, ADC, Chief of the Air Staff, Integrated HQ of MoD (Air Force), Satish Kaura, Co-Chairman, CII National Council on Defence, and Chairman, Samtel Group, and Gurpal Singh, Deputy Director General, CII, releasing the brochure on 'Energizing Indian Aerospace Industry'

indigenous R&D base and creating system integration capabilities. The Government of India has taken some constructive initiatives to create a level playing field for the private industry, said the Air Chief. There exist divergent views on the FDI limit in the country, he said, suggesting that FDI limits could be decided on a case to case basis.

The programme was a joint endeavour of CII Defence Division, Indian Air Force and Centre for Air Power Studies (CAPS), on the forthcoming 5th International Conference

on Energizing Indian Aerospace Industry: Achievements and Future Strategies to be held on 15-16 December in New Delhi. Air Chief Marshal PV Naik released a brochure of the event. Mr A K Antony, Union Minister of Defence, would be the Chief Guest, and the Chief of Air Staff will also address the participants.



## Mini-Grids for Remote Village Electrification

### THE ROUNDTABLE SESSION

on mini-grids jointly organized by CII, IREDA and the Norwegian Embassy on 28 October in Noida clearly highlighted the ongoing work in India for renewable energy fed mini-grid based rural electrification. India and

Norway have a very strong relationship, with a long-term vision for co-operation in renewable energy.

The discussions highlighted that distributed generation would continue to play an important role in harnessing the potential of renewables as a reliable energy source for millions of un-electrified Indians. Over 40% of Indians do not have access to electricity. Mini-grids naturally are a key solution for India. The Indian context and its diversity require that business models for electrification be formulated heeding to local priorities and needs. The case studies presented at the roundtable clearly underscored that SPV based mini-grids that have succeeded in the Sunderbans area and subsequently other parts of India were tuned to local requirements and focused on livelihood creation. For instance, the Scatec AS solar energy based rural electrification project in Jharkhand, implemented with the help of the Norwegian



Ryan Anderson, Energy Advisor, Norad; Alf Bjørseth, Chairman & Owner, Scatec AS; Per Rune Henriksen, Deputy Minister, Norwegian Ministry of Petroleum and Energy; Banashri Bose Harrison, Jt Secretary, MEA; Jayant Kawale, CEO; Bharat Forge Ltd; Debashish Majumdar, CMD, IREDA; Bunker Roy, Director, Barefoot College; and Dr P C Pant, Director, MNRE

Government, focused on livelihood creation activities such as silk reeling, local shops, flour mills etc. The project helped improve the education level and also benefited in terms of health and hygiene, in a classic example of “Public-Private-People Partnership”. Likewise, the biomass based mini-grid in Bihar by Saran Renewable Energy Ltd supported income generation in villages by supplying electricity and also by buying biomass fuel from the villagers. This project also used the existing network of diesel generators to supply its power, and these suppliers became franchisees of Saran Renewables.

It was highlighted that regulatory barriers prevent the up-scaling of such business models. Electricity regulators enforce their grid prices for rural electrification models, making such models unviable. Also, capital subsidy based incentives lead to distortions in the system and should be replaced by Generation-based Incentives (GBI).

## India-EU Collaboration in Renewable Energy

**INDIA IS THE** most developed renewable energy market in South Asia, with an annual turnover of about \$500 million. The utilization of renewable energy sources is, however, still relatively low in India, thus presenting excellent business potential. The Indian Government

expects the renewable energy sector to grow to \$19 billion from 2008 to 2012, with renewables making up 15% of the 70,000 MW of total additional energy planned from 2008-2012. India is emerging as one of the largest potential sources of Certified Emission Reduction (CER) and the launch of the National Solar Mission has given a big impetus to solar energy in India, aiming for an installed capacity of 20,000 MW by the end of the 13th Five Year Plan in 2022.

A Round Table Session on ‘India-EU Collaboration: Opportunities in Renewable Energy’ on 26 October in New Delhi, organized by CII in partnership with the



V Subramanian, CEO, INWEA & Former Secretary, MNRE; James Abraham, CEO, Sunborne Energy; Robert Donkers, Minister Counselor – Environment, Delegation of the European Union to India; and Poul V Jensen, Director, European Business and Technology Centre

European Business and Technologies Cooperation (EBTC), presented an overview of the EU and Indian Renewable Energy market, highlighted specific opportunities for EU technologies, and share the latest technologies and best practices of European

companies in the field of clean energy.

The discussions called for more emphasis on renewable and clean energy technologies to reduce the dependence on fossil fuels, and for R&D in the renewable energy sector, such as large and small biomass and biogas technologies, wind generators, solar thermal and solar PV. It was felt that India’s capability of innovation and the financial and marketing strengths of industrialized countries may be effective instruments to accelerate the deployment of renewable energy technologies in India as well as other countries.

# India invites Singapore investment in the Maritime Sector

**INDIA HAS** 276 port projects worth USD 20.8 billion on offer, declared Mr G K Vasan, Minister for Shipping, India, inviting Singapore to participate in India's port development programme. The Minister, who led a delegation of senior government officials and business leaders from the India maritime sector to Singapore, addressed a seminar on the **Ports and Maritime Industry of India**, organized by the Indian High Commission and CII, on 28 September.



G.K Vasan,  
Union Minister for  
Shipping, India

qualified manpower, and an investment of USD 4 billion is envisaged in Indian shipyards in the near future, Mr Vasan said.

Apart from investments, India also looks to Singapore for expertise, given Singapore's impressive and world-class port and maritime industry, the Minister added. Many Singaporean companies have already invested in India's ports, maritime and logistics sector and also entered into joint ventures with Indian companies,

but given the expected healthy growth of the Indian economy, there is tremendous potential for Singaporean companies. Mr Vasan also shared some of the key investor friendly policy initiatives taken by his Ministry, and assured the Government of India's complete support to Singaporean companies investing in the sector.

He outlined the opportunities for foreign investors in India's port upgradation and modernisation programme involving 276 ports, many of which are Public-Private Partnership projects in various stages of implementation or bidding.



K Mohandas, Secretary,  
Ministry of Shipping,  
India



Chandrajit Banerjee,  
Director General, CII

India is also surging ahead in shipping and shipbuilding, the Minister said. India is currently ranked 16th among the maritime countries in terms of the size of its merchant shipping fleet, and tonnage has grown from 6.94 million GT in 2004 to cross the 10 million GT mark last month for the first time. Shipbuilding has high growth potential owing to certain inherent strengths, such as low labour cost, strong domestic demand, well-established steel and manufacturing industry and availability of technically

The seminar was attended by around 200 representatives of industry from Singapore. Well known ports and shipping companies from India including Mundra Port, Bharati Shipyard, Jindal Saw, Pipavav Shipyard, Essar Shipping, IL&FS, Shipping Corporation, as well as the Chairmen of the ports of Chennai, Cochin, Kandla, Kakinada and Mumbai, were part of the delegation that travelled to Singapore.



B Sridhar, Director, Bengal Tiger Line India (Pvt) Ltd.; Saibal Kumar De, CEO (Ports), IL&FS Maritime Infrastructure; Goh Teik Poh, Regional President, APL; Vijay Kumar, MD, Bharati Shipyard Ltd; David Chin, Chairman, Singapore Maritime Foundation; S. Hajara, Chairman, CII National Committee on Shipping, & CMD, The Shipping Corporation of India Ltd.; Yudhishtir D Khatau, Vice Chairman & MD, Varun Shipping Company Ltd; and Indresh Batra, MD, Jindal Saw Ltd

## Government to Fund 35% of DMIC Investment



Rajeeva Sinha, Director, Mundra Port and Special Economic Zone Ltd; Dr. Bob McGuinness, Chief Executive, SERCO Africa, Middle East, Asia and Australia; Rajeev Arora, MD, Haryana State Industrial & Infrastructure Development Corporation Ltd.; Amitabh Kant, CEO & MD, Delhi Mumbai Industrial Corridor Development Corporation; G V Sanjay Reddy, Chairman, CII National Council on Infrastructure and Vice Chairman, GVK Power & Infrastructure Ltd; R K Sinha, Director (Finance), Dedicated Freight Corridor Corporation of India Ltd.; Athar Shahab, Dy MD, IDFC Projects Ltd.; and Martin Harman, Partner, Pinsent Masons LLP

**INFRASTRUCTURE DEVELOPMENT** would continue to be an essential stimulator as well as the foundation for India to grow at rapid pace. The challenge is not the shortage of fund but the well structured viable projects and long term debt instruments of the tune of 18-20 years timeframe, said Mr. Amitabh Kant, Chief Executive Officer and Managing Director, Delhi Mumbai Industrial Corridor Development Corporation (DMIC) at the plenary session on **'Delhi – Mumbai Industrial Corridor: Investment and Business Opportunities'**, organised by CII in New Delhi on 6 October.

Mr. Amitabh Kant said that the new urban infrastructure has to be modeled on multimodal transport system with economic viability, social equity and environment sustainability. We need to bring the smart grid, cost effective logistics, skill development all together, he said.

Elaborating the approach adopted by the government for DMIC, Mr. Kant said that while the trunk infrastructure would be funded by the Government, which is approximately 35% of the overall funding requirements, for the rest a PPP approach would be adopted, depending on the viability of the projects. He stated that the Government will get all the clearances for the project before they are offered to private sector. In fact, he pointed out that for the 6 power projects envisaged under DMIC, all the approvals have already been obtained. In addition, a solar power project, two airports in Neemrana and Dholera, a mass rapid transport system and water recycling projects are all an integral part of DMIC. In the next 6-7 months, DMIC will

unfold huge opportunities for various players across the value chain in power, transportation, equipment providers and internal infrastructure, he said.

Mr. R K Sinha, Director (Finance), Dedicated Freight Corridor Corporation of India Ltd, said the next four corridors, when sanctioned, will require a very different kind of funding, This entails 30,000 kms of double track to be laid, and requires very innovative debt instruments and financing. The logistics cost at present is huge at 13% and it has to be reduced to less than 6%. The total project cost of the first railway project on the PPP model will involve huge costs, said Mr. Sinha, hoping that the private sector will be equipped to share the work responsibility.

Mr. Rajeev Arora, Managing Director, Haryana State Industrial & Infrastructure Development Corporation Ltd, noted that more than 80% of Haryana will come under the influence of either the western or the eastern corridor, which means huge development in the state, with airports, cargo airports, huge exhibition grounds, etc. Haryana is also taking care of the future needs of the state by creating feeder canal to Gurgaon to solve the water problem, recycling water, taking care of energy security, and providing for skill development, he said.

The challenges that need to be taken into account include regulatory, funding, execution and maintenance related issues, said Mr. Athar Shahab, Deputy Managing Director, IDFC Projects.

Mr. G V Sanjay Reddy, Chairman, CII National Council on Infrastructure and Vice Chairman, GVK Power & Infrastructure Ltd, made the introductory remarks. ■

## 2nd Luxury Goods Forum

# 'India can be a Market & a Source of Luxury Goods

The Indian Luxury Market, currently estimated at USD 4.76 billion, has a latent demand waiting to be tapped



**CII, AS PART OF THE** Commonwealth Games Business forums, organized the second edition of the **Luxury Goods Forum** on 7 October in New Delhi. The forum aimed at fostering cross-country collaborations and proposing the way forward to make the luxury retailing sector grow further and faster in India.

The CII Luxury Goods Forum, attended by some of the biggest names in international luxury - Giorgio Armani, Bottega Veneta, Canali and Kenzo; also saw the presence of stalwarts from the Indian luxury world. The trend towards growth of India as not just a market of luxury goods, but also a sourcing destination came out clearly during the day-long deliberations.

Mr Jyotiraditya Scindia, Union Minister of State for Commerce and Industry, who was the Chief Guest at the Inaugural Session said, "a two way balanced exchange of goods between sourcing and marketing to and from India will make the luxury market grow in a long term and healthy way. India has historically been a sourcing area and now it is becoming a market for luxury goods. India is already aware of creating luxury with its skilled workforce. What is needed is consistency, marketing and technology to transform this niche market."

Mr. Scindia urged the foreign designers to establish manufacturing hubs in India and make it the gateway to other parts of the world. The luxury market is likely to grow 6 times in the next 5 years from a current level of USD 5 billion. He listed five reasons for this huge potential:

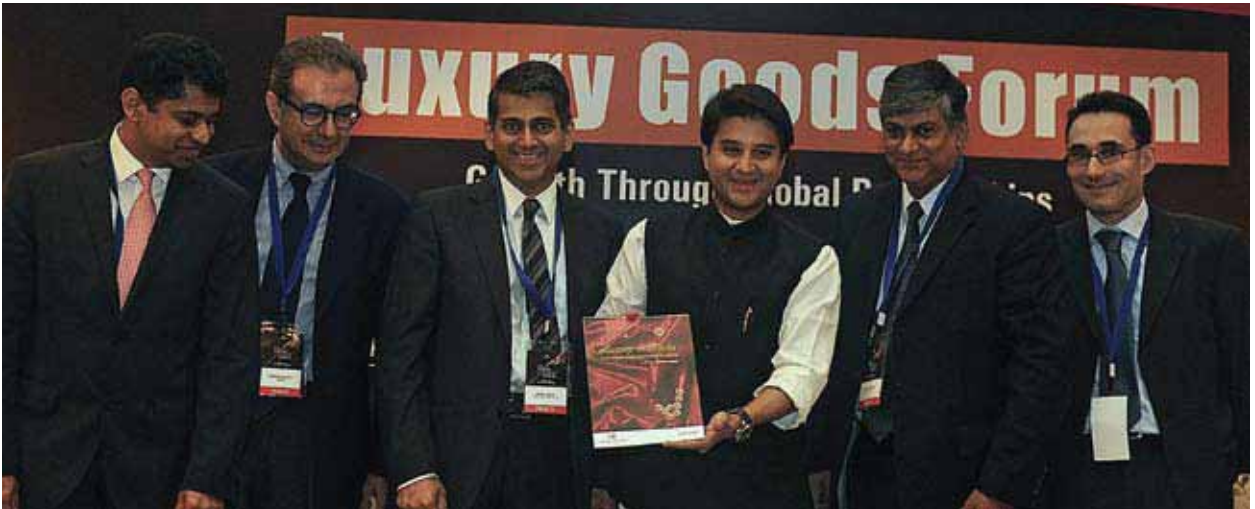
- Ready consumer market

- High growth in Tier I, II and III cities with disposable incomes
- Availability of credit and leverage in finance
- Brand awareness
- Role of government

Mr. Armando Branchini, Executive Director, Altagama, who was here to further expand the MoU ties with CII, said that Italian brands from Italy will soon announce investment plans in India. They are keen to import high quality fabric and support development, he said.

Mr. Thomas Varghese, Chairman, CII National Committee on Retail & CEO, Aditya Birla Retail Ltd said the challenge for the market is to segment exactly and understand the psyche of luxury customer in India. This understanding will drive the product and service offerings, formats and business models. On one hand, we have new customers emanating from middle class backgrounds whose higher disposable incomes may not necessarily translate into higher spends. We need to induce trials, educate and create awareness about various luxury brands, products, and services at suitable price points. On the other hand, we need to ensure that the expectations are well catered to in terms of range and freshness of merchandise. Infrastructure development, regulatory framework (especially FDI), fiscal incentives and suitable employee skill sets are also challenges, he said.

Awareness of luxury goods is growing exponentially, said Mr. Sanjay Kapoor, Chairman, CII Luxury Goods Forum, and Managing Director, Genesis Luxury Fashion Pvt. Ltd. The new aspiring middle class, and tier II and



Neelesh Hundekari, Principal & Head - Luxury & Lifestyle Practice, A.T. Kearney India; Armando Branchini, Executive Director, Altagamma; Sanjay Kapoor, Chairman, CII Luxury Goods Forum, and MD, Genesis Luxury Fashion Pvt. Ltd.; Jyotiraditya Scindia, Union Minister of State for Commerce & Industry; Thomas Varghese, Chairman, CII National Committee on Retail, and CEO, Aditya Birla Retail Ltd.; and Gilles Moutounet, Vice President – International Business, Gitanjali Group, at the release of the CII – A.T. Kearney Report on 'Luxury in India'

III cities with emerging population will lead the growth story forward, and they present a huge scope, he said, averring that luxury in India was on the brink of huge potential.

A CII – A.T. Kearney Report on 'Luxury in India' was also released on the occasion. Mr. Neelesh Hundekari, Principal & Head - Luxury & Lifestyle Practice, A.T. Kearney India, noted that growth in the matured markets has reached a plateau. The Indian middle class, which is a highly under-penetrated market, will give the luxury market in India a huge fillip. The Indian luxury market is currently estimated to be USD 4.76 billion and has a latent demand of USD 3-3.5 billion USD, which is ready to be tapped. The major component of this market is jewellery. Another interesting fact emerging from this study is that, if the jewellery component is removed, 60% of the Indian luxury market is dominated by men. The study identifies the hindrances as supply chain constraints and scattered customers. It suggests micro segmentation of customers, streamlining the real estate component and right pricing for the Indian customer, to hit this off the right way.

The first session on 'Unique Indian Luxury' consumer – the fascinating tale of the Indian luxury market, discussed the new vistas and trends in luxury retailing – growth in HNIs, increasing awareness with international exposure and high

internet penetration, increasing consumerism with higher spend on non-essential items and greater supply of luxury goods.

Mr. John Hooks, Deputy Chairman, Giorgio Armani Group wanted India to remove barriers in trade, to become more accessible to luxury markets. The session also examined successful business models to understand the challenges for luxury profitability, and ensuring price competitiveness compared to Dubai, Singapore. Issues of marketing investments and revenue sharing models between retailers and real estate players were also discussed.

The deliberations also looked at opportunities for luxury in India, collaborations in business, making India a luxury tourism hub and the role of the media in the luxury business.

The high-powered event concluded with a fashion show hosted by the Gitanjali Group, showcasing Indian apparels by designers Ashima-Leena and Mirari jewellery.



Fashion Show at the CII Luxury Goods Forum 2010

CII's first Luxury Goods Forum was held in association with Altagamma (an Italian association of high-end luxury brands) in 2008 in New Delhi, wherein an MoU was also signed between CII and Altagamma to strengthen economic ties in the luxury goods sector as well as further cultural relationships between the two countries. ■





## CII-Avantha Centre for Competitiveness for SMEs

### CII-Hero Cycles Cluster 3

The 3rd CII-Hero Cycles Suppliers Cluster, comprising ten companies, was launched in Ludhiana on 10 October. Appreciating the efforts of the CII Avantha Centre for Competitiveness for SMEs, Mr OP Munjal, Chairman, Hero Cycles, exhorted the member companies to get involved in the Cluster with an open mind. The CII cluster programme has helped a large number of industries to increase their efficiency by optimum utilization of their resources.

### Energy Efficiency Tour

The CII – AVANTHA Centre for Competitiveness for SMEs organized a study tour on 30 October for delegation from Nepal and Bangladesh, to update them on best practices in Energy Efficiency in Indian Industry.

The delegation was led by InWEnt, an international co-operation organization under the aegis of the German Federal Government, and comprised specialists and executives responsible for energy efficiency in their respective countries. Sixteen representatives from Nepal and two from Bangladesh, alongwith representatives from the German Energy Efficiency Programme in both countries participated in the programme.

### International Delegation visits Centre



Delegates from 18 countries at the CII AVANTHA Centre for Competitiveness for SMEs in Chandigarh

Twenty –five delegates from 18 countries when they visited the CII AVANTHA Centre for Competitiveness for SMEs at Chandigarh on 15 October to learn about the activities of the Centre in promoting and developing quality entrepreneurship in India.

These delegates, comprising employees of respective Governments and NGOs, are undergoing a three month international programme on ‘Human Resource Development and Entrepreneurship Training’ in Noida, being conducted by the NIESBUD Institute of the Ministry of MSME. ■

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# CII-Godrej Green Business Centre

## Green Building Congress

The Indian Green Building Council (IGBC) of CII, as part of its strategies to promote Green Building concepts in the country, has institutionalised an annual 'Green Building Congress.' Held in different cities since 2001, the flagship event generates awareness and deliberations on the latest and emerging green technologies, and strengthens the green building movement.

The 8th edition of the Green Building Congress, held from 5-9 October in Chennai, focused on:

- Architectural perspectives in Green Buildings
- National and international experiences on Green Building concepts
- Green Building Movement- global trends
- Case studies on Green Buildings - national and international
- Green Building Rating Systems
- Green Building materials, equipment, and technologies
- Public Policies

### The Congress featured an

- International Conference
- Exhibition on Green Building Products & Technologies
- Conference on Green Homes
- Conference on Green SEZ
- Training Programme
- Green Building Mission

Australia was the partner country while the Swiss Agency for Development and Cooperation (SDC) was the Knowledge Partner for the event.

## Inaugural Session


The inaugural session of the international conference on 7 October was addressed by the stalwarts of the global green building movement.

## MoUs Inked

On 7 October, 2010, MoUs were inked with the Green Building Council of Australia (GBCA) for Research Collaboration for Carbon Offset in



Exchange of IGBC-GBCA MoU between Dr Prem C Jain, Chairman, IGBC; and Tony Arnel, Chair, WorldGBC. Also seen (L-R): ParasuRaman R, Founding Chair, IGBC; T T Ashok, Dy Chairman, CII Southern Region; Peter Yuile, Deputy CEO, Australian Trade Commission; and Jamshyd N Godrej, Past President, CII, and Chairman, CII-Sohrabji Godrej Green Business Centre



### Key Messages

- Buildings offer the single largest opportunity to make deep emissions cuts
- Green buildings hold the key to climate change commitments
- Need to promote Zero Energy and Green Communities in India
- Globally, emission cuts of 40-70% possible with current technology
- Importance of Smart Grids
- Geothermal HVAC- a high potential area
- Sustainability is far more cost-effective, when incorporated at the design stage itself
- Healthy High Performance Cleaning (HHPC) ensures a clean and safe work environment
- Need to transform existing cities into 'Eco-Cities'
- Vertical and Horizontal landscaping/ Green Walls improve energy efficiency, air quality and water efficiency
- A Smart Roof can provide food security, water security, energy security and ecological security
- Traditional architecture and modern technology should blend together
- By 2012, the market potential for Green Building products and technologies is estimated to be over USD 40 Billion

the Building Sector, and with the US Green Building Council (USGBC) for LEED Agreement.

### International Exhibition



D K Mittal, Additional Secretary, Commerce & Industry, and Dr Prem C Jain, Chairman, IGBC, at the exhibition

At the three-day international exhibition held from 7-9 October, over 200 green building product and technologies were displayed, giving over 6,500 visitors a firsthand understanding of the latest and emerging green building products and technologies.

### Awards



Winners of Green-I Contest 2010

Awards were presented to the winners of the Green-I Contest and the IGBC Green Design Architectural Award.

**Green-I Contest 2010:** The theme for this year's contest was: How to build a Green Centre in your school as organically as possible?

Daly College, Indore, was awarded with the first prize of Rs 7.5 lakhs to build a Green Centre in their school. The contest was supported by Carrier Air Conditioning & Refrigeration Ltd.

**IGBC Green Design Architectural Award:** The IGBC Green Design architectural competition is held to encourage architectural students to design structures for a greener tomorrow. Mr Anuj Mittal and Mr S Kabilan of the School of Planning and Architecture, New Delhi, were awarded the first prize.

The Competition was supported by Blue Star Limited.

### Conference on Green Homes and Green SEZ

A Conference on Green Homes and Green SEZ (Special Economic Zone) was organised on 9 October.



Vasanthi Stanley, MP, addressing the Conference on Green Homes and Green SEZ

The Conference was held to:

- Create awareness on green homes and green SEZ
- Expose the participants to the latest global trends
- Exhibit green building products and technologies
- Provide a platform for networking
- Facilitate exploring new business opportunities
- Enable market transformation of green products and equipment

### Programme & Workshop



Nicholas Long, Senior Engineer, NREL

The advanced Training programme on Green Buildings on 5-6 October was held to share best practices on Green Buildings and impart knowledge on Green Building concepts and LEED India NC rating system.

A Workshop on Building Energy Simulation – EnergyPlus, on 5-6 October, enabled participants to use Energy Plus to model physical buildings and solve practical problems.

### Green Building Mission

Green Building visits were organised to L & T EDRC 1 (LEED Silver) and FLSmidth (LEED INDIA NC Gold) on 6h and 9h October respectively. The participants were briefed on the eco friendly and sustainable features of these buildings.



Mission members at the L&T EDRC 1 Green Building

### Key Visitors

On 21 October, Prof K V Thomas, Union Minister of State for Agriculture, Consumer Affairs, Food and Public Distribution, Government of India visited the Centre.



Prof K V Thomas, Union Minister of State for Agriculture, Consumer Affairs, Food and Public Distribution, with Ramesh Datla, Chairman, CII National MSME Council

The Minister was escorted on a green building tour and was briefed on the eco-friendly features of the Centre.

On 28 October, an interactive session with Dr Paavo Vayrynen, Minister of Foreign Trade & Development, Finland, was organised at the Centre. Dr Vayrynen highlighted the need and importance to promote cleaner technologies. He said cleaner technologies give economic benefits and more profitable business, besides a better standard of living and a safer future for all. One on one interactions between Finnish and Indian companies were also held.



Ramesh Datla; Dr Paavo Vayrynen, Minister, Foreign Trade & Development, Finland, Shakti Sagar, Chairman, CII AP; and Terhi Hakala, Ambassador of Finland in India

### Energy Management for Cement Industry

A two-day training programme on 'Energy Management & GHG Inventorisation in Cement Industry' was organised on 28-29 October at the Centre.

The programme provided a macro level approach on energy conservation in different equipment, disseminated the latest techniques and advancements in the field of energy management, and shared the latest energy saving ideas with actual implemented case studies. The focus was on how to carry out GHG Inventorisation in the Cement Industry.



Participants at the training programme on Energy Management

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GOVT. OF INDIA

# CII Naoroji Godrej Centre of Excellence

## Single Minute Exchange of Die (SMED)

SMED, a technique developed by Mr. Shigeo Shingo and Mr. Teichi Ohno in 1950, revolutionised manufacturing as a giant step towards JIT system of production at Toyota. A two day workshop on 5-6 October outlined how SMED can be applied to reduce batch sizes, reduce work-in-process inventories, achieve shorter lead times, and thereby reduce product costs and increase flexibility to meet changing customer demands.

## Inspiring Creativity in Organisations

A programme on 'Inspiring Creativity in Organisations' on 15-16 October enabled the participants to substantially improve their 'as-is' reality, using a variety of creativity tools, a brand new set of attitudes, relevant, original and memorable ways of creating and relating, and a systemic understanding of what provokes or prevents the creative work life.

## Labour Laws for Corporate Managers



There are number of labour laws applicable for running a business organisation. A two-day programme on 14-15 October covered a number of relevant and more important laws, discussing both broad fundamentals as well as compliance aspects.

## What Makes a Great Manager

The two day Workshop on 'What Makes a Great Manager - the bedrock of high performing organizations' on 15-16 October helped participants understand what leads to a strong and vibrant workplace, where people enjoy working and where separations are minimal, establish relationships between improved strength of the workplace, performance and business results, highlight the role of the immediate manager in attracting, selecting, focusing and retaining talented employees, and understand the four most critical activities for a manager and the best means of performing these for outstanding business results.

## Improving Managerial Presentations

A programme on 'Improving Managerial Presentations & Decision Making through Charts, Graphs and Simple Analytical Tools' on 15-16 October addressed subjects such as reporting status on improvement initiatives, evaluating

quality performance, presenting company assessment results, reporting defect analysis, understanding market share, reporting employee participation in various schemes, presenting capability analysis, etc.

## Quality Management & Techniques

Productivity is not merely about speeding up the production process / service facility. It comes from eliminating all bottlenecks and potential disruptions. These are basically quality problems and can be overcome.

A five day module on 'Quality Management & Techniques' on 18-22 October treated quality as an integral part of all functions of both manufacturing and service organisations. It shared philosophies, systems, employee involvement and techniques to contribute to improving quality and reducing costs.

## Patenting in India & Abroad

All businesses must keep themselves abreast of the news and development on the IPR front. To watch from the sidelines means loss of business to others and in a worst case scenario, an infringement lawsuit! All aspects of the patents procedures must be carefully studied by the top management of any business.

A two-day programme on 'Patenting in India & Abroad' on 27-28 October offered do-it-yourself techniques to protect new ideas/innovations by obtaining patents for them.

## Building Effective Teams

Individual competence and brilliance is valuable, but the ability to build 'happy and contributing teams' takes precedence as one rises up the organisational ladder. To do this effectively, the manager needs to evolve his/her paradigms, develop new skills and 'enabling attitudes' i.e. work on himself/herself. As the concept of Self broadens to include others, the manager also has to be a Coach.

A two-day workshop on 'Coaching Essentials for Building Effective Teams' on 29-30 October focused on the manager as a team-builder/leader/coach and not on the mere mechanics of team-building.

## Cost Reduction through SCM

A two day programme on 'Cost Reduction through SCM for Enhancing Company's Profitability-Market Pull Based Supply Chain Management (SCM) on 22-23 October advocated the Control of Costs by adopting Market PULL based SCM. Through this, a company can give its customers what they want and at the time / place of their choice. This not only avoids mis-matched inventory but leads to higher customer satisfaction and improved profitability. ■

## TQM Programme in Japan



Team Visit to Kobelco Construction company



Team Visit to JFE Steel Corporation

A Quality Management Programme for TQM Facilitators in India (INFT) was held in Osaka, Japan, from 22 September to 5 October. The programme was organized by the Association for Overseas Technical Scholarship (AOTS) Japan in association with CII-IQ, to enable middle to senior managers in Indian Industry to build and enhance TQM practices in their companies. Twenty one managers from different parts of India spread across industries spanning manufacturing, services, and engineering participated in the programme, which covered basic TQM concepts and practices, practical training on TQM methods using group work and exercises, and the promotion of organization-wide TQM dissemination.

Mr. Futami Ryoji, one of the creators of the N7 Management tools, delivered the programme, assisted by Mr.Okusa Fumio and Higashio Takeshi, as additional Sensei.

Inaugurated by Mr Pieyush Gupta, Consulate General of India, Osaka-Kobe, the programme also included factory visits to Kobelco Construction Machinery, Mitsubishi Heavy industries, and JFE Steel Corporation to appreciate Japanese work methods, practices and deployment issues as a learning back home. The participants also visited the Mazda automobile museum.

All the participants were required to make a final presentation using the concepts learnt on the critical issues facing their respective companies which was evaluated by the three sensei.

CII IQ is committed to enhance the use of these tools in Indian Industry, and adopts various delivery mechanisms to popularize the use of these tools..

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## CII Celebrates World Food Month

The CII-Institute of Quality (CII-IQ) organized a programme on **Food Safety & Auditing** during the International Hospitality Fair held in Delhi on 22 October. The programme was a part of the World Food Month Celebration in October 2010 with the theme 'United against Hunger: Raising Safety & Nutrition Levels of Food.' This national level celebration was held for the 3rd consecutive year, in association with the Food & Agriculture Organisation (FAO) and the Union Ministry of Food Processing Industries (MoFPI).

Food insecurity, increasing hunger figures, malnourishment and frequency of food-borne illness outbreaks are global concerns. In his inaugural address, the chief guest, Mr Gopi Ghosh, Assistant FAO Representative, Food and Agriculture Organization of the United Nations, called for an appropriate and upgraded food safety check system in the entire food chain i.e. from farm to fork, to make the Indian food industry globally competitive. He also emphasised the role of the Government in educating and creating awareness among the masses on the importance

of Food Safety and Hygiene in day to day life.

Mr Rakesh Kumar Tandon, Managing Director, Indian Railway Catering & Tourism Corporation Ltd in his Special Address said that Food Safety issues can be tackled at the national level only by providing the necessary infrastructure and basic facilities to those at the base of the pyramid, and demystifying food standards and regulations into regional languages to make them more

understandable and applicable. For this, Government and Industry need work in collaboration, he said.

In the technical session on 'Food Safety Auditing, Certification & Accreditation,' speakers from different food-related organizations highlighted the importance of gap assessment and certified food safety systems for delivering safe products and services at the global level.

In the session on 'Food Safety Auditing for Small Restaurants & Eateries,' Mr Pankaj Jaiminy, Divisional Manager (Food & Agri), TUV Sud South Asia, explained the importance of certified food establishments (small & large) in building customer confidence and reducing socio-economic loss to the establishment. He listed 5 basic points that food establishments need to adhere to:

- Keep hands and utensils clean
- Separate raw and cooked food
- Cook food thoroughly
- Keep food at safe temperature zones
- Use safe water and raw materials

Mr. Jaiminy also described the different Food Certification and Auditing services provided by TUV.

Speaking on 'Food Safety Management System Auditing Based on FSSC 22000 and PAS 220,' Mr Gourav Gupta, Business Development Manager-Hospitality, SGS India Pvt Ltd, described the scope and importance of FSSC 22000 as the international benchmark for food safety. He suggested Customized Single Food Audits to award one consolidated certificate in one go in place of multiple certificates, to save the time and money of the customers.

The biggest challenge to the Indian Food Industry



Rakesh Kumar Tandon, MD, Indian Railway Catering & Tourism Corporation; Praveen Gangahar, Adviser, Quality Council of India; and Dr Gopi Ghosh, Assistant FAO Representative, United Nations

is Food Safety. Stringent government policies and regulations, technological advancements, consumer awareness and risk assessment can help India become the Food Factory of the World. This necessitates Gap Assessment for identification of gaps in the Food Safety system of the food chain. The CII Food Safety Maturity Model has been devised as a tool to promote Food Safety Excellence in India in a phase-wise manner through the Food Safety Award Assessment Process. The model criteria have been developed using national and international standards of food safety to assess the maturity level. CII has already instituted the first-ever CII National Award for Food Safety.

Ms Vani Bhambri Arora, Assistant Director, NABCB, Quality Council of India, in the session on 'Accreditation for Food Safety Management System Certification,' suggested accreditation of inspecting/testing/certification agencies for facilitating trade across the global market. Accreditation bodies check the competency level of certification bodies/ inspection bodies/labs using ISO 17000 standards. In India, QCI is responsible for national accreditation structure.

Ms Praveen Gangahar, Adviser, Quality Council of India, in her Concluding Remarks noted that the common man is still ignorant about the ill-effects of malnourishment, especially on the development and health of children and women. There is a need for a multi-pronged programme to educate people on the need for a nutritious and diet to prevent diseases, and basic hygiene, along with GMP, HACCP to counter issues of food safety.



# Knowledge & Innovation Initiatives



## Intellectual Property Rights

### IP for MSMEs



P. H. Kurian, Controller General of Patents, Designs and Trademarks, Intellectual Property Office; Anjan Das, Senior Director, CII; Dr. Guriqbal Singh Jaiya, Director, SME Division, WIPO, Geneva; and Dharmendra Prakash, Joint Development Commissioner, Ministry of Micro, Small and Medium Enterprises

India's Micro, Small and Medium Enterprises (MSME) sector contributes significantly to the manufacturing output, employment and exports of the country. It is estimated that in terms of value, MSMEs account for about 45 per cent of our manufacturing output and 40 percent of our total exports.

MSMEs employ about 42 million persons in over 13 million units throughout the country, and manufacture over 6000 products, ranging from traditional to high-tech items. Further, this sector has consistently registered a higher growth rate than the rest of the industrial sector.

Despite the remarkable progress made by the sector in recent years, MSMEs are grappling with many problems, including recognizing the importance of IPR and adopting it as a business strategy for enhancing competitiveness. A fundamental understanding of IP assets is crucial for MSMEs, especially those involved in international trade.

CII's intervention in facilitating IPR for MSMEs started with the formation of an IP Facilitation Cell in Hyderabad, in partnership with the Andhra Pradesh Government, to offer IP Services to industries in the state. This also paved the way to foster IPR awareness, and to chalk out specific programs to meet the IPR needs of MSMEs.

As an ongoing initiative, CII, in collaboration with the

World Intellectual Property Organization (WIPO) and the MSMEs, organized the **India National Conference on Intellectual Property for Micro, Small and Medium-Sized Enterprises for Policy Makers** on 19-20 October in New Delhi.

The conference discussed strategies and methodologies to enable MSMEs to adopt IP tools and inculcate innovation as a vital component for business leadership. It highlighted the need for MSMEs to integrate IP in their strategic business planning.

Addressing the Inaugural session Mr. P H Kurian, Controller General of Patents, Designs and Trademarks, Intellectual Property Office, advised Indian companies to register themselves now to avoid any infringement cases. The Indian Patent Office, he said, would soon make a more effective search engine for Indian trade mark database accessible to the public.

Mr. Dharmendra Prakash, Joint Development Commissioner, MSMEs said that direct linkage of IPR is needed with the marketing organization in tune with the business strategy.

IP is relevant and useful for everybody, including startups, as it provides credibility, trust and helps build branding, which leads to better pricing for products on a sustainable basis, observed Mr. Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprises Division, WIPO, Geneva.



**TNTDPC**

**Automotive R&D trends 2015**

The third edition of Automotive R&D Trends 2015, Sustainable Mobility, with the theme: Technologies, Systems and Best Practices, organised by the Tamil Nadu Development and Promotion Centre of the Confederation of Indian Industry in Chennai on 15 October, was really a cauldron of collective thinking minds.



Dr G Sundararajan, Director, International Advance Research Centre for Power Metallurgy and New Materials (ARCI); Carsten Spichalsky, Head - Technical Development, Volkswagen India Pvt. Ltd.; Dr R K Malhotra, Board Member & Director - R&D, Indian Oil Corporation Limited; and Dr Arun Jaura, Conference Chairman & Head – EIEC & VP - Technology, Eaton Corporation

The conference, an ensemble of members from across the spectrum of the Indian automotive value chain, laid enhanced thrust on collaborative product development and the involvement of SMEs and tier suppliers in R&D.

Dr Arun Jaura, Conference Chairman, and Vice President – Technology, Eaton Corp. emphasized the need for integrated and collaborative approaches across the spectrum of the automotive industry, to meet the challenges of quality, fuel efficiency, safety and environment friendliness. While India has some of the top research centres in the world, very little is being done in terms of leading and owning research, he felt.

Dr RK Malhotra, Board Member and Director – R&D, Indian Oil Corporation, gave a broad picture of activities of the oil companies in India. He said that additives and lubricants that have been developed to India specific conditions deliver better value than imported products. Dr. Malhotra invited automobile manufacturers to work together with IOC for development of better fuel additives, fuels and lubricants.

Dr G Sundararajan, Director, International Advance Research Centre for Power Metallurgy and New Materials (ARCI), comparing India with the key competing economies of the USA and China, pointed to the huge gap in industry

spending for R&D in India. He called on the automotive industry to increase investments in R&D and also attract talent through attractive remunerations for research.

Mr Carsten Spichalsky, Head (Technical Development), Volkswagen India Private Limited, highlighted the challenges for mobility today, and the need to make vehicles socially and economically relevant through appropriate technologies. Citing examples from VW, he emphasized that today’s automobile has better sensory capabilities than humans through the communication devices it employs.

Different plenary sessions discussed Technology Trends in Personal Mobility, Technology Trends in Commercial Vehicles and Mass Transit Systems, Crystal Gazing Beyond 2015, and Collaborative Innovation.

**TNTDPC completes 100th IPR Service**

New products, brands and creative designs appear almost daily in the market, as a result of continuous human innovation and creativity. As technology and globalization reshape the world economy, Intellectual Property (IP) has become a key consideration in day-to-day business decisions.

CII joined the Government of Tamil Nadu to establish the Tamil Nadu Technology Development & Promotion Center (TNTDPC) to provide IP facilitation services to MSME entrepreneurs, and help them to compete in the global market place through technology innovation. The TNTDPC offers patent, trademark, copyright, design and geographical indication services, which include patentability assessment report, prior art analysis, filing of patents, trademark, copyright, design and geographical indication, IPR counseling, and advisory services.

Till date, the Centre has facilitated 100 IPR services to industry, institutes and grass root innovators. So far, TNTDPC has carried out 20 patent drafting, 13 patent filings, 3 patent prosecution, 8 patent searches, 6 TM filings and 5 TM searches, 2 copyright services. Recently, the Centre has also started taking steps to protect the goods attributable to a particular geographical region and secure the interests of the traditional community by filing these at the Geographical Registry. More than 35 companies, institutes and individual entrepreneurs have availed our consultancy and advisory services. which include companies, institutes and individual entrepreneurs. The Centre also spearheads IPR capacity building across the state.

## APTDC

### GI for 'Gadwal' saris



The unique hand-woven 'Gadwal' saris woven in the Mahbubnagar district of Andhra Pradesh, represented by a group of four cooperative societies, have been conferred a GI Registration. No machine



or power loom is used in the production process of these saris, which are epitomized by the unique joining and interlocking of the threads of the body fabric with the threads of the pallu of the sari.

This is the 124th registration certificate issued by Geographical Indication Registry, Chennai, which is under the Department of Industry Policy & Promotion, and Government of India

The CII Andhra Pradesh Technology Development Centre (APTDC) in Collaboration with the Department of Handloom and Textiles, Andhra Pradesh, has taken up the study, documentation and protection of key textile products from AP. Anand & Anand, Delhi, provided legal support for the entire activity.

A two year intensive capacity building programme on Intellectual Property awareness, consultative workshops on stakeholder identification, and quality interventions and geographical correlation with uniqueness of Gadwal saris proved very decisive in the grant of the GI certification.

## TEDO

### Enhancing Technology Exports

The Technology Export Development Organisation (TEDO) is a joint initiative of CII, the Department of Scientific and Industrial Research (DSIR) and the Union Ministry of Commerce, to support technology exports from India. Since its inception in 2000, it has served approximately 900 Small and Medium organisations (both public and private, R&D, academic and industry) in terms of capability building to enhance export competitiveness.



In 2007, TEDO launched the third phase of its project with a new theme of 'Capability Building to Enhance Export Competitiveness & Facilitating Market Access for Indian Technologies and Technology Intensive Products/ Services/ Projects,' with the focus on Indian SMEs in 6 sectors: Agro / Food Processing, Auto Components, Casting and Forgings, Engineering Services, Process Plant and Machinery and Tools, Dies & Moulds. TEDO invited The Centre for the Promotion of Imports from Developing Countries (CBI), an agency of the Ministry of Foreign Affairs, The Netherlands, which has been working for 30 years in developing suppliers from various countries to the EU market, to join hands as its knowledge partner.

In India, the CBI has developed a new Business Support Organisation Development (BSOD) programme, designed in collaboration with the CII: The Technology Driven Export Development Organisation. Capacity development through networking is the central idea. Today, CBI certified consultants have already hand-held more than 100 companies in the country and are looking forward to supporting more SMEs in coming times.



Confederation of  
Indian Industry  
Since 1895

# INSTITUTE of QUALITY

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## Training Calendar

### November - December 2010

18-20 November, Bangalore  
National Quality Summit

29 November-1 December, Mumbai  
Strengthening MR Skills

6-8 December, Bangalore  
Certification Programme on  
Competency Mapping & Self  
Assessment

6-9 December, Bangalore  
Internal Auditor Training Programme  
on Lab Management as per  
ISO/EC 17025:05

10 December, Bangalore  
Seminar on Customer Relationship  
Management - A Patient Centric  
Approach

10-11 December, Bangalore  
Organisation Maturity through  
Self Assessment Tool

13-17 December, Chennai  
Certification Programme on EXIM  
Documentation & Procedures

20-21 December, Bangalore  
CII-AOTS Training Programme on  
"Production Management"

20-21 December, Delhi  
Accreditation Criteria for Inspection  
Bodies as per 17020:20

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# Development Initiatives

## Affirmative Action

### Empowering with Excellence


For India to evolve into a developed nation by 2022, we need inclusive growth, powered by an education system that can be accessed by the vast majority of our young people, and not just a privileged few. Towards this objective, as also to secure equity and social justice, both the Central and State governments have launched many initiatives to provide quality higher education to students from disadvantaged socio-economic and geographical backgrounds. Supporting this effort, CII, since 2007, has been providing substantial support to The Foundation for Academic Excellence and Access (FAEA). FAEA was set up in 2002 in New Delhi to enable economically and socially disadvantaged groups from the Scheduled Castes and Scheduled Tribes to study in quality institutions.

FAEA awards scholarships to meritorious students from traditionally disadvantaged backgrounds, along with supplementary support through Skills Development programmes. In the last three years, CII has disbursed 56 scholarships through its own auspices, with HSBC adopting another ten scholars. Some member companies, such as the Tata Group, have disbursed 100+ scholarships in their individual capacity, to talented young individuals who would not otherwise have been able to fulfil the promise of their potential. Alongside, CII has created awareness of the organization's work in empowering deserving but needy students. Training in soft skills is also being imparted to selected candidates.

The Foundation's initial endeavour to empower the marginalized began with a generous grant from the Ford Foundation. This grant helped provide scholarships, mentorship and skill development support to over 800 students directly, and indirectly to thousands of students through partner colleges of India, most of whom were sons and daughters of agricultural labourers, rickshaw pullers etc..

Besides, FAEA partnered with 22 of the finest colleges of India to help build the capacities of students through skill development programmes. It also re-oriented the institutions towards a greater commitment to the cause of the disadvantaged.


The result has been a transformation in the lives of a number of young people. We share two case histories of CII –FAEA supported scholars that are representative of the change that is benefiting many more such deserving individuals.



**Ramavath Manthru Naik** is now in his fourth year of Bachelors of Dental Surgery at Shri M N Raju Dental College, Hyderabad, after completing Std XII with 87.1%. Born to illiterate, indigent parents, who work as labourers with an annual income of Rs.11000, Ramvath grew up in a village of just 11-12 twelve families (a total population of 60!). He went to a school that had only one classroom and one teacher for all its 40 students encompassing all age groups and all classes. Not surprisingly, many students dropped out after Class V. However, Ramvath's parents encouraged him to dream of a better life. He went on to study at the Andhra Pradesh Social Welfare Residential School and after completing Class XII, Ramvath succeeded in the entrance examination for the MNR Dental College, the first step towards achieving his childhood dream to become a doctor! Moving from the poverty-stricken background of his childhood where lunch was rice with chilli paste, to the throbbing metropolis of Hyderabad, meant many adjustments for Ramvath. In addition, he had to move from education in Telugu medium to English medium. Says Ramvath, "I faced severe financial problems before receiving financial support. I was not even able to buy books to study. The CII scholarship not only helped me financially but also helped me gain confidence." He goes on to spur others thus, "My sincere request to others is, whatever be the problem, face it boldly. God is there to help in the form of good people."

**Sunil Kumar Banothu**, a first generation learner, who completed Std XII with 93.6%, is in his second year of MBBS at the Osmania Medical College.

Sunil's father is an agricultural labourer earning Rs. 12000/- per annum. Educated at a small school, Sunil faced a language problem in college.



However, the workshops organized by FAEA helped him. The FAEA also helped him learn to use a computer. All this has helped him to adapt to college life, where he looks forward to fulfilling his vocation.

These success stories emphasize the potential of education to change not just individual lives but also the growth trajectory of the nation.

## North East – Assam

### ‘We are at the Threshold of a New Beginning’

Dr. Bhupati K. Das, Chairman, CII Assam State Council, and Managing Director, Numaligarh Refinery Ltd, shares his vision for enhancing sustainability, development and inclusive growth in Assam, and the North East region.

#### What are the major challenges that need to be addressed for the overall growth and development of this region?

I believe the most critical issue is to change the mindset of the people. Many people may not be aware that in the 19th and early 20th century, Assam was a very prosperous state with vibrant coal, tea, oil and plywood industries making a significant contribution to its economy. The per capita income of this state was actually higher than the national average. The state was rich in both mineral as well as forest resources. River connectivity was also much better then.

Later, due to a combination of factors that included poor rail connectivity, as also lack of infrastructure, the state began to lag behind others across some very important parameters. This led to the people feeling that the state’s interests had not received due attention, and they developed a cynicism that became a deterrent to further growth. The disenchantment of some sections of the population led to a period of unrest. This fuelled the idea that progress could not be expected till the state first had peace. It is my conviction that while peace is required for development, it is not a pre-requisite for development. Indeed, we are much more likely to have peace if we have development!

I like to believe that CII-Assam is now taking initiatives which can contribute to the reorientation of the negative attitude into a more positive one across the wide spectrum of the population. It is heartening to see that due to various growth stimuli provided by the forward looking state Government, the growth rate of Assam is now as good as the national average. There is optimism that we are at the threshold of a new beginning.

The second challenge is to create infrastructure. For continued growth at an accelerated rate, infrastructure, both hard and soft, has to improve substantially. We need roads, river-ways, schools, hospitals, and of course a much better power situation. The state government is proactive in tackling these issues, and the initiatives and actions already undertaken by the State and Central



Governments give us the confidence that these issues will be resolved in time.

The third issue that needs to be addressed with some urgency is that of providing suitable employment opportunities to the very large number of educated, English – speaking young people we have in Assam and the North East region. CII has applied itself to skill development and training both through the PPP mode as also by setting up centres of excellence so as to provide opportunities for learning the new skills required for the new economy. We need to

identify the skill gap and close it. As far as employment opportunities are concerned, we need to look beyond jobs and encourage entrepreneurship. The North East Industrial and Investment Policy is giving incentives to businesses that generate employment through attractive subsidies and tax benefits, and these should help change the economic landscape in a very positive way. The Assam Government is providing encouragement and incentives through the state industrial policy to make Assam an attractive investment destination.

#### What are some of the key CII initiatives in the region?

CII has this magnificent vision, India@75, created by the late Prof. C K Prahalad, of transforming India into a developed country by 2022. In Assam, aligning with this vision, we identified key initiatives, including the creation of an urban corridor, that needed to be pushed forward to facilitate economic growth. Some of these action ideas are placed in the vision document of Assam@75.

The Yi (Young Indians) Guwahati Chapter is actively supporting various social activities. As future leaders, I hope they take forward the vision of Assam@ 75 and make it a reality.

The Machinery Mart held in conjunction with the governments of Assam and the North Eastern region, generated business in excess of Rs 30 crores and led to orders for perhaps twice that amount! It successfully showcased the potential of the region not just to those outside the state but equally to those who live here.

We have also been able to get PSUs involved in several CSR activities in the state in areas such as getting slum children into schools, introducing mid day meals into schools etc. Other organizations and various NGOs are getting involved in appropriate interventions too. Innovative work is being done by PSUs such as ONGC, Oil India, IOC, HPCL and also my company, NRL. For example, Village Health Camps are organized by NRL almost 5 days a week in the interior regions. NRL also participated in the boat-clinic initiative launched a few years back to provide emergency medical help to poor people living in the 'char' areas.

#### Did you experience any problems?

The absence of hard data was a very big impediment to the formulation of any new initiative. We applied ourselves with some seriousness to the task of collecting, collating and disseminating credible data while preparing the Assam vision @75 document.

#### If you had to begin again, would you do anything differently, what?

I think I would have begun to work with the leaders

of the community right in the beginning. I would have gone to the grass-root levels earlier and sensitized the people to our plans and programmes. We need to build social entrepreneurs. We need to inculcate a respect for entrepreneurs as wealth creators if we really want to take Assam forward in the right direction.

#### What are your three wishes for Assam and the North Eastern region?

I wish for a faster reduction of inequity with regard to income, choices, lifestyles and share of voice.

I would hope for a transition of the core competencies of our people into competitive advantage.

And thirdly, I would like our leadership from across sectors to step out of their comfort zone. Our aspirations should not be constrained by our present circumstances.

It is always difficult to translate ideas into action. But we cannot lose enthusiasm. We need to keep partnering Government and Industry alike till we achieve tangible results.

## CSR - CSO Bridge

### Moving the Growth Story Forward through Inclusive Partnerships

The Nirman Vaikalpik Vikas Sansthan works with primitive tribes in a remote area of Mandla district of Madhya Pradesh, trying to preserve and restore their traditional agricultural crops and practices and ensure the nutrition and health of women and children. Tata International, based in Dewas, is a leather manufacturing company that trains and employs women, thereby ensuring their livelihoods. Nirman and Tata International are separated by geographical distances, objectives and views on their approach to development. Nevertheless, they found a common ground in their concern for women's health. They now propose to work together with a common purpose - that of eliminating anemia and calcium deficiency through promoting the consumption of a coarse grain, traditionally grown by the primitive tribes, 'ragi' (finger millet).

The 'CSR - CSO Bridge: Moving the Growth Story Forward through Inclusive Partnerships', a conference-cum-exhibition, on 28 October in Indore, uncovered such unique possibilities for partnership between industry and NGOs.



Ravish Kumar, Executive Editor, NDTV India; Noshirvan Dadrawala, Executive Secretary, Center for Advancement of Philanthropy, Mumbai; Uttam Ganguly, Chairman, CII MP State Council; and Dr Nandita Chatterjee, Dy Director General, CAPART

Industry-NGO Partnership has been an area of focus for CII. The CSR-CSO Bridge, hosted by the CII WR in partnership with the Council for Advancement of People's Action and Rural Technologies (CAPART), was a flagship initiative to channelise the capacities of change makers; individuals and organizations, to catalyze social change. The programme explored possibilities of partnerships between industry and voluntary organizations through exchange of experiences, ideas and dialogue. A cross-section of NGOs also showcased their work in areas such as, disability, education, environment conservation, health, rural livelihood and women empowerment. ■



## Chapter Updates

### Bangalore

Yi, in association with the Hindustan Aviation Academy, organised a talk on 'Awareness on 'Nutrition Levels & Food Habits for Young Indians' and a brief on the 'Food Scenario in India' on 29 October. Dr. Neena Joshi, University of Agricultural Sciences, spoke about the importance of nutrition and ways to keep good health in a stressful environment.

### Chandigarh

A session on 'Innovation - the Young Indians Approach to Planned Urbanisation' on 20 October addressed the imperative of India to develop new cities by 2022. A representative set of all stakeholders: citizens, young professionals, corporates, government, academia, urban planners, etc. deliberated on innovations for new planned urban areas to form the landscape of India's future. This session was organised under the aegis of the Yi Next Practices, the newest focus area of Yi which identifies, analyzes, debates and evangelizes path breaking ideas, innovations and their developmental impact on India.

### Chennai

On October 5, Yi Chennai in association with Saveetha Dental College & Hospitals organised a free dental camp at Yi Student Net Kumararani Meena Muthiah Matriculation Higher Secondary School, screening over 150 students.

On 16 October, the Yi Net students of Bhavan's Rajaji Vidyashram organised a poster making competition for students of 25 city schools to create awareness about the huge amount of wastage of food. The theme of the competition was 'Every Morsel Makes a Feast, Value Food Don't Waste it'.

Yi Chennai, along with CII, organised the World Food Day 'Food Bridge' on 25 October, where 200 homeless and poor people were fed in 4 different locations of the city. Through this initiative, Yi Chennai will continue to connect the excess in the food industry with the needy.



World Food Day 'Food Bridge' Campaign in Chennai

### Delhi

YI Delhi, along with the CII Delhi State Council organised a Campaign on Dengue Awareness and its Prevention, reaching out to citizens through Resident Welfare Associations and other community forums, from 8-10 October. The campaign, which impacted around 2000 citizens, included sessions by doctors from private hospitals and ESI hospitals, distribution of posters and brochures, and interactive discussions with the help of video clips. A four page informative brochure was also given to all who attended the sessions.

On 20 October, Yi Delhi and CII Haryana State Council organised sessions for Prevention of Dengue at the Industrial Training Institute, Gurgaon.



Dr. Archana Vardhan, Ayurvedic Physician, conducting a Dengue awareness session in Raigarpura

### Erode

On 26 October, Yi Erode launched its first Student Net at the EBET Group of Institution. On the same day, CII and the EBET students jointly organized an awareness session on Food Safety tips for school children.

### Goa

On 6 October, an interactive session with Mr S. S. Nair, Regional Provident Fund Commissioner, Government of India,



Tejendra Lawande, Chair Yi Goa and S. S. Nair, Regional Provident Fund Commissioner (I)

discussed the various issues concerning Provident Fund from the point of view of the employer and the employees. The members also discussed cases related to Employee Provident Fund, the concept of social security, recovery of contributions, disputes, assessments, disbursements of payments and various other redressal issues.

**Guwahati**



Environment Awareness Camp in Guwahati

During an Environment Awareness Camp on 9 October at Jarobari, Guwahati, 150 trees were planted in 10 school compounds. The responsibility of taking care of these trees will be on the students of school. Yi Guwahati will reward the school which best carries forward this initiative.

**Hyderabad**

On 24 October, Yi Hyderabad organised a Heritage Walk from Charminar to explore heritage sites around the city, for members to appreciate the architectural treasures of Hyderabad.

On 29 October, to commemorate World Food Month, Ms Jyoti Chabria, a renowned nutritionist, addressed the students of Gitanjali Secondary School and Glendale Academy about eating good nutritional food and being healthy. Later, she gave away prizes to the winners of the Poster Making and Slogan Writing competition.



World Food Month celebrations in Hyderabad

**Indore**

Yi Indore undertook a host of activities in October. During a Haemoglobin & Eye Testing Camp in Joshiguradiya village, 166 villagers were examined by doctors of Choithram Netralya, a city-based eye hospital on 4 October. An awareness session on general healthcare at Joshiguradiya village on the same day was attended by 150 women and girls of the nearby villages.

On 5 October, a session on 'How to Increase Haemoglobin' was held, and a photography contest was organised on 10 October.

From 6 – 20 October, Yi along with its corporate chapter, Impetus organised a 'Yi Contribute Campaign' wherein members donated used clothes, toys and stationery that was later donated to an NGO.

Finally, on 21 October, Joyfeast 2010 was organised for under-privileged children from various NGO and slums.



Awareness session on general healthcare in Indore

**Kolkata**

Yi Kolkata organised a learning opportunity with Prof. Venkat Ramaswamy, Professor of Marketing and Director, Center for Experience Co-Creation, Ross School of Business, University of Michigan, USA on 23 October. He is a globally recognized thought leader, idea practitioner, and an eclectic scholar with wide-ranging interests in innovation, strategy, marketing, branding, IT, operations and the human side of the organisation.

World Food Day was celebrated on 1 November at Jyotirmai Club, by providing meals to 7000 children of the Jyotirmai Vidyamandir School. Ms. June Maliah, film personality, was the Chief Guest. ■



## Asia

### China

#### Xi Jinping

Chinese Vice President Xi Jinping was appointed as the Vice Chairman of the Central Military Commission (CMC) of the Communist Party of China, according to an announcement made in the communiqué of Fifth Plenary Session of the 17th CPC Central Committee. Mr Xi Jinping is a member of the Standing Committee of the Political Bureau of the CPC Central Committee.

#### Curbing Inflation

The People's Bank of China raised interest rates in October for the first time in nearly three years to curb the inflation. The Bank raised benchmark rates by 25 basis points, taking the bellwether one-year deposit rates to 2.5% and one-year lending rates to 5.56%.

#### Economic Indicators (Jan-Sept 2010)

Indicators	Jan-Sep. 2010	
	Absolute Magnitude	Increased YoY (%)
GDP	268660 (100 million yuan)	10.6
Value-added of Industry above designated size	...	16.3
Total investment in fixed assets	192228 (100 million yuan)	24.0
Total retail sales of consumer goods	111029 (100 million yuan)	18.3
CPI	...	2.9
Producer prices for manufactured goods	...	5.5
Total foreign trade	\$2148.68 billion	37.9
Exports	\$1134.64 billion	34.0
Imports	\$1014.04 billion	42.4
Trade surplus	\$120.60 billion	-10.4
FDI	\$74.34 billion	
Forex reserves	\$2.65 trillion by Sept end	

[http://www.stats.gov.cn/english/newsandcomingevents/t20101021\\_402677638.htm](http://www.stats.gov.cn/english/newsandcomingevents/t20101021_402677638.htm)

#### Wen Jiabao visits India Pavilion

Chinese Premier Wen Jiabao, accompanied by

Vice Premier Wang Qishan, Foreign Minister Yang Jiechi, Shanghai Party Secretary Yu Zhengsheng and Mayor Han Zheng visited the India Pavilion at Shanghai Expo on 31 October, the final day of the six-month-long event. He admired its architecture based on the Buddhist-style Sanchi Stupa. Premier Wen Jiabao was also watched the holographic show and an Indian classical dance performance organized in his honour.

#### Online Map Service

The State Bureau of Surveying and Mapping (SBSM) of China has launched its official online mapping service, Map World ([www.tianditu.cn](http://www.tianditu.cn) or [www.chinaonmap.cn](http://www.chinaonmap.cn)).

#### 4G Mobile Standard

China's homegrown fourth generation (4G) mobile communication standard has been selected as one of the six global benchmarks by the International Telecommunication Union (ITU). LTE-Advanced and 802.16m - the categories which cover six different 4G technology standards, were both approved at an ITU conference in Chongqing.

#### 2nd Lunar Probe Chang'e-2

China launched its second unmanned lunar probe, Chang'e-2, from Xichang Satellite Launch Center in Sichuan Province on 1 October, inaugurating the second phase of a three-step moon mission, which will culminate in a soft-landing on the moon.

#### Development Plan

The 5th plenary session of the 17th CPC Central Committee approved proposals for formulating the development plan for the next five years (2011-2015). China aims to achieve a major breakthrough in economic restructuring and maintain stable and relatively fast economic growth, which is a key target for the next five years. The communiqué issued at the close of the session said efforts should be made to ensure and improve people's livelihoods and gradually complete a sustainable, basic public service system that suits China's situation and covers both urban and rural areas.





Naresh Goyal, Chairman, Jet Airways; B Muthuraman, Vice President, CII, and Vice Chairman, Tata Steel Ltd; Kapil Sibal, Minister for HRD, India; Donald Tsang, Chief Executive, HKSAR; Huang Huahua, Governor, Guangdong Province, China; Subodh Kant Sahai, Minister for Food Processing Industries, India; and Zhang Yan, Chinese Ambassador to India at the Hong Kong- Guangdong-India Business Conference in New Delhi

### Super-Speed Railway

China has begun research and development on a new 'super-speed' railway technology that would increase the average speed of trains to over 500 km per hour. The 400-500 km/h high-speed railway technology is in its final phase of development and the 380-km/h trains are already coming off production lines.

### India-China Business Forum

Chinese Vice Commerce Minister Chong Quan, addressing an 'India-China Business Forum' in Chengdu on 22 October, said that China recognized the mounting surplus in China's trade with India and promised to increase imports from India to address India's concerns. He advised Indian companies to be more proactive in exploring markets in China. Dr S Jaishankar, India's Ambassador to China, said that market access to Indian products in China was the key concern of Indian companies. The imbalance in trade has become a major issue, with trade between the two countries on course to touch \$60 billion this year, he said.

Mr Subodh Kant Sahai, Minister for Food Processing Industries, India, who inaugurated the business forum held on the sidelines of the Western China International Fair in Chengdu, called for market access to India's Basmati rice, vegetables, fruits and meat products.

### Hong Kong – Guangdong – India Business Conference

Hong Kong Special Administrative Region (HKSAR) and Guangdong province of China organized the 'Hong Kong-Guangdong-India Business Conference' in New Delhi on 27 October. Mr Donald Tsang, Chief Executive, HKSAR, and Mr Huang Huahua, Governor, Guangdong

province, China, led a strong delegation of over 650 businesspersons from Hong Kong and Guangdong.

Mr Kapil Sibal, Minister for Human Resource Development, India, told the delegates that cooperation in trade and commerce between India and China would benefit both countries, as both were fastest developing economies.

Mr Subodh Kant Sahai, Minister for Food Processing Industries, India, proposed close cooperation in the field of agriculture and asked for improved access for Indian agriculture products in Chinese market.

Mr B Muthuraman, Vice President, CII, and Vice Chairman, Tata Steel Ltd, said that access to Indian products and services in Chinese market would help reduce India's deficit in trade with China. Mr Donald Tsang and Mr Huang Huahua said that enterprises from their region were keen to promote trade in goods and services and investment with India. The Conference was attended by about 1800 Chinese and Indian delegates. CII, India Ministry of Commerce and Industry, and the Chinese Embassy in India supported this conference..

## Japan

### Dr. Manmohan Singh visits Japan

Prime Minister Dr Manmohan Singh paid a three-day visit to Japan from 24 - 26 October 2010 for the Annual Summit. The two Prime Ministers issued a joint statement on 'Vision for Japan-India Strategic and Global Partnership in the Next Decade'. They welcomed the successful conclusion of negotiations on a balanced and mutually beneficial Japan-India Comprehensive Economic Partnership Agreement (CEPA) and expressed the hope that the Japan-India CEPA will be signed at the earliest at Ministerial level, on completion of necessary

formalities by both sides. The two Prime Ministers also hoped for early completion of both phases of the Western Dedicated (railway) Freight Corridor in India in a parallel manner with Japan's financial and technical assistance, and noted with satisfaction the progress on the Phase II of the Corridor with the signing of Exchange of Notes for the Engineering Services for Phase II in July 2010. They expressed their desire to accelerate progress on the Delhi-Mumbai Industrial Corridor (DMIC).

### India-Japan Business Leaders Forum



Members of the India-Japan Business Leaders Forum

The third India-Japan Business Leaders Forum (BLF) was held in Tokyo on 25 October. The Forum welcomed that the two governments had reached an agreement in principle in negotiations for the India-Japan CEPA and hoped that its early implementation would boost to trade in services and goods and investments between the two countries.

### Overseas Nuclear Power Projects

Thirteen Japanese companies have formed a consortium to establish the 'International Nuclear Energy Development of Japan Co., Ltd. (JINED).' JINED will engage in activities leading to the creation of proposals to support nuclear power plant projects in emerging countries. With legislative and financing support from the Japanese Government, JINED intends to submit these public-private proposals as a comprehensive package for the introduction of safe and reliable nuclear power plants and allow the dissemination of Japanese technologies and know-how.

### Major Stimulus Budget

Japan's cabinet has approved an extra budget to cover a new stimulus package worth about \$63 billion to

avert the threat of a 'double-dip recession' as deflation and a strong yen bite.

### Foreign Reserves

In September, Japan's forex reserves rose to a record high of \$1.109 trillion.

### Export Growth Weakens

Hurt by the sustained strength of the yen, Japanese exporters are increasingly shifting manufacturing abroad. Japanese firms have ramped up capital spending by

their overseas units by 8.2% annually to \$4.7 billion in the April-June quarter. Conversely, capital spending at home dropped by 1.7% during the period.

### Sakai Delegation visits CII

An eight member SME delegation from Sakai City, Osaka Prefecture, Japan, visited CII on 27 October. The delegation represented different industry sectors such as, packing industry, manufacturing of machine parts, agricultural equipments and management consulting.

## Malaysia

### India-Malaysia CEOs Forum



Y.B. Datuk Mustapa Bin Mohamed, Minister of International Trade and Industry, Malaysia, with the CII delegation



Dr. Manmohan Singh, Prime Minister of India; and Y.A.B. Dato' Sri Mohd Najib Tun Abdul Razak, Prime Minister of Malaysia; flanked by Anand Sharma, Minister of Commerce and Industry, India; and Y.B. Datuk Mustapa Bin Mohamed, Minister of International Trade and Industry, Malaysia; with members of the India-Malaysia CEOs Forum in Malaysia

The first meeting of the Malaysia - India CEOs Forum took place in Malaysia on 27 October in Putrajaya, Malaysia. Mr AM Naik, Chairman and Managing Director, Larsen & Toubro Ltd and Dato' Krishnan Tan Boon Seng, Chief Executive Officer, IJM Corporation Bhd co-chaired the meeting where a joint statement was signed and presented to the Prime Ministers of India and Malaysia. Thirteen CEOs from India and nineteen CEOs from Malaysia participated in this meeting.

The CII delegation, led by Mr. A M Naik, met with Y.B. Datuk Mustapa Bin Mohamed, Minister of International Trade and Industry, Malaysia on the same day.

## South Korea

### South Korea- India Summit Talks

South Korea's President Lee Myung-bak held summit talks with Dr Manmohan Singh, Prime Minister of India, in Hanoi, Vietnam on 29 October. The two leaders discussed issues of mutual interest, such as the success of the G20 Seoul Summit, global cooperation and issues affecting the ASEAN region. The two leaders agreed to push ahead and enlarge the volume of trade between the two nations to help comply with the Comprehensive Economic Partnership Agreement (CEPA) as well as cooperate further in the fields of nuclear power, national defense, IT and science.

### Investment in Renewable Energy

The Korean government has decided to inject

up to 40 trillion won into the renewable energy sector by 2015. It will invest another 3.4 trillion won in water technology development by 2020.

### Foreign Investment

Foreign Direct Investment (FDI) pledges for the first nine months of this year reached \$7.26 billion, representing a year-on-year decline of 9.4%. However, FDI pledges for Q3 of the year rose 5.1% from the previous quarter, totaling \$2.93 billion.

### S Korea-EU Free Trade Pact

South Korea and the European Union sealed a bilateral Free Trade Agreement (FTA), based on which the two sides will enjoy stronger economic ties. The FTA will take provisional effect on 1 July next year.

### Trade Surplus

South Korea posted a trade surplus of US\$ 4.53 billion in September, registering a surplus for the eighth consecutive month.

### IT Exports

This year, the growth in South Korea's exports of IT products is likely to far exceed government forecast on the back of strong global demand. Overseas shipments of IT products are likely to jump 24.8% this year as compared to the previous year.

## Commonwealth Nations

### CII's Commonwealth Business Forum

The Commonwealth Business Forum (CBF), a CII initiative, saw the participation from 23 Commonwealth countries in the inaugural plenary session on 5 October. CII also signed 2 MoUs, with the Scottish Chambers of Commerce and with the Scottish Council for Development and Industry, respectively. Scotland is the next destination for the 20th Commonwealth Games at Glasgow in 2014.

CII had entered into an MoU with the Commonwealth Games Organizing Committee 2010 to create a platform using the Commonwealth Games as an opportunity to further the economic interests of India amongst the Commonwealth countries. The Forum, organized in partnership with the Commonwealth Business Council, featured more than 20 sessions spread over 5 days, addressing the key sectors which have a potential of growth and will shape the future course of action for Indian industry.

"Now its time to prepare for the future as there is limitless opportunity in India," said Mr. Anand Sharma, Union Minister of Commerce and Industry, India, at the Inaugural Session. Trade between Commonwealth countries will look into more diverse sectors as there are sweeping changes happening in recent decades, he added.

Mr. Michael Fennell, President, Commonwealth Games Federation, said that the Games will leave behind a rich legacy of infrastructure which businesses can use to maximize their objective.

Mr. Hari S Bhartia, President, CII, said initiatives were taken to spread the message about the Games and the business programme across the Commonwealth countries using CII's international outreach through its overseas MoU partners, Indian Missions abroad, and the High Commissions of Commonwealth countries in India.

Mr Ajay Shriram, Co-Chairman, Business Club India, said that the high level of interest and involvement seen from visiting business delegations in the Commonwealth Business Forum reflects the potential to further enhance trade and investment among the Commonwealth countries.

The countries who participated in the CBF and the plenary sessions were Canada, Australia, Singapore, Republic of Uganda, Zambia, Cameroon, United Kingdom, Kenya, Scotland, Trinidad & Tobago, Ghana,



Nasir Aslam Wani, Minister of State for Tourism, J&K; Sanjay Kothari, Additional Secretary, Ministry of Tourism; Dr Naresh Trehan, Chairman, CII National Committee on Healthcare & CMD Medanta – The Medicity; Sudha Pillai, Member Secretary, Planning Commission; Nakul Anand, Chairman, CII National Committee on Tourism & Divisional Chief Executive – ITC Ltd – Hotel Division; and Arjun Sharma, Co-Chairman, CII National Committee on Tourism & MD, Le Passage, India

Wales, Lesotho, Mauritius, New Papua guinea, Malaysia, Botswana, Gambia, Malawi, Namibia, New Zealand, Slovak Republic and Pakistan.

The interactions showed that the broad opportunities in multisectoral trade lie in sectors like healthcare, pharmaceuticals; education, skill development, etc. Indian trade with Africa will be more private sector driven. Innovation to create low cost products, new business models and application of micro finance, which is India's strength, can be applied to the developing market and help the Commonwealth countries achieve synergies.

The key areas which are likely to see the forging of business ties are infrastructure, manufacturing, logistics and industries with low carbon emission. Infrastructure development would continue to be an essential stimulator as well as the foundation for India to grow at rapid pace. The IT sector is also becoming highly globalised. India's future lies in becoming the Innovation and R&D hub which will help India develop global partnerships.

The CBF also had sessions on Luxury, Medical Tourism, the Delhi Mumbai Industrial Corridor and IT.

The series of conferences included a full day dedicated to Medical Value Travel promoting tourism and India as a destination. Ms Sudha Pillai, Member Secretary, Planning Commission addressed the Conclave on 'Integrating Tourism into Mainstream Development & Medical Value Travel.' Medical tourism as it is likely to grow at a CAGR\* of over 27 per cent 2009–12, generate revenues worth US\$ 2.4 billion by 2012. The number of medical tourists are anticipated to reach 1.1 million by 2012. India's share in the global medical tourism industry will climb to 2.4 per cent by the end of 2012.

## Europe

### Germany

#### Politics

There is an on going debate about whether Germany should encourage immigration to help overcome an expected long-term population decline. The demographic trend means that the

German labour market is losing 250 000 working age entrants per year. Mr. Rainer Brüderle, the German Minister of Economy, said at the BDI-Day in Berlin, that the shortage of skilled labour was costing Germany about € 15bn a year.

Drastic cuts in the German Military have been proposed by the Minister of Defence based on a study by an expert commission.

Ms Merkel is fighting for a permanent 'crisis resolution mechanism' for the Eurozone that would replace the € 440bn rescue fund agreed on by the EU Finance Minister in May. She also wants a treaty change to suspend the voting rights of member states to enforce strict limits on public borrowing and budget deficit. An amendment to the treaty will accommodate a permanent bail-out fund in order to prevent a future Greek-style debt crisis.

#### Economy

The German Minister of Economy forecasts higher-than-expected growth. GDP is expected to rise by 3.4 % this year and 1.8 % in 2011.

France and others have criticized Germany, claiming its reliance on exports instead of boosting the domestic consumption. However Mr. Brüderle defended Germany's economic course, saying that Germany did not manipulate its currency to gain economic advantage, and warned of the dangers for the growth of currency war or trade war.

There is a dispute about pay rises between the government and the business community. The BDI and the Chamber of Commerce said that companies have to concentrate on investments that had been delayed by the global crisis.

The IFO business climate index in October rose



again to 107.6, a gain of 1.2 points since September.

Unemployment in Germany fell below 3 million in October for the first time in 18 years.

#### Businesses

**Automotive:** The export-dominated car sector, which accounts

for a fifth of Germany's industrial revenues, has reported a further acceleration of demand in October driven by emerging markets and the US, and also parts of Europe.

Domestic sales are still low: at -18 % in September in comparison to last year's figure. However, exports, at +5 % growth were good.

Daimler increased its full year EBIT – target to over € 7bn after previously forecasting € 6bn.

BMW enjoyed double-digit sales growth in the first nine months of this year and plans to launch an electric car made of lightweight aluminum and carbon fibre in 2013.

VW, Europe's largest carmaker, for the first time in its history sold over 5m cars in the first nine months of the year.

Porsche looks to accelerate Chinese sales and aims to turn rich Chinese car buyers from back-seat passengers into self-driving sports car enthusiasts.

**Electrical + Electronics Industry:** New orders in the German electrical and electronic industry increased by 27% in August (YoY). Export orders have increased by 34% and domestic orders by 21%.

#### Utilities

A decade ago the Social Democrats (SPD) and the Greens agreed with Germany's four big utilities to close all 17 nuclear power plants by 2021. The Chancellor however managed to postpone this deadline and extend the lifetime by an average of 12 years. Ms Merkel said this lifetime extension is a vital bridge to renewable energy, which should generate 50 % of German electricity by 2030. The 4 utilities will pay about € 30bn in special taxes and renewable contribution until the last nuclear plant closes in 2035.

## Middle East

### Bahrain

CII organized an interactive session with Mr Mohan Kumar, Ambassador – Designate to Bahrain, on 28 October in New Delhi. The session was held to brief Mr Mohan Kumar on CII's engagement with Bahrain and also to share Indian Industry's experiences of working in/with Bahrain. Companies representing sectors like Oil & Gas, Pharma, Engineering machinery, Education, Healthcare, Infrastructure etc were present at the session.



Mohan Kumar, Ambassador – Designate to Bahrain and Sanjay Singh, Vice President, Tata Services Ltd

Director General of Foreign Trade (Asia & Oceania), Islamic Republic of Iran, Mr Sayed Mohamed Qasim Kholdinasab, Director for Foreign Investment OIETAI, Ministry of Economic Affairs & Finance, Mr Chitranjan Kapur, Chairman & Managing Director, Heavy Industrial Minerals Pvt Ltd and Mr Faraz Edrissian, Managing Director, Sarfarazan Persia and Board Member of Iran-India Business Council. The seminar included focused presentations on sectors such as EPC, Energy, Auto Components and Manufacturing by CII delegates, and perspectives on India Iran cooperation in these sectors.

CII members also met with Dr. Mehdi Fakheri, Vice President for International Affairs, Iran Chamber of Commerce, Industries & Mines (ICCIM), Mr Sayed Mohamed Qasim Kholdinasab, Director for Foreign Investment OIETAI, Ministry of Economic Affairs & Finance, and Mr Hossein Kashanpur, Governor and businessmen of Robat Karim County, one of the active industrial hubs of Iran, well connected by road/air and is close to Tehran. The delegation also visited the Yazd province, where business meetings were organized by the Yazd Chamber of Commerce, Industries & Mines and by the Exporters Union of Yazd. Both the meetings were addressed by Mr M R Babaei, Deputy Governor General of Yazd Province. Mr Seyed Ahmad Akhvan Dastmalchi, President of the Yazd Chamber of Commerce and Mr Amant Yazdi, General

### Iran



Sanjay Singh, Ambassador of India to Iran, Amir Talebi, Director General of Foreign Trade (Asia & Oceania), Islamic Republic of Iran, Sayed Mohamed Qasim Kholdinasab, Director for Foreign Investment OIETAI, Ministry of Economic Affairs & Finance, Chitranjan Kapur, CMD, Heavy Industrial Minerals Pvt Ltd and Faraz Edrissian, MD, Sarfarazan Persia and Board Member, Iran-India Business Council

CII organised a 12-member Mission to Iran from 6-9 October. For the 4th consecutive year, a CII delegation visited coinciding with the Tehran International Fair. This time too, CII participated in the fair.

Another highlight of the visit was the 'India Iran Business Seminar' on 7 October, organised by CII, in partnership with the Embassy of India, the Iran-India Business Council (IIBC) (Iran), the Iran Chamber of Commerce, Industries & Mines (ICCIM), Tehran, the Iran Trade Promotion Organization (ITPO), the Ministry of Commerce and Organization for Investment, Economic & Technical Assistance of Iran (OITETAI), and the Ministry of Economic Affairs & Finance, Islamic Republic of Iran.

Over 200 businessmen from Iran attended the event. The inaugural session was addressed by Mr Sanjay Singh, Ambassador of India to Iran, Mr Amir Talebi,

Manager, Yazd Exporters Union also shared their views on the various opportunities to enhance India Iran economic and commercial relations. CII signed a MoU with the Yazd Chamber of Commerce, Industries and Mines during the visit.



CII delegation at the the Yazd Chamber of Commerce and Industry

## United States of America

### India Business Forum Interaction with Ambassador Meera Shankar



Members of the India Business Forum with Meera Shankar, Ambassador of India to the US; Amb. Arun Singh, Deputy Chief of Mission, Vinay Kwatra, Minister (Commerce), Embassy of India and Kiran Pasricha, Deputy Director General, CII

The CII-India Business Forum, in partnership with the Embassy of India, Washington DC organized a closed door business interaction with Ms. Meera Shankar, India's Ambassador to the US on 18 October 2010 at the Embassy of India, Washington DC. The meeting was attended by representatives of 22 Indian companies that have operations in the US. During the interaction, IBF members shared new initiatives launched by their companies, activity related to mergers and acquisitions, job creation data etc with Ambassador Shankar. They also raised some key issues and challenges facing Indian industry in the US.

- Companies discussed some of the recent protectionist measures adopted by the US Congress, such as the Border Security Bill, the Ohio ban on outsourcing etc. The main message to the US administration in this context has been that US-India services trade is largely balanced, and that unemployment in the US has been in sectors such as manufacturing, construction and building and financial services-not in IT. Thus, the worry over 'outsourcing' is misplaced to a great extent.
- Members also expressed concern about excessive regulation and monitoring of Indian pharmaceutical products by the US recently.
- It was acknowledged that Indian FDI into USA is now increasing at a higher rate than US FDI into India. The US also acknowledges that FDI from India is now the second fastest growing, only behind UAE.
- The constraints faced by Indian banks operating in the US were also noted. Indian banks do not have access to FDIC insurance for new branches. Also, expansion in the retail banking sector is constrained, which prevents Indian banks from expanding their operations, and setting up new offices.

- The severe competition being faced by the Indian gems and jewelry industry in the US was also cited as a source of worry. Given the significant benefits being given by China and Dubai to companies, the Indian gems and jewelry industry is getting squeezed.

It was emphasized that there was a glaring lack of awareness amongst US government officials about the contribution of Indian industry to the US economy. It was suggested that CII reach out to all participants to gather information about the companies' investments in the US, employment data, future growth plans and so forth

through a questionnaire. This data would be critical in clarifying the tremendous work being done by Indian companies in the US and to remove misperceptions about the same. Members expressed the hope that President Obama's visit to India would help usher in a new chapter of cooperation between India and the US.



B Muthuraman,  
Vice President, CII

### Meeting with Vice President, CII

CII USA organized a meeting in honour of Mr. Muthuraman, Vice President, CII, and Vice Chairman, Tata Steel and Chairman, Tata International on 12 October in Washington DC.

The meeting was attended by key individuals from the US and Indian governments, corporate sector and the think tank community.

With the upcoming elections in the US, there was much discussion on the subject of a shift in the composition of the US Congress, which may lead to a change in the current anti-trade sentiment in Congress. However, given the persistent high unemployment ratio and low economic growth, much progress on this front may not be possible. Protectionist measures coming out of the US Congress were also addressed as a point of concern. New tax policies adopted by several US states too are likely to impact foreign companies.

Several participants urged that India should join efforts by USA to pressure China into changing its currency policy. Concerted efforts by various countries is the only way to help bring about change. In places like East Asia, South America etc, there is much that US and India can do together. Especially in South America, where the Chinese are involved in a big way, the initial expectation of the benefits Chinese investment would bring has given way to

the reality that these investments often do not bring real development in the communities. There are also significant issues related to labor and environmental degradation. These issues are already being seen in Africa as well. In such places, US and Indian joint involvement could present an alternative model of economic development.

### CII Meeting with Bob Blake, Assistant Secretary, US Department of State

CII officials held a meeting with Robert Blake, Assistant Secretary, US Department of State on 21 October in

New Delhi. Mr Blake and Mr Tarun Das, Chairman, CII India US Council, discussed US President Barack Obama's upcoming trip to India in November 2010. They exchanged ideas on concrete proposals and deliverables that could result from the President's official visit. With the objective of involving industry members and strengthening the collaboration between the private sector in India and the US, they shared proposals in the agriculture, education and energy space that could be mutually beneficial.

### Spotlight: IBF Members

#### TCS raises hiring target to 40,000

Tata Consultancy Services has upped its hiring target, largely due to the rebound in demand for IT services. It will now take on board 40,000 employees as against its earlier target of 30,000. At the end of the quarter, the company's employee strength stood at 1,63,700. Foreign nationals formed 7.2 per cent of the total employee base, of which 31 per cent were women.

#### Infosys makes a play for parallel computing

Infosys Technologies Ltd has entered into a research and education pact with the University of Illinois at Urbana-Champaign, initially committing \$250,000-500,000 to massive parallel computing. Infosys' research arm, Software Engineering and Technology Labs will work with the UIL on harnessing the technology, said chief mentor N.R. Narayana Murthy.

#### Western Union, SBI mobile money transfer service

Western Union and State Bank of India (SBI) said that SBI account-holders will soon be able to receive cross-border money transfers in their bank accounts

using just their mobile phones.

America's prestigious Harvard Business School has received a whopping USD 50 million from the Ratan Tata-led Tata Group, the largest gift from an international donor in the institution's 102-year history.

### US Economy & Policy Watch

New GDP numbers show that the US economy is growing only slowly. The US economy grew at an annualized rate of 2 percent from July to September, a tepid showing that underscored a sluggish recovery. The 2 percent rate of growth in the gross domestic product, the broadest measure of trade in US goods and services, represented good news in that it fell within the range of analyst expectations and did not provide a pre-Halloween scare.

WORLD FOREX: The dollar dropped broadly against its major rivals on 28 October as positive global economic data encouraged investors to move into higher-yielding currencies. The prospect of imminent Federal Reserve action to prod a recalcitrant US economy also led investors to shun the greenback.

## Know India Programme

The 15th edition of the Know India Programme was scheduled from 6-26 September. Twenty-eight participants from 9 countries, namely Australia, Canada, Fiji, Israel, Iran, Malaysia, South Africa, Trinidad and Tobago and UK, participated in the programme.

The 'Know India Programme' is organised annually by India's Ministry of Overseas Indian Affairs, with CII as its Institutional Partner, to familiarize Indian Diaspora youth, in the age group of 18-26 years, with the developments and achievements made by the country, and bring them closer to the land of their ancestors. The Programme provides a unique forum for students and young professionals of Indian origin to visit India,

share their views, expectations and experiences and to bond closely with contemporary India.

The participants visited Assam and Meghalaya in the North Eastern Region during the programme.



Participants of 15th Know India Programme with Vayalar Ravi, Union Minister for Overseas Indian Affairs



## Opportunity Africa

On the occasion of Pravasi Bharatiya Divas 2010 (South Africa), the Overseas Indian Facilitation Centre (OIFC) in association with CII, the Ministry of Overseas Indian Affairs (MOIA), and the Indian Consulate in Durban, organised a Business Round Table on 'Opportunity Africa' in Durban, South Africa, on 1 October.

The Round Table, attended by over 100 prominent business leaders and professionals from India and Africa, was held against the backdrop of emerging business opportunities in India and Africa, and the role that the Indian diaspora can play to not only capitalize on these opportunities, but also help build synergies between Indian and African businesses. The possibility of enhancing economic and trade relations between India and



Africa and particularly South Africa were discussed in the meeting focusing on four crucial sectors: IT; skill enhancement and education; pharmaceuticals; mining and minerals; and, infrastructure.

The recommendations, which included the need for regular dissemination of investment and business opportunities in India; and the facilitation of business interests in India of the Indian diaspora based in Africa, in particular the SMEs, were placed at the Business Plenary

Session of the PBD Conference on 2 October.

In addition to taking these recommendations forward, the OIFC plans to organize similar Round Tables in other select regions of Africa. An MoU between the Durban Investment Promotion Agency (DIPA) and the OIFC is also proposed.



Rajen Reddy, CEO, KZN Oil, Logie Naidoo, Deputy Mayor, eThekweni Municipality, TW Mchunu, MEC for Transport, Safety and Security, eThekweni Municipality, Ashok Sewnarain, CEO, IBV, Dr A Didar Singh, Secretary, Ministry of Overseas Indian Affairs, Virendra Gupta, High Commissioner of India to South Africa, and Raman Dhawan, MD, Tata Africa Holdings (SA) (Pty) Ltd

## Three More States Join as OIFC's Partners

State Government agencies of Gujarat, Orissa and Punjab have taken up membership of OIFC as State Partners. Kerala and Karnataka had taken up OIFC membership earlier in 2009.

The OIFC, a not for profit public private initiative of the Ministry of Overseas Indian Affairs (MOIA) and CII, was established in 2007, with a mandate of promoting overseas Indian investments into India and facilitating business partnerships; and assisting States in India to project investment opportunities to overseas Indians.

The State Partners have an opportunity to utilize the OIFC platform to project the economic opportunities in the State and engage NRIs/ PIOs in development projects.

The MOIA actively partners with State Governments on a variety of diaspora - related matters including policy formulation, research studies on migration, emigrant

welfare schemes, etc. States such as Punjab, Karnataka, Kerala, Gujarat, Goa, and Andhra Pradesh, which have large diaspora numbers, have also set up special centers / agencies to facilitate NRIs / PIOs engagement with their state of origin.

At the 3rd State Consultation Meeting of State Governments, organized by MOIA on 28-29 October, senior government officials from 15 State governments shared best practices, and deliberated on emigration issues.

Ms Shefali Chaturvedi, CEO, OIFC made a presentation to the delegates on OIFC's services and Dr Didar Singh, Chairman, OIFC and Secretary, MOIA urged the State Government officials to utilize the OIFC, platform. Many more states expressed interest in becoming OIFC state partners following this meeting. ■

# India REGIONAL R O U N D U P

## East

### Chhattisgarh

#### Roundtable on Internal Security

5 October, Raipur



Roundtable on Internal Security in Raipur

CII Eastern Region has constituted a Task Force on Internal Security to contribute to the economic prosperity of the region through improved integration of security risk management on a common platform. A Round Table on Preparedness in Internal Security deliberated on the Internal Security related issues, queries and concerns being faced by the industry in the State.

#### Rajyotsav & Enterprise Chhattisgarh 2010

26 October – 1 November, Raipur

CII Chhattisgarh State Council and Chhattisgarh State Industrial Development Corporation (CSIDC) successfully organized Rajyotsav & Enterprise 2010 in Raipur. The show attracted more than 5 lakh people. Enterprise Chhattisgarh 2010 showcased the industrial potential of the state. It also provided an opportunity for forward linkage for the art and craft industry of Chhattisgarh.

#### Building Capability, Accelerating Growth

27 October, Raipur



Roundtable on 'Building Capability Accelerating Growth' in Raipur

The Roundtable on Building Capability Accelerating Growth focused on Building Capability Accelerating Growth through Industry - Institute Linkage and Skill Development. The Chief Guest for this programme was Mr Narayan Singh, Principal Secretary (Technical Education & Manpower Planning), Chhattisgarh.

### Jharkhand

#### Road Building

1 October, Ranchi



Arjun Munda, Chief Minister of Jharkhand, inaugurating the Conference on Building Roads

Development of road infrastructure has assumed paramount significance with the expansion of industrial activities in Jharkhand. A smooth and effective communication network is a prerequisite to sustain the industrial boom in this state. Mr Arjun Munda, the Chief Minister of Jharkhand, addressing the conference on 'Building Road: Accelerating Growth & Generating Capability' promised the construction of 2000 kms of quality road in Jharkhand in a time-bound manner. Mr A K Singh, Chief Secretary, Jharkhand, also addressed the gathering.

### Odisha

#### Completion of Capacity Building Initiative

23 August – 8 October, Bhubaneswar



Participants in the employment generation courses

CII and Balasore Alloys Ltd. in association with Sailaja Software Export Pvt. Ltd. (SSEPL) had launched four

employment-generating course modules in the stream of Sales, Retail, Accounting and Customer Care for Graduates and Undergraduates. The course module was scheduled for 30 days originally but was extended to 45 days. Out of 230 applicants, 40 students were selected through a written test, followed by a counseling session. Most of the students have now been successfully placed in various organizations.

### Statutory Compliances & Labour Laws

8 October, Bhubaneswar



Workshop on Labour Laws

The workshop on Statutory Compliances & Labour Laws touched upon the present IR scenario, important laws and their implications in Statutory Compliances.

## West Bengal

### Banking Colloquium 2010

4 October, Kolkata



Banking Colloquium 2010

Banking Colloquium 2010 had dedicated sessions on Policy Dimension, Financial Inclusion, Financing Infrastructure and Corporate Debt Restructuring. Mr K V Eapen, Joint Secretary, Department of Financial Services, Government of India, as well as the top leadership of various banks addressed the gathering.

A CII – CARE Study on 'Challenges in Risk Management' was unveiled at this forum.

### Indian Tea Forum

4 – 6 October, Siliguri

Tea is the major industrial sector in North Bengal, not



Indian Tea Forum in Siliguri

only providing economic stability, but also contributing towards the environment and the society. It generates an annual turnover of US \$ 400 million, which is more than the turnover of the tourism industry in North Bengal.

CII North Bengal, in association with Tea Board and the Siliguri – Jalpaiguri Development Authority organised The Indian Tea Forum, a three day programme comprising of a conference, Tea Tasting, Buyer Seller Meet, Business Networking, Exhibition presentation on Tea Park, Tea Tourism and Tea Garden Visit.

### Higher Education Meet

8 October, Kolkata



Satish Ch Tewari, Principal Secretary, Higher Education, West Bengal, unveiling the Study Report on Management Education in India at the Higher Education Meet

The Higher Education Meet focused on 'Globalisation and Higher Education: Expansion, Excellence and Inclusion.' A Study Report on Management Education in India was released at the Meet.

### Advantage@HR

9 October, Kolkata

The Conference on Advantage@HR with the theme 'Building People Creating Value' deliberated on the need for creating value through building people. It also stressed on the need for capability building to combat the challenging future.



G K Pillai, Chairman, CII Jharkhand, and CMD, HEC Ltd; Sudhir L Deoras, Chairman, HR & IR Subcommittee, CII (ER); B B Singh, Director – Personnel, SAIL; and Dr S Mohan, Director – HR, Bharat Petroleum Corporation Ltd

### Towards Tourism Excellence

28 October, Kolkata



Conference on Tourism in Kolkata

Towards Tourism Excellence was the first initiative of its kind, with presentations, discussions, sharing case studies, best practices etc. The conference deliberated on creating tourism products with effective branding and marketing to attract domestic and international tourists. Mr T V N Rao, Managing Director, West Bengal Tourism Development Corporation was the Chief Guest.

### Interactive Session with ECGC

29 October, Kolkata



Geetha Muralidhar, Executive Director, ECGC; and Sanjay Budhia, Chairman, CII National Committee on Exports

Ms Geetha Muralidhar, Executive Director, Export Credit Guarantee Corporation of India Limited (ECGC) addressed an interactive session on the role of Export Credit Guarantee and Insurance in boosting international trade.



Inauguration of NIRMAAN – Designing the Future

### NIRMAAN – Designing the Future

29 October – 1 November, Kolkata

NIRMAAN – Designing the Future, was a B2B and B2C International Conference and Exhibition for the Architecture, Building, Construction and Design Industry. Alongside, leading manufacturers showcased their latest products and technology and new-uses in these areas. Eminent speakers from across the globe shared their experiences and knowledge in the conference.

### Financial Market Conclave

30 October, Kolkata

The Financial Market Conclave focused on policy issues and dynamics of all asset classes including Equity, Debt, Mutual Fund, Commodity, Currency, Interest Rate Future, Private Equity etc keeping in mind the volatile global and domestic economic scenario and policy changes in India’s domestic financial market. Mr J N Gupta, Executive Director, SEBI, and Mr N C Maheshwari, Alternate President, ANMI, addressed the gathering.



Kurush Grant, Chairman, CII (ER); J N Gupta, Executive Director, SEBI; and N C Maheshwari, Alternate President, ANMI at the Financial Market Conclave in Kolkata

## North

### Chandigarh

#### CII Chandigarh Fair 2010

29 October- 1 November



Pardeep Mehra, Advisor to the Administrator, UT Chandigarh inaugurating Chandigarh Fair 2010

In its 15th edition, the CII Chandigarh Fair once again brought in a wide array of Indian and international brands of consumer products. Spread across 5000 sqm the Fair had 121 new exhibitors among a total of 421 and saw a footfall of over 2.5 lakhs over 4 days. The fair was inaugurated by Mr Pardeep Mehra, Advisor to the Administrator, UT Chandigarh. For the first time ever there was a 350 sqm social exposition to promote the cause for the society by the society. This included items made by inmates of Tihar Jail, handicrafts from the differently-abled and hand embroidered works of the beneficiaries of skill development initiative for women. In the international section there was participation from ASEAN countries. The Pakistani pavilion had participation from over 84 companies.

#### Quality Circle Competitions

6 October, Haridwar; 11 October; 22 October, Chandigarh  
The preliminary rounds of the 23rd Quality Circle Competition concluded in the Northern Region. The top three teams from each of the Preliminary Contests will compete at the Regional Final, scheduled for February 2011.

#### Ecopreneurs show the way

4 October, Chandigarh

At the session organized by CII along with the Bharatiya Yuva Shakti Trust (BYST), HRH Prince Charles, Prince of Wales awarded the winners of the Unique Business Idea Contest & the BYST Green Ambassadors in the



Prince Charles, HRH Prince of Wales giving away the certificate to the winners, as Prakash Singh Badal, Chief Minister of Punjab; and Shivraj V Patil, UT Administrator & Governor Punjab, look on

presence of UT Administrator & Governor, Punjab Shri Shivraj V Patil and Chief Minister of Punjab, Mr. Parkash Singh Badal. Prince Charles is promoting several worthy social causes worldwide with particularly strong commitment to climate change.

#### Senior Citizens' Living

15 October, Chandigarh



Rajan Kashyap, Ex-Chief Secretary, Punjab and Chairman, CLTA; R M Khanna, Chairman, CII NR; and Harpal Singh, Past Chairman, CII NR

The key to ageing gracefully lies in financial planning for the twilight years. This was the essence of the roundtable on senior citizens. Participants including Mr RM Khanna, Chairman, CII Northern Region and Mr Harpal Singh, Past Chairman, CII Northern Region opined that institutional support from the government & corporate sector are imperative.

#### Jammu and Kashmir

##### CII Leh Rehabilitation Project

30 October, Ladakh

Mr P Chidambaram, Union Home Minister, inaugurated the first house constructed by CII in Saboo village in Ladakh under the CII Leh Rehabilitation project



P Chidambaram, Union Home Minister inaugurating the first house constructed by CII in Saboo village

and handed over the key to the beneficiary. CII has built 2 model houses using local available material at an approximate cost of Rs 5 lakhs. These are an improved version of the traditional Ladakhi houses with strengthened earthquake-resistant structures. CII will construct 50 houses in Saboo and 2-3 other villages identified by the Government.

## Punjab

### Drive against Drugs

20 October, Ludhiana

The drive to fight evils of drug abuse and promote drug de-addiction especially among vulnerable groups such as industrial workers and students, was launched with about 50 workers from Hero Cycles Limited (Mangli Div) Ludhiana. This drive is being spearheaded by the Zonal Chairman; Mr. Inderjit Nagpal along with CII Member, Dr Rajesh Thapar, District President for National Integrated Medical Association (NIMA) India & MD, Herbotech India Limited.

### Exploring New Horizons

8 October, Amritsar

Exploring new horizons for shaping ties between Punjab and what's popularly known as mini Punjab-Canada, Mr Scot Slessor, Canadian Consul General, in an interactive session reinforced that the large Punjabi diaspora and historical ties provided a real opportunity for Punjab to engage actively with Canada and leverage on the strengths of this relationship.



Scot Slessor, Canadian Consul General

## Uttar Pradesh

### Biomedical Waste Management

6 October, Lucknow

The conference called for streamlining of the process of collection and disposal of Bio Medical Waste in the State keeping in few the safety issues. Chief Guest Prof Saroj Chooramani Gopal, Vice Chancellor, Chhatrapati Shahuji Maharaj Medical University, stressed upon the need to incorporate Biomedical Waste Management as a subject in the Medical Studies curriculum.

### CII Corporate Cricket Cup 2010

9 October – 31 October, Lucknow

The first edition of the CII Corporate Cricket Cup 2010 was organised to commemorate the spirit of competitiveness of Indian industry and its resilience in sustaining the growth momentum. 11 teams of industry members were played over the weekends in various stadiums in Lucknow. Mr Deepak Sharma, the renowned cricket coach from National Sports College Lucknow who has trained national players such as Mr Suresh Raina, Mr RP Singh and Mohd. Kaif, inaugurated the event.

### Dr Kalam in Lucknow

7 October, Lucknow



Dr APJ Abdul Kalam, Former President of India, addressing, Also seen: Charu Mathur, Regional Director, CII NR; Jayant Krishna, Chairman, CII Uttar Pradesh; B L Joshi, Governor, Uttar Pradesh; Atul Kumar Gupta, Chief Secretary, Uttar Pradesh; and Ved Krishna, Vice Chairman, CII Uttar Pradesh

Expressing high hopes from the youth of the State, Dr Kalam said "If UP prospers; India will prosper too." Setting a 10 year time frame for Providing Urban Amenities in Rural Areas (PURA) in the State, he urged the industry to join the task of making UP free from TB, leprosy and polio, taking IT to villages, tripling of per capita income, achieving 100 percent literacy rate – especially among women and reducing infant mortality rate below 10. His Excellency Mr B L Joshi, Governor – UP, Mr Atul Kumar Gupta, Chief Secretary – Government of Uttar Pradesh, Mr Jayant Krishna, Chairman – CII Uttar Pradesh were also present at the session.

## South

### Prevalence and Control of Disease



Dr Nalini Krishnan,  
Chairperson,  
Healthcare  
Sub-Committee,  
CII (SR)

22 October, Chennai

Dr P Kuganantham, Health Officer, Chennai Corporation addressed a Round Table on Prevalence and Control of malaria, dengue, H1N1 with a focus on how the corporates could support the government's initiatives to control these diseases.

### Reactive to Proactive

23 October, Chennai



Conference on Infrastructure Security

Physical threat, security needs, concerns, norms/policies, architecture risk assessment and countermeasures were discussed by Mr R Sri Kumar, IPS (Retd), Vigilance Commissioner of India, and Ms Letika Saran, Director General of Police, Tamil Nadu at the conference on Physical and Soft Infrastructure Security "Reactive to Proactive".

## Andhra Pradesh

### Interactive Session

4 October, Hyderabad



Session with Queensland Government, Brisbane, and Ipswich Mayoral Mission

Councilor Campbell Newman, Lord Mayor of Brisbane and Councilor Paul Pisasale, Mayor of Ipswich participated in a session organised to help build strategic relationships with the two countries. The aim was to explore tie-ups in IT & biotechnology, education, aerospace, ICT and construction industry with a view to generate business and employment.

### CII Mission on Manufacturing Excellence

6 – 8 October, Chennai



CII Mission Members at Lucas TVS

A mission was organised to understand the best manufacturing practices for environment-friendly technologies, performance improvement, management techniques and HR initiatives. The members visited Rane Valves, WABCO-TVS, Sundaram Clayton, Lucas TVS, Delphi TVS, and Fenner (India) Pvt. Ltd.

### Session on Labour and Employment

13 October, Hyderabad



D Sreenivasulu, Secretary, Labour & Employment, Andhra Pradesh;  
HK Nagu, Commissioner-Labour, Andhra Pradesh;  
and Debashis Basu, Convenor, HR Panel, CII Andhra Pradesh

Mr. D Sreenivasulu, Secretary, Department of Labour & Employment, Government of Andhra Pradesh interacted with policy makers and industry on issues and concerns relating to Labour.

### Investment Opportunities in Ethiopia

19 October, Hyderabad



Mehreteab Mulugeta, Minister Counselor, Economic and Business, Embassy of Ethiopia; Gennet Zewide, Ambassador of Ethiopia and M Babu Rao, Convenor, MSME Panel, CII Andhra Pradesh

Business opportunities in Ethiopia for the Andhra Pradesh Industry were discussed by Her Excellency Ms. Gennet Zewide, Ambassador of Ethiopia.

### Exports Session

26 October, Hyderabad

The Round Table on Foreign Trade Policy and Banking was a focused interaction between the Government and Industry on aspects related to exports. Key Speakers included Mr. P N Rao, Commissioner, Customs, Central Excise and Service Taxes, Government of India and Mr. Shiva Kumar, Chief General Manager, State Bank of India

### HR Trainings Series

27 October, Hyderabad

The HR Training Series on Building High Performance Work Culture was initiated with an aim to disseminate human resource development skills among HR professionals and practitioners, and to share information and experiences.

## Karnataka

### Doing Business in Singapore



S Chandrasekhar, Vice Chairman, CII Karnataka; Indraneel Roy Chaudhury, Convenor, Policy and Advocacy Panel, CII Karnataka; and Eng Keat Lee, International Director, Global Operations - Asia Pacific, Economic Development Board of Singapore

22 October, Bangalore

The seminar was organised in association with Economic Development Board of Singapore and PricewaterhouseCoopers with an objective to showcase investment-holding options in Singapore where international business can be effectively and efficiently managed.

### Deep Dive Workshops

23 October, Bangalore

The "Foundation for Profitability – Level II, Deep Dive Workshops" was launched to create awareness amongst SMEs on profitability and an intensive approach. It also provides mentorship assistance for overall growth and increasing profitability through implementation of advanced concepts and tools.

## Annual Manufacturing Conference

28 – 29 October, Bangalore

Industry members shared their views on contemporary know-how and emerging developments for the benefit of the manufacturing fraternity during the conference on Manufacturing for Digital Age: "Emerging Trends in Design and Manufacturing". Dr A P J Abdul Kalam, Former President of India



Dr A P J Abdul Kalam, Former President of India

highlighted the PURA model for social transformation which stresses on physical connectivity, electronic connectivity, knowledge connectivity, and economic connectivity.

## Kerala

### INFRACON – 2010

5-6 October, Kochi

The second edition of INFRACON, the Conference on Urban Infrastructure & Exposition on Architecture, Construction Technology, Materials, Interiors and Systems addressed diverse issues relating to the Infrastructure sector for making conducive business environment. Mr Sanjeev Kaushik, Secretary-Ports addressed the gathering on an innovative partnership model between Government and Industry to develop a roadmap for Urban Infrastructure in Kerala.

### Kerala Brand Conclave 2010

23 October, Kochi

CII-YI organised "Building Enduring Brands in a Changing World", to explore the secrets behind Brands that have endured the changing world order. The focus was to highlight ways to develop, manage and sustain brand value in sophisticated markets and leverage topics such as revolutionary online, new media branding strategies and global perspectives. Mr. T. Balakrishnan, Additional Chief Secretary, Industries and Commerce, Government of Kerala explained how the brand- "God's own country" was created.

## Puducherry

### 3rd TQM Forum

11 October, Puducherry

The Forum on "Toyota Production System (TPS) basics and how other companies can follow the Toyota principles successfully & benefit from it" was organised with, Mr. Adikessavane, former Cross Cultural Management Trainer, Toyota Motor Corporation, Japan.



The objective was to learn about TPS and the successful implementation of its principles.

### Total Quality

28 October, Puducherry

In order to develop cognitive activities such as thinking and problem solving, for entering in corporate world, it is required to understand the 3Qs - Intelligence Quotient, Emotional Quotient and Financial Quotient. The Seminar on "Enhance your TQ (Total Quality) by using 3Q (Intelligence Quotient, Emotional Quotient & Financial Quotient) organised with Mr Nambikkai Manian aimed at training participants to understand these through the Spiritual Quotient.



Nambikkai Manian, Corporate Trainer and Meenakshi Kumar, Vice Chairman, CII Puducherry

## Tamil Nadu

### Natural Gas Distribution

30 September, Coimbatore

In an Interactive Session, Mr Rajeev Mathur, Executive Director, Gas Marketing, GAIL (India) Ltd, highlighted the availability of Natural Gas and the facilities that the industry needs to create in this area. He was speaking with reference to the Gas Pipeline being laid from Kochi to Coimbatore.



Rajeev Mathur, Executive Director, Gas Marketing, GAIL (India) Ltd

### Making Your Workplace Healthy

9 October, Coimbatore

The Healthy Workplace session was organized to create awareness on the importance of wellbeing at workplace and employee delight for greater productivity.

## Tamil Nadu

### Direct Taxes Code

28 October, Chennai



Interactive Session on the Direct Taxes Code

An Interactive Session on the Direct Taxes Code was organized with Mr Sunil Mitra, Revenue Secretary, Ministry of Finance, Government of India. The idea was the implications of the bill on the economy, industry and the individual and getting the experts' opinion on issues affecting the corporate sector.

### Self Directed Work Team

29 October, Chennai

The objective of the SDWT Session was to create awareness and showcase the Self Directed Work Team concept that enables organizations to engage their employees in future-oriented work thereby encouraging and achieving unequaled growth.

### Manufacturing Mission to Europe

25 – 29 October: Germany, Denmark, Sweden



CII delegation at SKF, Sweden

The international study mission on Manufacturing and R&D Practices in Industries of Excellence in Europe provided members a unique opportunity to understand the best shopfloor practices adopted at world class organizations across Europe. The 9 member delegation visited manufacturing plants of Siemens, Bosch, Mann+Hummel, and WABCO in Germany; Danfoss, Denmark and SKF, Sweden.

## Zones

### Chennai

#### RFID/AUTO-ID

9 October, Chennai

The conference on RFID helped to gain an understanding of the position of competitors on the adoption curve, implementation of RFID/AUTO-ID and its impact on business processes in key functional areas.

#### Chennai 2020

19 October, Chennai

Dr M K Stalin, Deputy Chief Minister of Tamil Nadu & Dr L Mansingh, Chairman, Petroleum and Natural Gas Regulatory Board (PNGRB), Delhi addressed "Chennai 2020". The event was organised to benchmark Chennai as a sister city of Kula Lumpur and brand Chennai as a future city.



R Nandini, Chairperson, TN State Council & MD, Chandra Textiles; Dr L Mansingh, Chairman, PNGRB, Delhi; Dr M K Stalin, Deputy Chief Minister, Tamil Nadu; M Subramanian, Mayor, Chennai City Corporation; and T T Ashok, Deputy Chairman, CII SR

## Erode

### Session on ESI Act

8 October, Erode

Mr R Mohankumar, Joint Director Employees' State Insurance

Corporation India, Coimbatore addressed the Session organised to create awareness on the recent amendments made in the ESI Act.

### Lean System Thinking for Business Growth

23 October, Erode

The session was organised to create awareness on the Lean System Thinking for Business Growth.

### World Food Month

26 October, Erode

The awareness session on Food Safety tips to School children was held to educate small children on Food Safety tips.

## Madurai

### Learnings from Satyam

22nd October, Madurai

Padmashri Mr T N Manoharan addressed the session aimed at learning from the take over and revival experience of Saytam Computers Services Ltd.

## Trichy

### College Excellence Cluster

14 October, Trichy

The first college excellence cluster was launched with Jayaram Group of Institutions. This cluster will work to bridge the Industry academia gap.



S Gopinath, Chairman, CII Trichy Zone and W Christraj, Principal, Angalamman College of Engineering and Technology

## Vijayawada

### Industrial Growth in Vijayawada

01 October, Vijayawada

The Round Table Session on Industrial growth in Vijayawada saw senior party leaders representing Congress, Telugu Desam Party, CPI, CPI (M), Praja Rajyam Party and Lok Satta Party, sharing their perspective on the need to industrialize the zone, to tap the employment potential of the area.



Round Table Session on Industrial growth in Vijayawada

## Visakhapatnam

### Interactive Session on Service Tax

7 October, Visakhapatnam

The Chief Commissioner of Customs, Excise and Service Tax Mr. Chandras Mathur interacted with the industry on matters relating to various policy and procedural issues with specific reference to Service Tax.

### Destination Vizag

22 October, Visakhapatnam



S Gopalakrishnan, Chairman, CII (SR); R V S Raju, Vice Chairman, CII Visakhapatnam Zone; J Syamala Rao, District Collector, Visakhapatnam; and Shakti Sagar, Chairman, CII AP

Mr. S Gopalakrishnan, Chairman, CII Southern Region addressed Destination Vizag, a conference aimed at promoting the city as a favored IT investment destination by understanding the gaps in infrastructure, policies and skills.

### CEO Speak

22 October, Visakhapatnam

Mr. S Gopalakrishnan, Chairman, CII Southern Region, interacted with college students as a part of an initiative to bridge the gap between the academia and industry.

## West

### Goa

#### Interaction on Income Tax

19 October, Panaji

Mr Pankaj Gupta, Chief Commissioner, Income Tax, Government of India, addressed members on the challenges India is



Naveen Kapoor, Chairman CII Goa Council, and Pankaj Gupta, Chief Commissioner, Income Tax

facing with regard to its burgeoning population, poor standard of education, and lagging social infrastructure indicators. The IT Dept has registered a 500% increase in 7 years and its 'Cost of Collection' is below a country such as UK, he said. Mr Gupta noted that India had a long way to go given its ratio of taxes to GDP was only 11 to 12% compared to the 36% in OECD countries.

### Gujarat



Armando Guebuza, President of Republic of Mozambique

#### Delegation from Mozambique

1 October, Ahmedabad

CII organised an interaction with a delegation led by Mr Armando Guebuza, President of Mozambique with the objective of exploring bilateral opportunities for business. The delegation comprised of businessmen and senior ministers from the Government of Mozambique.

#### Rakia Georgia Free Industrial Zone

4 October, Ahmedabad

In an interaction organised by CII, Mr P K Chatterji, Head-Investment Promotion (South Asia), Rakia Georgia Free Industrial Zone, described the various benefits and opportunities available in Poti FIZ in Georgia for companies (including SMEs) engaged in manufacturing, trade, services, consulting and logistics.

#### CII Interactive Meet

5 October, Rajkot

An Interactive Meet to reach out to members and prospective members to sensitize them about the bouquet of services offered by CII in Gujarat was organised. The session also collated members' suggestions and advice on strengthening CII's activities.

#### Electrical Equipment Maintenance

6 October, Vadodara

The Electrical Equipment Maintenance workshop advocated a proactive approach to avoid failure in the electrical network. It focused on condition based maintenance and its correct application in the system.

#### FinTelligence

8 October, Vadodara

FinTelligence is an exchange and networking forum for finance decision makers. A session with Mr Narendra Hindocha, Partner, Jain and Hindocha, addressed Issues and Challenges in Tax Deduction at Sources.

#### Legal Aspects of Sales and Purchase

12 October, Vadodara

The workshop on legal aspects and best practices of Purchase and Sales focused on the importance of understanding provisions regarding warranties, delivery, inspections, rejections, quality, quantities, damages etc. for higher efficiency in an organization.

#### Gujarati Workshop on Kaizen

19 October, Vadodara

This workshop, conducted in Gujarati, was part of a series of training programmes for shopfloor managers and supervisors of MSMEs. The training focused on important issues related to quality, waste reduction, lean manufacturing and improving production efficiency.

#### ERP Awareness & Selection Guidance

19 October, Rajkot

The session apprised industry members on newer technology trends. The biggest benefactors of the new trends are the users who get solutions at very



Session on ERP Awareness

reasonable and affordable prices as compared to older systems which were not affordable by the SME.

#### Mission to Zimbabwe

20 October, Surat

CII organised a Mission to Zimbabwe to explore business opportunities for Diamonds Manufacturers in Surat. CII organised an interactive meet with Minister of Mines, B2B meetings and a seminar to facilitate the Surat Diamond Industry members to showcase their expertise & caliber.

## Interactive Meet

22 October, Surat

The objective of the Interactive Meet was to create awareness about benefits and procedural aspects of ESIC and provide a platform to CII members to interact with the Government Authority.

## Positive Attitude Workshop

22 October, Vadodara

CII organised a workshop with the objective of enabling participants to understand and implement the formula for Positive Attitude and master the art of allowing only Positive Thoughts in the Mind.

## Operational Excellence

22 October, Ahmadabad

The main objective of the Workshop on "Operational Excellence" was to develop hands on experience on all aspects, tools and techniques of Operations and Manufacturing Excellence.

## Customer Service Effectiveness

25 October, Rajkot

The workshop provided skills for developing a service oriented mindset and behaviour that creates customer loyalty i.e. building trust and rapport with customers.

## CII – VIIM Lecture Series "Ignite"

26 October, Bhavnagar

CII organised an Interaction with Mr Harshit Trivedi, Managing Partner, Green Era Foods & Nutraceuticals under the Ignite lecture series. This series provides a platform for exchanging thoughts with an entrepreneur and listening to success stories.

## ISO 9001: 2008 Quality Management Systems

29 October, Rajkot

CII Members and selected industry members were apprised of the ISO quality management systems and the benefits of implementation of ISO 9001:2008.

## Interaction on MSME

30 October, Bhavnagar

In an interaction Mr V M Jha, Deputy Director, In Charge, MSME Development Institute, Government of India briefed industry members on the National Manufacturing Competitiveness Programme and other such schemes available through the Institute.

## Madhya Pradesh

### Training Programme

6 & 7 October, Indore and 9 October, Jabalpur

This training programme was organised to developed effective supervisory skills including decision making, problem solving, planning, delegation and meeting management, organizing teams, identifying the need and designing new job roles, hiring & training new employees & employee performance management.

### 21st Quality Circle Competition

29 October, Indore



Tata International Ltd 'MANTRA' team

Mr Raghendra Kumar Singh (Collector – Indore) while speaking at the Valedictory Session of the Competition appreciated CII's efforts in playing a proactive role in India's development process, by integrating its functioning with the needs of the economy and industry. He congratulated CII on promoting awareness on quality for enhancing competitiveness of India Inc.

## Maharashtra

### Indo-Japan Business Cooperation Seminar

30 September, Pune

The Seminar helped to enhance alliances between Japanese and Indian companies in the Automobile and Auto Parts Market. Mr Yosuke Yanagase (President, Global Alliance Network, Japan) highlighted the importance of adopting a good strategy with quotes submission & reviews followed by technical presentations for achieving optimal results.

### Baramati Retreat

2-3 October, Pune

The Baramati Retreat created an atmosphere for the team to connect. The team visited an Agro farm and KVK institute, a leading training ground for farmers in and



Baramati Retreat: visit to BILT paper mill

around Maharashtra Agriculture. This was followed by a visit to a poultry farm and an Emu farm, a visit to the BILT paper mill, a trip to a winery, and a sugar factory.

### Interaction on Mozambique

3 October, Mumbai



Syamal Gupta, Chairman, Emeritus, CII Africa Committee & Advisor, Tata International Ltd; Armando Guebuza, President of Mozambique and Adi Godrej, Chairman, Godrej Group

Members at the luncheon interaction with Mr Armando Guebuza, President of Mozambique, discussed key areas of cooperation between India and Mozambique. The session was chaired by Mr Syamal Gupta (Chairman Emeritus, CII Africa Committee & Advisor, Tata International Ltd)

### QC Circle Competition

7 October, Kolhapur

Thirty one teams participated in the 23rd QC Circle Competition. Mr Pratap Puranik (Convener, Membership Development & Services Panel, CII Southern Maharashtra Zonal Council & Managing Director, Miinu Automec Pvt Ltd) highlighted CII's role in promotion of Quality Control Circles in the Indian Industry. He stressed the need of the involvement of the top management while adopting Quality Circle movement.



Winning QC Circle team

### HR Best

### Practices Study Mission

7-8 October, Pune

The HR Study Mission provided an insight on various spheres of Human Resource Practices. Participants shared views on the direction that needs to be taken to achieve excellence in Human Resource Management. The mission members visited Mahindra & Mahindra Ltd, Hindustan Lever Ltd, Godrej Industries Ltd and Larsen & Toubro Limited.

### Interactive Session

12 October, Mumbai



Brooks Entwistle, MD and Country Head, Goldman Sachs (India) Securities Pvt Ltd., and Lionel Barber, Editor, Financial Times

Mr Lionel Barber (Editor, Financial Times) during his address at the session titled "Next Steps for the Newspaper Business: An Editor's View from the Frontline" highlighted that adaptability to newer media and flexibility could pave the way for achieving success in the era of multiple media.

### Energy Management Awareness

14 October, Aurangabad

A programme was organised to create awareness on importance of energy conservation and reducing energy costs to become globally competitive. The Programme introduced the Green Building Council (GBC), as well as concepts of Energy Conservation, Energy Audit and Demand Side Management. It also helped to develop competence on self auditing techniques through actual case study presentations.

### Study Mission

14-15 October, Pune

CII organised a Study Mission to share best practices in Safety, Health and Environment (SHE). During the visits to their plants, Larsen & Toubro Ltd, Mahindra & Mahindra Ltd, Hindustan Construction Co. Ltd and Rashtriya Chemicals & Fertilizers Ltd in Mumbai, who have done commendable work in SHE, shared the best practices adopted by them.

## Six Sigma Course

14-16 October, Pune

CII – Institute of Quality (CII-IQ) organised the first module for a new batch of Six Sigma Black Belt Certification Course (Level I)

## Panel Discussion

15 October, Pune



Panel Discussion on 'Growth Opportunities for IT and Manufacturing sector

The Panel Discussion on Growth Opportunities for Information Technology and Manufacturing sector deliberated on the mutual benefits that could arise for the two sectors from working together. The specific focus was on Pune being a hub for IT and manufacturing sector.

## CII – Symbiosis Finishing School

16 October, Pune



Finishing School Students on a Plant visit

CII, in association with the Symbiosis Group, launched the 9th & 10th Batches of the Finishing School on 7th August 2010, as part of CII's Affirmative Action on reservation for SC/ ST students in private sector. A plant visit to Demag Cranes & Components (I) Pvt Ltd, Chakan was organized as part of the curriculum.

## France, Expect More

21 October, Mumbai

The "France Expect More" session highlighted the latest reforms implemented by the French Government to reinforce the country's attractiveness as an investment destination. The focus was on international mobility and improvements made to facilitate the deployment of Indian



At the session on France

employees in France.

## Faculty Development Programme

22 & 23 October, Pune

CII WR Task Force on ITI Upgradation has launched a series of training

programmes to train and provide industry exposure to the ITI faculty. The first in the series, a two-day training programme on 5S, Kaizen and Total Productive Maintenance (TPM), was conducted by Tata Motors at their premises in Pimpri, Pune. A visit was also organized to the Tata Motors plant and training centre.

## Assessment for Business Excellence

26-28 October, Pune

The Assessment workshop provided an integrated view of management for excellence and the increasing business challenges. It equipped participants with necessary business management and assessment skills for measuring effectiveness of various excellence initiatives taken by an organisation. Potential assessors for the CII-EXIM Bank Award for Business Excellence were also trained in this programme.

## MES Assessment of Physically Challenged

30 September, Mumbai

As part of the MES Assessments, CII assessed 29 physically challenged candidates trained through the Modular Employable Skills Scheme in Computer Operation, Electronics, Electrical repairs, automobile repair, book binding and garment making. The assessors were especially oriented to assess these candidates.



Assessment of physically challenged candidates