

India's Onus

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# NGI

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***Kanchan Banerjee delves into the rich past of the Emerald Isles, and urges the nation to take a leaf out of India's book to fast track growth and development.***

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# Lanka needs to leverage India's growth stature

**T**he connections between India and Sri Lanka are of epic proportions. Ramayan, is the link between two neighbors. But, the public memory is short. A total recall is unlikely even after seeing the satellite images of the legendary Ram Sethu that loosely connects the two countries.

While scholars and believers spar over the Ram Sethu, shared cultural, economic and political ties have all along strengthened the bonds. Though Lanka was vanquished in the title clash for the cricket World Cup by the men in blue, the healthy rivalry brought to bear the inextricable link between two nations, powered by sports. Both the countries share Buddhist and Tamil-Hindu traditions for millennia. Originally part of the Non-Aligned Movement after the Independence (India gained freedom in 1947, and Sri Lanka a year after), both joined the SAARC and are co-signatories of the SAFTA and more recently the Indo-Sri Lanka Free Trade treaties.

Though there have been sporadic ups and downs in the relationships between the two, the nations have been let minor hiccups to spoil the cordial ties. The bonhomie had peaked when both the countries were led by women — Indira Gandhi and Sirimavo Bandarnaike. India had provided air and naval support to Lanka to quash the armed uprising of JVP. But unfortunately the transit facilities given by Lanka to Pakistani Air Force, while India was helping Bangladesh in its liberation struggle in 1971, caused much damage to the relationship. Later, the Tamilians' bid to self-determination caused further turmoil. The India Sri Lanka Agreement (ISLA – 1989) and the presence of Indian Peace Keeping Force (IPKF) had led to diplomatic fallout, until the IPKF was withdrawn in 1990. Though, the Lankan government has managed to

quell the Tamil militancy, the Emerald Isle is in dire need of a slew of reforms. The need of the hour is a sustained truth and reconciliation mission between the majority Sinhalese and minority Tamilians to make both warring communities to be at peace with each other.

On the bilateral front, the trade between the two countries are rapidly increasing. Nearly 15% of all imports to Sri Lanka come from India, while India is the fifth largest export destination for Lankan goods. India is involved in several developmental projects in the island nation in health, education, training and energy sectors. India can and should help its neighbor to develop in a big way. We're living in a global village, where borders, as it is, are gradually getting blurred.

Better cooperation and more developmental and cultural ties are going to be beneficial for both countries. Organizations like the GOPIO are playing a key role on these lines. More cultural exchanges, tourism and people-to-people interaction are likely to grow in the coming days. Global Indians can play an important role in enhancing the range and depth of bilateral engagements, and become an example of mutual cooperation and development.

This month, the Mini PBD in Toronto would further strengthen this process of co-operation. The hope is that Indian community the world over would share its challenges together, and provide help to each other, both through their work, and the examples they set in communities the world over.

Also, we are launching a new design for our magazine. Please write in to let us know how you liked it. We are also working to have a new look and feel of our website. Once we launch it shortly we hope to engage with you in newer ways, and helping Indians tread a new path in the coming decade.

# Inside...

**NEW GLOBAL INDIAN**

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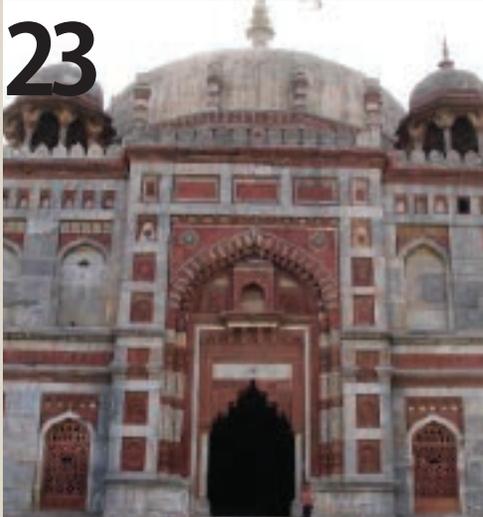
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**Chandran Iyer tracks some of the politicians whose goof-up made hilarious and at times embarrassing news**

# Politicians in Blunderland

“If you were prime minister now, what would you have done about the economy and this crisis that Mr Harper has not done? This utterly simple question put to Canadian politician Stephane Dion who was in the running for the prime minister’s office in 2008 by the anchor of CTV Steve Murphy made Dion so jittery that he clammed up. Dion made the anchor repeat the question thrice, and yet he could not answer and only fumbled awkwardly.

The embarrassed MP then requested CTV not to air the footage, but the channel decided against it-making the Canadians gasp in astonishment. This goof-up by a seasoned politician is regarded as one of the most embarrassing political blunders in Canada.

Dion was the leader of the Liberal Party of Canada and the Leader of the Opposition in the Canadian House of Commons. Dion resigned as Liberal leader after the party’s defeat in the 2008 general election, but remained in parliament and was re-elected in the 2011 polls.

But, Dion is not an exception. Internationally several politicians have made bloomers in front of the media. Some have been harmless and hilarious, while others have been serious and they had to pay a price.

The then Vice President George Bush committed a faux pas during his presidential campaign. In one of his speeches, he said, “For seven and a half years, I’ve worked alongside President Reagan. We’ve had triumphs. Made some mistakes. We’ve had some sex ... uh ... setbacks.” -

Indian politicians, too, have had their moments of embarrassments. India’s foreign minister S M Krishna made a blunder in United Nations. He accidentally read from the speech papers of Portuguese foreign minister Luis Amado. Only after three minutes into his reading, it was detected that he was reading a wrong speech.

Hardeep Singh Puri, India’s UN envoy, realised his foreign minister’s mistake and intervened. “You can start again,” he said, and handed him the correct speech. After making a public error in his first speech at the UN, Krishna was nonchalant.; ‘There was nothing wrong in it. There were so many papers spread in front of me, so by mistake the wrong speech was taken out.’

One reason the mistake went undetected for some time was that the Portuguese foreign minister had finished speaking and the English translation of his speech, which was being distributed, got mixed up with Krishna’s papers.

Similar blunder was committed by Irish Prime Minister Brian Cowen. He was reading the speech in Washington when he realised it all sounded

a bit too familiar. It was. He was repeating the speech US President Barack Obama had just read from the same teleprompter.

Cowen stopped, turned to the president and said: “That’s your speech.”

A laughing Obama returned to the podium to take over but it seems the

script had finally been switched and the US president ended up thanking himself for inviting everyone to the party.

This brings to my mind a comment made by senior Congress leader Digvijaya Singh who had called Osama Bin Laden as “Osamaji”, creating a furore over the “respect” which he was showing to the world’s most hated terrorists put down by the US in an audacious strike inside Pakistan. Singh questioned Pakistan about its ignorance that “Osamaji” was staying near to the military academy.

So, don’t be surprised tomorrow if some politician addresses the underworld don Dawood Ibrahim as “Dawoodji” or Ajmal Kasab as “Ajmalji”.

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Don't be surprised tomorrow if some politician addresses the underworld don Dawood Ibrahim as "Dawoodji" or Ajmal Kasab as "Ajmalji".

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# Indians in Canada: Finding their rightful place

Jay Banerjei sheds light on the history and current status of Indians in Canada.

**T**here are over one million strong people of the Indian Diaspora across Canada. They are among the most successful and affluent communities across the nation. They play five significant roles as investor, customer, supplier, ambassador, and philanthropist. They are high in demand because of their reputation as a skilled and hard working group of people. There are many who have been a part of the House of Commons in Ottawa representing their constituents as members of Canadian Parliament. They are firmly entrenched in the civil society and have been known to make a significant contribution to the cultural mosaic of Canada.

In the last few decades Indian Diaspora in Canada has experienced a considerable growth of capital formation. At a time when India is being viewed as the next emerging market, the India Diaspora is playing a vital role as the ambassadors of India in Canada. This strategic partnership is highly valued by India as well as Canada.

The pioneers of the Indo-Canadian community came around the beginning of the twentieth century. These were men, mostly Sikhs from the Punjab. Many of these men were vet-

erans of the British Army. In 1897 a contingent of Sikh soldiers came to London to participate in the Queen Victoria's Diamond Jubilee celebrations in London, England. On the way back home they decided to visit the western coast of Canada, primarily British Columbia. The Canadian government offered these men an opportunity to stay and populate the region to prevent takeover of the territory by the United States

However, upon arrival to British Columbia, the first Sikh immigrants faced widespread racism by the local white Canadians. Most of the white Canadians feared workers who desired less pay, and that an influx of more immigrants would threaten their jobs. As a result there were a series of race riots that targeted the Sikh immigrants, who were beat up by mobs of angry white Canadians. These mobs not only targeted Indians, but also other Asian group such as the Chinese immigrants working on the railroad at the time and Black Canadians. From the social pressure most decided to return back to India, while a few stayed behind. To support the white Canadian population on the west coast of Canada

In 1914, the Komagata Maru a steam liner carrying 376 passengers from Punjab, India

(all were British subjects) arrived in Vancouver. Most of the passengers were not allowed to land in Canada and were returned to India. When the Kamagata Maru returned to Calcutta (now Kolkata), they were fired upon by the British, many died. Viewing this as evidence that Indians were not treated as equals under the British Empire, they staged a peaceful protest upon returning to India. British forces saw this as a threat to their authority, and opened fire on the protestors, killing many. This was one of the most notorious "incidents" in the history of exclusion laws in Canada designed to keep out immigrants of Asian origin.

Policies changed rapidly during the second half of the 20th century. The Canadian government re-enfranchised the Indo-Canadian community with the right to vote in 1947. In 1967 all immigration quotas based on specific ethnic groups were scrapped in Canada. The social view in Canada towards people of other ethnic backgrounds was more open. Canada introduced an immigration policy that was based on a point system, with each applicant being assessed on their trade skills and the need for these skills in Canada. This allowed many more Indians to immigrate in large numbers. In the 1970s, thousands of immigrants





came yearly and mainly settled in Vancouver and Toronto. In the 1980s and early 1990s, tens of thousands of immigrants continued to move from India to Canada. According to Statistics Canada, since the late 1990s roughly 25,000-30,000 Indians arrive each year (which is now the second-most populous cultural group immigrating to Canada each year, behind Chinese immigrants who are the largest group). The settlement pattern in the last two decades is still mainly focused around Vancouver, but other cities such as Calgary, Edmonton and Montreal have also become desirable due to growing economic prospects in these cities.

Toronto has the largest Indian Community in Canada. Almost 51% of the entire Indo-Canadian community resides in the GTA. Most Indians in Toronto live in Brampton, Gerrard Street, Rexdale, Scarborough, and Mississauga. The Indians are mostly of Punjabi, Gujarati, Marathi or Tamil origin.

Around 20% of the entire Indian Community in Canada resides in the Vancouver area. Settlement by Indians has occurred increasingly since the point system was introduced to allow immigrants into Canada.

The highest density concentrations of Indo-Canadians are found in Vancouver, Surrey, Burnaby, Richmond, Abbotsford and Delta. Recently, more Indians have been moving to other areas outside of Metro Van-

couver. The city of Surrey has over 107,000 South Asians, comprising almost one-third of the city's population. The Punjabi Market neighbourhood of South Vancouver also has a particularly high concentration of Indian residents, shops and restaurants.

A large majority of Indo-Canadians within Vancouver are of Punjabi Sikh origin. However, there are also populations with other ethnic backgrounds including Gujarati, Tamil, Kannadigas, Malayalees, Bengali, Urdu, and Sindhi.

5% of the Indo-Canadian Community resides in Calgary. Calgary has one of the fastest growing Indian Communities in Canada. Indians are the second-largest minority in Calgary after the Chinese.

In 2009, a group of Canadian and Indian citizens registered their protest against the Canadian government over the infamous Komagata Maru ship incident of 1914, which involved 300 Indians mostly Sikhs seeking entry into Canada through sea but were disallowed to enter Canada.

The Prime Minister's statement addressed the government's treatment of hundreds of South Asians who came from India by boat but were denied entry into Canada in the early 1900s and offered an apology on the behalf of the government of Canada.

Today there is a reverse trend where Canada is now wooing Indian business lead-

ers and industrialists in key areas of steel, pharmaceuticals to invest in Canada. Canadian businesses now need India's strong outsourcing and technical capabilities to compete globally. These relationships have strengthened ties, communications and facilitation's between Canada and India. Also, the Bollywood award presentation in Toronto shows the strong cultural and artistic ties and acceptance.

2011 has been called the year of India in Canada. This entire year is dedicated to building stronger ties between the two nations. There are events celebrating Indo Canadian ties organised throughout the year. It is abundantly clear that the Indian Diaspora has now finally taken its rightful place in the Canadian milieu.

(Jay Banerjei is a well known and respected name in the Canadian business community. He carries within him a unique global perspective. His parents got married in England, he was born in India, got his MBA from Chicago and he calls Toronto Canada, home. He is fluent in four languages. Jay has initiated and led the major multicultural efforts. In 2005 Jay organised a world class concert to raise support for hurricane Katrina victims. 22 diverse communities made this event, historic)

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Jay Banerjei

# Canada resonates with Indian socio-cultural mores

Dr Lopamudra Maitra waxes eloquent about the Year of India in Canada, 2011, a bid to strengthen the ties between the two nations.



Manmohan Singh with Canadian Prime Minister, Stephen Harper

A podcast of online radio programme Masala Canada exudes a warm and familiar Indian flavour of a set of drumbeats as the host and producer, Wojtek Gwiazda, introduces the contents of the section. A distinctive humming, accompanied by sitar and guitar chords in the background, reminds the ethos of what the programme is all about: an eclectic mix of Canadian and South Asian culture along with a strong focus on Indian influences.

As few other websites have a similar flavour

of friendship — Masala Canada is heightened by various Year of India in Canada, 2011 posters — the essence percolates down to more than mere trade and commercial ties over the past several decades. It leaves strong indelible influences to shape the modern socio-cultural ethos of Canada amidst a global environment. Indian cultural influences on Canada are recent as compared to various other global counterparts, who have had trade and commerce, political, social or religious contacts with the Indian sub-continents for centuries. However, the brief span has witnessed a remarkable growth and develop-

ment of agreements between the two nations, leading to sharing of more than commercial ties.

Masala Canada is listed in the official website of Radio Canada International as “an eclectic Canadian radio program with a South Asian flavour”, and deals weekly with “everything from art and culture, to economics, politics and everyday life”.

The present podcast particularly draws attention to a discussion between Gwiazda and Sunil Rao, editor of English daily - South Asian Focus, regarding the results of the May 2 federal elections, where the Conservative government of Prime Minister Stephen Harper was re-elected with a majority. His re-election was helped by an overwhelming support of Toronto’s South Asian community. The discussion not only involves the interests of the local Indo-Canadian Chamber of Commerce, but also that of the Indo-Canadian community. The essence of the discussion reflects the growing significance of social and cultural influences.

On a similar note, the effervescent pictures of the Year of India in Canada, 2011, announcements on the websites of both Canadian and Indian High Commissions reflect the underlined socio-cultural message, carrying a deeper meaning of sharing a relation of trust and mutual understanding between two nations, which has flourished over the years.

As the development of ties and bonds started growing over the past several decades between India and Canada, the nascent friendship also entailed to shape a great majority of the present socio-economic bonds between the two nations in a modern world. The relation between India and Canada has been that of “longstanding bilateral ties, built upon shared values of democracy and pluralism and strong people-to-people links”.

Historically, the ties can be traced to more than six decades ago. In 1947, when India established diplomatic relations with Canada and in recent years, both the nations have worked steadily to focus on the development and growing ties to enhance “bilateral cooperation in a number of areas of mutual importance.” This has also led to attempts of understanding either nation at even academic levels, paving the path for better understanding. Hence, the Shastri Indo-Canadian Institute (SICI) was founded in 1968, “promoting Canadian Studies in India and Indian Studies in Canada.”

According to the institute, it was established “to promote academic relations, mainly through funding research and linking academic institutions in the two countries and as of today, 50 universities from India and 38 from Canada are members of the Institute. As of June 2010, “there are 10,050 Indian students studying in various Canadian universities and colleges”. Similar attempts of academic understanding were extended through the establishment of the Department of Canadian Studies, at Maharaja Sayajirao or M S University Baroda by the University Grants Commission (UGC), with grants from the Shastri Indo-Canadian Institute. The department specialises in interdisciplinary subjects, including English, history, political science and economics. On Canada’s part, similar academic understandings were undertaken through the establishment of India Chairs, including Carleton and McGill Universities, where Indian Centres have been opened. The ties were further extended with a 17 University President’s delegation of the Association of Universities and Colleges of Canada who visited India to forge university linkages along with the signing of several MoU’s and announcement of various scholarships.

In India, Canada is represented by the Canadian High Commission in New Delhi and its consulates in Chandigarh, Chennai and Mumbai and also trade offices in Ahmedabad, Bangalore, Hyderabad and Kolkata. India is represented in Canada by a High Commission in Ottawa and its consulates in Toronto and Vancouver. With a growing economic interest bordering the cultural bonds between the two nations, an important aspect of political decision and understanding centres on mutual trade agreements between the countries.

India is a vital trade partner for Canada and the priority sectors defined for increasing two-way trade are agriculture and agri-food, education, energy and renewable energy, information and communications technology, life sciences and transport infrastructure.

In November 2009, Prime Minister Stephen Harper visited India for the first time and met his



**Canadian Prime minister Stephen Harper and wife Laureen with Shiamak Davar and Randhir Kapoor on Sony's Dance Premier League**

Indian counterpart Manmohan Singh. They discussed a wide range of topics, including issues of bilateral, regional, global and common interests. According to the High Commission, the agreement “announced the conclusion of negotiations on a Nuclear Cooperation Agreement and intensified the economic and trade relationship by announcing the setting up of a Joint Study Group (JSG) to explore the possibility of a Comprehensive Economic Partnership Agreement between India and Canada and a combined annual trade target of CDN\$ 15 billion (up from just under CDN\$ 5 billion in 2009) to be reached in the next five years.” Singh visited Canada in

June 2010, and attended the G20 Summit in Toronto.

As the society and culture of Canada witnesses a gradual growth of Indian influences in various sections, different sectors of the two nations are also witnessing similar successes, including science and technology and environment and energy, apart from trade and investment.

In science and technology, Canada has seen strides in five special sectors with the help of India, including, nanoscience and nanomedicine, information and communications technology, biotechnology, health research and medical devices, sustainable and alternative energy and environmental technologies and earth sciences and disaster management. In environmental developments, Canada has witnessed the establishment of the Canada-India Forum for Environmental Collaboration, to work closely on global issues on environment, including climate change. The two nations also agreed to initiate a Canada India Energy Forum following the signing of the energy Memorandum of Understanding in November 2009.

People-to-people contacts between two nations will help spread cultural influences. Over the past several decades, Canada has witnessed a large migration of Indians from the sub-continent. According to the Canadian High Commission’s official website, India is currently the “second largest source of immigrants to Canada, with a rapidly growing Indo-Canadian community, estimated to be nearing one million and in recent times, fast-track processes have been initiated to expedite the processing of visas for designated business travellers and students applying



As popular Indian dishes, including butter chicken, biryani or the simple Indian bhel, feature amidst one of the most significant popular cuisines of the nation, the growing popularity of Indian restaurants add to the eclectic mix of culture.



Harper enjoying Indian Dance

to designated publicly-funded post-secondary colleges and universities in Canada.”

In a similar manner, the growing interest of Indians in Canada in various sectors, including stakeholding, provinces and territories, municipalities, non-governmental organisations, private sector and civil society is also protected through various organisations, including a multi-sectoral group, titled Focus India. The meetings of Focus India help the Department of Foreign Affairs and International Trade Canada (DFAIT) to “broaden considerations related to Canada’s policy and programming approach to Canada-India relations.”

As popular Indian dishes, including butter chicken, biryani or the simple Indian bhel, feature amidst one of the most significant popular cuisines of the nation, the growing popularity of Indian restaurants add to the eclectic mix of culture. Sharing the common umbrella of Commonwealth nations, as the two nations of India and Canada share specific ties, it is

through a mutual interaction between the two nations that a true sharing of cultural sentiments and emotions are exchanged at the level of the masses.

With a growing interest of Indian communities in the nation, this is one of the essential elements of a global world. The words of the Canadian Prime Minister, Stephen Harper, announcing the recent Year of India in Canada, 2011, is a pointer in the direction of the growing importance of Indian cultural and social influences in Canada as he mentioned, “Our country is home to a vibrant, nearly one-million strong, Indo-Canadian community that plays a vital role in Canada’s economic and cultural landscape and this Year will provide an excellent opportunity to showcase India’s colourful culture and traditions while strengthening connections between our two countries.”

Echoing this spirit of friendship are bright posters of the year-long event, with many portraying a smiling face of Ustad Amjad Ali

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Khan, the unofficial cultural ambassador for the Year of India in Canada. He kicked off the special occasion in March at a function in Ottawa. The year-long celebrations render another step towards the direction of Indo-Canadian friendship, a separate chapter in history that finds manifestation through different characters, features and sentiments in the future.

For more information on the Year of Canada and related events, visit: [www.hciottawa.ca](http://www.hciottawa.ca)

**Canada - India Bilateral Trade 2005 – 2009**

(from the official website of the Canadian High Commission)

[Figures in billion Canadian Dollars]

[Source: Statistics Canada]

	2005	2006	2007	2008	2009
Canada’s Imports from India	1.79	1.92	1.98	2.2	2.0
Canada’s Exports to India	1.09	1.68	1.79	2.42	2.14
Total	2.87	3.59	3.77	4.62	4.14

**Canada – India Bilateral Direct Investment**

In 2009, two-way direct investment between Canada and India increased to C\$3.6 billion, despite a slight drop from the Canadian side due largely to the global economic recession.

[Figures in million Canadian Dollars]

[Source: Government of Canada]

	2005	2006	2007	2008	2009
Canadian Direct Investment in India	319	677	506	785	601
Indian Direct Investment in Canada	171	211	Unavailable	2,667	2,972
Total	490	888	506	3,452	3,573

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Having matured considerably and now working among the poor and drug addicts of my own country, I was determined to redeem my experiences and memories of India.

# Namaste India!

Canadians are known for being fiercely patriotic, and I have always felt proud to be a Canadian. But after my experience in India, I am now very proud to be an Indian, confesses **Tara Ayer, Director, Residential Services of Salvation Army in Canada**

**T**o try and capture the fullness of the impact that travelling to India can have on a person is no small challenge. Having been to India twice with two very different experiences, I will attempt to share how my experiences of travelling to India and being the daughter of a non-resident Indian shaped my life and left an indelible impression.

I first traveled to India in 1991 with my father and younger brother, and I turned 16 during that first visit. It was quite a culture shock for me when I arrived for the first time. I was a young, spoilt, Western-minded teenager. Having clean drinking water straight from the tap was among the many luxuries I took for granted. I had not yet developed my current love and appreciation for Indian food, and my unrefined palate revolted at the sight of curry for breakfast instead of the regulation cornflakes.

## Language barrier

Not only was the food, customs, and people so alien to me but there was the language barrier as well. I was appalled at the poverty, and the sight of young children begging and living on the streets. I had no resources from which to make any sense of it all. So not long after my arrival, I was desperate to be back home in Canada. All I could think about were my friends and the comfortable lifestyle I had become so accustomed to. I got so homesick that I begged my father to change my flight ticket for me to get home sooner. This was no easy task. Because of his love for me and the distress I was in, he granted me my wish. I travelled home alone after only a week. I was simply too young and immature to appreciate and engage in any meaningful way. I failed to embrace the adventure and open my mind to new experiences. In the years to come, I grew to deeply regret my experience and impressions of India and felt guilty about how I may have disappointed my father on that trip.

## Ashes and memories

I returned 20 years later, again accompanied by my father. But this time he was traveling with me in a carved wooden box. All that was left of him were his ashes, and our memories of him. Having matured considerably and now working among the poor and drug addicts of my own country, I was determined to redeem my experiences and memories of India. I wanted to fulfill the holy command to "Honor Thy Father" even though he had died almost six years earlier. His laugh, his

smile and his constant words of love and encouragement were what I missed most.

Throughout this second journey back to India, I was surprised to discover the ways in which I would experience his presence again. I sensed echoes of his laughter through family members who not only bore a physical resemblance to my him, but had similar mannerisms as well. I was travelling to India this time to honour his memory, and meet family members for the first time. I was coming to fulfill my father's final wishes, and lay him to rest in his homeland. I was coming "home" to say a final goodbye to my dad, who still sometimes appeared to me in my dreams.

In my youth, I remember my father would wear suits to go to work, and how he would always complete the crossword in the newspaper before he left for the day. He would sometimes tell us stories of his childhood growing up in

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**My family was with me on the banks of the Mutha River in Pune to lead me in prayer, and wipe away my tears as I returned my father back to the land from where he came from.**

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India. And, as children we were always fascinated with tales of how people ate with their hands, wore turbans or dhotis, and how children were easily entertained with just a stick and a ball. We would often tease him about his accent, and the way he would say "bath" and "banana" because it was so different from the Canadian accents we had developed and become so accustomed to.

## The last visit

My dad would do his best to stay connected to his family and his culture – but over the years as first his younger brother, then his father and mother all passed away he gradually became disconnected. The time between his visits grew much longer, and financially became more impossible. His last visit was with my sister Sheila, and he would often remember that trip fondly. It was almost as if the more time and distance that passed between him and his country, the stronger the pull to return back to it became. It was in these latter years of his life, as

his health began to fail, that he would speak of returning home once and for all.

In the Fall of 2010, an opportunity came to visit Mumbai and I remembered the wishes of my father. I contacted my sisters who still live in Toronto and through tears and much deliberation; we made the necessary arrangements to have his ashes brought from Toronto to Vancouver, British Columbia, where I now live and work for The Salvation Army.

When I arrived in Mumbai in the early hours on the last night of Diwali, I was fascinated by how vibrant and busy the city was even at 2am. There was an energy that was almost palpable and I was immediately aware that I was in a foreign land. The heat was a stark contrast to the constant cool and rainy weather of Vancouver. The city's air was thick with exhaust fumes and lingering smoke from the celebratory crackers.

Although part of the purpose of my visit was to attend an international conference on Human Trafficking and Justice that I had been invited to, it quickly became apparent that it was connecting with family members that would prove the most meaningful experiences for me.

## Indian family

What I think surprises me the most and can still bring me to tears is when I think of how instantly and fully embraced I was by my Indian family members. The love I received from them was genuine and full. It didn't matter that we had grown up on opposite sides of the globe, it didn't matter that our skin tones were different, it didn't matter that I spoke a different language; the only thing that mattered was that we were family and that meant I was accepted.

I had read about and heard people speak of how hospitable and gracious people in India are, but to have Indian blood flowing through my veins made me feel like royalty. The experience was even more magnified because of how fondly my father was remembered. I was driven wherever I needed to go. I was taken to see whatever I wanted to see. I was doted on and spoiled rotten. I felt overwhelmed by the kindness I received. I was overwhelmed to be a part of a family that I had never known. My family was with me on the banks of the Mutha River in Pune to lead me in prayer, and wipe away my tears as I returned my father back to the land from where he came from.

Canadians are known for being fiercely patriotic, and I have always felt proud to be a Canadian. But, after my experience and taking a second chance of falling in love with India, I am now very proud to be Indian.

# NRI and PIO's should creatively leverage Existing Platforms

CII Director-General  
Mr Chandrajit Banerjee,  
who is leading the CII  
Delegation to the Mini  
PBD in Toronto, Canada,  
in a freewheeling  
interview with  
Ujjwal K Chowdhury

**To what extent has global economic recession of the West fuelled reverse brain-drain and flight of capital to India? What trends ahead?**

There is definitely heightened interest among both overseas Indians and expatriates in the economic opportunities of a resurgent India. This may not entirely be due to the global economic slowdown as the process has been underway for some time now. Although exact figures are not maintained, there is sufficient anecdotal evidence in the number of new ventures set up by returning experts, the residential colonies and international schools that are coming up, the increased salary expectations etc. I expect this trend to accelerate in the wake of the global slowdown and dual-speed recovery process. The Government is making significant efforts to tap into this available talent through the OIFC and Pravasi Bharatiya Divas platforms





**In recent times, development politics has got thumbs up than caste-communal politics in many states. What business growth possibilities you see in Bihar, Bengal, Assam, Kerala, and Tamil Nadu? What are your suggestions especially in the case of Bengal which has seen a regime change after 34 years?**

Given our diversity, there are multiple and varied opportunities in each of these states that you have mentioned. The key point is that state governments today are leading the development agenda, and they are doing it in a manner that welcomes private sector participation, as well as promotes inclusive growth. For example, the focus in Bihar is on agriculture, infrastructure, education and health. In Kerala, it is the high human development indicators that offer potential for industry in knowledge sectors. Tamil Nadu has always been a leader in manufacturing and attracts high amount of FDI. In the case of Bengal, I expect that industry will receive a major focus, especially IT, chemicals, manufacturing, etc.

**Inclusive Growth is often a slogan than a reality on ground. What is your comment on it and what can be done by govt and private sectors in making it more expansive specially the context of tribal and the most backward sections of rural India?**

Governmental efforts on inclusive growth have had concrete positive impact which is most visible in rural resurgence. Today the rural economy is driving growth across many sectors including consumer durables and non-durables, retail, trade and transport, telecommunications, etc. There is definitely scope for more intensive efforts. Indian industry is engaging through many initiatives such as innovating on goods and services for low-income consumers, contributing to Government exchequer and Corporate Social Responsibility. CII has a strong program of direct efforts for Affirmative Action. We have also led industry initiatives in backward regions such as Rural Business Hubs, village upliftment, skill development etc. These are being scaled up after successful deployment of pilot projects. Government could target its inclusive growth initiatives more efficiently, and the Unique Identification or Aadhar will revolutionise the way allocations are conducted.

**Development versus tribal rights to forest, water and life. How can this debate be resolved? How do we balance economic development with tribal rights and ecological protection?**

There are several legislative actions which are still to be completed for forest produce, mining, land acquisition etc. The gains of development must be balanced with its costs. Speedy and persuasive intervention, credible resettlement and rehabilitation, adequate compensation, and bridging gaps in education and health services delivery are urgent. There is need to bring the tribal population into mainstream economic life, rather than marginalize them at the edges. At the same time, cultural mores have to be respected. Careful selection of development projects must be undertaken to match tribal, ecological and economic development in a sustainable and minimally disruptive manner.

**What are your suggestions on land acquisition imbroglio and protests by farmers, Singur to Bhatta Persaul?**

CII has made recommendations regarding land acquisition. It is important that given the current state of land records, government take the lead in acquiring land for industrial purposes. Transfer of land must be carried out in a transparent and credible manner. At the same time, compensation should be perceived to be adequate. There are several states where land acquisition has not been an issue. We must learn from our own best practices.

**Which can be the priority areas of investments by Diaspora businesses and why?**

Diaspora's inherent talent capacities are in knowledge economy sectors, hence it makes sense for them to fill the space in areas such as IT, finance, biotechnology, advanced manufacturing, high-technology, R&D, design, etc. We have major multinationals engaged in R&D and design in India, many with their top global hubs in the country. Diaspora can take advantage of the existing ecosystem and expand in these areas. We also need Diaspora resources in consultancy, especially in education and skill development, healthcare, construction, etc. The OIFC has identified sectors of opportunity for Diaspora engagement and assists investments

**What can be the role of Diaspora focussed media initiatives to build a better brand of India and Indians globally and connect the Diaspora to Indian development story?**

I think Diaspora is already by its role in local communities, its levels of engagement with local economies, and its attainments and achievements created the new India Brand! The Pravasi Bharatiya Divas process further facilitates their engagement with India's development through its various platforms such as Global Indian Network of Knowledge, OIFC, min-PBDs, etc. Diaspora may creatively leverage the existing platforms to interact more closely with India.

**Your prescriptions on controlling Inflation.**

Inflation has been intractable since long now. We need greater supply side measures to unlock value in higher investment and manufacturing. These are especially critical for the agricultural sector where the need for the Second Green Revolution is gaining momentum. Several sectors such as financial sector, manufacturing, direct and indirect taxes and others are on the table and rapid progress would greatly curb inflation expectations. Further, global oil and commodity prices are also contributing to domestic inflation.

**The Energy Challenge is crucial today whereas the potentials are immense in India. Your solutions for a better and sustainable Energy Security scenario in the country?**

Today, India has an ambitious power sector program. In the 11th Plan, the target was for 68,000 mw of power. Although India depends on external sources for 70% of its oil and gas requirements, we have huge potential in coal



**Government could target its inclusive growth initiatives more efficiently, and the Unique Identification or Aadhar will revolutionise the way allocations are conducted.**

**We need greater supply side measures to unlock value in higher investment and manufacturing.**

and renewable energy. The government has taken the right steps in accelerating renewable energy sources with high targets such as 20,000 mw of solar energy. The incentives and technological advances make this an increasingly attractive option. We also have hydro power resources especially in the North East that can be tapped.

# A Partner in Growth

Overseas Indian Facilitation Centre (OIFC) has been instrumental in expanding the economic engagement of the Overseas Indians with India.

By Karan Rajpal



Dr. Manmohan Singh, along with Mr. Vayalar Ravi releasing the OIFC and Ernst & Young Publication 'Homeward Bound'

India today finds itself at an interesting juncture. With unparalleled growth and large-scale opportunities India has the ability to meet the most developed economies in scale and depth. At the same time, it faces myriad challenges.

A vibrant economy, India has been gaining multilaterally from Indian citizens, and Overseas Indians who have been living abroad- the 25 million strong Diaspora population, that today contributes to its growth.

The government at its end has been focusing on providing advisory services for getting NRI's and PIO's to expand their economic engagement with India. Overseas Indian Facilitation Centre (OIFC) is one such initiative of the Ministry of Overseas Indian Affairs (MOIA), Government of India and the Confederation of Indian Industry (CII).

OIFC is a not-for-profit public-private organisation aims at promoting Overseas Indian investments into India and facilitating business

partnerships, establishing and maintaining a Diaspora Knowledge Network, assisting States in India to project investment opportunities to Overseas Indians, and providing a host of advisory services to Non-Resident-Indian (NRI) and Persons of Indian Origin (PIO).

OIFC offers various business and consulting services and these include answering queries of global Indians by knowledge experts specialising in the areas of foreign investment consulting, regulatory approvals, market research, taxation, portfolio investments and others, helping them discover innovative business opportunities, ideas and proposals and networking with Indian businessmen and innovators.

Customised consulting services, such as Ask the Experts and Live Help, assist potential investors to put forth their investment queries to OIFC's panel of knowledge experts and advisors.

OIFC also offers an interactive platform,

named as 'OIFC Groups', wherein overseas investors, businessmen and knowledgeable experts indulge in proactive discussions on how and where to invest in India. OIFC also participates in various national and international industry, government and NRI forums where it interacts with NRI's and PIO's to address their queries.

Ms. Sujata Sudarshan, CEO, OIFC, says- "OIFC is committed towards becoming a focused platform to assist the Overseas Indians to expand their economic engagement with India. The Centre provides authentic and real time information to the diaspora and supports them in decision-making. The response of OIFC services through a host of online and offline activities so far has been encouraging."

#### Online facilitation

The online facilitators at OIFC connect the potential investors with the experts who assist the investors at every stage. From query

OIFC Business Networking Portal (www.oifc.in)

answering to every step involved in setting up a business in India, ranging from procedural requirements to market entry strategies, tax and legal advisory services, to opportunity analysis and actual business launch. Further, customised solutions are offered as per the investment needs of the users and advice provided on the range of suitable investment products available.

#### User-facilitator interaction

At the Live Help facilitation at OIFC, the facilitator interacts live with the investor, captures his investment needs, makes it easier for him to spot information on the site and, most importantly, refers the query case to experts, keeps the user updated on the progress of the query and informs him about the course of action the experts recommend.

Each investor need is unique, every investment plan vital. Every potential investor plan, every thought, is the seed to what can be a major overseas Indian project in India. It needs to be first identified and then channeled through to the right people – the people who know how and where investments will work under the present conditions.

Queries that come to the OIFC live support are as varied as there are investment opportunities in India. They range from opening a simple fixed deposit account, procedure to obtain a PAN card to someone looking for collaborators to set up a major water purification project, or others who have the expertise to start integrated dairy cattle breeding, hi-tech milk production

and cattle embryo transfer projects in India.

#### 1st level Live Chat based Facilitation

The OIFC Live Help button helps the visitor to initiate a chat. This enables him to communicate with a facilitator in real-time via text messaging. With this the first contact is established with the investor, whose needs are thoroughly understood, all relevant information, which help right guidance, gathered, and subsequently matched with the expertise of the Knowledge partners and referred to him for addressal.

#### Turning first-time visitors into repeat visitors

These interactions turn first-time visitors into repeat visitors, and repeat visitors into members of a niche community of investors, keen on investing in the growing Indian economy.

#### Knowledge Experts answer investors' specific queries

OIFC facilitators capture the thoughts of people and route it to the right experts, the handpicked trusted Knowledge Partners to answer specific queries and handhold him to make the right investment decision.

#### 'Ask the Expert' Facilitation

Ask the Expert facilitation is an expert consulting service allowing members to pose Investment and Business queries directly to OIFC Knowledge Partners, through an automated system, in various consulting categories, and get direct advice and consultation in helping them

find a suitable solution.

The initial consultation is free, allowing both the seeker and expert to understand the problem. In case of a query requiring detailed consultation, the Seeker and the Expert can further discuss mutually and initiate an offline consultation outside of the platform.

#### 1st and 2nd level 'Ask the Expert' Facilitation

In this stage the query is received by the Knowledge experts directly, enabling each of them to bid and be accepted by the users. The user has the option to select only one of them as their Knowledge Partner for further guidance.

#### 3rd level 'Ask the Expert' Facilitation

Once the investor selects a knowledge partner, the query moves to the 'In Progress' section where communication between the investor and the knowledge experts continue till a deal is finalised between them. From there the knowledge partner guides the investor all through the investment process. The entire chain of conversation is recorded in this section.

On basis of these steps, any NRI and PIO can easily work towards setting up their business in India, or get more information on the steps for doing a certain kind of investment in India. While normally they'd have to go to different consultants/companies for advise, OIFC provides all these solutions under one roof.

# A Dance Treat

Neetha Raman discovers Indo-Canadian charismatic dancer, Hari Krishnan and look what she found.

**H**ow does one even begin to describe the multi-faceted, uber-talented and the utterly charming Hari Krishnan? Dance scholar, teacher, choreographer, and a highly respected international performer, Hari wears these and many other hats with equal aplomb and supreme modesty.

As the Artistic Director of Toronto-based company inDANCE, established in 1999, Hari Krishnan has been responsible for creating some of the most inventive and stimulating works of dance that challenge dominant discourses about culture; the company presents works that are hugely influenced by his South Asian and Western aesthetic sensibilities and aims to produce work that is provocative and adventurous.

Hari Krishnan is also a professor of dance at the Department of Dance in Wesleyan University and holds a Master's degree in Dance from York University (Toronto) and is currently completing his PhD in the dance department at Texas Woman's University. Krishnan's research areas include colonialism, post-colonialism & Indian dance, globalization & the arts of India, Bharatanatyam in Tamil cinema & the history of devadasi dance traditions in Tamilnadu and Andhra Pradesh, South India.

In an email interview, Krishnan shares his thoughts of being an Indo-Canadian and a cultural influencer: "I have always been interested

in integration and hybridity rather than cultural preservation. Hence more than embracing ideas such as ethnicity and heritage very common to the Diaspora, I am interested in ideas such 'professionalism' and 'excellence'.

My life and my work are an extension of who I am, as the South Asian-Canadian artistic director of inDANCE, which is a CANADIAN contemporary dance company. As South Asian-Canadians, we wear many hats and share many sensibilities. Cultural familiarities collude with new challenges almost daily, and this is part of our social reality as people of colour. Creating contemporary work drawing from an Indian ethos is my personal response to our anxieties around art, race, immigrant experiences and diasporic cultural identities. However this Indian ethos is not based upon some imagined alternate nostalgic reality but based on current, complex realities of the 'many' India-s we find around us. Celebrating this complexity and not thinking of India as either absolutely traditional/modern continues to be the core of who I am as an Indo-Canadian."

Hari Krishnan's experimental and vintage works have been presented at international venues in North America, Singapore, India, and the United Kingdom. Although being trained in Bharata Natyam under hereditary dance masters like K.P. Kittappa Pillai & R. Muttukkannammal, Krishnan's work today is defined by him as 'Canadian-style South Asian dance'. Elaborat-



I have always been interested in integration and hybridity rather than cultural preservation. Hence more than embracing ideas such as ethnicity and heritage very common to the Diaspora, I am interested in ideas such 'professionalism' and 'excellence'.

ing on this, he says: "my work is based out of downtown Toronto and my life practice has always been about building bridges and melding cultures. I have a multi-ethnic and multicultural company; we have Japanese dancers, Chinese dancers, Western dancers, South Asian dancers, so the dancers who come to the company bring their Toronto life experience into the work, choreography and aesthetics. We use that as the springboard to talk in a Canadian lingo."

Reluctant to give in to any labels like "traditional" and "contemporary", Krishnan prefers to define his craft as cutting edge "post-post-modern" that brings Indian dance into conceptual and technical dialogue with current western aesthetics. At the same time, he does not allow this to conflict with his body of traditional work as he is able to seamlessly straddle past, present and future in the world of dance.



# Cross Cultural Cinema

Neetha Raman profiles eminent filmmaker Rama Rau and her interest in making universal films.

**F**or award-winning writer-director Rama Rau, it has been an eventful journey from India to Canada. Trained as an advertising copywriter and later moving to Mumbai to make films, Rau decided to take a giant leap of faith by not just changing career tracks, but changing countries as well. Moving to Canada in 2001, she decided to pursue her passion for writing and making documentaries and short films that transcend cultural and geographical barriers. Her company Trinetra Productions has one simple mission – *to tell stories: about people, about life, about the world around us.*

“I make universal films that has cross-cultural content, stories that tell the world about our (Indian) culture; my stories examine the ‘extraordinariness of ordinary lives’” – says Rau. “What interests me is our similarities, not our differences.”

The gripping narrative of her film “The Market” straddles two countries – Canada and India, yet talks about emotions and lives that are universal – two mothers: Christina, a middle-class western white woman in Vancouver and Hema, a slum-dweller in Chennai, India, struggling to make ends meet; both are ready to do just about anything for their daughters.

With a world premier at IDFA Amsterdam, The Market went on to being screened at several international film festivals like the Ukraine Docudays, One World Prague, the Cleveland IFF, DOXA and many others. Researched and filmed over a 5-year period, The Market is a poignant story of how women in India sell their kidneys to raise and educate their families, and in some cases, to simply survive. Hema, the donor meets Christina and her daughter Sandra, whose

kidneys are failing and needs dialysis four times a day just to survive. On the waiting list for a new kidney these past five years, Sandra is facing possible death and for Christina, paying a few thousand dollars for an organ from a faceless stranger sounds reasonable. Sandra, however, is not convinced. The film skillfully examines the larger issues and ethics of organ trade, both from an eastern and western perspective, from sellers and buyers viewpoints, but the underlying thread is a desperate need that makes people do what they do.

Flush from the success and accolades that Rama has received for “The Market” she is poised for even more recognition which is now coming her way with her short film “The Aftermath” being selected for screening in the Short Films Corner, Festival de Cannes 2011. With a run time of just 8 minutes, Aftermath is about a protagonist trapped in the deadly Mumbai terrorist attack, forced to deal not just with the desperation of staying alive but to reevaluate what his life really means.

As a South-Asian Canadian living in Toronto for over a decade now, Rama says what holds South Asians here together is nostalgia and a yearning for a lost home. “So rather than be ‘westernized’ as they would be in India, they turn more and more to their own culture, for fear of losing who they are. It’s only when you come away that you are truly Indian”, she concludes.

Rama has won the Tom Shoebridge Screenwriting Award (CSTC, 2004). She has received the ‘Filmmaker of the Year’ award by the Toronto Business Forum, has been named a Quebecor Fellow of DOC, (Documentary Organization of Canada), and has served on various juries, and presently serves on the DOC Toronto Board.

Film “The Aftermath” being selected for screening in the Short Films Corner, Festival de Cannes 2011, with a run time of just 8 minutes.

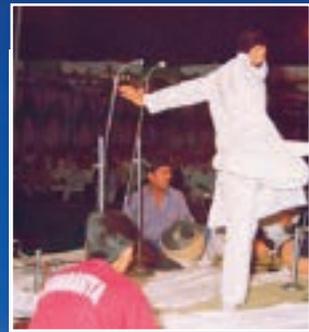


HARYANA

Haryana is a state in India. Historically, it has been a part of the Kuru region in North India. The name Haryana is found mentioned in the 12th century AD by the apabhramsha writer VibudhShridhar (VS 1189-1230). It is bordered by Punjab and Himachal Pradesh to the north, and by Rajasthan to the west and south. Haryana also surrounds Delhi on three sides, forming the northern, western and southern borders of Delhi.



Haryana is one of the wealthiest states of India and has the third highest per capita income in the country at Rs. 67,891, including the largest number of rural crorepatis in India. Haryana is India's largest manufacturer of passenger cars, two-wheelers, and tractors. The city of Gurgaon has rapidly emerged as a major hub for the information technology and automobile industries. Gurgaon is home to Maruti Udyog Limited, India's largest automobile manufacturer, and Hero Honda Limited, the world's largest manufacturer of two-wheelers.



Raagni is very famous in Haryana and it is a part of folk music in Haryana.

## LOCATION

## CIVILISATION

## INDUSTRIES

## ETHNIC GROUPS

## MUSIC

Haryana was the cradle of the Indus Valley and Vedic Civilizations, both flourishing on the banks of the now lost Sarasvati River. Several decisive battles were fought in the area, which shaped much of the history of India. These include the epic battle of Mahabharata at Kurukshetra (including the recital of the Bhagavad Gita by Krishna), and the three battles of Panipat. Haryana was administered as part of the Punjab province of British India, and was carved out on linguistic lines as India's 17th state in 1966. Haryana is now a leading contributor to the country's production of foodgrain and milk. Agriculture is the leading occupation for the residents of the state, the flat arable land irrigated by submersible pumps and an extensive canal system. Haryana contributed heavily to the Green Revolution that made India self-sufficient in food production in the 1960s.

Major ethnic group in Haryana is of Jat people and Yaduvanshi Ahirs. Other ethnic groups are of Bishnoi, Kambojs, Gujjars, Agarwals, Rors, Brahmins, Rajputs, Punjabis and Sainis. Hindus are majority in Haryana and are about 90% of the population, Sikhs 6.2%, Muslims 4.05% and Christians 0.10%.

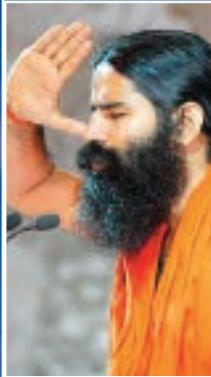


Manuscript illustration of the Battle of Kurukshetra

A 16th century painting depicting the Second Battle of Panipat which established the Mughal Empire in India

# HARYANA SMALL WONDER

Haryana has a rich cultural heritage that goes way back to the Vedic times. The state is rich in folklore with the oldest extant romance being that of Sorath and Dhaj, Ror Kumar. The people of Haryana have their own traditions. The age old customs of meditation, Yoga



and chanting of Vedic Mantras, are still observed by the masses. Famous yoga guru Swami Ramdev is from Mahendragarh in Haryana. Seasonal and religious festivals glorify the culture of this region.



Thorny, dry, deciduous forest and thorny shrubs can be found all over the state. During the monsoon, a carpet of grass covers the hills. Mulberry, eucalyptus, pine, kinar, shisham and babul are some of the trees found here. The species of fauna found in the state of Haryana include black buck, nilgai, panther, fox, mongoose, jackal and wild dog. More than 300 species of birds are found here.

## AGRICULTURE

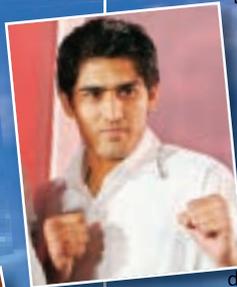
Despite recent industrial development, Haryana is primarily an agricultural state. About 70% of residents are engaged in agriculture. Wheat and rice are the major crops. Haryana is self-sufficient in food production and the second largest contributor to India's central pool of food grains. The main crops of Haryana are wheat, rice, sugarcane, cotton, oilseeds, pulses, barley, maize, millet etc. There are two main types of crops in Haryana: Rabi and Kharif.



## CULTURE

## SPORTS

Haryana is one of the leading states in sports and has produced some of the best Indian players in a variety of games. In 2010 Delhi Commonwealth Games 22 out of 38 Gold Medals came from Haryana



At the 2008 Olympics, **Vijender Singh** Beniwal won a middleweight (75 kg)

bronze medal and **Vikas Krishan Yadav** boxer from Bhiwani district won a gold medal in the 2010 Asian Games in the Lightweight category.[61] **Manoj Kumar** of village Rajound, Kaithal district won a gold medal in light welterweight category at the 2010 Delhi Commonwealth Games.

## FLORA AND FAUNA



## RIVERS

The river Yamuna flows along its eastern boundary. The ancient Sarasvati River is said to have flowed from Yamunanagar, but it has now disappeared. The river Ghaggar is Haryana's main seasonal river. The Ghaggar rises in the outer Himalayas, between the Yamuna and the Sutlej and enters Haryana near Pinjore, Panchkula district. Passing through Ambala and Hissar, it reaches Bikaner in Rajasthan and runs a course of 290 miles before disappearing into the deserts of Rajasthan.

### FACT FILE

Established: 1 November 1966  
 Capital: Chandigarh  
 Largest city: Faridabad  
 Districts: 21

### Government

Governor: Jagannath Pahadia  
 Chief Minister: Bhupinder Singh Hooda

### Legislature

Unicameral: (90 seats)  
 Area: Total 44,212 km<sup>2</sup>  
 Population (2011): Total 25,353,081  
 Official languages: Haryanavi, Hindi, English



# A TRAIL TO DISCOVER

**Mritunjay Kumar explores the best places to visit in Haryana.**

It is said that, In Haryana, you hear the echo of the past everywhere.

Its history is a rich tapestry of the ancient, the medieval and the modern. The highway of history, Haryana bears the footprints of kings and warriors, saint and sages, sufis & savants. The continuity of its rich past, has been unbroken through ages, with legends of the epic heroes and places of pilgrimage like temples, Sarovars and Dargahs.

### **Pilgrim Tourism**

The pilgrim's progress in Haryana is deeply rooted in devotion, legend and mythology. Though a number of temples dot the State, the focus of pilgrim movement in Haryana is concentrated in the 48-kosas of land that was once called Kurukshetra. The area covered 360 places of pilgrimage. Today, this area primarily covers centres of pilgrimage in modern Kurukshetra, Jyotisar, Thanesar and Pehowa towns. Another concentration of pilgrim centers can be seen around Chandigarh.

### **Golf Tourism**

Haryana - a state that blazed a trail of holiday traditions, could well be called the land where perfect vacations begin. Tourist complexes of Haryana Tourism dot the five national Highways passing through the state. Helping you kick off your shoes and relax with pampered treatment. Haryana is vibrant and lively with all its natural beauty blended beautifully with folk culture and traditional ethos.

Haryana is also known for its world class golf courses and is immensely popular among the golfing fraternity. Haryana Tourism has taken the initiative to promote golf tourism in the state and taken golfing to new frontiers. The state has some truly amazing golf courses, which offer you world-class ambience and facilities.

### **Adventure Tourism**

Haryana Tourism catapulted into the arena of adventure sport with the forming of its adventure club in November, 1991. The objective is

to provide the young people with opportunities to realise their physical and mental potential by overcoming challenges and obstacles. Even as you read these words, some one somewhere in the state of Haryana will be venturing into the fascinating world of Adventure Sport.

### **Pump it Up**

Haryana Tourism is organizing soft adventure activities at its various tourist resorts, with the aim to inculcate leadership, team-work, sincerity, honesty, national integration, eco friendliness in the participating youth. All these activities are held under the guidance of a trained & qualified guide, following all safety measures. Some of the most enjoyed activities are trekking and nature trail, rock climbing & rappelling, boating, canoeing and kayaking, river crossing, target practice, bird watching and flora-fauna identification; green practices and ecology balance rural games sustainable tourism practices.





The Crafts persons from all over India, SAARC and other neighboring countries sell the best of Handlooms and Handicrafts items. A number of neighboring countries also participate in this Mela. Best of Cultural programmes organized jointly by Ministry of Culture, ICCR, New Delhi, Theme States and Cultural Affairs Department, Haryana & Haryana Kala Parishad. Exporters meet and buyers meet are also held to invite B2B customers. These are organized at the Surajkund Design Galleries with assistance of the DC handlooms and DC handicrafts.



### Surajkund Mela

Surajkund becomes alive with the rhythm and beats of folk dances and riot of colors. Each year the Mela has a partner country and Indian state. Uzbekistan was the Partner Country of 25th Surajkund Crafts Mela 2011. Andhra Pradesh- The magic of vibrant Andhra Pradesh was the theme state for this year Mela.

### Introduction

Surajkund is the annual fair that showcases the finest handlooms, handicrafts, authentic fragrances & flavours of rich Indian cuisines. As winter turns briefly into spring, a caravan of more than 400 National and State awardee craft persons from every corner of India wind their way to Surajkund. The craft persons from SAARC Nations also participate in the Surajkund Crafts Mela. At Surajkund Mela, the artisans' delicate hands create the most beautiful pieces which have fascinated many through ages!

In the rural ambience, more than 400 craftperson display and demonstrated their finest crafts work that capture hearts of people from all walks of life. The authentic fragrances & flavors of rich Indian cuisines kindled taste buds. Tap your feet with the beats of enthralling folk dancers from the various parts of the country.

### Cactus Garden

Cactus Garden is Asia's biggest garden devoted to rare and endangered species having more than 3500 species. The outdoor Cactus Garden has 25 raised ground features, 3 water bodies with water ways. On raised mounds about 800 species of Cacti and Succulents have been naturalized. The Garden has 272 species of genus Mammillaria and 160 species has been naturalized out door. The magnificent plants of Aloe speciosa, Aloe ferox & other exotic species can be seen here. In low growing cacti such as Mamillarias, Astrophytum, Notocacti and several other species have been used in the fore ground of the feature.

### Farm Tourism

Haryana Tourism has taken the initiative to introduce the concept of Farm Tourism in India. The farms are located in the lap of Mother Nature near Delhi and offer their mystical beauty and charm to sooth away you modern day bruises and burnouts. The farms offer you an experience of a lifestyle that's true of a real India - rich in age old traditions, ethnic arts and crafts.

### Camping

Jungle Fowl Camp (Surajkund) & Dhanchiri Camp (Dundahera) are the two important camping sites of Haryana. Camping is possibly the finest way to enjoy the serenity of nature with the company of your friends and family with relaxed mind. It is the best mode to spend time in the lap of nature and forget the mundane affairs of an otherwise hectic life. In a first of its kind, Haryana Tourism has tried to define way of living trends for the inbound tours in the National Capital Region yet so far from the hustle bustle of life.

# ‘Our Infrastructure has grown multi-fold’

Delhi Chief Minister Sheila Dixit in a candid interview with **Jyoti Verma** discusses various issues that the national Capital has to contend with.



**C**hief minister of Delhi since 1998, Sheila Dixit (72) is considered to be one of the most powerful Congress leaders in the country. Dikshit was sworn in as the CM for a third consecutive term of Delhi in January 2009. She represents the New Delhi Constituency in the Delhi assembly.

Excerpts from the interview:

**Delhi is the world's eighth largest metropolis. What are the main issues plaguing it?**

Delhi has become an attractive city for people to come in. The comfort level has grown, opportunities are good, infrastructure has improved multi-fold, etc. Therefore, its problem is the limited land, which has to contend with its ever increasing migrant population.

**Democratic decentralization and people's partnership in governance has been major planks of your administration. How much have you succeeded in this aspect?**

I would say that I am very satisfied with it. We are constantly in touch with people and they are happy that their voices are heard. We have 'My Delhi, I care' fund, which is distributed and used by the deputy commissioner of revenue. This fund consists of Rs 50 lakh a year. These are done by the government at the requests of RWAs and local bodies or even NGOs who feel that a particular thing is required in their areas. It could be a park, a wall or a curve, etc. I mean nothing very big. 'My Delhi, I care' fund is totally dedicated to the needs of the locals. I also do video conferencing with people every week where RWAs come and the officers concerned are also present. We sit down and talk to each other. District commissioner, local and senior officers discuss, and lots of solutions come up. This has been a great success of our Bhagidari movement.

**Are there any plans to further strengthen the "Bhagidari system"?**

Yes, this is constantly evolving. We have got about 3,000 'bhagidaars' already. We are increasing it to more and more. We do come across more and more people, who are willing to join the movement. So it keeps evolving. And, they are easily accessible to all. They have certain stature about them. Bhagidaari has come up even in slum areas. So, we can say that its reach is expanding.

**You have often spoken about transforming Delhi into a world class capital. How much do you think you have achieved in your objectives?**

Well, I think Delhi has become a much richer and much beautiful city. But, cleanliness is still a great concern for us. It is not happening the way we would like it to happen. The city is still not as clean as it ought to be. This is worrisome. We dream to present it as a clean city, and I don't know whether we would be able to do that.

**You think, people's participation can play important role in this?**



**Bhagidaari has come up even in slum areas. So, we can say that its reach is expanding day by day.**

Yes, of course. That is very important.

**You are given the credit of expansion of public transport, including metro rail and natural gas-powered buses. What other infrastructure development plans do you have for Delhi?**

Infrastructure and transportation have become very good in Delhi. But, I must admit that it is not as seamlessly great as it ought to be. We are working on how to rationalize bus trips. We have metro rail service, good fleet of buses and other means of transportation. We need to streamline our overall transport system. Both metro and bus services have to be coordinated well so that commuters get easy end-to-end transport facility. Shuttle service for the metro should be strengthened.

**While you have changed the face of Delhi by giving it swanky metro rails and fabulous flyovers, there are scores of Delhiites who still complain about lack of basic amenities like clean drinking water or regular supply of electricity.**

No, I don't think electricity is a problem anymore in Delhi. We have now enough electricity... But, yes in summer it gets a bit bad. But that's because of local faults etc. This is primarily because of overdrawn electricity transformers get burnt. Sometimes there is power cut for around 1-2 hours. Electricity is our one of the most successful sectors.

Water! Yes, we have some problems. I won't say our water supply is bad. Distribution is not even, and in summers we have to face shortage. We are thinking of giving district wise distribution of water into more competent hands. This will make collection of bills and distribution better.

**You have been championing the cause of women at various fora and in various capacities. But, yet safety of women is a big concern in Delhi. As a woman chief minister, what do you feel about it?**

I feel as disturbed as anybody else is. It is a capital city, and even if I don't go by the statistics of crime, I go by the feeling of security. And, I am afraid; the sense of security is not there. It requires greater vigilance, greater security and a bit of change in the mindset.. I have grown up in Delhi, and we never used feel any sense of insecurity here. That is critical. We should have an atmosphere, where everybody should feel comfortable. Incidents here and there are another matter, but having a secure atmosphere is very important.

I was campaigning in Assam and a lady was there with me and she said, I wish we were also as secure as women are in Delhi... lots of people said the same thing to me. So, that's the perception thousands of kilometres away. I just kept quite.

**The V K Shunglu Committee appointed by the PM has blamed you for the infrastructure delays that took place before the run up to the Commonwealth Games. What is your take on it?**

Well, I don't think the Shunglu Committee actually understood why delays took place. It occurred because in Delhi you need permissions from several authorities. One department gives the permission, and then another one does not agree with it. Ultimately, we were ready one week before the Games. How does it matter that whether we were ready one month ago or one week ago? The Shunglu committee has not gone into the nuances, and it is contradictory. For instance, it says there was over expenditure has been done, and also claims that the budget was saved. The report begins with 'Delhi was ready for the games in 2010'. Hence, it is very confusing.

**What is your vision of Delhi in the next five years?**

More and more people visit Delhi, and go back with happy memories. Delhi is a greener city compared to other metros. It is also a heritage city. I want people to remember it as a happy blend between a modern and heritage city. In next five years, Delhi should be declared as a world heritage city.

**You have been the chief minister for three successive terms. What is your success mantra?**

(Laughs...) You should actually ask people, not me. I only go on trying to be more and more in touch with people. In a city like Delhi, which is sort of compact, though very highly dense, there has to be a constant interaction with people. Personally, I don't believe that only when the election is round the corner that leaders should come face to face with people. They have chosen me their representative, and it is very important to be constantly in touch with them.

# Capital Vistas: On the Purple Bus

Ishita Sharma, explored 'Delhi on Wheels', in a different way altogether



After covering 4,762 miles in a 15 hour transit with four packaged airline meals, three sterilized airport lounges and one arrival onto a pretty and familiar, vibrant and historic, hot and crowded 'Dilli', the first and foremost part of my schema to explore India all over again, was to inscribe an un sullied Delhi over the obscure imprints of it from my childhood.

While putting my waiting hours in the lounge to use I had discovered the 'Hop on Hop off' (Ho Ho) bus service by Prasanna Purple Mobility Solutions Pvt Ltd (PPMSPL) and Urban Mass Transit Company Ltd. (UMTC), selected by Delhi Tourism and Transportation Development Cooperation Ltd (DTTDC), affordable and exquisite as it seemed I had decided to book my tickets then and there. My 'in air' time passed by envisioning Red Fort at dawn, silhouette of the India Gate at dusk, moonlit Purana Quila and so on.

What the dark hid, the morning revealed the hustle bustle and the early morning horns were my wake-up calls at the apartment I rented for my entire stay here. Before the winter haze veils India, October, was the best time to land in the

Common Wealth arena.

After a comfortable night, when I started my journey from the heart of capital metropolis - Baba Kharag Singh Marg, Connaught Place, like freshly wet Plaster of Paris, I was ready to take all the impressions, the best part was I could explore everything at my own pace, I could hop on any time and hop off whenever I wanted, my Canon EOS 1000D was my only companion with 15 keyed up strangers and one relations officer as our guide, good for the Germans and Israelis that were travelling with us, getting a taste of Delhi from pure Delhite.

From my window seat, in my low floor 'Purple' bus, I saw one of the most authentic views of all times. Incredible India, as it is rightly called was served as a fresh vanilla scoop, the concoction of all the honest Indian cultures was displayed in an array of delicacy.

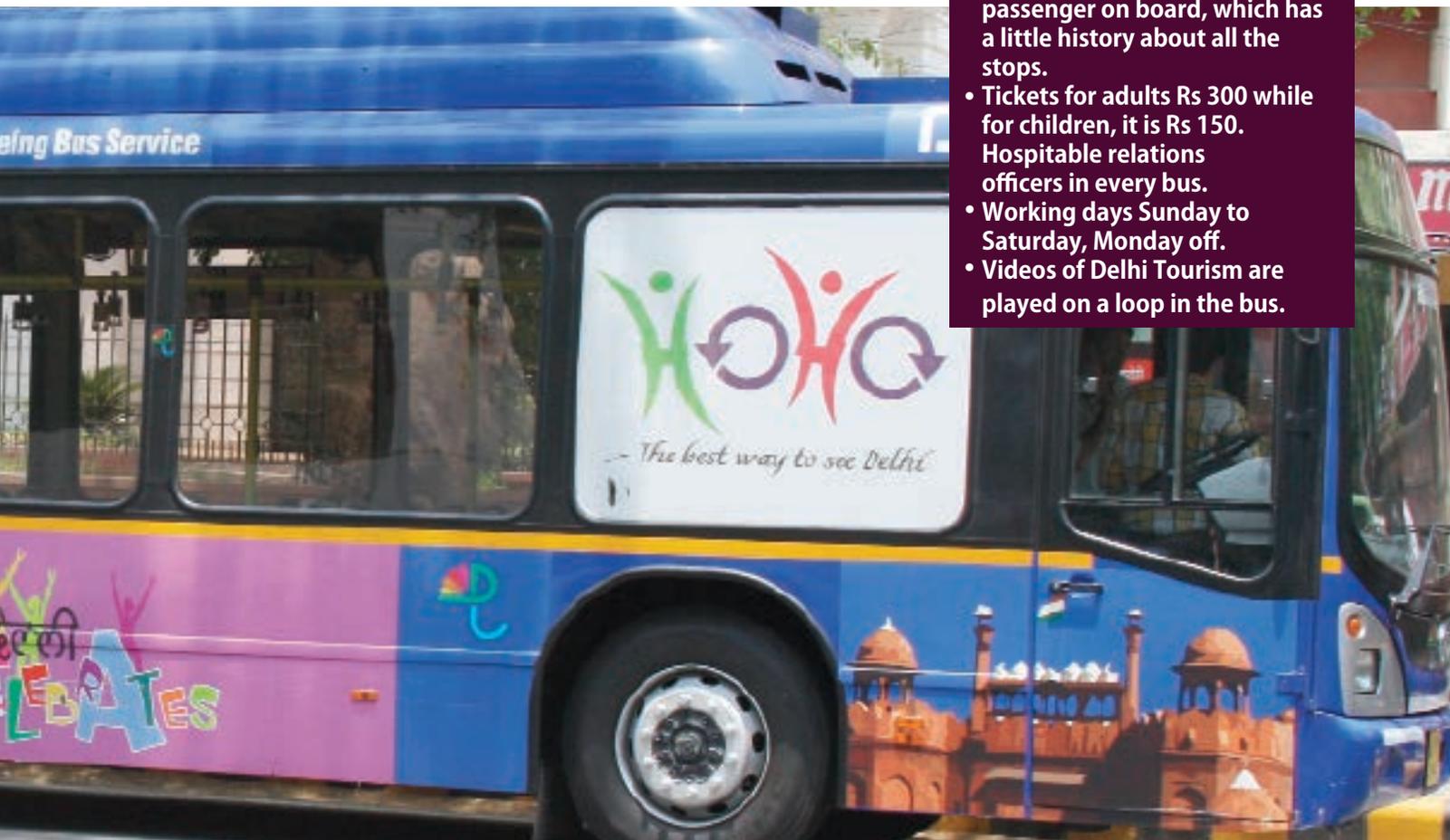
Passing by the Firoz Shah Kotla stadium which was my next stop, I could envisage the vigour and excitement that would run through the veins of 25,000 people who assembled there for every match, I was feeling like the cheer was echoing even though it was vacant.

If not at dawn, I saw Red Fort, in the morning sun, bright and sturdy as it was, the red

bricks justified its rustic feel more, modern crowd and common photographers, walking through the corridors where once, the Mughals walked was surreal in its own dynamic way. After two hours of roaming in this vintage villa, my stomach finally started squirming with hunger, after coming out, the nearest food galleria was 'The parathe wali gali'.

I had decided to discard all my 'hygienism' till the time I was in India and ate every form and manner of the spicy life style, nothing was more rich and culinary, a place to try my hands on. After satisfying all my taste buds, when I hopped on with my boarding pass, I found myself landing on Rajghat, where Gandhi lies in eternal peace, as spruce the man was, so is the place. It is just one of the quickies for us but family people can sit and have the traditional 'poori aloo' brunch.

National Art Gallery of India was one very absorbing place for all art lovers but I did not stay for long because I could not hold back from the next destination 'The India Gate', my camera rolled a lot in here, the place has a fascination of its own, the road that connects 'The First citizen of India' to the place where the truncheon invokes patriotism in every soul and re-



- There are 19 tourist attractions on the road map followed by the Ho Ho Bus.
- A Brochure is given to every passenger on board, which has a little history about all the stops.
- Tickets for adults Rs 300 while for children, it is Rs 150.
- Hospitable relations officers in every bus.
- Working days Sunday to Saturday, Monday off.
- Videos of Delhi Tourism are played on a loop in the bus.

spect for the martyr and to the loud proof of our democracy, The House of People.

Purana Quila again was one place where I relished the remains of the, once sturdy fort build by The Mughal Dynasty in their years of reign. Lost in my own world when I sat in the bus again, my thoughts were broken by a sweet, innocent voice of a baby girl who was asking, "Who lives in here ma?" and her mom smiling to the innocent question was trying to euphemise and tell her the whole 'tale', then I realized how lucky, this generation is that they have facilities through which they cherish their nation's heritage for years to come, it was then I realized that there were not just tourists on the bus but also the localites who have value for the historic legacy of 'Firozabad'.

Skipping a few destinations like, Lajpat Nagar and Humayun's Tomb, when I reached the 'Lotus Temple' I felt so right, after all the stories of resonance of bloodshed, this was the place to be in, calm, serene and quite, it had no idols to pray in front of which gave a sense of harmony and the strong flow positive energy could be felt in and around, it is truly said that God has no shapes and sizes, after unwinding myself when I started from there I was all

Assistant Manager, Ho-Ho Bus service **Vasudha Misra** said, "We are getting a good response, our services are very popular among foreign tourists who generally come in the months of November and December as it is the best time to visit North India, also we are planning to start Ho-Ho services in other cities as a long term project."

charged up for a shopping spree at Dilli Haat, as the name suggests this is one place where all cultures get together as one in the capital city. I experienced a blend of beautiful handicrafts, ethnic clothes, precious stones, colourful henna, state wise distribution of food and Gujarati artists doing Garba on the tunes of a snake

charmer. . . I wondered what other place could give me this vibrant feel, and suddenly I found my question, rhetorical.

After one good meal at Delhi Haat, with fizzing fruit beer, I moved on to Janpath to get the feel of street shopping, Janpath is the place to be, my co travelers were all so excited when the relations officer was introducing this affordable yet trendy place to us, an elderly lady asked me if she could get a nice tea set for her, and I just smiled remembering my college days when we used to come to purchase stuff for our rented apartment every weekend, and then I looked at the key chain hanging from my bag and shared a sweet memory with myself, while getting down I told the officer that I would carry on by myself from here as this was the last stop I wanted to visit. HoHo made my whole experience comfortable and enjoyable and the best part was I roamed at my own pace, giving me a warm smile the officer got back to the other passengers and I headed toward my college days. But I did not miss Jantar Mantar which has now become a place for combating for our rights, like I skipped some museums since I wanted to save some for another day in 'MY PURPLE BUS'.

## FACTS

Territory:	Delhi
Lt. Governor:	Tejendra Khanna
Chief Minister:	Sheila Dikshit
Mayor:	Prof. Rajni Abbi
Legislature (seats):	Unicameral (70)
Population:	16,753,235 (2nd) (2011)
Density:	11,297 /km <sup>2</sup>
Metro:	18,916,890 (2nd) (2010)
Languages:	Hindi, English, Urdu and Punjabi



## ABOUT DELHI



Delhi, locally pronounced as Dilli, officially National Capital Territory of Delhi (NCT), is the largest metropolis by area and the second-largest metropolis by population in India. It is the eighth largest metropolis in the world by population with 16,753,235 inhabitants in the Territory at the 2011 Census. Delhi is also widely believed to have been the site of Indraprastha, the legendary capital of the Pandavas during the times of the Mahabharata. Delhi re-emerged as a major political, cultural and commercial city along the trade routes between northwest India and the Gangetic plain after the rise of the Delhi sultanates.

# Delhi Glorious Past, Resplendent Future

Delhi is a city that bridges two different worlds. Old Delhi, once the capital of Islamic India, is a labyrinth of narrow lanes lined with crumbling havelis and formidable mosques. In contrast, the imperial city of New Delhi created by the British Raj is composed of spacious, tree-lined avenues and imposing government buildings.

Delhi has been the political hub of India. Every political activity in the country traces its roots here. This was true even of the mythological era. The Pandavas of the Mahabharata had their capital at Indraprastha, which is believed to have been geographically located in today's Delhi.

## TRANSPORT

Being a planned city, New Delhi has numerous arterial roads, some of which have an iconic status associated with them such as Rajpath, Janpath and Akbar Road. In 2005, private vehicles accounted for 30% of total transportation demand for the Delhi metropolitan area. The Delhi Metro, constructed and operated by the Delhi Metro Rail Corporation (DMRC), connects the city with the rest of the metropolis of Delhi.

Indira Gandhi International Airport (DEL) is the primary aviation hub of Delhi. In 2006–07, the airport recorded a traffic of more than 23 million passengers, making it one of the busiest airports in South Asia. Buses are the most popular means of transport catering to about 60% of the total demand. The state-owned Delhi Transport Corporation (DTC) is a major bus service provider for the city.



## CULTURE



New Delhi is a cosmopolitan city due to the multi-ethnic and multi-cultural presence of the vast Indian bureaucracy and political system. The Qutub Festival is a cultural event during which performances of musicians and dancers from all over India are showcased at night, with the Qutub Minar as the chosen backdrop of the event.[40] Other events such as Kite Flying Festival, International Mango Festival and Vasant Panchami (the Spring Festival) are held every year in Delhi.



## SPORTS

The city hosted the 2010 Commonwealth Games and will host the 2011 Delhi Half Marathon. It will bid for the 2020 Olympic Games. The city has previously hosted the 1951 Asian Games and the 1982 Asian Games.



## HERITAGE

Besides the usual tourist attractions of Modern Delhi - India Gate, Rashtrapati Bhavan, Parliament House, North and South Block - which are stunning examples of British architecture, you can also visit the various museums, temples and memorials that provide a comprehensive and entertaining insight into the lives of Delhites.



India Gate



Rashtrapati Bhavan



Parliament House



## ENTERTAINMENT

Delhi has always been a vibrant city with a cosmopolitan culture which is reflected in every aspect of life. Delhi has plenty of entertainment spots to choose from. Entertainment Places like cinema halls, pubs, hotels and recreational centers are open on all weekends.

### Shopping Spree

- Old Delhi Shopping
- Connaught Place
- Dilli Haat
- Hauz Khas
- Baba Kharak Singh Marg
- Ajmal Khan Road

### Tourist Spot

- Akshardham Temple
- Azad Hind Gram
- Bahai Temple
- Birla Mandir
- Dilli Haat
- Garden of Five Senses

# No roadblocks to Maruti's growth

Low cost of ownership is our USP, says Maruti India Limited's India Marketing and Sales Head Mayank Pareek to Jyoti Verma.

**M**aruti Suzuki has been the undisputed leader of the Indian car market for over two decades. More than half the cars sold in India are Maruti Suzuki cars. It was the first company, which was credited for ushering in an automobile revolution to India. No wonder, its 25-year journey has been a glorious one.

Mayank Pareek heads Maruti India Ltd.'s marketing & sales division. The company launched a range of seven successful models over the last three years. Pareek has been the head of marketing during this momentous phase.

He has devised effective campaigns to display the shift of the company's image from a 'small car maker' to a manufacturer that offers 'full range of cars'. In his 20-year career at Maruti, he has been closely associated with dealer expansion along with the auto major's new business initiatives.

Excerpts from the interview:

**The growth of Maruti has been phenomenal. When it was launched 25 years ago none could have imagined that this company would prove to be a market leader in small car segments. How was this achieved?**

Yes, it has been a long journey of initiatives and market innovations. Maruti Suzuki has not only reached the level where it is today, it built a solid foundation for market expansion for subsequent entrants and the growth of automotive component industry. We can list these initiatives and innovations as development of suppliers, distribution and after-sales service networks, capacity expansion and a diesel engine plant, low-cost fuel efficient vehicles and engine technology, largest product portfolio, top

priority to customer satisfaction and market innovations.

Maruti Suzuki set up many joint ventures companies for manufacturing and supply of important components for the cars. Today, Maruti Suzuki has over 225 suppliers. Many of these component suppliers have grown to attain the status of global suppliers for several manufacturers across world.

Maruti Suzuki reached out to customers across country by setting up a widespread dealerships and



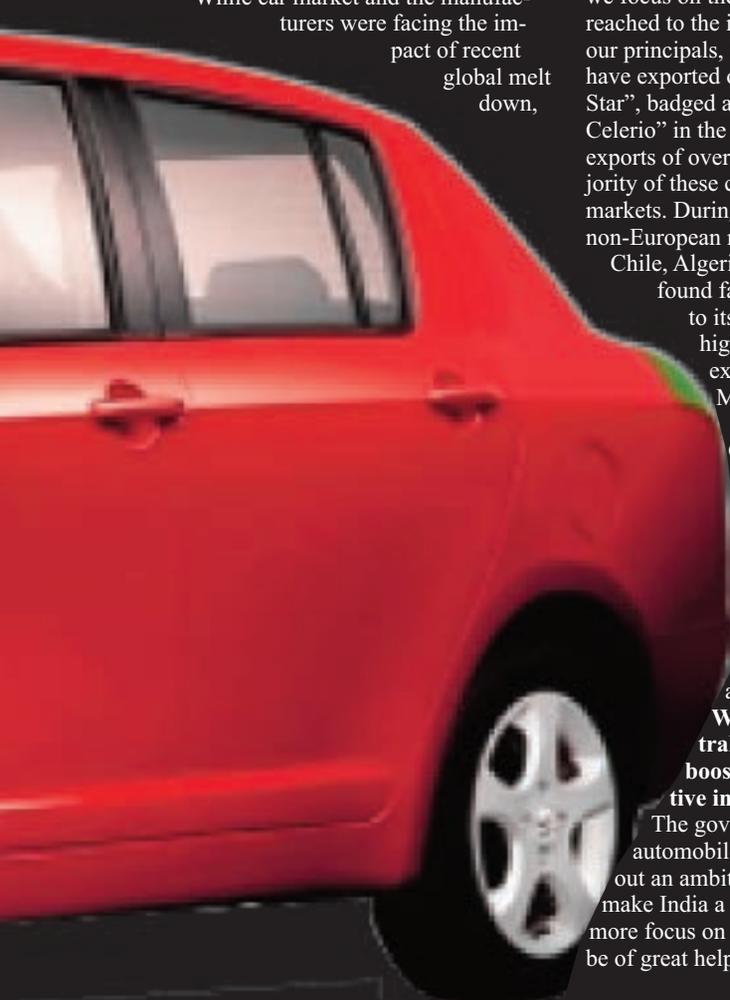


service network. Now, Maruti Suzuki has over 940 sales outlets in 675 cities and over 2,960 service outlets covering over 1,400 cities in the country.

Maruti Suzuki has invested over Rs. 15,000 crore in setting up new facilities and modernizing the existing ones, including new assembly plants, engine facilities and R&D centre. From a mere one plant in 1983, it has grown to three in Gurgaon and one in Manesar, with a combined production capability of over 1.2 million (12,00,000) cars. Maruti Suzuki is working to set up two more plants at the Manesar facility to add a capacity of five lakh cars. Once it gets operational, the total production capacity of Maruti Suzuki (Gurgaon and Manesar plants combined) will reach over 1.7 million (17,00,000) units by 2012-13.

In addition, the company has set up diesel engine plant at Manesar, Suzuki's only diesel plant in the world. This gave Maruti Suzuki an opportunity to enter the fast-growing diesel car market in the country. Maruti Suzuki products are always considered lowest on cost of ownership for customers. Our present portfolio of 15 base models extends to over 100 variants, with multiple fuel options (petrol, diesel, CNG and LPG) and several trim levels. The car market has expanded from mere 45,000-50,000 units a year — when the first Maruti car was launched in 1983 — to 2.5 million units. From just three manufacturers, all global big carmakers are present in the country today.

While car market and the manufacturers were facing the impact of recent global melt down,



Maruti Suzuki ventured into rural India. It set up many e-outlets in rural towns, appointed resident sales executives in every taluka of the country and launched panchayat scheme. From a mere three per cent contribution four years ago, rural India contributes to around 20% to company's total sales.

**Maruti is largely credited for having brought in automobile revolution in the country. It is a leading manufacturer both in terms of volume of vehicles sold and revenue earned. What has been your Unique Selling Proposition?**

The unique selling proposition is fuel-efficient model options to suit requirement and tastes of all customer segments, product quality, wide-spread sales and service network, high focus on customer service and low cost of ownership.

How has been the support from the Haryana government for the automotive sector?

Haryana has grown into an automobile hub. There are a large number of vehicles and component makers in the state. Obviously, the state government has been very supportive.

**As of now Maruti has rolled out 15 models. Are there any plans to introduce some more new ones?**

We have always responded to changing market requirements, proactively. We will continue to do so in future too, and will keep introducing models in accordance with the demand. While we focus on the domestic demand we have also reached to the international markets along with our principals, Suzuki Motor Corporation. We have exported over eight lakh cars. Our "A Star", badged as "Suzuki Alto" and "Suzuki Celerio" in the international markets has crossed exports of over 1,25,000 units in 2009-10. Majority of these cars were exported to European markets. During 2010-11 we focused on the non-European markets like Australia, Indonesia, Chile, Algeria, South Africa etc. The 'A star' found favour with the customers, thanks to its lower CO2 emission levels and high-fuel efficiency. We have also exported Alto, Ritz, Estilo and Maruti 800.

**Compared to other cars, Maruti cars are billed as zero maintenance. Is it because of Japanese technology?**

Yes. Suzuki is a world leader in making quality cars. All these technologies have gone into making of Maruti Suzuki cars celebrated for its quality control and low maintenance.

**What role do you think the central government should play in boosting the growth of the automotive industry?**

The government has been supportive to automobile industry. It has already chalked out an ambitious Automotive Mission Plan to make India a global small car hub. Yes, some more focus on infrastructure development will be of great help.



**Maruti Suzuki has invested over Rs. 15,000 crore in setting up new facilities and modernizing the existing ones, including new assembly plants, engine facilities and R&D centre.**

**Maruti Suzuki has over 940 sales outlets in 675 cities, and over 2,960 service outlets covering over 1,400 cities in the country.**

**Maruti Suzuki has already chalked out an ambitious Automotive Mission Plan to make India a global small car hub.**

**Are there any plans of Maruti to enter the Nano car segment of Tatas or to become its competitor?**

Not at all.

**Maruti Suzuki had announced the recall for its diesel variant cars, including Swift, Ritz and the Swift Dzire, because of defects. Did this news affect the sales of Maruti cars?**

Recall is a customer-friendly initiative. It does not affect the sales rather customer trusts the company more because of such initiatives.

**Are your rural customers any different from the urban ones?**

Yes. Rural customer has different a buying behaviour. Purchases are cyclic and mostly linked to crop harvesting. Instead of going to swanky showrooms, they want someone to come to them and explain the product. They trust buying anything from somebody they know well. That's why Maruti Suzuki has introduced resident sales executives, who are the local folks, and people are comfortable and confident in dealing with them.

There is a perception that there could be shortage of parts because Japan's quake-hit automobile industry may face serious supply chain disruption. What is your take on it?

We have not seen any impact. This is largely because our parent company Suzuki is located far from the affected areas in Japan, and operations are going on smoothly.



# GRP Industries

## Optimum Performance and Reliability

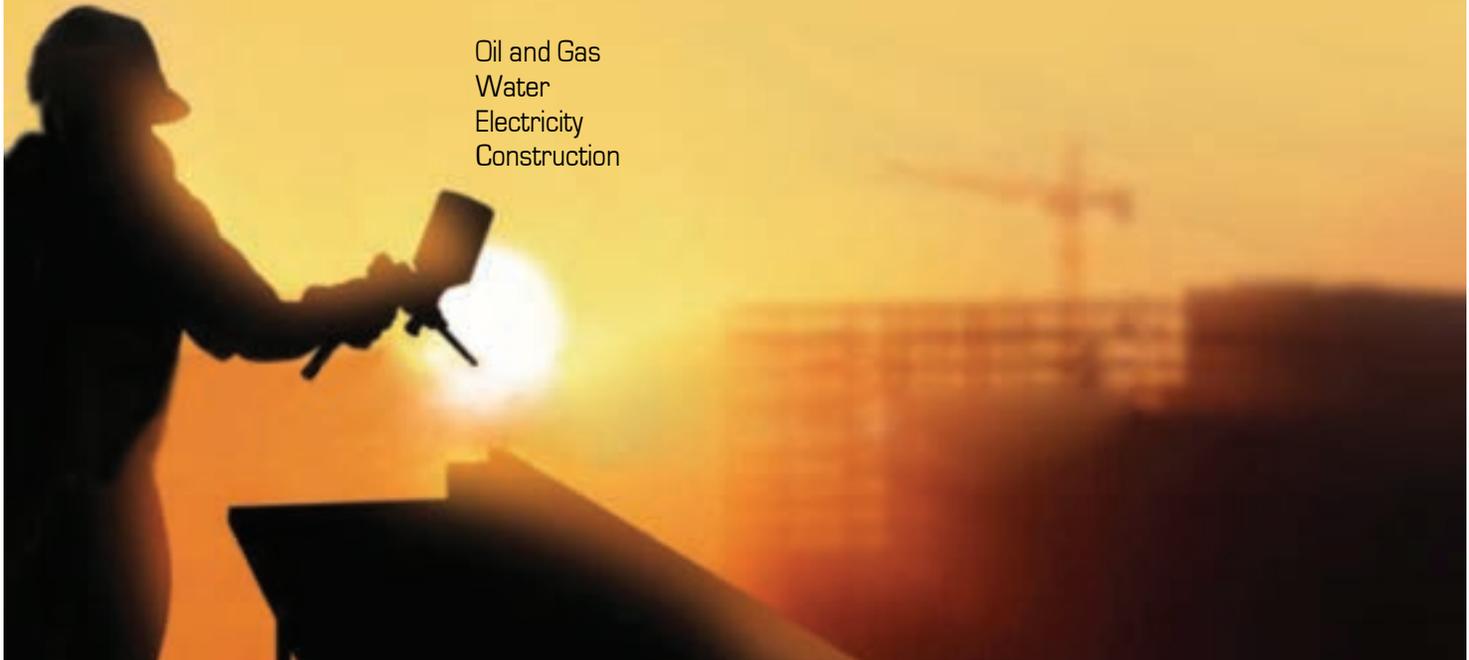
MANUFACTURING IN THE UNITED ARAB EMIRATES SINCE 1989

GRP Industries is the leading and largest manufacturer of glass reinforced polyester enclosures and kiosks in the Middle East. Our wide product range is custom designed, manufactured and certified for utilization by the water and electricity governing bodies of MENA countries.

**Our products are independently tested to meet an Ingress Protection rating of: IP55, IP65, IP66**

### Our Chosen Markets:

Oil and Gas  
Water  
Electricity  
Construction



#### POLYESTER ENCLOSURES



#### POLYSPACE KIOSKS



#### POLYSHADES FOR INSTRUMENTS



#### ROOFING SYSTEMS



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# NGI NEWSMAKERS

Mithu Ghoshal profiles achievers from the NRI and PIO Community



## Rekha Malhotra performs in the White House Easter Egg Roll

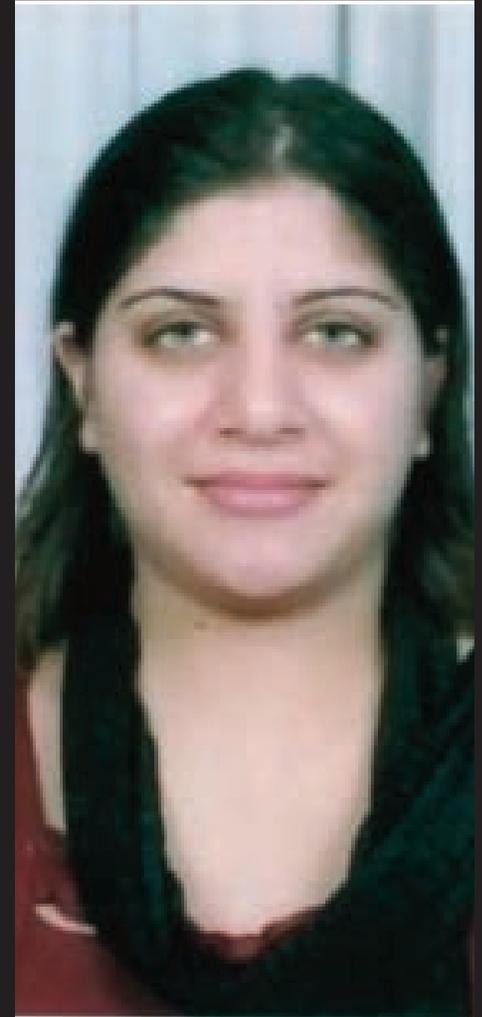
Bhangra is undoubtedly a very popular dance form in India (especially in northern parts of the country). Now the US Populace is also becoming enamoured by its catchy beats.

“Bhangra Queen” Rekha Malhotra has been invited to perform in front of 30,000 people from all 50 states of the country in the 133rd White House Easter Egg Roll, the annual public event, held on the 25th of April with other celebrities like Greyson Chance, Colbie Caillat, Mindless Behavior, Willow Smith, DJ Tommy McFly (local DJ), Little Beats and DJ Willy Wow, puppets from “Sesame Street” with the theme of this year - “Get Up and Go!” - Just a recognition of her hard work and dedication to help popularize “Bhangra” in the country of United States.



## Siddhartha Mukherjee wins a Pulitzer Prize

“The Emperor of All Maladies: A Biography of Cancer”, - the book written by Siddhartha Mukherjee, the Bengali speaking, a 40years old Delhi born Indian American cancer specialist, published by Scribner (US), won the Pulitzer prize in the general non-fiction category, Mukherjee, “immersed in reading and books” is the ex - student of St. Columba’s School in New Delhi. Right now he is working as the assistant professor of medicine at Columbia University and one of the staff cancer physicians at Columbia University Medical Center as well. He fought a lot against the growth of cancer in India by advocating breast cancer screening and anti-smoking campaign.



## Dr Mahak Sharma bags the ‘Thomas Jefferson Ingenuity Award (2011)’

Dr Mahak Sharma, a New Delhi born post-doctoral research fellow from the Harvard Medical School, has been honoured with the very prestigious ‘Thomas Jefferson Ingenuity Award’. The university gives this award every year to a single graduating PhD, just to recognize the outstanding doctoral research efforts of him or her- for the unmatched creativity, which she has exhibited in her valuable research in the field of the Medical Science in the very recent past. Dr Sharma, who has joined the University of Nebraska Medical Center to get a PhD degree in the field of ‘Biochemistry and Molecular’ said, after getting the honour- “To be nominated for this award, the student must have an absolutely outstanding record from his/her own department, and then must compete with top applicants from the entire medical school and campus.”

# Good Neighbors, Effective Partners

Sri Lanka and India share more than a geographical proximity. Karan Rajpal has news on the two countries' bilateral trade relations.



India's emerging might on the world stage has been driven in parts by our large markets, rising disposable incomes, and our ability to produce goods and services at competitive rates for the world market. This process has been matched in equal by our foreign policy. Most progressive world countries today look at India as a safe and reliable trade partner, and there have been a number of treaties, agreements etc signed to this effect.

India's relations with Sri Lanka are more than just economic or diplomatic. The relationship between the two countries is more than 2,500 years old and both sides have built upon a legacy of intellectual, cultural, religious and linguistic intercourse. In recent years, the relationship has been marked by close contacts at the highest political level, growing trade and investment, cooperation in the fields of development, education, culture and defence, as well as a broad understanding on major issues of international interest.

The nearly three-decade long armed conflict between Sri Lankan forces and the LTTE came to an end in May 2009. During the course of the conflict, India supported the right of the Government of Sri Lanka to act against terrorist forces. At the same time, it conveyed at the highest levels, its deep concern at the plight of the mostly Tamil civilian population, emphasizing that their rights and welfare should not get enmeshed in hostilities against the LTTE. The conclusion of the armed conflict saw the emergence of a major humanitarian challenge, with nearly 300,000 Tamil civilians housed in camps for Internally Displaced Persons (IDPs). The Government of

India put in place a robust programme of assistance to help these IDPs return to normal life as quickly as possible. In June 2009, Prime Minister Dr. Manmohan Singh announced a grant of Indian Rupees 5 billion for relief and rehabilitation in Sri Lanka. In the immediate aftermath of the end of armed conflict, India provided a total of 250,000 family relief packs for the IDPs. It also established an emergency medical unit in the IDP camps, which treated over 50,000 IDPs and carried out over 3000 surgeries from March to September 2009. Medicines worth SLR 225 million were also supplied to Sri Lankan authorities.

With the shift from relief and rehabilitation to reconstruction and development, the Government of India turned its attention to the housing requirements of the IDPs. During the visit of President Mahinda Rajapaksa to India from 8-11 June 2010, an announcement was made by Prime Minister Singh that India would support a programme to reconstruct 50,000 houses in Sri Lanka. The proposed project will cover the Northern, Eastern and Central Provinces in terms of its spatial spread and involve construction of new dwelling units and repairs of existing houses. Work has already commenced on a Pilot Project of one thousand houses at Ariyalai near Jaffna, the groundbreaking ceremony of which was held during the visit of the Minister of External Affairs of India to Sri Lanka in November 2010.

Since agriculture is the primary means of livelihood in the areas affected by the conflict, Government of India has focused its attention on

supporting this sector with a view to jumpstart the revival of the local economy through a wide-ranging programme for agricultural renewal. The proposals that have been taken up for urgent implementation include supply of seeds for the Maha and Yala seasons in Sri Lanka in 2010-11 and supply of tractors and other machinery to farmer organizations in northern Sri Lanka. 500 tractors with four implements each (rotovator, tiller, cage-wheel and disk plough) have been supplied to farmer organizations and agrarian service centres in the Northern Province. The total cost of the project is SLR 600 million.

The need for national reconciliation through a political settlement of ethnic issues has been reiterated by India at the highest levels. India's consistent position is in favour of a negotiated political settlement, which is acceptable to all communities within the framework of a united Sri Lanka and which is consistent with democracy, pluralism and respect for human rights. The Government of Sri Lanka has conveyed its assurance that political proposals building on the 13th Amendment to the Constitution will be discussed with the Tamil leadership of the country. In this context, the commencement of a structured dialogue on pursuing a political solution for national reconciliation as well as reconstruction and development is a laudable development.

#### Focus on trade:

India and Sri Lanka enjoy a robust trade and investment relationship, with bilateral trade growing rapidly in the last decade and a number of leading Indian private sector companies invest-

**Already operational:**

- A line of credit of \$167.4 million for repair and upgradation of the tsunami-damaged Colombo-Matara rail link
- Another line of credit of \$800 million for track laying and supply of rolling stock for the northern railway line was announced during the visit of the President of Sri Lanka to India in June 2010. Of this amount, an agreement for a credit line of \$416.39 million was signed in November 2010 to support construction of Medawachchiya to Madhu, Madhu to Talaimannar and Omanthai to Pallai railway lines in Northern Sri Lanka.

ing in Sri Lanka and establishing a presence in this country. Sri Lanka is India's largest trade partner in SAARC. India in turn is Sri Lanka's largest trade partner globally. Trade between the two countries grew particularly rapidly after the entry into force of the India-Sri Lanka Free Trade Agreement in March 2000. Over the next eight years, bilateral trade multiplied nearly five-fold. Following a downturn in 2009 on account of the global economic recession, trade has rebounded and, according to Sri Lankan statistics, bilateral trade during the period January-August 2010 reached \$1.83 billion compared to \$1.29 billion in the corresponding period in 2009. Indian exports to Sri Lanka stood at \$1.54 billion in this period, compared to \$1.10 billion in the corresponding period in 2009, registering a growth of 39.95%. Sri Lankan exports to India were \$293

million compared to \$193.07 million in the corresponding period in 2009, registering a growth of 51.87%. Indian companies have also established a strong investment presence in Sri Lanka with FDI approvals of nearly \$500 million. India is the fourth largest investor in Sri Lanka and prominent Indian names such as IOC, Tatas, Bharti Airtel, Piramal Glass, LIC, Ashok Leyland, L&T and Taj Hotels are present in Sri Lanka. In recent months, the two countries have also resumed discussions on a Comprehensive Economic Partnership Agreement and steps to finalize the Agreement are expected to be taken in the near future.

India and Sri Lanka have a vibrant and growing economic and commercial partnership. Much of the impetus for the current level of our economic interaction stemmed from the signing and entry into force of the Free Trade Agreement (FTA) in 1998 and 2000 respectively. India is now Sri Lanka's largest trade partner overall and Sri Lanka is one of India's largest trade partner in South Asia..

The overall trade turnover grew five times since the entry into force of the FTA and crossed USD 3 billion in 2007 but came down in 2009 to US\$ 2.035 billion from US\$ 3.3 billion in 2008. There was temporary dip in 2009. The bilateral trade has started picking up. According to GoSL statistics, the India-Sri Lanka trade during the period January-September 2010 has reached 2.04 billion USD compared to 1.44 billion USD approx in corresponding period in 2009. The Indian exports to Sri Lanka stands at 1.71 billion USD compared to 1.22 billion USD in corresponding period in 2009 registering a growth of 28.64 % increase. The Sri Lanka exports to India stands at 331 million USD compared to 218.98 million USD in corresponding period in 2009 registering a growth of 34.28%.

India is among the four largest investors in Sri Lankan economy and Sri Lanka's investments in India have shown remarkable growth in recent years. In terms of development cooperation, too, India makes a significant contribution, Sri Lanka being the largest recipient of aid, grants and concessional lines of credit in South Asia.

India has emerged as the largest source of imports and third/fourth largest export destination for Sri Lanka (rising from 16th rank in 2000). India is also now the largest trade partner of Sri Lanka while Sri Lanka is India's largest trade partner of India in South Asia. Another indicator of improving trends, in accordance with the policy of asymmetric obligations, has been a nearly ten-fold increase in Sri Lankan exports which at its peak amounted to US\$ 559 million in 2005. In contrast, India's exports have grown relatively slowly increasing by about 5 times. The ratio of Sri Lanka's imports from India to its exports to India have decreased from 10.4:1 to 5.2:1 in 2009 and 2010.

**Tourism:**

Tourism also forms an important link between India and Sri Lanka and India is the largest source market for Sri Lankan tourism. More than 125,000 Indian tourists visited Sri Lanka in 2010, making up nearly 20% of the total tourist inflow into Sri Lanka. Sri Lankan tourists too are among the top ten sources for the Indian tourism market. In 2010, nearly 200,000 visas were issued by the High Commission in Colombo to facilitate travel between Indian and Sri Lanka. It is expected that two-way tourism and connectivity will get a further fillip with the commencement of ferry services between Colombo and Tuticorin, as well as Talaimannar and Rameswaram, an agreement on which has been signed recently between the two countries.

**Trade between India and Sri Lanka**

2009: US\$ 2.035 Billion  
Indian exports to Sri Lanka stands at 1.71 billion  
Sri Lanka exports to India stands at 331 million USD

Main investments include petroleum retail, hospitals, telecom, vanaspati, copper and other metal industries and real estate development.

**Main Indian investments are:**

- Lanka IOC PLC
- Tata Communications Lanka Limited
- ICICI Bank
- Asian Paints (Lanka) Limited
- Bharti Airtel Lanka
- Piramal Glass Ceylon
- UltraTech Cement
- L&T Infocity
- Mphasis
- CEAT -Kelani Associated Holdings (Pvt) Ltd

**Bilateral Trade Figures (US\$ Million)**

Year	Imports from India	Exports to India	Total Trade	Trade Deficit for Sri Lanka	SRIL Ratio SL Imp:OTS SL Exports
All figures in US\$ million, (FTA implemented in March 2000)					
1990	51.2	49	100	-63	10.4:1
2000	400	38	438	-362	10.3:1
2001	402	72	474	-330	8.4:1
2002	389	171	560	-218	4.9:1
2003	1076	281	1357	-795	4.4:1
2004	1259	265	1524	-994	3.5:1
2005	1266	259	1525	-1007	3.5:1
2006	1805	489	2294	-1316	3.6:1
2007	2790	516	3306	-2274	5.2:1
2008	2586	418	3004	-2168	6.8:1
2009	1307	209	1516	-1098	5.2:1
2010 (Jan-sept)	1715	331	2046	-1384	5.2:1

**Currently being discussed:**

- A 500MW coal-based power plant in Trincomalee and inter-connectivity of the Indian and Sri Lankan electricity grids.
- India also continues to assist a larger number of development projects through its grant funding. These include
  - setting up e-learning centres (Nenasalas),
  - provision of fishing equipment to cooperatives,
  - supply of buses for assisting transportation in hilly and remote locations and
  - a variety of small development projects in areas like education, health and training in many parts of the country.

**Preparatory Stage:**

- The restoration of the Kankesanthurai Harbour
- the development of the Palaly airfield as a civil airport.



# A man with Vision

Karan Rajpal interviews Mr. P. P. Devaraj, President of GOPIO Sri Lanka, and comes away impressed.

**G**OPIO Sri Lanka President P. P. Devaraj comes across as a gentle, almost reticent person when you first meet him. My earlier meetings with him during various NRI events were restricted to exchanging pleasantries, and I had always wondered how a man of such 'quiet' demeanour led the Indians' interests in Sri Lanka. It was only when I met him for this interview, that I was able to sense deep intelligence, empathy and a high sense of purpose that has kept him at the helm of Indians' affairs in Sri Lanka.

Mr. Devaraj has been instrumental in the growth and sustainability of the GOPIO Sri Lanka. He is also a former senior cabinet minister in the Government of Sri Lanka. His father emigrated to Sri Lanka in 1901-02, then as an apprentice to his uncle, helping with small tasks. Over the decades, the family has grown in numbers and all members are well-settled in various industries and professions in Sri Lanka and abroad.

His ability to concisely pinpoint areas of concern and GOPIO's work in them leaves one with a sense of fulfilment. Rarely does one come across leaders who would remain focussed on tasks at hand, and what can be done, rather than self aggrandising their own importance. His answers and explanations of most activities undertaken by GOPIO were focussed on the task, and underscored the importance of reaching out to local organisations and government. Becoming a part of the local community and, at the same time maintaining and developing the community's identity have been the focus areas.

Excerpts from an Interview:

## **Give us a brief background of GOPIO Sri Lanka.**

GOPIO Sri Lanka has been focussed on working for the welfare of the Indian people in Sri Lanka. Sri Lanka has faced a set of unique challenges in terms of our OCI status, and entitlement of benefits through Indian Government policies. We have sensitised the governments of India and Sri Lanka towards our specific concerns, and working with them on policy issues for the changes that are needed keeping in mind Sri Lanka's Indian population.

On the organisational setup- We have adopted a very flexible approach to the set up of the organisation. Rather than operate with a strict hierarchical setup, we have encouraged team members to contribute in whichever way they can. We have been giving freedom to share work, and members of GOPIO Sri Lanka have voluntary responsibilities.

Also, we have been developing documentation to support our advocacy work. We have invited experts from economics, social sciences and other areas to ensure a legacy of development communication and documentation occurs.

## **What kind of activities has GOPIO Sri Lanka undertaken and completed during its 10 years of existence?**

In the sphere of education, we have been working with the Government of Sri Lanka to have an appropriate administrative setup to engage with the Government. Further, we have organised Teacher training programs for specific programs in English. We covered more than 700 teachers in this program. While the pilot programs were run by inviting experts, we have now ensured that the trained teachers themselves train further batches.

In public health, we have been working with the government of India and Sri Lanka for better health facilities for people in the tea plantations. The construction of a 150-bed hospital in central province has started, and this is expected to be commissioned very soon.

Further, we have worked with the Indian community to get them registered with the Government authorities. Our people have approached Indians in remote rural areas through volunteers to ensure increased registrations over the past few years.

The young people in the estate areas (regions with tea-plantation areas) need increased job opportunities; we are consistently seeking new ways of engaging them through entrepreneurship development programs.

Our approach is two pronged- One, our identity must be preserved- to this we need to keep renewing our cultural legacy- literature, arts and other forms. Second, our global identity must be defined amongst the Indians globally- for this we have been interacting with PIOs in different countries- Fiji, South Africa amongst others. We are constant participants in International fora where Indians converge, and

**We have been encouraging people to become active members of local Organisations- Rotary Clubs, Toastmasters' Club etc, and for them to work ceaselessly for development of their local communities. This has helped us immensely in terms of integrating with the populace here.**

learn from these various communities how they have built the identity of the Indian Diaspora in their countries.

## **GOPIO Sri Lanka has been in existence of the last 10 years, how do you see the Organisation developing in the next decade?**

Vision for the next decade requires the ability to dream. Our focus would be develop and maintain our identity, the other thing we want to do is better integrate into our country of residence.

We have been encouraging people to become active members of local Organisations- Rotary Clubs, Toastmasters' Club etc, and for them to work ceaselessly for development of their local communities. This has helped us immensely in terms of integrating with the populace here.

Also, instead of focussing on developing a very distinct, almost abrasive identity, our focus has been to develop an identity as a community that is here for the long term, and is committed to Sri Lanka's growth.





# Unknown Strengths

## Vijayanathan Loganathan on the history and presence of Indians in Sri Lanka

**T**he Persons of Indian Origin (PIOs) in Sri Lanka are the progenies of the Indians arrived in the Island during and after 1830 to pre as well as post Independence period of the British colonial rule. In Sri Lanka the PIOs are a distinct community, identified separately in the official records as Indian Origin Tamils. Apart from PIOs who are Tamils of Indian Origin, there are other communities such as Sindhis, Malayalees, Bengalis and Parsis. Overall, the PIOs forms around 7.1% (an estimated figure) of the total population. Majority of them are Indian Tamils. The migration to Sri Lanka has taken place since 1830s for various reasons. Predominant among them are the labor influx to work in coffee and tea plantations. There is also a sizable population who had come for trading, business and to a smaller extent in professional capacities.

PIOs in Sri Lanka are a unique group when compared to other PIOs in other parts of the world. The link with India and the bonding is strong and has sustained over several decades due to the geographical proximity to India that has helped to visit India and also have greater access to information about the happenings there. The ethnic strife and war that persisted for over 30 years had severe impacts on the social, economic and political aspects of the PIOs in Sri Lanka.

Majority of the PIOs live in Central, Sabaragamuwa and Uva province. PIOs are present in Tea Plantation areas of the Southern Province. There is sizable population that lives in Western province who are mainly involved in business and in service sector.

In this backdrop this article tries to elicit the strengths of PIOs living in Sri Lanka. This is done to bring out some salient features of the PIOs in Sri Lanka for better understanding of those who have forgotten the very existence of Indian origin population that are distinct in their identity in all walks of economic social and political life.

### Largest trade union

Majority of the PIOs in Sri Lanka are plantation workers and are commonly given a nomenclature as Plantation Tamils or Upcountry Tamils. The trade unions in the plantations form the largest workforce organisation in the country. The Ceylon Workers Congress (CWC) is the largest trade union in the country for many decades. The politico trade union action of the plantation workers resulted in the emergence of a powerful body in the electoral politics in the late 1940s which became the political party for the PIOs in Sri Lanka. Thereafter the resultant 'Citizenship Act' down-sized the importance in the electoral politics but still stood the strongest organisations that had an influence over the tea sector- the highest revenue earner of the country. Later towards the end of 1980s, the importance of the trade unions as the

political body of the Upcountry Tamils emerged. Trade Unions in the plantations is one of the biggest strengths for the PIOs in achieving -their socio economic and political emancipation. Through the political actions the Trade Unions have won several of their legitimate demands and taken the community through a steady development path. Majority of the PIOs live in contiguous territory that becomes strength in electoral politics in the country. Emerging as a strong block in late 1980s in politics, PIOs still remain a formidable force in the politics of the country.

### Tea and PIOs

Sri Lankan Tea has a special place in the world tea markets and Colombo is the largest tea auction center in the world. Sri Lanka is the world's fourth largest producer of tea and the industry is one of the country's main sources of foreign exchange with tea, accounting for 15% of the GDP, generating roughly \$700 million annually. Sri Lanka was the world's leading exporter of tea (rather than producer) with 23% of the total world export in 1995 but has since been surpassed by Kenya. The tea sector employs, directly or indirectly, over 1 million people in Sri Lanka. PIOs are the major source of employees in the Tea Industry. Women constitute a formidable share of the workforce in the tea plantations. They are highly skilled in tea plucking. The skills of the women in the tea industry are of special character and it needs to be realized. Recognition of the special and efficient role of women in the tea plantations is unmatched by women from other sectors. Many plantation companies have recognized these skills. However tea plucking has not been recognized as a specialized occupation and given due social recognition.

### PIOs in Trade, business and Industry

PIOs play an important role in the consumer goods market mainly food in urban areas like Colombo and Kandy. Majority of them are Tamils and Muslims and other Indian communities who have migrated from India from time to time during immediate period after British rule. They have been involved in petty trade to large scale wholesale business establishments in consumer goods, food items and hardware markets. The PIOs play a key role in the Colombo markets on food items like rice, pulses, sugar and other food items.

There are major industries owned and operated by PIOs in Colombo with very large investment and labor force. These industries support the country's growth and development and also provide employment for all ethnic communities in the country. Some of the key establishments are Eswaran Brothers, Carsons Pvt Ltd, St. Anthony's, Print Care, Express News Papers Pvt Ltd. There have been increased investment by PIOs and new business ventures have come up in the recent past. In the recent times investment from

India has also flown in to various sectors such as transport, energy, petroleum, and consumer perishables and durable goods. The dominance of Indian industries and market goods has increased manifold. Though the investors cannot be classified as PIOs, the local PIO communities' network has helped greatly to bring in such investments and establish business opportunities in the Island nation.

### Conclusion

Majority of the PIOs are plantation workers are wage earners. There is still scope for economic and social development of this section of PIOs. The government and political entities of PIOs are working towards the development of these communities. Education has been one of the main focus areas which need further improvement. NGOs and Provincial Ministries are working towards qualitative improvement of education. The High Commission of India in Colombo is supporting in providing scholarships to financially weaker section of the PIOs. A lot more is desired in this sector.

PIOs have also excelled in professional and academic fields in the country. The PIOs have formed in to a Council which is a global network and known as 'Global Organisation for Indian Origins'. The main goal of this organization is networking and enhancing the capacities of the PIOs for economic growth as well as facilitating and helping PIOs across the world for investment. It was established in the year 2000. Networking among PIOs in Sri Lanka and throughout the world is one of the main objectives of the Council.

Largely PIOs are independent and are contributing towards the growth and development of the country. The point noteworthy here is that PIOs never been seen as a burden to the state of Sri Lanka. PIOs can be considered as a population of Indian Diaspora and prefer to maintain a closer links by engaging with India at the same time, engross in the host country having their own identity. Sri Lankan PIOs have upsurge higher positions in many sectors including business and are recognized by India. It is important that PIOs are recognized as distinct groups of people, so that it gives a better understanding of economic, social and cultural issues of PIOs in the country.

Holding a M.A. in International Relations, and M.Sc. in Human Security, L. Vijayanathan has been working with the Royal Norwegian Embassy in Colombo as Senior Advisor. He has over 19 years experience in Programme/Project planning, coordination, project implementation management, monitoring and evaluation in development and rehabilitation and related fields. He is also deeply interested in issues concerning climate change. He can be contacted at [vijaydha39@hotmail.com](mailto:vijaydha39@hotmail.com).

# Celebrations Ahoy!

GOPIO Sri Lanka celebrated their 10th Anniversary late last month. Karan Rajpal reports from Colombo



**S**ri Lanka has a special relationship with India amongst its neighbors. The two countries' relationship stretches back to more than 2500 years, and a series of cultural and economic exchanges have ensured that the two nations share more than a physical proximity.

Due to this physical proximity, people from both countries have been settling in either of them for a very long time. Indians, especially from Tamil Nadu, form a significant part of the population of Sri Lanka.

GOPIO (Global Organisation of People of Indian Origin) has had a successful decade-long existence, in Sri Lanka, where the organization has helped the Indian population in Sri Lanka in various spheres. Tea plantation workers in Sri Lanka form a large part of the PIO population in Sri Lanka. GOPIO has worked extensively with this often marginalized community to protect their interests, and intervene for their upliftment, and for providing facilities due to them.

In his speech during the celebrations, Mr. P.P.Devaraj, President GOPIO Sri Lanka said, "India's concern with the PIOs of Sri Lanka has

a long history. There are several agreements, exchanges of correspondence and accords that stand testimony to this fact. It will be appropriate to mention here that India has been implementing a programme from the 1940s for the educational advancement of children of plantation workers most of whom are of Indian origin. India is also assisting in infrastructure development programmes in the health, housing and educational areas which will be of benefit to the PIOs. Scholarships and concessionary facilities for Diaspora students have been of immense benefit. With increasing partnership between India and Sri Lanka we are sure that these programmes will be further expanded."

From its inception, GOPIO Sri Lanka has paid attention to building coordination and cooperation among various sections of the PIO community and also among the social, political and cultural organizations functioning among PIOs while keeping to the background as far as possible. Mr. Devaraj and his team have worked extensively with local populations to ensure a peaceful co-existence between the people of various ethnicities, and progressively helped in case of issues that have been faced by

the NRI and PIO community. GOPIO Sri Lanka today is a vibrant organisation that draws Indians from various walks of life, who volunteer their time and resources for a number of programmes that GOPIO Sri Lanka runs in the Island country.

Mr. Ashok K Kantha, Indian High Commissioner to Sri Lanka, congratulated GOPIO Sri Lanka, and praised their unceasing effort for the upliftment, and growth of the Indian population in Sri Lanka. He also welcomed the efforts of the GOPIO organisations based in New York and Mauritius coming together to support the Indian community worldwide.

Earlier in the day, the GOPIO International Executive Committee meeting took place, and representatives and leaders of GOPIO organisations of various countries attended. The Executive committee meeting's outcome, to be shared by GOPIO International shortly, is going to further enhance GOPIO's work worldwide. Lord Diljeet Rana and Mr. Mahen Utchanah, both played a leadership role in getting the two chapters closer, while Prof. Dasrath Chetty, President, GOPIO South Africa and Mr. Devaraj played a notable role in finalizing the new path for the organization.

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**India is fast moving beyond being the service delivery hub of the world towards a global innovation hub.**

# 'Long-term vision for IT needed'

SMEs in India are expected to become the growth engines of the IT industry in the coming decade, predicts Rajiv Vaishnav, NASSCOM Vice President, to Chandran Iyer.

**A**t NASSCOM, Rajiv Vaishnav is responsible for leading several forums. He conceptualizes and implements the development of multiple touch points for members by synergizing NASSCOM and its member companies' interests and objectives, at both the regional and national levels. He leads Forums such as Emerge, Product, Engineering Services, RIM, NIWG, Animation and Gaming, Quality, GEPS, Captive and Women in Leadership initiatives. Excerpts from an interview:

## What are the challenges before the IT industry?

The industry needs to address certain challenges on an immediate basis for it to retain its competitive edge in the global IT market. With the market's new found focus on service delivery, the demand for skilled talent is expected to shoot up. While India has ample supply of talent, it is largely worthy for training and not necessarily employable. This leads to incremental training costs and increased downtime for the industry, which is challenging because of availability of quality talent in rival countries. Costs are also expected to rise with wage inflation and increased attrition. Secondly, there is also an urgent need to develop the business environment in the country to be able to harness the opportunities offered by the changing market scenario.

## What do you think the government should do to promote this industry?

Government should focus on the long-term vision of making our aspiration a reality. Foster domestic demand through national CIO office, allocate budget on e-governance, improve urban infrastructure and public services in 10-15 Tier II, III cities; create a national information structure, (Internet connectivity, UID project, ICT literacy). Educational reforms to facilitate increased private participation in higher education, Allocate a percentage of national budget for research, create quality institutions to increase Ph.D holders to 200,000 by 2020.

## Earlier India was regarded by USA more as a "call centre country". How much has the perception changed after the visit of the US President?

India is fast moving beyond being the service

delivery hub of the world, towards being a global innovation hub India is home to the second largest SMB base in the world with 35 million organizations. SMEs in India are expected to become the growth engines of the IT industry in the coming decade. Their current focus includes standardisation of processes and aligning IT to the business for operational efficiencies. Innovations through process improvement have also been a key growth driver for the industry, thanks to its strong maturity in service delivery, quality, and risk management. Start-up activity in product space continues to accelerate with over 400 products companies founded since 2001. Pace of formation of new companies is also rapidly increasing. Besides SMEs, the IT-BPO industry is also focusing on transforming Indian society by harnessing technology to increase accessibility, affordability and accountability of essential services.

## India is now facing stiff competition from China and other Asian markets like the Philippines and Vietnam. How should our IT industry gear up to meet this challenge?

India has consolidated its position as an IT and non-voice hub, while the Philippines is focusing on voice services. In recent months, several new locations have emerged providing either commoditized services or focusing on niche services. For example, delivery centres in Latin America and Eastern Europe are increasingly focused on niche services such as language specific requirements or R&D and engineering services while Singapore is focused on providing knowledge services. Buyers are focusing on developing the right portfolio of locations. Suppliers in these new markets consist of global majors, India-centric players expanding their delivery footprint and domestic/regional suppliers who are in a unique position within the global network of buyers. Till September 2009, India and the Philippines were the hubs of activity, accounting for 40 per cent of global new delivery centres.

## USA is still not out of its economic blues. Will this fact have adverse effect on the IT industry?

While developed markets like USA constitute the largest share of IT spend, emerging markets are spearheading growth as a large consumer base

becomes increasingly tech-savvy and enterprises adopt IT solutions to improve their global competitiveness. The Indian supply base has begun to explore market opportunities beyond US. By 2020, new segments (SMBs), new verticals (Public sector and Defence, Healthcare, Utilities, Printing and Publishing) and new geographies (BRIC) will account for 50-55 per cent growth in the addressable market. India's supply base is well placed to tap this potential, with their two-decade-long experience, mature service capabilities, presence in almost all verticals, global footprint and an abundant talent pool.

## What do you think are going to be the growth drivers of this industry?

The industry today is at the cusp of the biggest transitions with countries rebuilding the economic muscle that wasted away during economic slump. Post-recession, the world economies are getting re-structured with more opportunities flowing from the BRIC region where recovery is speedier as illustrated during recession. With the emergence of the new world order, some drivers or trends which are going to play a key role in shaping the Indian IT industry in the coming decade. Global demographic shifts will create need for greater efficiencies in processes, increased automation, healthcare and citizen services. Market shifts will lead to emergence of new products and services to meet the changing customer needs. We also expect to see more business collaborations in the coming decade with newer relationships being forged between business, government and the society. We could also expect innovative solutions from small companies getting integrated with offerings of larger companies. Also global delivery of services is expected to drive collaboration across countries – standards, processes.

## What is the top agenda of NASSCOM for the IT industry?

NASSCOM has set out some goals for this year to ensure that India retains its leadership position of the most preferred global sourcing destination; successfully tap into new opportunities and build partnerships within the India market. Few of the goals include talent development; build a congenial market for SMBs and start-ups and innovation and transformations.



# Silver Lining for IT Industry

IT-BPO industry is likely to go through a paradigm shift in markets, customer base and service offerings, says Chandran Iyer

There was a time when people who were working in the Information Technology (IT) industry in India were suffering from Layoff Survivor Syndrome (LSS) — tormented by anxiety, guilt and fear — when the world economy went into a tailspin after the global meltdown. They were gripped by LSS whenever they saw their peers were pink slipped at random. The lay-off wasn't because of underperformance, but because the company was facing financial turmoil and was unable to foot the employees' salary bill.

Fortunately, things are looking up as the outlook for this sector is improving. After the subprime crisis, the world is relying more on the outsourcing capabilities of the Indian IT firms like never before. Though things are yet to turn rosy, the picture is certainly no longer gloomy.

The Fitch Ratings has said, in a recent report, that the outlook for the Indian IT services sector is stable for 2011. The outlook is driven by an improvement in demand and stable pricing. Revenue growth for 2011 is expected to be higher than 2010's, supported by the continued recovery in demand for short-term discretionary and consulting projects, an improved new deal pipeline, and an increase in the market share of Indian firms for IT contracts.

According to the annual review by industry body NASSCOM, India's outsourcing industry has witnessed a rebound and registered better than expected growth.

"Over the past decade, the Indian IT-BPO sector has become the country's premier growth engine, crossing significant milestones in terms of revenue growth, employment generation and value creation in addition to becoming the global brand ambassador for India. Keeping the momentum alive the IT services is expected to grow by about 3.5 per cent in 2011 and 4.5 per cent in 2012," said Rajiv Vaishnav, vice president of NASSCOM.

### Paradigm Shift

He feels that in the future, the global IT-BPO industry is likely to go through a paradigm shift in markets, customer base, service offerings and talent. While new markets — SMBs, Asia, public sector and government-influenced will be the biggest growth drivers, customers will demand 'transformative' value propositions that go beyond lower cost replications.

At present, over 90 per cent of total revenues are generated from the seven Tier-I locations, which are nearing peak capacities in infrastructure support. India has to quickly develop other delivery locations to achieve its 2020 vision.

Things are improving in the IT sector is evident since the IT sector seems to have come back to its record-breaking hiring days. Top industry player Infosys is projecting up to 1.8 lakh employees being hired by the five largest companies this year.

"Growth is back and most companies are hiring in large numbers again. The top five companies are estimated to hire 160,000-180,000 employees in the next 12 months," Infosys CEO Kris Gopalakrishnan had said in January.

### Hiring activities

Such large-scale hiring activities were last witnessed in 2007, after which they had to cut back and even prune their existing headcount to cope with the economic slowdown.

Vijay Bhatkar, the former founder of Centre for Advance Computing is very optimistic about the IT sector's future. He says that "Today, the world Information and Communication Technology (ICT) industry may be more than \$4 trillion and that of India \$120 billion. By 2025, with a pool of 5 million quality ICT professionals and 250 million IT literates, India's 25 per cent of national income as well as export could come from ICT alone. By then, most of the world and particularly US cutting edge R&D would have moved to India with next generation chips, mobiles, robots, super-computers and, of course a spectrum of software would be designed on Indian soil for the US and the world. But there is a big IF; if at all India could put the act together! "

Vaishnav feels that currently over 90 per cent of total revenues are generated from the seven Tier-I locations, which are nearing peak capacities in terms of infrastructure support. He feels that the nation has to quickly develop

other delivery locations to achieve its 2020 vision.

"There are concerns around security — both physical and data related, in service delivery which would need to be addressed. Currency fluctuations have also dented India's competitiveness and steps need to be taken to address India's increased risk perception," he added.

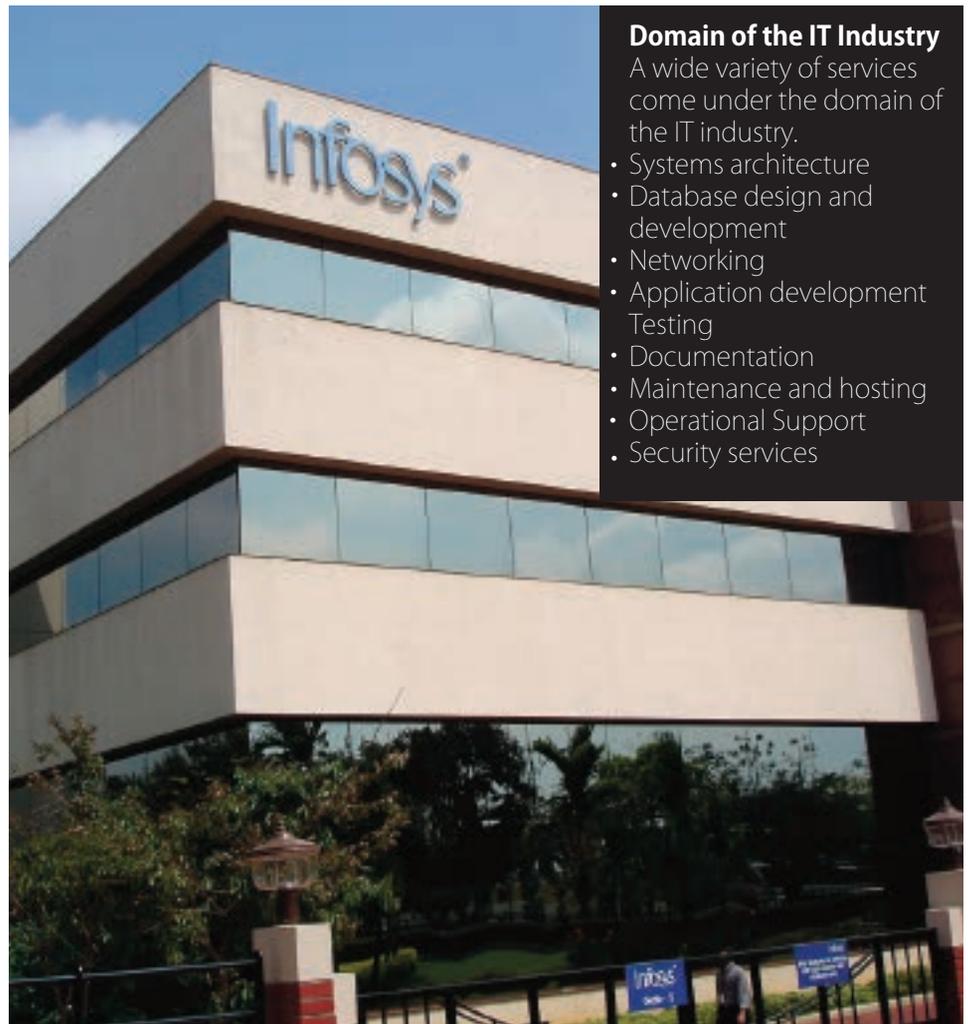
Director General of Maharashtra Chamber of Commerce Industry and Agriculture (MCCIA) Anant Sardesh feels that the IT industry has tremendous ability to orient itself to the changing needs of the businesses across the world. "The IT of 1990s and IT of the first decade of 21st century are different. The Y2K offered a distinct niche for it to establish itself word over and since then Indian IT segment has shown the tremendous ability and capability to indentify newer areas of application. The industry has moved from pure simple commercial and business application to complex technical areas of technology, production and research and development. This ability would help the industry to explore the areas and the skills and knowledge acquired would definitely open up new business segments. There doesn't seem to be any competitor coming nearer to Indian IT in next few years," he added.

### Liberalisation

Sardeshmukh feels the liberalization of the Indian economy in the early nineties has played a major role in the growth of the IT industry. "Deregulation policies adopted by the Government of India have led to substantial domestic investment and inflow of foreign capital to this industry. In 1970, high import duties had forced IBM to leave India. However, after the early nineties, many multi national IT companies, including IBM, have set up their operations in India. India's IT industry caters to both domestic and export markets. Exports contribute around 75% of the total revenue of the IT industry in India", he added.

The IT industry can be broadly divided into four segments — IT services, software and hardware development and ITES-BPO.

The IT sector suffered a major blow when a Rs 14,000-crore accounting scandal surfaced at Satyam Computer Services Ltd after its chairman B Ramalinga Raju, a poster boy of Indian IT industry, was forced to admit that profits at the company had been falsely inflated for years. This scam which was India's biggest corporate scandal in memory hammered Satyam's shares, which had already been under pressure. The sordid episode cast a cloud over corporate governance standards in India. It resulted in an increase of due diligence on behalf of the customers.



### Domain of the IT Industry

A wide variety of services come under the domain of the IT industry.

- Systems architecture
- Database design and development
- Networking
- Application development
- Testing
- Documentation
- Maintenance and hosting
- Operational Support
- Security services

# Gurgaon: Eldorado comes alive

N Sai Balaji analyzes the reasons for IT boom in Gurgaon



**With competitive states like Delhi and Uttar Pradesh nearby, the Haryana state government has been focussed, thus ensuring the existence of policies to attract investment to Gurgaon.**

**L**iberalisation has helped in opening up Indian markets for global corporations. Anonymous cities have got themselves recognised at international arena. One industry that struck gold for India has been Information Technology (IT). IT has transformed cities like Bengaluru, Hyderabad, Chennai and Pune into international centres for trade and commerce.

It not only broadened horizons of opportunities but also assisted in growth of the Indian economy. With capital coming in for investment, availability of resources, and with huge amount of manpower existing India success in IT has been envied by many countries and stood out as a model of inspiration for many others.

Gurgaon, a familiar name amongst investors has a tale to narrate. A decade and half ago, what was an outpost of Delhi, a village near Gurgaon was turned into a millionaire's hub as Real estate giant DLF purchased the entire area. While land prices had been steadily rising, the

influx of information technology corporations, and multinationals in general, has made Gurgaon a choice destination for a blue chip address. With sealing of non-commercial operations in the national capital, Gurgaon is now seeing actual users, apart from the clutch of speculators who have long been a part of any emerging real estate market.

#### Road to Gurgaon:

Initially companies got attracted towards Gurgaon basically for its geographical position. Situated right next to the national capital, it literally abuts the international and domestic airport. Businesses keen on having a presence in North India, saw Gurgaon as a prime destination due to numerous reasons. "If a firm like Microsoft wants a branch office in North India, it options are clear and narrow. It would look forward for Delhi but it being saturated it would definitely prefer areas near by", said Nitin Kumar, IT Entrepreneur. Development being the prime focus, Gurgaon has provided many prospects for educated youth from Delhi, Uttar

Pradesh and other states. Today, it can be termed cosmopolitan, as trained manpower from all over the country, even the world converges in the city to work, live, and enjoy a new lifestyle.

According to statistics released by the Haryana government, there are around 402 large scale and 8000 small scale companies which employ approximately 200000 people in Gurgaon. Add to this, the service staff and other indirect employment, and Gurgaon is one of the main job generation zones of India today.

"Launching a facility in Gurgaon is being driven by two factors," said Sandeep Arora, Lead Executive, Accenture Delivery Center for Technology in India. "First, we continue to see very strong client demand for Accenture's services from India. Second, we believe we can fulfil that demand with the large pool of high-quality technical and professional talent in the city (Gurgaon)."

#### State's Motivation:

State motivation in attracting investments is vital. With competitive states like Delhi and



**“Land Acquisition in Gurgaon has been a smooth process and transparent. We have a firm industrial policy which benefits everyone”**



Utter Pradesh nearby, the Haryana state government has been focussed- ensuring the existence of policies to attract investment to Gurgaon. Its policy for industry and IT sector has been encouraging with special incentives, tax holidays and tax exemption. Starting Special Economic Zones (SEZ), in which companies are given incentives – freedom from paying Minimum Alternative Tax, exemption from Central Sales tax for a number of years.

With memories of Singur, West Bengal where farmers protested against the setting up of Tata Nano manufacturing unit still fresh and had their share of repercussions in other parts of the country. Land acquisition forms an imperative task to complete without any hiccups. “Land accusation in Gurgaon has been a smooth process and transparent. We have a firm industrial policy which benefits everyone”, said a Haryana government spokesperson. The process for clearance is quick compared to many other places. Special directions and policies have been placed in order to make it an industry friend model and destination to be desired by many.

#### **Infrastructure and Its inspiration:**

With the formation of National Capital Region (NCR) which consists of Noida, Faridabad, Ghaziabad and Gurgaon, comparisons are bound to occur between Gurgaon and the other satellite towns abutting Delhi. Comparatively, due to a vigilant and active police force, Gurgaon stands out to be better amongst its peers. Cities like Bengaluru, Hyderabad or Pune are today centers of excellence for the country, due to a firm base being built- Investors and companies are assured of a focussed and friendly law and order situation. Gurgaon has been able to keep crime in check, compared to its peers in the NCR, and the results are there for everyone to see.

Law and order serves a larger purpose- Employees are more willing to relocate with their families, and the great connectivity country-wide- through the Airports nearby, and the Indian Rail network through nearby Delhi, makes Gurgaon an easy choice to make.

“Considering the total history of Gurgaon, the growth of real estate can be firstly attributed to

the position of Airport, secondly due the establishment of the Maruti company in Gurgaon and finally to the IT boom which transformed Gurgaon,” said Deepak Sharma, Vice President of a well known Real Estate company in Gurgaon.

Infrastructure has been the key driver for the industries here. With requisite funds for investments and highly competitive atmosphere, companies strive to succeed.

“When I stepped into this field five to six years ago, the price of a house used to be around eight to ten lakhs (\$17000-\$20000) but today, the same unit costs around Rs 85 Lakh (\$ 190,000). The reasons are numerous- demand, escalation of raw materials cost, cost of land, etc”, added Deepak Sharma.

According to a recent study by Assocham, Gurgaon received a bulk of the total 2.4 lakh crore live investments in the state of Haryana.

With a new set of legislators in the local municipal body, here’s hoping Gurgaon would solve its transportation and power problems, and be able to shine as the beacon of India’s growth in this burgeoning economy.

# Are private brands here to stay?

Sanjay Banerjee analyzes the latest retail trend, where top-of-the-line products are facing threats from Johnny come lately as consumers are lured to break new grounds

**B**uyouts, acquisitions, venture capitalism have become a global buzzword worldwide. And, Indian firms are fast learning the tricks of the trade to accelerate growth. Equity funds have been on the ball since early 1980s, leading to the creation of a structured funding environment. Buyouts have become a sheepish tread towards creating the right value where organizations do not refrain from taking the hostile route to acquisition or likely takeover. But, the rise of the auction platform is eroding the existence of the buyout players globally due to the movement of the process from being a relationship to a trade modeller mechanism. If accounted with authentic mapping procedures, these changes will influence majority of buyout mechanisms, triggering a long-term impact on the equity environment. But, India is still virgin to these impacts due to neo-natal stage of these business models in our country.

*If retail is said to be a therapy, what can we say about equity stake purchases. Indian companies are shopping across the globe for the best deals to return-on-investment opportunity.* There are folklores galore about Indian organizations' shopping spree, and the changing global dynamics. The Tata's have taken a great leap of faith in their overall brand dynamics by taking over the iconic Jaguar and Rover brands; it adds value to not only the Tata name but India as well. At \$2.3Bn acquisition value, pundits believe that it's a good buy. But, some individuals/firms had doubts on this acquisition and made antagonistic comments to this takeover: "Indian auto parts suppliers do not have the technical capabilities to make such a transition, Even if they had a production set-up in India,



**Indian companies are shopping across the globe for the best deals to return-on-investment opportunity. There are folklores galore about Indian organizations' shopping spree and the changing global dynamics.**

they would need to import the auto parts." To this doubting Thomases, Tata Group chairman, Ratan Tata retorted, "What attracted us was the fact that these are two iconic brands, global in nature and highly respected for their products. We believe it is the duty of whoever owns them to nurture the image, to retain their touch and feel, and not to tinker with them. They are British brands, and they should remain British. Who actually owns them should not be very important in the way they work."

This is an attitudinal change in the mindset of Indian organizations, helping them position themselves as challenger brands to the developed nations' organizational set-ups. Indian organizations no longer fear acquisitions and takeover situations of other firms; they just wait to make the right buy for the requisite bucks

they own. Some leading firms in the retail and consumer durable space have already spent a huge amount of money in process creations and manpower allocation to cater to this global demand of takeover, and are on the prowl for getting the best buy.

PE funding has seen three major booms since the early 1980's and each of these turn-arounds has been backed by industry-wise resourcefulness, maneuverability and innovation in getting a space in the existing dynamic market place. Each of these upswings had a central core of growth, which ended in a precipitous downturn before the fund houses again rallied to tap new avenues. Earlier, PE firms monetized on the sale of poorly run public sector companies, a policy later replicated by government firms worldwide with their various disinvestment methodologies. With the global maturity of the funding environment, PE firms have institutionalized various methods of revenue generation depending on the industry type of operation --- with the current focus on collateral revenue generation mechanism (based on the ancillary competency creation for core brands across the different industries). It is beneficial to both manufacturer and buyer of the product. Indian companies like the Times of India, Videocon, and Reliance etc. have benefited from this method of valuation and sale of ancillary entity with various IPO and PE funding.

A sneak peek into the distribution of monetary wealth around the world will make it obvious that financial control of funding, which was traditionally controlled by developed nations have slowly started to shift base with the creation of new funding zones/markets. The oil-rich nations and central Asian Banks are playing a greater role in the creation of these equity environments. The liquidity that these players have brought into the funding platform is auguring well for hedge funds and equity firms to propel in the market order of financial intermediation. Additionally, hedge funds have added global liquidity through the high trading volumes/turnovers and investment in credit derivatives; which has allowed banks in mitigating the risk of credit from their operational balance sheets to create an environment of better loans and micro financing. Even if interest rates rise or oil prices drop, PE funding power brokers will continue to grow and redefine the equity markets. Because these markets function on the basis the free flow of information, monetary wealth and other government measures to aid their business processes. Banks must retain their core values, and protect themselves from the risks posed by the hedge funds and equity players. Specifically, they would need tools and incentives to measure exposure accurately and maintain enough capital and collaterals to cover their risks. Now, it is difficult to assess the dangers stemming from illiquid collateralized debt obligations (CDOs) and collateralized loan obligations (CLOs), which is one of the reasons for the unaccounted monetary transactions and scams. As new lenders are getting into the new business of lending or capital outflow, the risk of free credit is on the rise. National govern-



ments need to take stock about this growing menace. Otherwise time is nigh when we will have to keep hearing about the spectrum cases as a daily menace for which we will not have an equitable solution.

Ratings agencies and investors alike must raise their risk-assessment game. With the creation of credit and collateral debt organizations, banks have in many cases analyzed their credit lending facility, which in turn has helped in mitigating the risks of lending. On the other hand, PE fund houses are having a disparate impact on corporate governance basis hostile takeovers and subsequent restructurings. Leading economists believe that businesses are no more run with better process generation techniques or economies of scale but with superior innovation, sustainable value creation and with the best practices of monetary rationalization. It is the return to financial stability trade offs that is creating a volatile economy that we need to guard against to avoid scams and money laundering. It is also the basis for the creation of private labels and brands for consumption aided by many PE funding houses for quick gains in retail space.

#### Private Brands

Multi-brand retailers and electronic players are suffering from a catch-22 situation of profits to service, which is aiding in creation of Retailer Brands for better returns. Organized retailers are pushing out the established brands from their retail points for sake of better margins. Tasty Treat, Koryo, Croma, John Miller, Stop, Food Bazaar etc. -- the list is endless for these private labels/ brands that are available in the market. And in some cases they enjoy leadership position at the sensitized points of sale. Private labels are often stocked around the retail market leader products. And normal human behaviour makes us act in a manner where we start consuming products placed besides leader brands just on the pretext that they would have similar properties to the leaders.

Should we buy them? "Usually, in-house

brands are about 10%-25% cheaper," says Raghu Pillai, CEO of Value Retail, a unit Future Group which owns Ezone.

Private labels primarily make headway to the homecare, personnel care, and consumer durable segments as an alternative for expensive products. But, do they guarantee quality and sustainability to the majority of the Indian audiences averse to experimentation and regular purchase? Retail logic says that manufacturers/ retailers sell them cheaper because they save on marketing and distribution costs, apart from buying products in bulk. Experts believe consumers like private labels because it helps them enter product categories, which have high entry price-point barrier. These are certainly not for those who are looking at upgrading or replacing existing options.

A few of these products also pack more features than established brands at the same price. For instance, a 1.5-tonne Croma AC with five-star rating costs Rs 26,990, while a Samsung with similar features costs Rs 31,000. Croma also offers free installation, which otherwise costs nearly Rs 1,500. But is cheap the only catch word for consumption; retail sense of growth says it's not the way forward for brands to occupy consumer mindset for long. They would need to evolve out of the sensitized market of being private label to being private brand and in the long run be an unclustered brand. That will guarantee them long-term success. These are like short-term investments that equity funds make for short-term gains; they will reinvest again creating another investment opportunity.

*Next time you go out and buy an AC for your requirement; think twice before you invest: what's the objective in making the purchase. Is it a long or short-term goalpost of purchase? Because brands are like your house of dreams, which you painstakingly create with time and it engenders positive feeling along with value. So what's the way ahead: private equity to private brand or there is a different dimension to the situation.*

# Slam Dunk?

## Indian Basketball sees new possibilities in an emerging Sports culture

Neha Saluja has news on basketball in India

**W**ith Indian sport, apart from cricket, getting increased exposure after hosting many international sports events such as Commonwealth

Games, Indian Badminton Open, gears have shifted and the focus has broadened. Basketball, a sport which lacked audience, funds, motivation, and the foremost, passion has seen an upsurge in recent times.

Narrowing the gender dominance, Women's Basketball is getting required guidance; much needed funds from the corporate sector, with IMG-Reliance (IMGR), Mahindra- National Basketball Association (NBA) is pouring in good amount of money and signing Grade- A players.

Indian Women's team qualified for Level 1 in 2007 at the Asian Basketball Championship (ABC) held in Incheon in South Korea by delivering an unbeatable performance, winning

six matches in a row. Since then, the team has retained its position. The team got promoted after defeating Level 2 teams like Sri Lanka, Lebanon, Uzbekistan, Malaysia and The Philippines.

*Prashanti Singh*, Former Captain of Indian Basketball Team and one of the top four A grade players of India, selected and sponsored by IMGR and Basketball Federation of India. A meeting with her shed more light on the state of the sport in India.

**As you are one of the senior members of the team, could you tell us on how the team was trained for South Korea Asian Basketball Championship (ABC)?**

P: We had an extensive training program before the event started. Getting in to Level 1 was a challenge. It took the team four years to qualify for it and another four years to maintain the rank. The seniority in team is not defined by age, but just by experience. Hence

this helped us to develop healthy relations amongst team members.

**According to Mr. Harish Sharma, B.F.I. Chief Executive Officer, "IMG Reliance played a pivotal role in making the foundation for the future a reality, and is indicative of the tremendous potential that the BFI-IMG Reliance relationship holds to take basketball to greater heights in India."**

**During South Korea ABC when India got promoted to Level 1, here Indian team had to face giants like China, South Korea which are known for their high game standards. So how did the team take this challenge?**

The game's standards of China and South Korea can be judged by the very fact that during the opening ceremony of South Korea ABC an audio visual montage was showcased to commemorate the 100th year of South Korean Women playing Basketball. At this moment the entire Indian team wondered we have not even completed 100 years of independence and there we were facing a nation who has the genes of the game for a century now. So it was more of a learning experience than a challenge.

**India's women team has been quite consistent as India had won silver at Sendai Games in 2005 and later in 2006, a gold at Thailand. And then India had Commonwealth Games in Australia, where India had to compete against some of the best players on the planet. So could tell us about this experience?**

It was a thrilling experience to be a part of all such events, it is always a great honour to play with great players whom you have grown up watching and hoping to play with someday.

**India is currently witnessing a Basketball 'uprising' with NBA playing an active role and a mini-league that is already in place, so how do you see that, contributing to the international scenario?**

Since India lacks audience for this game, NBA has come up with innovative strategies like making tie ups with schools and universities for training students in the game. With an objective of having at least two excelling trainees out of every ten, if the others are not good enough to maintain standards at least they would earn an audience for the game, who understand it well.

**Do you think others players would follow the foot prints and set out for WNBA trials like Geethu Anna Jose, who has now become the first Indian women to play for WNBA?**

Of course achieving something like that is like a dream come true and players who can really be consistent with their performance would definitely try their chances.

**India has already had a league of its own last winter, how did it feel to have something like it in your homeland?**

P: These kinds of leagues help in positioning Basketball and making a place of its own in the sports arena of our country. B.F.I has taken many measures in popularising the game like sending players for workshops in schools and colleges which has again helped in creating an audience.



Kenny Natt



Pete Gaudet



Zak Penwell

Indian Basketball is set to go places, with Foreign Pros being appointed to train the seniors' team.

## What's new at Indian basketball front?

Kenny Natt, with three years playing and 13 years coaching experience in the NBA, was named as the Head Coach of the Indian Men's Senior Team, and esteemed U.S. college men's and women's coaching veteran Pete Gaudet as the Head Coach of the Indian Women's Senior Team. Natt and Gaudet will be taking over the reins from Bill Harris and Tamika Raymond, respectively, who led such efforts in 2010. Additionally, Zak Penwell, a highly trained, experienced, and regarded strength & conditioning coach will serve in that capacity to support all men's and women's national basketball team efforts.

"IMGR relationship with BFI has been an endorsement of the true spirit of partnership," said Bobby Sharma, IMG Senior Vice President, Global Business Development, Basketball. "The support from management at the BFI for our ideas and the framework for the sport of basketball in India has been wholehearted."

"In line with the vision articulated by Mrs. Nita Ambani and the active support from the BFI, IMG Reliance looks forward to encouraging the growth of this talent pool of young Indian men and women, as they compete internationally and successfully represent India on the world stage."

**How would you see it in terms further development and leagues abroad?**

B.F.I has always encouraged players to play in foreign leagues like European and Russian Leagues but in case of clashes it promotes Indian leagues over foreign ones.

**It is also the first time players have a salary cap, how would it aid the game**

**and players?**

It feels good that our work is acknowledged and appreciated now and with salary cap we feel more secure. It gives monetary satisfaction to the passion which we have for the game. Moreover, to encourage amateur basketball players to look at the game as a career it is imperative to offer them financial consistency. Salary caps is always like a sugar candy.

# Parents, Breathe Easy

Amrita Ganguly-Salian finally exhales as she closely studies the ceaseless machinery trying to give kids' media content and marketing a concrete direction.



**E** editing an International kids' publication for an urban Indian readership in 2006 made me closely watching the industries related to kids, directly or indirectly, an intrinsic part of the job profile. Especially as a consumer and a parent, the media and retail marketing regimens came across as particularly hostile and bullish at that point. And all with good reason, as once the tide of the last recession turned, Urban India went berserk; the middle-class India was getting even more acutely "aspirational" and kids had never been hungrier for more, more, more! (Yes, you can imagine the feet stomping as I say that). Wider ranges of "Instant and Fast" food, unending upgrades of gaming consoles and music players, mushrooming malls and multiplexes, puerile and alien Hollywood imports, and a completely inorganic and

un-abashedly materialistic environment was being set up in front of my eyes. I struggled to figure how to bridge our roots with the (then current) scenario, not just for my 40,000 thousand young readers, but also my offspring. The job transformed, but the interest in media didn't.

## The turbulence recedes

Having seen the programming on all kids' TV channels and media content for kids closely over the last 5 odd years, I clearly notice some "good signs" in several aspects. Confused programming, uncertain TG demographics and psychographics, marketing strategies changing half-way, suspect sponsor associations and other such concerns, are slowly making way for more "thought out" content, better understanding of "co-viewing" concept, content more in sync

with Indian sensibilities and requirements, and sustained marketing approaches that are certainly more productive and effective than they used to be. It gives me joy to see content succeed for the sake of entertainment worth alone. It is comforting that licensed content is making space for locally produced shows. It gives me hope that lot of characters from Indian mythology/roots are making a (re) appearance, albeit in more contemporary and relatable avatars. And last but not the least, a healthier bottom-line is always good news and would surely empower channel heads to make more considered associations and content. I, for one, would love to permanently eradicate Home Shopping programmes on kids' channels that sell random things like "Suraksha Kavachh" and "Sauna Slim Belt". (Everyone should ideally go the Cbeebies way and turn "Ad Free", and stick to revenue models that work offline!) Anyway, back to the original trope of thought, each channel/network/organisation is now showing signs of finding their voice and not becoming entirely irrelevant to kids and parents alike. Say a happy "Welcome!" to content and marketing approaches that make sense and reflect success with numbers too.

## Sun shining at last

Statistics indicate that the kids' TV channels are worth anywhere between 150-175 crores in advertising and account for about 6% of the total audience share of viewership. Revenue figures show that the market is growing well now and summer break is the proverbial "cash cow" for this segment, what with the Target Group (TG), completely free from the grind of their school-work and related activities. Channels are spiking their revenue targets as well as their programming lineup for the summer season in a big way. Co-viewing is set to increase as will advertising from non-traditional categories for this genre like banks, financial services, FMCG products etc. Monica Tata (GM-Entertainment Networks, South Asia, Turner International India) was quoted saying, "Q 2 is one of the biggest quarters for Cartoon Network and POGO as it contributes to approximately 30% of the annual billing." Nina Elavia Jaipuria, (SVP & GM, Nickelodeon India) also shared with media, "The channel recently launched its new packaging which is more quirky and reflects the attitude on the GenY. New elements of this packaging will be introduced all through summer. Nearly 30% of the revenue targets are met in this quarter alone." Disney Channel's first family sitcom "Best of Luck Nikki" launched at unprecedented ratings recently,

making it the most successful series launch (since 2005) in the kids' genre in India. The mad dash to the finishing line seems to have slowed down with each channel/network strengthening their foothold.

### Case study 1: Disney's "Best of luck nikki" brings luck

1. Good News: As mentioned earlier, Disney Channel's first family sitcom "Best of Luck Nikki" launched at unprecedented ratings, making it the most successful series launch (since 2005) in the kids' genre in India. At the time we went to press, Disney Channel was the #1 channel for kids across all channels in the time slot at show launch (Kids 4 to 14 in Hindi Speaking Markets, SEC ABC, late evening time slot).

"We are delighted with the viewership performance of all our channels and our shows. This success is testament to the unique way Disney engages with Indian kids and families," said Natasha Malhotra (VP and GM, Walt Disney Television International India) at the Disney Expo on 18th May. "It is wonderful to see more kids and families enjoying our rich repertoire of engaging stories and lovable relatable characters", added Natasha.

2. Backgrounder: To its credit, Disney has been trying its hand at local content generation since the very beginning. With shows like "Vickey aur Vetaal", "Dhoom Machao Dhoom", "Agadam Bagdam Tigdam", "Kya Mast Hai Life" and "Ishaan" seeing relative success with the audience, there was still a void to be filled in viewership and revenue numbers. Merchandising that worked very well with Disney's classic characters like Mickey and friends/Pooh and friends and international franchises like Hannah Montana and High School Musical, didn't give a fillip to the locally produced content as much. The successful launch of "Best of Luck Nikki" could well be indicative of the fact that all the limbs of content, marketing, promotion, etc have finally come together successfully.

3. Movie Attempts: The Company has also

produced films locally like "Tara Rum Pum", "Roadside Romeo", "Zokkomon" and "Do Dooni Chaar", for co-viewing experiences, but the Indian audience took its time to respond. The last release was critically and popularly credited and starred Neetu Singh and Rishi Kapoor as a pair after ages. Here's hoping that slow growth in revenue share doesn't deter the team at Disney, as they clearly have the vision and means to continue at their efforts.

### Case study 2: Turner's "desi toon" Chhota Bheem stays on top

1. Desi Strategy: Promoting "Desi Toons" has been the cornerstone of POGO's programming strategy since 2001, even though the top-grossing shows on the Turner Network have been Tom and Jerry, Mr. Bean and other foreign franchises. Reportedly, Turner has the largest Indian animation library with 49 titles in toto: 36 on CN and 13 on POGO. Chhota Bheem is the first project that Turner collaborated with Hyderabad-based Green Gold studios by combining their market knowledge and understanding of kids to fine-tune the characters and story lines—result: the hugely popular series went on-air in April 2008. In my understanding, Chhota Bheem captured the hearts and minds of kids in the first year of its launch itself and survived since by keeping the storyline really simple. It is still one of the top-rated shows on POGO.

2. Backgrounder: Inspired by the legendary Bheem from the Mahabharata, who stands for his strength and integrity, this fictional take revolves around iconic Bheem, as a nine year old brave and intelligent boy from an imaginary village Dholakpur, who loves to eat and always offers a helping hand to his friends and other villagers.

Krishna Desai, Director Programming, South Asia, Turner International India Pvt. Ltd. shared with NGI, "Chhota Bheem, is one of the most loved and watched characters on Indian television today. The show's success reiterates our belief that kids love their desi toons and parents

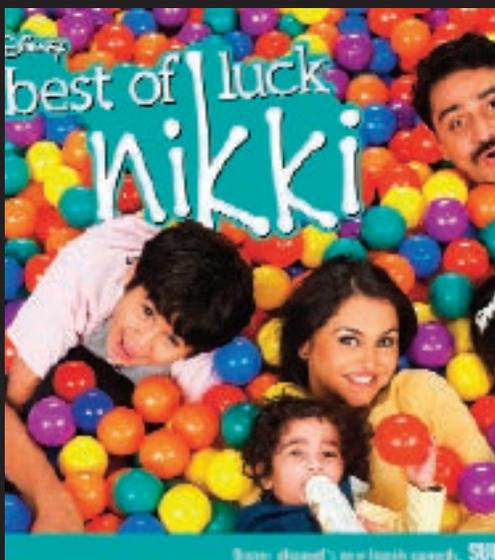
today embrace entertainment that is a holistic mix of entertainment and good learning for their kids."

3. USPs with an Edge: Interestingly, there have been special episodes developed to celebrate festivals such as Rakhi, Diwali, Janmashtami, Sankranti, Holi, Ganesha etc. As a clear measure for the show's popularity, the "Chhota Bheem Badaa Birthday" contest kick-started with the launch of the Badaa Birthday Party Tour. In a special 60-day festive TV marathon that led up to Chhota Bheem's Badaa Birthday Party on May 1, 2011 POGO offered kids a fabulous chance to win an all-expenses-paid, pre-birthday bash with their much loved Chhota Bheem! Four such fun parties were held with the contest winners and the contest received over 170,000 entries!

### Case study 3: Nick turns indigenous

1. Background: Nickelodeon India (licensed in India by Viacom 18) stuck to a quiet and consistent approach to programming in its initial years. The younger kids connected with the characters like Dora, SpongeBob, Perma and others. Of course, content aside, persistent merchandising like school accessories, stationary and clothing lines helped. But what strengthened Nick's growth was its offline marketing and activation. However, the initial consistency and focus went into a loop with repeats of old episodes in the Nick Jr slot; eventually leading to the slot being dissolved.

2. Offline Success: What I consider one of the best marketing stunts ever pulled by a TV Channel, Nick orchestrated the "Let's Just Play" campaign with MS Dhoni (representing the sponsor Boost) asking kids to step out and exercise their right to play in 2008. In the 3rd edition as well, as part of the culmination of Let's Just Play, Nick blanked out for half an hour on 30th October 2010 and simultaneously host on-ground play days across Mumbai, Delhi, Chennai and Bengaluru, encouraging kids to get out



of their houses and play outdoors. Sonali Bendre and child-actor Avika Gor were faces for the campaign for 2010. Many parents nodded in approval.

3. A New Approach: Finally, the channel is all set to proceed with locally co-produced shows like "Kemon Ache", a series showcasing the friendship between Rohan and a monkey named Kemon. DQ Entertainment (International) Limited, a Hyderabad-based animation, game art and entertainment company, is targeting to garner \$5 million (approximately Rs 23.5 crore) revenues from 'Keymon Ache', its first local animation production for which it holds the rights for distribution beyond Asia. Also slated for Nick is "News, Views, Bheja Fuse", touted as India's first news magazine for kids. Also, 11-year-old hosts Aditya & Adney tackle various topics like exam stress, reviews of latest Bollywood releases, favourite snacks, hang outs, fashion, gadgets, crushes & lots more! The show has segments like 'Baddey Log ko Budday Wish' where kids can wish their favorite stars & 'Ajab Facts Ki Gazab Kahani' where they can learn fun facts! Viewers can also win prizes & goodies along the way by answering riddles and brainteasers on the show.

#### Case study 4: animation films developed by shemaroo

Entertainment

1. The scope: Endless and random titles are available from a multitude of players, both established and otherwise, for kids in the animation segment. From roadside rip-offs to barely legal "adaptations" of branded franchises, all the options available as stories, learning modules and general entertainment in the VCD/DVD/CDRom formats are brain-numb-

ing. MNCs get the edge with their aggressive and all-encompassing (they even call it "360 degrees") marketing, so smaller players have a tough road ahead.

2. Success of "Edutainment": Shemaroo's titles like 'The Smart Cookie' series, 'The Rhyme Time' series, etc have met with relative success with preschoolers, their parents as well as the schools. Podar Jumbo Kids, a leading name in the preschool segment has been using 'The Smart Cookie' series as part of their educational kit since the last three years and using the audiovisual programs as part of their teaching aids. In addition to these titles, Shemaroo's large library of animation films (such as Bal Ganesh, Ghatothkach, Dashavatar, etc) and educational series (such as 'Tina and the Magic Alphabets', 'Fruit Salad') are also very popular as I discovered first hand with many school students in this age group.

Mr Hiren Gada, Director, Shemaroo Entertainment shared with NGI, "All these preschool films serve as a rich source of content for Indian parents worldwide who want their children to connect to our Indian educational value system. We also see good sales happening through our international shopping website by such target groups."

3. Getting a Toe-hold: I have been studying their content for a while now. Some of their titles have managed to make their presence felt in some way or another across strata of audience, critics and media. Some of these titles are:

1. Pandavas (The eternal flight between Good and Evil in a full-length animated movie using breakthrough technologies) that won a National

Award (Best Feature Film in English) and other honours in the 3rd Vancouver Effects & Animation Film Festival Canada 2001

2. The Legend of Buddha (incorporating family values and principles for the younger generation),

3. Sinbad (The World's first animated feature film produced through '3D MOTION CAPTURE' and Hollywood actor Brendan Fraser lends his voice to Sinbad)

4. Son of Alladin (about the adventures of Prince of Basra – Mustafa and how he is reunited with his long-lost parents)

5. Ravana (classic tale based on Ramayana; interestingly emphasizing on the anti-hero's background)

#### What is the road ahead?

Several animation companies and stand-alone TV show producers have the vision but not always the means to create world class content for kid-entertainment or education. The reason I have showcased Turner's "Chhota Bheem", Walt Disney's "All the Best Niki", Nick's "Keymon Ache"/ "News, Views, Bheja Fuse", and Shemaroo's titles instead of talking about the much seen and heard "international titles" from the industry leaders like Walt Disney, Warner Bros, BBC, Britannica, Nat Geo and others, is that our indigenous content deserves as much of a chance to reach the intended audience as anyone else. So this could well be a call to all our NGI readers worldwide to actively stay connected with the local media scene and aid the process of local content generation for Indian audiences worldwide.

### Indian Television Content Highlights in Kid-entertainment

	Channel (year of launch)	Popular English Foreign Content/Dubbed	Indigenous	Research
1	Cartoon Network (1995)	Tom & Jerry/Ben 10/Powerpuff Girls/Scooby Doo/ Batman (Animated)/Pokemon/Dragonball Z/Beyblade/Popeye/ Galli Galli Sim Sim, Richie Rich, etc	Amar Chitra Katha, Roll # 21, Krishna – Balaram, etc	New Generations TM (since 1998)
2	Pogo (2004)	Mr. Bean, Takeshi's Castle, Tiny TV slot, etc	Chota Bheem, MAD, FAQ, Kumbh Karan, Adventures of Hanuman, Cambala Investigation Agency, etc	New Generations TM (since 1998)
3	Disney Channel (2004)	Hannah Montana, Phineas and Ferb, Wizards of Waverly Place, JONAS, etc	Best of Luck Nikki, Ishaan, Kya Mast Hai life, Son Pari, Shararat, Shakalaka Boom Boom, etc	Kidsense (launched 2006)
4	Hungama TV (2004, Disney bought 2006, Hindi channel)	Shinchan, Doraemon, Kiteretsu, etc	Hatim, Dharam Veer, etc	Kidsense (launched 2006)
5	Disney XD (Previously Jetix/Toon Disney)	(Starting) Power Rangers, (current) Spiderman, Aaron Stone, Zeke & Luther, etc	Agadam Bagdam Tigdam, Vickey Aur Vetaal, etc	Kidsense (launched 2006)
6	NICK (1999)	SpongeBob SquarePants, Dora The Explorer, Shaun The Sheep, Perman, Ninja Hattori, etc	Keymon Ache (Rohan & Keymon)	(na)
Also	Others in this segment include the relatively new Spacetoon, BBC's Cbeebies (2007), Animax (Anime Content for Teens) and Disney Junior India (expected launch in July 2011 with Disney content for preschoolers)			



"Q 2 is one of the biggest quarters for Cartoon Network and POGO as it contributes to approximately 30% of the annual billing."



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# In The Name Of The Guru

Come July, Guru Purnima marks a day of celebration worldwide. Amrita Ganguly-Salian bridges ancient beliefs to modern day Gurus in this context.

## In earnest confusion

Hindu festivals are notorious for being idol-centric, so when confronted with a celebration that potentially focuses on a live human being, one pauses to mull. Think about it, apart from festivals like Raksha Bandhan/Bhai Dooj that involve a sibling or may be some social festivals like Holi/Chhat/Regional New Years, most of the Hindu festivals are designed around mythological figures or deities. However, the Guru is the sole person in focus when celebrations start on the full moon day in the Hindu month of Ashad (July-August). This year, Guru Purnima falls on 15th July and as a writer I am surprised that there is no clear indication of the basic “who, how, where, when” of this festival. There are fleeting mentions of Hindu, Jain, Buddhist roots amongst others, but one single approach or MO is not offered conclusively anywhere. The only clarity is on the “Why”, as the festival is clearly about honouring the person who shows you the path ahead in life, your Guru.

## Seeking across time

In ancient times, the Guru-Shishya (teacher-student) tradition was an intrinsic part of one's life. An entire stage of the human life was meant to be spent receiving knowledge from the Guru before moving on to the other stages of Life. Adi Shankaracharya (788–820 CE) began his Guru Stotram (verses dedicated to the Guru) with the following Sanskrit Shloka, “*Guru Brahma Gurur Vishnu, Guru Devo Maheshwaraha, Guru Saakshaat Param Brahma. Tasmai Sree Guraveya Namaha*”, which means, “Guru is the representative of Brahma, Vishnu and Shiva. He creates, sustains knowledge and destroys the

Several centuries later, the human mind worldwide is still seeking a Guru to guide the mind towards inner peace.

### Jupiter: The Planetary Guru

Astrologically, Guru is represented by Jupiter, the only planet that has the potency to nullify any affliction caused by the other planets. It represents the higher mind, the vision of truth, and the principles of growth, expansion, and optimism

weeds of ignorance. I salute such a Guru.” Such description tends to fill the mind with a larger-than-life persona of a “Marg Darshi” (path shower) and nudges the mind to believe in the process of submission to another person, for the process of knowledge and self-realisation that apply to all aspects of Life. Several centuries later, the human mind worldwide is still seeking a Guru to guide the mind towards inner peace. Many of us *still* seek self-actualisation by turning towards a Guru of our choice. As of today, different schools of thought on “self realisation” have evolved in several directions beyond the religious, like academic, theological, spiritual, philosophical, motivational and even lifestyle. The New Age Guru is on the Jet Plane, as the call of faith across the globe is loud and resounding.

#### Whats in a name

The etymology of “Guru” is rather straight forward in Sanskrit. As per the Advayataraka Upanishad (14—18, verse 5), the syllable “gu” means “shadows” and the syllable “ru”, is “he who disperses them”. Because of the power to disperse darkness the “Guru” is thus named. The word is used by many Indian languages like Hindi, Bengali, Punjabi and others. The credentials of a “Guru” sometimes become cause célèbre, so one really has no check-list to go by. Interestingly, the festival finds relevance from Gurus who are no more, yet have left behind a legacy of knowledge to cross-cultural acceptance of a very approachable and social “Guru”. On a different note quite literally, the festival is significant for students of Indian Classical Music as they still follow the Guru-Shishya tradition.

In the course of evolving this story, I came across various approaches to celebrating Guru Purnima. Soon I was inclined to believe, that the notion of “Guru” in itself, was a transient one. Perhaps it would make for an interesting read, to briefly skim few of the practices and traditions that have developed over time.

#### 1. The “Eternal” Guru

**Background:** Guru Purnima is considered sacred in the memory of the great sage Vyasa. All Hindus traditionalists are indebted to this ancient saint who edited the four Vedas, wrote the 18 Puranas, the Mahabharata and the Srimad Bhagavata. Vyasa even taught Dattatreya, who is regarded as the Guru of Gurus. Hence the festival is also referred to as Vyas Purnima.

**On the charts:** At the Sivananda Ashram, Rishikesh, the Guru Purnima is celebrated every year on a grand scale. All aspirants awake at Brahmamuhurta, at 4 o'clock. They meditate on the Guru and chant his prayers. Later in the day, the sacred worship of the Guru's Feet is



The “Eternal” Guru Vyasa



The “Giving” Guru Sai Baba of Shirdi



A “Living” Guru  
SadhGuru Jaggi



The “Unusual” Guru  
Sri Sri Ravi Shankar

performed. Of this worship it is said in the Guru Gita “*Dhyaana moolam guror murtih; Pooja moolam guror padam; Mantra moolam guror vakyam; Moksha moolam guror kripa*” meaning “The Guru's form should be meditated upon; the feet of the Guru should be worshipped; his words are to be treated as a sacred Mantra; his Grace ensures final liberation”. Sadhus and Sannyasins are then worshipped and fed at noon. There is continuous Satsang during which discourses are held on the glory of devotion to the Guru in particular, and on spiritual topics in general. Deserving aspirants are initiated into the Holy Order of Sannyas, as this is a highly auspicious occasion. Devout disciples fast and spend the whole day in prayer. They also take fresh resolves for spiritual progress.

**Rituals & customs:** Swami Sivananda recommends: “Wake up at Brahmamuhurta (at 4 a.m.) and after bath, worship the lotus feet of your Guru, or his image or picture with flowers, fruits, incense and camphor. Fast or take only milk and fruits the whole day. In the afternoon, sit with other devotees of your Guru and discuss with them the glories and teachings of your Guru. Alternatively, you may observe the vow of silence and study the books or writings of your Guru, or mentally reflect upon his teachings. Take fresh resolves on this holy day, to tread the spiritual path in accordance with the precepts of your Guru. At night, assemble again with other devotees, and sing the Names of the Lord and the glories of your Guru. The best form of worship of the Guru is to follow his teachings, to shine as the very embodiment of his teachings, and to propagate his glory and his message.”

#### 2. The “Giving” Guru

**Background:** Sai Baba of Shirdi was immensely revered in his time and even to this date, his temple near Nashik, is frequented by countless devotees. He is believed to have suggested that no discussion of any problem, whether man is free or bound, is of any use in spiritual matters, except the teachings of the Guru. The mythological figures of Rama and Krishna too had to submit themselves to their Gurus, Vashishtha and Sandipani respectively for getting self-realisation (Sai Satcharita, Ch. II, 191-92).

**On the charts:** At the Sai Baba Temple in Shirdi, Guru Purnima is celebrated by devotees by performing Guru Pooja (offering prayers to the Guru). Each Sai devotee can either perform the “Sai Guru Pooja” at home or attend a Sai Guru Pooja or sponsor a Sai Guru Pooja being performed at a Sai temple by offering donation or other articles used in Pooja (pooja samagri).

**What you can do:** One can attend a bhajan or visit a Sai Mandir wherever possible. For those of us who do not have means to visit a Sai temple or attend a bhajan, this Sai Baba Temple website organization has teamed with Sai temples from various areas to help devotees

participate in Sai Guru Pooja by sponsoring Guru Pooja. For those who are unable to do so, humming songs about Sai Baba or repeating Sai Shlokas or Sai Naam would be a recommended way to spend Guru Poornima day.

**3. A “Living” Guru**

**Background:** Founded in 1981 by Sri Sri Ravi Shankar, The Art of Living Foundation is a not-for-profit, educational and humanitarian NGO (Non-Governmental Organisation) engaged in stress-management and service initiatives. The organisation operates globally in 151 countries. The organisation's programmes are guided by Sri Sri's philosophy of peace:

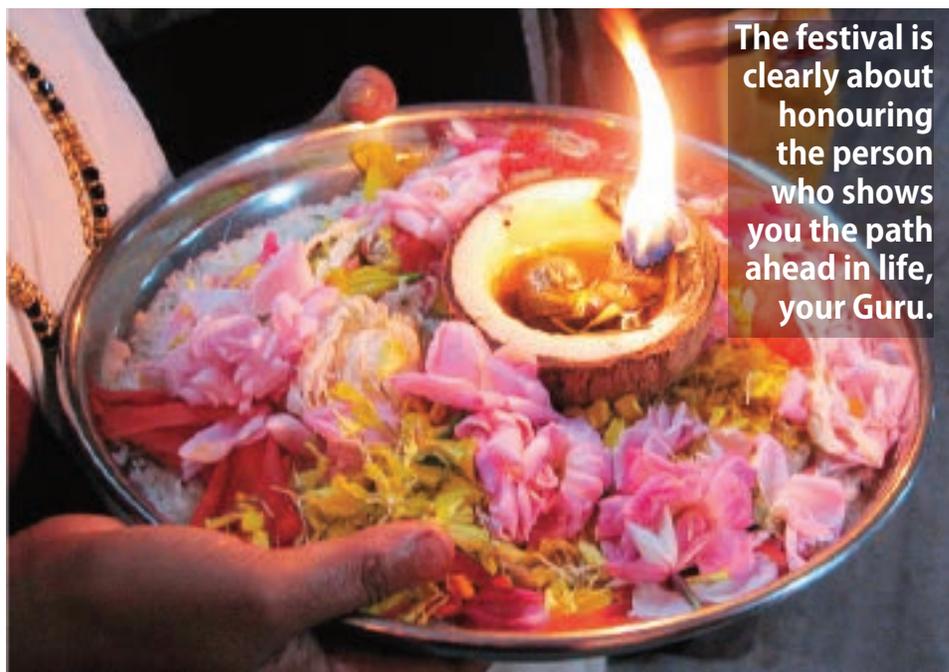
“Unless we have a stress-free mind and a violence-free society, we cannot achieve world Peace.” The Art of Living Foundation offers stress-elimination programmes which include breathing techniques, meditation and yoga. These programmes have helped millions around the world to overcome stress, depression and violent tendencies. The Art of Living Foundation has spread peace across communities through diverse humanitarian projects, including conflict resolution, disaster relief, sustainable rural development, empowerment of women, prisoner rehabilitation, education for all, and environmental sustainability.

**Gurumantra:** Sri Sri Ravi Shankar believes, "We need to do a cleansing process within ourselves. In sleep we get rid of fatigue, but the deeper stresses remain in our body. Sudarshan Kriya cleanses the system from the inside. The breath has a great secret to offer." Through this breathing technique and other practical living guidelines, AOL has found acceptance worldwide.

**On the charts:** This year's Guru Purnima celebrations will take place at the International Art of Living Center located just a couple of hours northeast of Montreal, in beautiful Saint Mathieu du Parc. This is a big year for the Art of Living Foundation, with many reasons for celebration! Not only is the Foundation commemorating its 30th Anniversary, it is also celebrating the 20th Anniversary of the Art of Living Center in Saint Mathieu, QC! To mark two decades of service to the community, the Center will inaugurate the newly constructed Sri Sri Center for Peace and Inspiration on Guru Purnima day. Sri Sri Ravi Shankar will visit the Center during Guru Purnima to lead the opening ceremonies. Preparations are on full-swing as local followers and those from out of station, are eagerly anticipating a memorable “Guru Purnima” with their easy-going humanitarian Guru.

**4. The “Unusual” Guru**

**Background:** Isha Foundation, founded by SadhGuru Jaggi, is a volunteer-run, international nonprofit organisation dedicated to cultivating human potential. The Foundation



The festival is clearly about honouring the person who shows you the path ahead in life, your Guru.



is a human service organisation that recognises the possibility of each person to empower another- restoring global community through inspiration and individual transformation. The Foundation is operated by over 2 million volunteers from more than 150 city-based centers spread worldwide. The Foundation is headquartered at Isha Yoga Center, set in the lush rainforest at the base of the Velliangiri Mountains in southern India, and at the Isha Institute of Inner Sciences on the spectacular Cumberland Plateau in middle Tennessee, USA.

**Gurumantra:** At home in loincloth as much as he is in blue jeans, barefoot through the mighty Himalayas, or straddling a BMW motorcycle on the expressway, SadhGuru is the most unusual mystic that one can encounter. Marking a clear departure from mere customs and rituals, SadhGuru's scientific methods for self-transformation are both direct and powerful. Belonging to no particular tradition, SadhGuru incorporates and presents what is most valid for the contemporary life from the

yogic sciences. The SadhGuru says, “This life for me is an endeavor to help people experience and express their divinity. May you know the bliss of the Divine.” He tells us that a Guru is like a roadmap; without the guidance of such a teacher one may eventually reach the desired destination, but could wander lost for a very long time.

**On the charts:** The day of Guru Poornima is traditionally the time when seekers offer the Guru their gratitude and receive his blessings. Guru Poornima is also considered an especially beneficial day to practice yogic sadhana and meditation. SadhGuru, a yogi and profound mystic of our times, is a visionary humanitarian and a prominent spiritual leader. A contemporary Guru rooted as strongly in mundane and pragmatic matters as he is in inner experience and wisdom, SadhGuru works tirelessly towards the physical, mental, and spiritual well-being of others. On the day of the celebrations, students pay homage to his spirit.



GOPIO Canada is a premier, national organisation dedicated to promoting the welfare of the entire Indian community residing in Canada. It is a part of GOPIO International (Global Organisation of People of Indian Origin) the oldest and the largest Indian Diaspora Organisation in the World. GOPIO Canada is a non political and non religious organisation that represents the entire NRI, PIO and OCI community in Canada. The Ministry of Overseas Indian Affairs has a great relationship with GOPIO. We have been the most vocal and relentless voice tabling Diaspora concerns to MOIA. We are proud to say that many of these resolutions tabled by GOPIO have been written into law.

**Objectives of Gopio Canada are:**

- To bring people of Indian Origin in Canada, together.
- To be a strong, single voice for all NRIs, PIOs, and the OCIs.
- To address their concerns in Canada and India.
- To promote their businesses through networking.
- To promote common values like democracy, rule of law, human rights and multiculturalism.
- To build bridges between Canada and India.
- To promote the cultural heritage and legacy of Indians in Canada.
- To contribute to the Economic, Social, and intellectual welfare of its members.
- To be a strong voice for the Ecological Responsibility.
- To make a significant contribution to the Social, Economic Intellectual and Cultural milieu of Canada.

We invite the People of Indian Origin, Overseas Citizens of India and Non Resident Indians residing in Canada to become a part of the largest International Indian Diaspora Organisation. Global Organisation of People of Indian Origin is here to serve you.

You can:

- Join an existing chapter in your area.
- Begin a new chapter where there is none.
- Or have a strategic partnership with Gopio Canada as an organization.

We look forward to having you on board.

[www.gopiocanada.com](http://www.gopiocanada.com)

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Deepak N. Lalwani OBE, FCSI, FCCA: Director- India E: dl@lalcap.com

16 May 2011



Source: chart &amp; following table Bloomberg

		Pre. Chg	% Chg	2011/12	5 Yr	5 Yr	5 Yr
CLOSE, 16 May 2011	Index	Day	YTD	PER	PER HI	PER Lo	Avg
SENSEX 30	18,345	-186	-9.6%	14.8x	25.0x	8.1x	18.6x
NIFTY 50	5,551	-46	-9.6%	14.5x	N/A	N/A	17.1x

**ECONOMIC NEWS**

- ⇒ The Wholesale Price Index, India's main inflation indicator, rose 8.66% YoY in April, higher than the median forecast of 8.50%. The provisional figure for March of 8.98% YoY was revised upwards to 9.04%. This adds pressure on the Central Bank to continue with its monetary policy tightening going ahead despite nine increases in interest rate since March 2010. State-run refiners raised petrol prices by over 8% or Rs 5 a litre from Sunday, a record hike that will further feed into raising inflation. The ruling UPA coalition Government has won some state elections, and with no more polls until early next year, a window for raising fuel prices was provided.
- ⇒ Annual industrial production in March grew at a higher than expected 7.3% as output in capital goods bounced back from a slowdown earlier - this has allayed fears of an economic slowdown. For the fiscal year to March 31, 2011 industrial output grew 7.8%, slower than 10.5% in the previous year.
- ⇒ Indian exports rose 34.4% in April as demand for engineering goods, gems and oil products remained buoyant. India's monthly exports in the last 12 months have grown in double-digits, and high growth is witnessed in new markets especially in Latin America. The Government's export target of \$200bn for the fiscal year to March 2011 was exceeded very comfortably as exports rose 37.6% to \$245.9 bn last year. As worries continue about the pace of recovery in USA and Europe, exporters are exploring markets in Latin America and also increasing their presence in Asia. However, India also faces a rising import bill in the next few years to meet the demands of a growing economy which increasingly needs more oil, machinery and electronic goods.

**BOMBAY**

INR ₹ /US\$ Re44.86

INR ₹ /GBP Re72.86

INR ₹ /EUR Rs63.33

The SENSEX closed 1% lower. Top gainers: Hero Honda (Rs 1865 + 3.9%), BHEL (2050.65 +0.9%), Bharti Airtel (Rs 370.25 +0.8%). Top 3 losers: JP Ass. (84.85 -3.2%), Bajaj (1300.85 - 2.7%), M&M (673.15 -2.7%).

**LONDON / NEW YORK**

Apart from Dr Reddy +2% YTD, all GDRs/ADRs in our table show losses, with Patri leading the way. On AIM, Trinity maintains its lead: + 50% YTD.

**POLITICAL NEWS**

- ⇒ The ruling UPA coalition Government headed by Congress, reeling from a spate of corruption scandals, won respite by winning 3 out of 5 state polls. India has 28 states and 7 Union Territories. It won West Bengal, Kerala and Assam, but lost Tamil Nadu and the tiny state of Pondicherry. The 5 states jointly account for 20% of the 545 MPs in India's Lok Sabha (Lower House). The results have special meaning for the Congress-led coalition as it overturned 2 communist states (W.Bengal and Kerala) where leftist parties in the past have held economic reforms to hostage. Until last weekend, for the last 34 years W.Bengal's communist party had been the world's longest democratically elected party. However, Bengali voters ousted the communists after 3 decades as punishment for leaving the state's economy without vigour and not delivering on much hoped for progress. The results in W. Bengal and Kerala also signal that many Indians are keen to further accept capitalist and free market policies that have helped transform many parts of India since economic reforms began in 1991. Socialist policies embraced by the founding politicians of India in 1947 were kept alive by the leftist parties. The main opposition party, the BJP, barely improved its presence in W.Bengal and Tamil Nadu - this shows that Congress still remains the main party to beat in the general elections in 2014. However, with both the main parties - Congress and BJP - unable to win governable majorities at General Elections, the 15+ year trend of forging coalition Governments with regional allies (who often have different vested interests) is set to continue.
- ⇒ Trinamool Party headed by Ms Mamta Banerjee, 55, (currently Rail Minister) won the elections in W. Bengal, which has a population of 90 m (almost same as Germany). Her party with 42 MPs in Parliament is the biggest coalition partner of Congress and holds the balance of power to ensure the coalition's survival. Her party is against more foreign investments in insurance. She split from Congress in 1998 to form Trinamool.

**SELECTED SHARE PRICES****GDR OFFER PRICES (US\$) LONDON – 16 May 2011 : 1530 GMT**

Company	Day's Price	YTD % Change	Company	Day's Price	YTD % Change
L&T	\$33.88	-22%	SBI	\$122.00	- 4%
M&M	\$15.01	-13%	Suzlon Energy	\$ 4.84	- 4%
Ranbaxy	\$11.37	-21%	Tata Power	\$ 27.34	- 1%
Rel. Inds	\$42.12	- 11%	Tata Steel	\$ 13.03	- 14%

Source : Thomson Reuters

**ADR OFFER PRICES (US\$) NEW YORK – 16 May 2011 : 1900 GMT**

Company	Day's Price	YTD % Change	Company	Day's Price	YTD % Change
Dr.Reddy	\$ 37.24	+ 2%	Patni	\$15.83	- 24%
HDFC Bank	\$158.07	- 5%	Sterlite	\$15.88	- 10%
ICICI Bank	\$ 46.84	- 7%	Tata Com (ex VSNL)	\$ 9.78	- 13%
Infosys	\$ 62.95	- 16%	Tata Motor	\$26.89	- 9%
MTNL	\$ 2.10	- 14%	WIPRO	\$13.96	- 10%

Source : Thomson Reuters

**AIM (LONDON): in GB p unless stated otherwise – 16 May 2011 : 1630 GMT**

Company	Day's Price	YTD % Change	Company	Day's Price	YTD % Change
Caparo Energy	93	-15%	Ishaan	58	- 14%
DQE	103	-19%	Jubilant Energy	69	+ 4%
Eredene	18	- 4%	OPG Power	83	+ 7%
Eros	227	+ 1%	Photon Kaathas	48p	- 8%
Greenko	2200	+14%	SKIL Ports	167	-22%
HIRCO	64	- 8%	Trinity Cap.	30	+30%
IEnergizer	195	+10%	Unitech	24	- 16%
Indus Gas	798	+25%	W. Pioneer	22	- 21%

Source : Thomson Reuters

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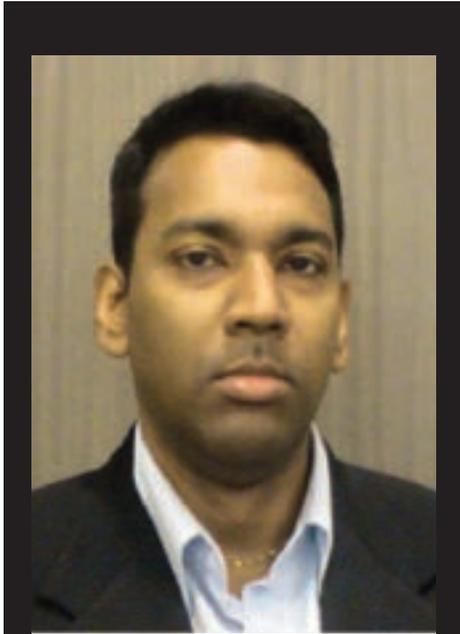
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**Anirban Banerjee pays tributes to his father, who championed Leadership Excellence to raise the efficiency bar**

# A Paean to a Quality-Conscious Dad

Quality was the hallmark of everything that my father pursued in his lifetime. This was his philosophy: unless, we excel, we won't get the desired result. No wonder, he considered a job unfinished, if it were below par.

I grew up observing my father perform every task with a great deal of quality consciousness. He believed that quality gives edge to what we do. Our competitive advantage is a derivative of the level of quality we can achieve.

Quality requires talented people, excellence in process and creating conducive environment to enable innovation. We often do not give adequate attention to the support functions that provide strategic help to business process and people development. In many organizations, a lack of holistic approach to quality can be detrimental, leading to mediocrity as accepted norm.

We end up with a lot of process that could create coordination and synchronization bottlenecks, impacting customer satisfaction and employee empowerment. Inadequate focus on quality can backfire on all counts — people, process, product and service. Quality issues will impact our ability to innovate and create thinking workforce.

Also, organizations often find it challenging to build leaders who can drive process, take ownership and are responsive. We tend to gloss over a key leadership attribute is a leader's ability to drive sustained excellence in performance through holistic approach to quality issue. My father's stint with Air Force, and then in a global corporation, gave him insight into quality and its importance as a part of the organization's philosophy.

Leadership is about ushering positive change for sustained improvement. Improvement can be driven only by right emphasis on quality. And, leaders need to set an example by action, and making others to follow suit.

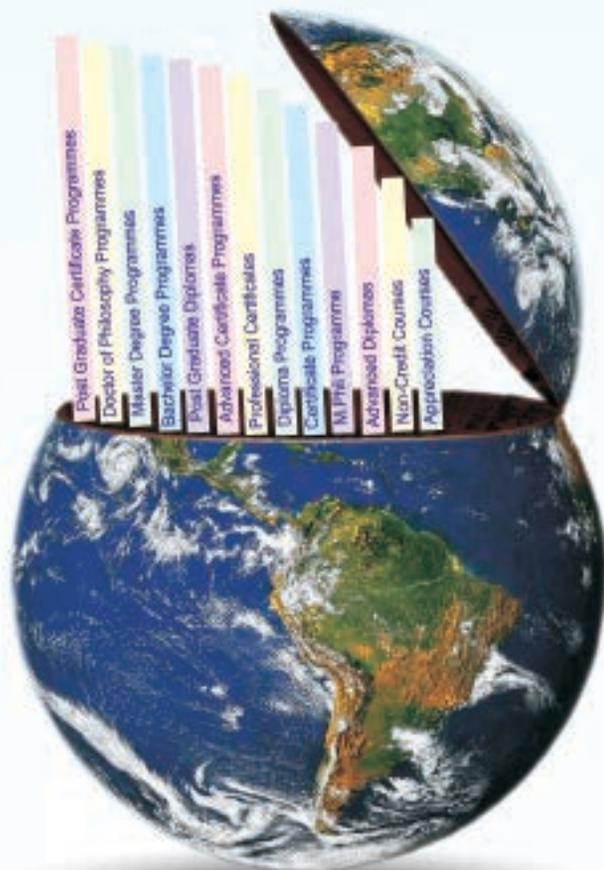
We must focus on what we deliver rather than being caught up in the effort that we put in. Quantum of effort does not always give the desired outcome. We often do various activities without the desired outcome, and in the long run the quantum trap makes any efforts to improve performance unsustainable. I like my father's belief that quality has a multiplier effect on performance, and can enable people to perform in a sustainable way for the long-term growth of an organization.

*The author can be reached at [knowledgecell@gmail.com](mailto:knowledgecell@gmail.com)*

By Sabbir Hussain







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### What are Wadas

A wada is a typical 16th century construction. Originally, it was meant for the elite, where joint families could live in many rooms on same premises. Over time, the same style of construction was practiced allowing many families to live in as tenants and share common utilities such as toilets and bathrooms. Not all wadas in Pune are heritage structures and most of do not get redeveloped as the tenants and owners are invariably at loggerheads.

# Wada A Great House!

Senior Congress leader Anant Gadgil, the grandson of late N V Gadgil, recounts how Pt Nehru, Maulana Azad and towering political personalities launched anti-British movement from their houses

**M**y house in Pune, which is popularly known as "wada" is now almost 80-year-old. It has a glorious history. This is one of the few places from where anti-British movement was launched in Maharashtra.

During the freedom struggle, the entire Congress working committee was arrested and the members were kept in Maharashtra's Ahmednagar Jail. On their release, they all drove down to Pune, and stayed in "wada" since those days there were no hourly flights to Delhi. Towering personalities like

Pt Nehru, Maulana Azad, Vallabhai Patel and others members of the Congress working committee stayed in our house. Almost all PMs/CMs and other dignitaries have visited "wada" in the past. In 1994, Sonia Gandhi, who was then not in active politics, came to deliver a lecture. And, she made it a point to visit our house. More than 10,000 people had gathered in front of our house.

Once during the freedom struggle, the Britishers had virtually surrounded a km-long area around "Wada" to arrest my grandfather Kakasaheb Gadgil and his colleagues. Besides my grandfather, leaders like SM Joshi, Nanasa-

heb Gore -- all of them had disguised as Parsee/Muslim etc. British police could not recognise them. My grandmother, though not well educated, was a bold lady. She told the Britishers --- 'first arrest me and then enter my house'.

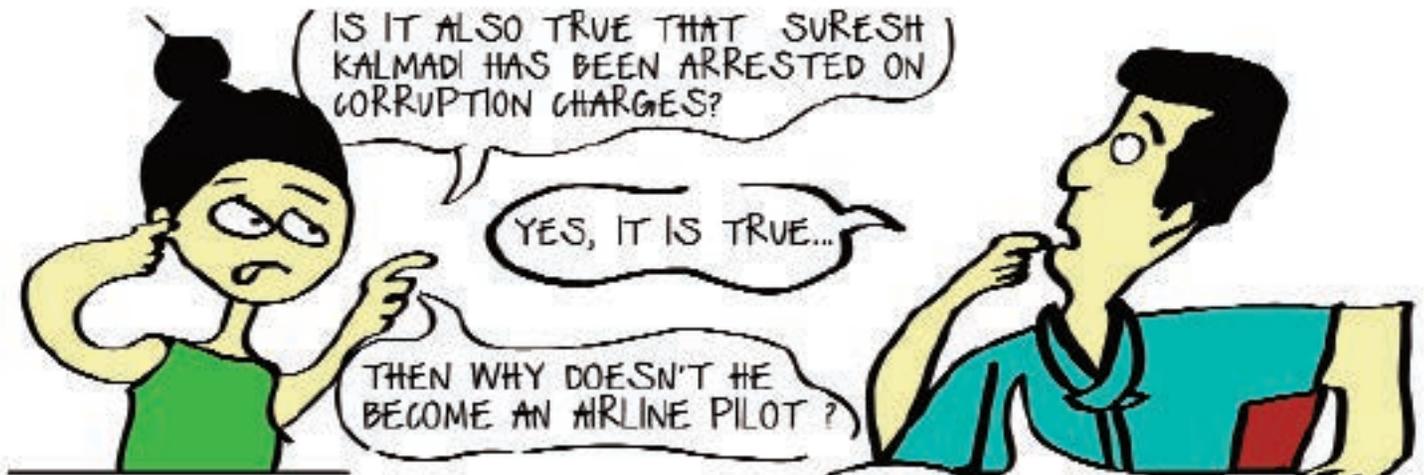
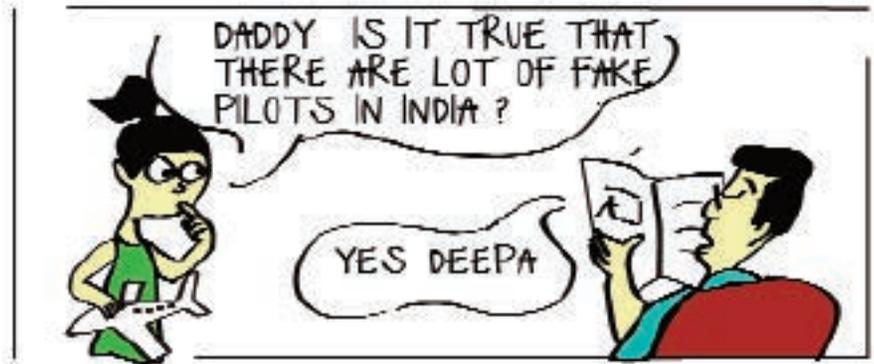
Once Gandhiji told the Congressman that till a Congress House is built in Pune, he wouldn't visit it. My grandfather gave it to Gandhiji in writing that he was converting his place into a Congress House with immediate effect. Gandhiji got little angry, and said he didn't want to throw away people from their own house for the sake of building a party property. My grandfather took up the challenge to build the Congress House. He took the help of Keshavrao Jedhe, Shankarrao More to collect funds.

The House wasn't ready ahead of Gandhiji's visit. Funds were a few and far between. The contractor's bill was pending. My grandmother had to pawn her ornaments to pay off the contractor, and he completed the construction of rest of Congress House before Gandhiji visited Pune.



# BHEJA FRY !!!

BY CHANDRAN IYER  
ART BY CHAITANYA MODAK





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