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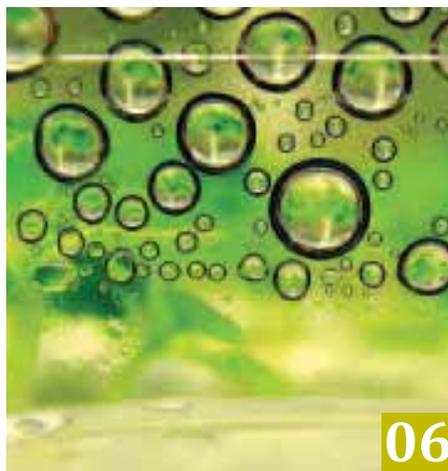
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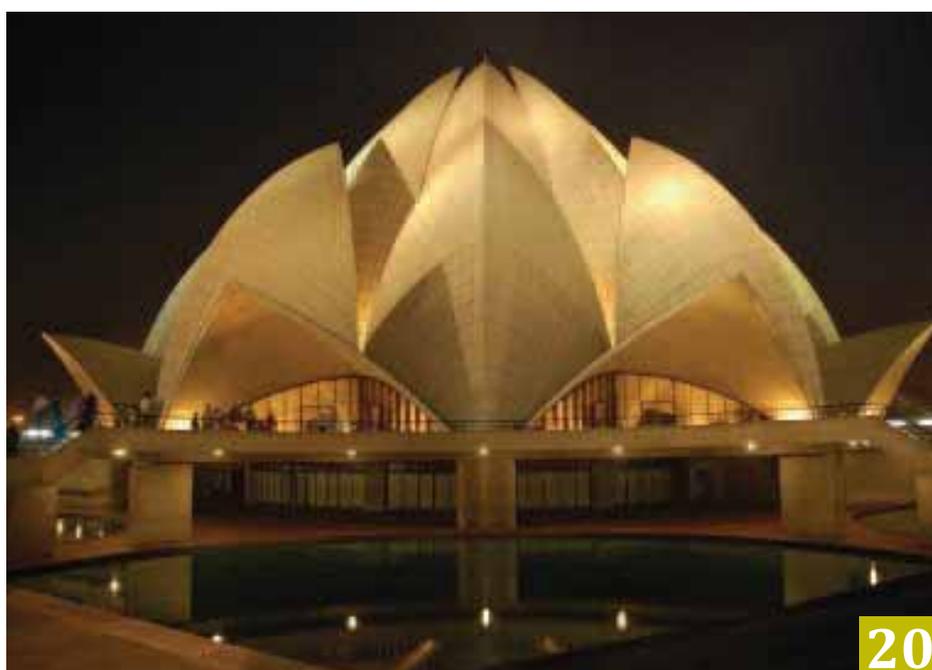
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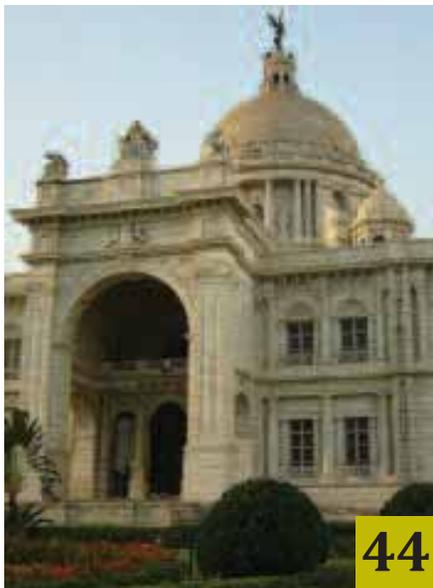
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Editorial

Homecoming once again!

Kanchan Banerjee

Editor in Chief
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Welcome 2014! Welcome India! It's Homecoming time once again!

Excitement kicks off in New Delhi on January 7 with the inauguration of the 12th Pravashi Bharatiya Divas event. It is indeed, time to celebrate, to rejoice and to get engaged.

In the good old days, people from around the globe flocked to India for both knowledge and wealth. The ancient Indian centres of learning - Universities of Takshashila and Nalanda and travelogues of numerous travelers from Greece, China and Middle East are testimonials of that rich bygone era. Always a safe haven for the world's persecuted communities - including the Jews, the Persians, the Tibetans and, more recently, the refugees from Bangladesh, fact is that Indians have traveled across the globe sharing knowledge and trading its prime products. In fact, the entire world has been deeply influenced by India - in the knowledge sector, language, culture and so on. Almost everything known to mankind in the area of science, maths, medicine, metaphysics and astronomy came out of India, thus making it a land of bounty, with far-reaching impact.

Even well-known American historian Will Durant admitted: "India was the motherland of our race, and Sanskrit the mother of Europe's languages: she was the mother of our philosophy; mother, through the Arabs, of much of our mathematics; mother, through the Buddha, of the ideals embodied in Christianity; mother, through the village community, of self-government and democracy. Mother India is in many ways the mother of us all".

Today, in over 100 countries, people of Indian origin are significantly contributing in all spheres of life, which also includes heads of several states. Millions of so-called 'indentured laborers' from India and their children have actually built

various nations.

Unity in Diversity - that is the central theme of the Indian civilization. The reason is that globally, it is very unique and has never suppressed any voice. India has more than a dozen and half major languages and thousands of dialects. Each region and state of India has distinct characteristics, which are very hard to find anywhere in the world. Yet, the whole country is united in one idea - India, Bharat. To many, it is motherland, to others it is 'punyabhoomi' or sacred land where the Himalayas, the sacred rivers, the sacred pilgrimage places adorn the country and make every dust particle on the Indian soil - sacred. People of varied faiths, following myriad paths have been living together for centuries, along with the atheists. Science and spirituality have co-existed here for millennia by enriching our lives and our civilization, in every possible way.

India welcomes all - the PIOs, the NRIs. The people of India get a chance during the PBD to re-unite, to interact, to share and to create new bonds with others and India.

India is poised to become one of the top global powers with the largest number of young population; and reportedly, will soon be overtaking China in terms of maximum population inhabiting any country. India has many great things to share with the world today, yet it has its own share of challenges. In challenge, lie opportunities. Indian-origin people across the globe must explore these opportunities to make a difference. Pravashi Bharatiya Divas is thus the best possible place to make this happen.

We wish you along with all our regular readers, well-wishers and patrons a very prosperous year 2014. Let us keep connecting, exploring and sharing. New Global Indian is your platform and we thank you for being part of this great mission.



From the Publishers' Desk

Welcome Pravasis

Haimanti Banerjee

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Time is ripe again for the 'homecoming' of the Indian Diaspora: and also for celebrating their achievements. Twenty-five million plus people of Indian origin, whether or not born in India and living outside of India in over 100 countries, are drawn towards their motherland that is variously referred to as Bharat, Hindustan or simply India – a land of dreams. Yes, India is far from perfect. The mother, once richest in the world, is unable to fulfill the basic needs of its people such as food, education and healthcare today. But a mother is always a mother.

Today, India stands out not only because of its economic progress but also due to the fact that it has the world's second largest population. Most of them are poor. The largest number of illiterate and poor people live in India. While the Government cannot do everything, it has certain responsibilities nonetheless. It is a shame that while people view India as a super power, the ground reality is that a very small percentage of its population reaps the benefits of progress. The so-called 'trickle down' effect is non-existent. The bottom of the pyramid continues to be huge.

The powerful and rich rule. Corruption is there in every part of the society, religious fanaticism is worrisome, gun-culture and separatism in the name of Jihad and Naxalism is threatening the very foundation of the nation.

No matter how disappointing the situation is, hope remains eternal because a glorious past is an impetus for a better future. Mark Twain, the celebrated creator of Tom Sawyer, had once said: "India is the cradle of the human race, the birthplace of human speech, the

mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most astrictive materials in the history of man are treasured up in India only!" India still remains that land of treasure and the responsibility to safeguard it rests with the current leadership and people alike. Indians living across the globe also have a responsibility as well. When people in India tend to slacken, the global Indians have been and can be great catalysts for change.

Will, determination and a great ethical and moral turn of the masses in the society can change the scenario any time. A huge population is a challenge for any progress, yet there lies opportunities – plenty of scope to undertake, both by people living in India and those living outside. India needs herculean efforts in many fields such as energy, education, water, environment, skill training and technology. The sky is the limit to pick from.

The Pravashi Bharatiya Divas, and other such events are great occasions to be part of. Hence, the homecoming becomes more relevant, not only for a feeling of the mother's lap and her blessings and the reunion, but also for seeing what one can do to make India and the world at large, wherever one's birthplace or workplace is, a better place to live in. That is the real treasure one can leave for the future generations.

I would like to thank our readers, subscribers, well-wishers and sponsors for all the support we have received for helping the NGI platform touch a new height. We wish you all a great and prosperous New Year 2014.

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India's Biofuel Policies: *Progress or Boondoggle?*

“In biofuels, the country has a ray of hope in providing energy security”: National policy on biofuels, Ministry of New & Renewable Energy, Government of India

The government of India approved the National Policy on Biofuels on December 24, 2009. The aim of the policy was to supplement transport fuels with an “indicative target to replace 20% of petroleum fuel consumption with biofuels (gasoline with bio-ethanol and diesel with bio-diesel) by 2017”. Today at the brink of 2014, halfway to target the deadline, it is appropriate to assess the relevance and the performance of the policy, say **Asit K. Biswas and Nishtha Manocha**

To start with, the biofuels in India enjoy massive subsidies and funding. Even then, India is nowhere near to achieving its set targets. Currently India's ethanol production allows blending of only 2.9%. The National Biodiesel Mission that focuses only on the production of biodiesel has not been effective either. The current biodiesel production in India is commercially insignificant, amounting to only 0.01% of blending. If targets are to be achieved, they must be based on reality and not on ambitions.

India mainly produces ethanol from sugarcane. Sugarcane production in India has been normal in the recent past. 2014-2015 is expected to be the fifth consecutive year of excess sugarcane production (relative to demand) in India. How can then a target for biofuels that is 70% higher than what production can support be justified?

For biodiesel production, Jatropha was experimented with. The demonstration phase of the Jatropha program was allocated 300 million dollars and 400,000



hectares of land. The reported yields of Jatropha were nowhere near the yields that the government claimed was achievable. This was attributed to the lack of high yielding seeds due to insufficient research and development efforts. Thus, the target for biodiesel appears to have been decided upon not on serious studies, but on somewhat shoddy research and development, making it a 300-million dollar boondoggle bound to produce negative results.

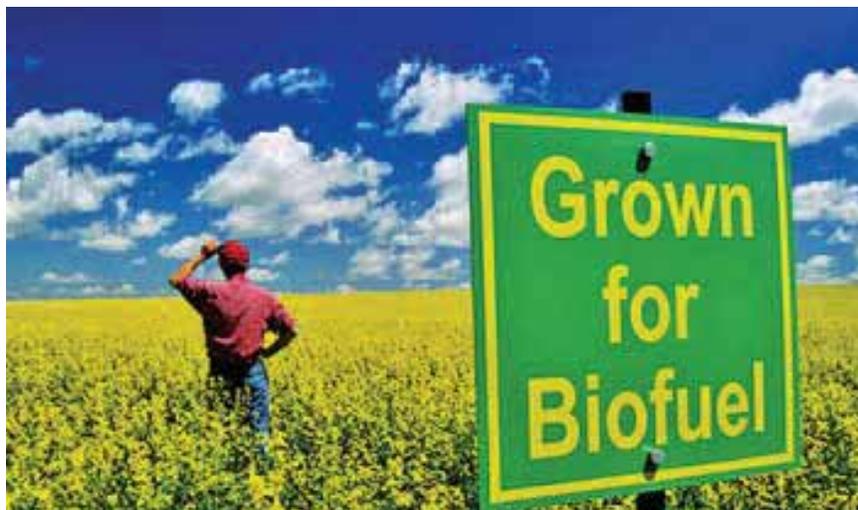
Jatropha is a relatively new crop, which because of heavy subsidies is being extensively planted in India. However, its mismatch of targets should have been anticipated by any rational and knowledgeable person. The extent of shortfall is truly disgraceful.

Even though sugarcane is well established in Indian agriculture, the yawning deficit in ethanol production does not have an excuse. Sugarcane yields in India stand at the average global mark. In 2012, the average yield of sugarcane in India was 68.3 tonne/ha. Australia had the best global yield at 76.7 tonne/ha. Even miraculously increasing productivity to the Australian levels would not enable India to achieve its totally unrealistic target.

Based on recent performance, there is absolutely no way that India will even come close to its blending targets by 2017. The fundamental question that must be answered is on what basis were the targets set at such an unrealistically high level? Was it just meant to be an academic exercise or was it a matter of political expediency which could claim that India is on par with the West in regard to the use of biofuels?

Keeping the targets aside, the national biofuel policy also outlines the manner in which the biofuels are to be produced. Some of the salient features of the National Biofuels Policy are as follows:

- Derive biofuels from non-edible feed stock that is grown on degraded soils or



wasteland that are not suited to agriculture, thus avoiding the food versus fuel conflict.

- Strengthen India's energy security while contributing to climate change mitigation.
 - Create employment opportunities and promote rural development.
 - Set up a national Biofuel Coordination Committee headed by the Prime Minister, to provide guidance and coordination.
 - Set up a Biofuel Steering Committee, chaired by Cabinet Secretary, to oversee the implementation of the Policy.
 - Foster research, development and demonstration on biofuel feedstock.
- Creating a National Biodiesel Fund, if necessary, for providing financial incentives to advanced biofuels.

Following the policy recommendations to achieve food security, India does not use food grains for the manufacturing of biodiesel. The National Policy on Biofuels recommends planting of Jatropha, a non-edible crop, on marginal lands, i.e., lands unfit for growth of food crops. However, with no proper channel to "classify" marginal lands in India, the

agricultural lands are often being taken over by Jatropha crops to cater to human greed because of subsidies. Evidence of such land grabs for Jatropha cultivation is now widely available. With plantations encroaching agricultural land, it is wrong to assume that the food versus fuel debate is invalid in the Indian biofuel context.

The image of a wasteland is often that of a barren land with cracked earth or land with nothing but sand that stretches long distances. The fact is that such land cannot support Jatropha cultivation. Even though the plant survives, it does not produce good yields if not cared for with good soil, water and fertilizer. The best soil for Jatropha is loamy and aerated sandy soil. With good soil management practices, this type of soil can be one of the most productive types of soil with the ability to grow an array of valuable and much needed food crops.

The policy only "discourages" the use of agricultural lands. It does not prohibit it legally. The potential land chalked out for use by national mission on Jatropha biodiesel, is as follows (million hectares):

Total areas	Agriculture (including Pastureland)	Agribusiness (agribusiness)	Cultivable fallow lands	Wastelands under-integrated/unused/developed	Strip lands such as roads, railways, canal banks	Total	Additional wastelands
3.6	30	28	24	20	10	114	4

Additionally, the “idle” government owned wastelands diverted to feedstock growth are largely classified as common property resources (CPR). These lands serve as a source of livelihood for local communities who use them to gather food, wood for fuels and building materials, and/or use them as pasture lands for cattle. Studies show that these lands can contribute to as much as a quarter of the income of the rural poor who are dependent on them.

One of the important perceived advantages of the current biofuel policy is the ability to contribute in climate change mitigation. Recent studies have proved otherwise. The life-cycle estimates that claim that biofuels are green have one major common flaw. They do not take into account carbon emissions connected with land use changes. When an area is cleared for biofuel production, it incurs a carbon debt. Carbon debt is measured by the years it will take for the biofuel to compensate the carbon displaced in the clearing process. Every hectare of forest conversion releases 600-1,000 tonne of greenhouse gasses into the atmosphere while every hectare of grassland converted releases about 300 tonne of greenhouse gases. In different parts of the world, depending on the biofuel crop grown and the original vegetation cover of the land used, it may take from one to several hundred years to clear the incurred carbon debt.

Further adding to the problem is NO_x associated with the tailpipe emission and fertilizer use in growing biofuel crops. Nitrogen Oxides are potent greenhouse gases which are 298 times stronger than CO₂. Although burning biodiesel in place of diesel reduces the Carbon Monoxide, particulate matter and un-burnt hydrocarbons, its emissions of NO_x are higher than those of conventional diesel. At 20% blending, the increase in the NO_x emissions can be up to 2%. Using pure biodiesel increases the NO_x emissions by 10%. At the projected quantities of biodiesel required, the emissions become a



The current policy propelled biofuel without serious research, logical thinking and due diligence, resulting in more harm than good for the country on a long-term basis. Biofuels in India are a comparatively new concept. They need considerable research and development before they can contribute to energy security in a cost effective and truly sustainable significant manner. The policy also considers advanced second and third generation biofuels.

serious cause for concern. NO_x-reducing technologies must be mandatory to curb these emissions. This is unlikely in the foreseeable future in India.

The National Policy on Biofuels states that these “are environmentally friendly fuels and their utilization would address global concerns about containment of carbon emissions”. How can the Indian bureaucrats and policy-makers got the basics so wrong?

India has raced ahead with the first generation of biofuels. The life cycle estimates are wrong, the calculated outputs are far, far away from reality, the ecological impacts are devastating and the social implications are disturbing.

The question is that why did the government enunciate a policy

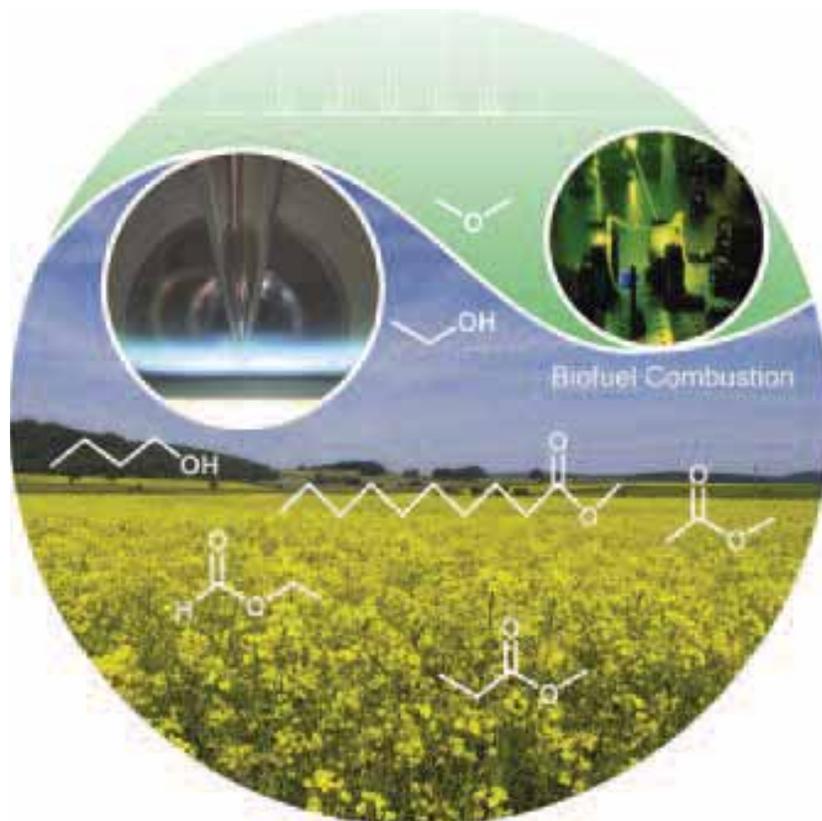
fundamentally flawed from so many different policy angles? Why were the implications not pondered upon before enormous subsidies and funding were sanctioned for biofuels? Why was no thorough analysis carried out before such massive and costly implementation was decided upon? If the basic numbers are not right and aims are not achievable, then how can the government justify spending enormous amounts of taxpayers’ money on a policy whose costs overwhelms the benefits by a very significant margin?

The current policy propelled biofuel without serious research, logical thinking and due diligence, resulting in more harm than good for the country on a long-term basis. Biofuels in India are a comparatively new concept. They need considerable research and

development before they can contribute to energy security in a cost effective and truly sustainable significant manner. The policy also considers advanced second and third generation biofuels. In terms of research, some promising work is being done in many parts of the world. However, it will take many years, at least a decade, for these technologies to be viable in the Indian context. A concrete roadmap has yet to be constructed, if India is to avoid repeating the first generation biofuel mistakes.

The current solutions offered by the national biofuels policy are not robust. Reducing the dependence on foreign fuel and climate change mitigation can also be achieved by decreasing the use of fossil fuels by more efficient use. Involvement of stringent emission standards, development of more efficient engines, effective speed moderation, smart control of traffic patterns and improving public transport systems will go farther in curbing air pollution and carbon emissions than the use of biofuels. Singapore's use of ERP's, with tolls at peak hours, contributes to a significant reduction of cars in the business district. This encourages people to use public transport, thus saving fuel significantly in the process. These alternatives must be addressed as a part of the macro picture to address energy, food water and environmental security, as well as their intricate inter-relationships.

The main reason why biofuels were envisioned was their ability to supplement transport fuels and hence to contribute to energy security. Recent studies concerning energy balances indicate that in cases where ineffective transportation and production are employed, one liter of biofuel may require more energy for production than the energy it can supply. The machines used to transport the raw materials and fertilizers to the field, to harvest the crop and transport it to the production facility, run the factory and then transport the manufactured fuel to



the pumping station in India, all run on diesel.

Energy security encompasses more than biofuels. India is facing and will continue to face extreme energy shortages. In 2011, over 300 million Indians did not have access to electricity. India's population is estimated to grow to over 1.6 billion people by 2050. This population increase catalyses the need for India to produce more energy and use it more efficiently. Energy consumption per capita increases with development. On average, an Indian's daily consumption of energy is approximately 9% of the energy consumption of an average American and 30% of that of an average Chinese. However, this extra energy must be available and used in a prudent and efficient manner.

If poverty has to be alleviated, employment has to be generated and aspirations of the present and future

generations of Indians have to be met, there is no doubt that the country has to increase its energy availability very significantly. However energy security in India will remain a mirage if it continues to be addressed with poorly formulated policies as has been the case with the biofuels policy.

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Nishtha Manocha is a Research Fellow at the Lee Kuan Yew School of Public Policy.





India: Cashing in on the Workforce Dividend

India boasts of a massive workforce today and fact is - India will add 300 million to its workforce in the next 20 years. But there is much room for enhancing skills and Indian corporates agree that graduates from homegrown universities do not have the skills they want. With the Indian government opening doors to foreign universities, it is a welcome move to upgrade skill development. India can then not only cash in on its vast human workforce, but can also position itself as the most powerful player in the world, reports **Shree Lahiri**

India had been experiencing a consistently high growth rate after the economic reforms of the early 1990s, achieving excellence in several key areas ranging from IT and pharmaceuticals to automotive parts. Now, India is considered to be one of the fastest growing economies of the world, but paradoxically it is still among the countries with some of the lowest indicators of human development.

Hope for India

There's hope for India, which is morphing into a giant on the global scene. Struggling now with its weakest economic growth in a decade, the dream is that India can finally follow in the footsteps of China and the Asian Tigers. Over the next 20 years, India, Asia's third-largest economy will add 300 million people (the equivalent of almost the entire population of the United States) to its workforce.

A generation ago these countries made good use of their growing workforces to generate economic growth that was the envy of the world.

India's working-age population will not peak until 2035, in contrast to China, where the working-age population topped out this year, brokerage Espirito Santo Securities says. Labour forces in South Korea, Taiwan and Singapore will peak in the next five years.

Such demographic factors offer India the most compelling conditions for economic growth the country will ever have. And the focus should be on capitalizing on the young human strength, which can be fine-tuned by enhancing the education system with the entry of foreign universities.

Foreign Universities entering India – to enhance skill upgradation

The Indian government has decided to allow foreign universities to operate independently in India, set up campuses and offer degrees without having a local partner. Foreign colleges would only meet a tiny portion of India's demand for places, but their presence would put

Sangeeta Murthi Sahgal, Director HR, Bausch & Lomb Eyecare (India) Pvt. Ltd, feels that “Other than a few institutions, most other institutions do not deliver quality education.” But with Indian institutes tying up with foreign educational institutes, she believes that “more people would be able to access quality higher education within the country vs having to look overseas for degrees.



pressure on domestic counterparts to improve, higher education experts say.

India's planning commission has set a target of creating 10 million more university places in the next few years and boosting funds for the top domestic universities to try to elevate them to the ranks of the world's top 200 by 2017. According to an HRD ministry official at least 20 foreign universities—mostly from US, followed by Australia and Canada—have expressed their desire to enter the market.

Producing global managers for tomorrow

The move has been welcomed by Indian institutes, academicians, and industry leaders. Indian institutes have also been tying up with foreign institutes. Among several associations with global institutes, IITB and Monash University in Australia have a tie-up in the form of the IITB-Monash Research Academy.

Several of India's top management and engineering institutes, including the Indian Institute of Technology (IITs), Indian Institute of Management (IIMs) and Indian School of Business, already have various tie-ups with global varsities through faculty, student exchange and research. The government's move will further strengthen those associations and lead to exploring new tie-ups.

Indian School of Business (ISB), one of the leading B-schools in India, has been honing the skills of its students, making them world-class. Sanjay Singh, who currently heads the Special Initiatives Department at the Indian School of Business explained that ISB evolved from the need for a “world-class business school in Asia”. The founders, some of the best minds from the corporate and academic worlds, anticipated the leadership needs of the emerging Asian economies. They recognised that the rapidly changing business landscape would require young leaders who not only have an understanding of the developing economies but who also present a global perspective. “While the funding support came from some outstanding individuals and corporate leaders the academic support came from leading global b-schools like Kellogg School of Management and the Wharton School. London Business School joined as our third academic partner,” added Singh bringing ISB in line with global benchmarks.

IIT Delhi is to offer a joint degree programme with Toyo University of Japan. IIT Madras, has a joint doctoral programme with the National University of Singapore (NUS), and is in the process of forming similar associations with University of Passau, Germany, Michigan State University, and NTHU Taiwan. IIT Bombay has associations with international universities too. are primarily focused on postgraduate education and research.

Lancaster University has entered into a collaborative degree with the Manipal Academy of Higher Education (MAHE). Purdue University has tied-up with Amity. Institute of Management Technology (IMT) Ghaziabad has collaborated with Fairleigh Dickinson University, New Jersey.

XLRI has teamed up with the two noted business schools of the US and China for producing global business managers of tomorrow; it has tied up with Weatherhead School of Management of Case Western University Cleve-

land, USA, and School of Economics and Management of Tongji University, Shanghai, China for the residential management module.

The trend isn't new now, but for the Indian student, it is the opportunity to earn a foreign degree in right here at home and also become worldclass.

Sangeeta Murthi Sahgal, Director HR, Bausch & Lomb Eyecare (India) Pvt. Ltd, feels that "Other than a few institutions, most other institutions do not deliver quality education". But with Indian institutes tying up with foreign educational institutes, she believes that "more people would be able to access quality higher education within the country vs having to look overseas for degrees. The challenge I see with foreign universities is the price of higher education - they would need to look at Indian prices for this education."

Observing that tie-ups would definitely improve the employable talent in India considering this era of globalization, Babar Mian, Head HR & Administration, PAMAC Finserve Pvt Ltd, Mumbai noted that global exposure is the best solution to create a skilled talent pool. "It facilitates international exchange of ideas and innovative thinking

along with knowledge about a different culture through the programs which are normally a part of the curriculum," he added.

Ensuring world-class quality

India needs to cash in on the power of its massive human resource, a vast young workforce that powers the economy.

Commenting on how India-bred MBAs fare in the Bausch & Lomb employee workforce, Sahgal commented that MBAs fare on par with or a little better than people with just a graduate degree. What holds the MBAs in good stead is their ability to work hard and absorb learning at a faster pace.

Most corporates spend large amounts to train the workforce, at the entry level and even at middle and senior levels too. Sahgal perceived that "the cost of training whether a graduate or a MBA from a not-so-well institute is approximately the same." But, with the impact of foreign education that students will be exposed to in the near future, the "cost of training may come down but I see the cost of manpower going up. This is a chain reaction - if foreign institutes charge more than

Indian institutes then the expectation of students is that they will earn more."

Currently not having any foreign employees as such, Sahgal had the experience of recruiting and working with foreign employees or Indians with foreign degrees. The differences, she pointed out - "The comparison here is not the additional training but the speed to productivity. I find that those with foreign degrees (from a known institute) become productive faster. They have the ability to ask questions and clarifications, they learn and absorb faster, are able to work with diverse teams better, they have a better understanding of business environments, are more disciplined. I know that a lot of these are soft skills and I believe that the exposure to learn and build these skills happen with the methodologies used within the university."

Mian wished "quality and quantity were directly proportional to each other when it comes to management graduates". It is unfortunate that though every year India generates more than 5 lakh management grads, however, less than 10% are actually ready to enter the corporate world. The quality of education in the management institutes seem to

Global exposure is the best solution to create a skilled talent pool. It facilitates international exchange of ideas and innovative thinking along with knowledge about a different culture through the programs which are normally a part of the curriculum," says **Babar Mian**, Head HR & Administration, PAMAC Finserve Pvt Ltd, Mumbai.





have dipped and, as a result corporates have to budget costs for training. “International exposure should help in polishing the quality of students and impart skills which the corporates need in the present times. The long and the short of it is there is a huge gap in what an institute offers viz a viz what a corporate demands, said Mian quite firmly.

Employee engagement - call of the hour

Employee engagement and cultural alignment are the top human resource-related factors that Indian companies need to measure. In this context, Indian companies significantly differ from their global counterparts who look at talent retention and enhanced productivity to measure success.

With economy low today, how much of skill upgradation is happening in organizations? What are the employee engagement programs that organizations are involved in? Quick to point out, Sahgal elaborated that at Bausch & Lomb Eyecare, they have Engagement Teams that are run by employees themselves. The areas covered (based on feedback from employees themselves) are - Communication, Health and Wellness, Energize, & Social Investing.

“We also have a very detailed “Career Growth Model” called Career+, where the individual is in the driver’s seat and with the help of their counselor they define their career goals and work on these primarily thru Critical Experience Projects. This model is a huge success and we have been able to fill over 65% of our Frontline Supervisory positions from within,” she added.

Low economy is an indicator that we need to be prepared for tougher challenges and hence the focus is on identifying and retaining talent by all means, said Mian. Admitting that they are constantly under pressure to maintain cost with standards (and the pressure is all the more during downturn), he pointed out, “In the current year we had not only budgeted for skills- upgrading training, but also for re-skilling workshops.”

Some of the employee engagement programs at PAMAC Finserve are based on the THINK, FEEL & ACT philosophy, which is the backbone that keeps an employee engaged – ultimately boosting the overall organizational performance. “We continue to aim at becoming a workplace where no one feels burdened to be at work. Hence our key activities are around work life balance, career & growth, corporate social responsibility and work itself,” he elaborated.

Reverse migration: adds to enrich workforce in India

Reverse migration is trickling in now. On whether it will impact Indian corporates’ professional work standards, Mian explained, “What can be better than getting the best practices implemented through the people, who have been there and seen that. I am hopeful that the reverse braindrain would not only improve the work standards by means of automation and technology, however, we would surely see a turnaround in work culture, making it ethical and completely-driven.” He hoped that the impact of reverse migration leads to improved productivity.

Migrated reversely and happy!

After spending 16 years in the US, Rajani Kasu is back in India. Having gained enough knowledge abroad she wanted to return to be with her parents. Rajani moved back to India with her eight-year old daughter while her husband was trying to settle things in US. It took some time to settle down in. But she

didn’t expect much, so there was no disappointment. When Rajani came back, she had strong determination not to change herself and try to bring in change, either at home, work or outside. She believes in: “You be the change if you want to see the change”. She is happy that her nation is on positive track - like automation in few public sector companies, IT companies moving their facilities to India, better school systems with international exposure and improved standard of living. “In spite of all the challenges, internally I have the satisfaction that I’m trying hard to stand for what I believe”, Rajani says. Currently she is working for a top Fortune 100 company that is setting up wireless IT operations in India.

After completing his Bachelors degree in Computer Science from BITS, Pilani, Naveen Puttagunta left India. He worked as a Software Engineer (and later as a Product Manager) at a couple of software companies; he spent almost 11 years at Sybase, Inc. (now part of SAP). Naveen came back to India about 6 years ago and co-founded ‘Divami’ with a friend. Divami provides User experience services, as he says, “We essentially help companies (specifically, software product companies like SAP, Informatica, Marketshare) design and build great user interfaces for their products.” His reasons for returning, were 100 percent personal. “We wanted our children to grow up closer to their grandparents. My younger son was born here in India after we moved back. We felt our children would have a better time growing up in India.”

Indo - Japan axis: Technology

The Japan trail has been leading India through the alleys of metro, monorail, energy optimization, life sciences and material sciences. **Ratnadeep Banerji** pecks at some salient facets



5th Edition of India Japan energy Forum 2013, Delhi



Prof Noyori, President, RIKEN; flanked on the right by Dr C.N.R.Rao.

Urban Transport

Recommendations of the working group on Urban Transport for 12th Five Year Plan, stipulates that all cities with a population of million plus should have Light Rail Transit. There are 53 cities in this category as per the 2011 census. The state government of Maharashtra is constructing two corridors of monorail in Mumbai. The state governments of Delhi, Tamil Nadu and Kerala have also prepared detailed project reports for monorail project. In Delhi, the 11 km distance between Shastri Park and Trilok Puri will be completed by 2017. The report of the 'High powered expert committee (March 2011) commissioned by Ministry of Urban Development estimates a total expenditure of Rs 39 lac crore on Indian urban infrastructure and services by 2031. The expenditure on urban transport and roads together will be more than half the total expenditure at Rs 23 lac crores.

Japanese Senior Vice Minister of Land, Infrastructure, Transport and Tourism, Hiroshi Kajiyama during his recent visit has chalked out concrete areas of further cooperation in urban transport and drainage in an integrated mode. He asserted that with feeder service like monorail or LRT, metro will be complete.

Japanese-made monorails are coming

into global use, with some systems already in operation in places such as Chongqing in China, Singapore and Dubai. The latest example is in Daegu, Republic of Korea, currently under construction. Singapore has the compact-type monorail system. Dubai monorail is fully automatic and driverless system and carries 2400 persons per hour everyday in four sets of three-car trains.

In India, if a compact monorail system consisting of four cars is operated at 10-minute intervals, its one-way carrying capacity per hour will be 2000 passengers and if operated at 2.5 minute intervals, the capacity increases to 7000 passengers. This carrying capacity is approximately half of that of a large monorail system, 1.6 times of LRT and about four times of buses. Monorails projects cost one third of the cost of metro. Due to rubber tyres, monorails are much quieter. Monorails can negotiate sharp curve of radius 50m even. In congested places, monorail is a better option than buses.

Kamal Nath, Union Minister for urban Development acknowledged the yeoman's service done by Japanese cooperation saying, 'We couldn't have succeeded in Delhi metro without them'. Kamal Nath expressed his vociferous mandate for

constructing monorail but made it clear that it is not a substitute for metro.

Energy sector

India's SME sector generates high volumes of carbon dioxide and other greenhouse gases mainly because the majority of SMEs continue to depend on conventional fossil-fuel based technologies that are low in energy efficiency. To address this problem, the Government of Japan along with the Ministry of Environment and Forests on Indian side launched a four-year project (2010-2014) - 'Research partnership for application of low carbon technology for sustainable development. The project was funded by Japan Science and Technology Agency (JST) and Japan International Cooperation Agency (JICA). The Energy and Resources Institute (TERI) is the major implementation partner on Indian side.

Bilateral energy cooperation on a commercial basis has been going on for last couple of years. The fifth edition of India-Japan Energy forum took place recently in New Delhi attended by Nobel Laureate RK Pachauri, Amitabh Kant spearheading Delhi Mumbai Industrial Corridor Development Corporation and BK Chaturvedi from Planning Commission

as well as Kazuo Furukawa, the chairman of NEDO. The event was co hosted by TERI, India and NEDO, Japan. NEDO (New Energy and Technology Development Organization) is Japan's largest public R&D management organization that bailed out Japan during the oil crises of the 1970s. TERI (The Energy and Resources Institute) though an Indian organization has now made its presence in several other countries. The man behind it is Nobel Laureate RK Pachauri who in 2010 was awarded 'The order of the rising sun, gold and silver star' by the Emperor of Japan. On the other side, the 6th India-Japan Energy Dialogue was held last year in Tokyo attended by the Deputy Chairman of the Planning Commission of India and the Minister of the Economy, Trade and Industry of Japan. Policy makers, business communities, technocrats and academicians are slugging over energy policies and its entailing aspects.

Deployment of smart grid technologies for energy efficiency and to harness renewable energy through small wind power, small hydro power and second generation biofuels in India remained core areas of discussion this year. There was an impressive exhibition by Japanese technology suppliers showcasing beatnik products and technologies - 'Luminous painted board which shines with no electricity for a long time in the night'; Adgreencoat paint to save electricity; photocatalyst coat for energy-saving by reflecting sunlight; High Tc superconducting devices; geothermal power generation; waste heat recovery power plant in cement plant and many more technologies.

The Indian growth story is fraught with formidable challenges. If India needs to sustain an economic growth rate of 8% to 10% through next 20 years till 2031-2032, India needs to grow its primary energy supply by 3 to 4 times and electricity supply by 5 to 7 times of today's consumption. In addition, India's total commercial energy supply would need to grow at 6% per annum while its total primary energy supply would need to grow at 5% annually. The Government of



India has already embarked upon an ambitious plan towards development of smart grid technologies in the power sector by establishing India Smart Grid Forum and India Smart Grid Task Force and launching of National Mission on Electric vehicles by 2020. Fourteen smart grid projects are under implementation in various Indian states. Many smart communities are being established along the Delhi-Mumbai Industrial Corridor with technical assistance from Japanese companies.

Japan has a long history of energy efficiency policy which gained momentum during the 1970s. Lacking domestic energy resources, Japan quickly recognized the critical connections between economic growth and the pressing need for energy efficiency. The two oil crises exposed the vulnerability of the Japanese economy and added real momentum to meet energy conservation. Through astute policies and efforts, Japan reduced its dependence on oil coupled with schemes aimed at reducing energy demand have resulted in a reduction in oil dependence from 80% to just 48% between 1973-2007, during which Japan's GDP has increased by 2.3 times. Since Japan lacks sufficient domestic hydrocarbon resources, Japanese companies have also actively pursued the

path of reducing their consumption through adoption of energy efficient technologies and promotion of renewable energy technologies. Lately, the Japanese Government is also making major strides towards implementing smart grid with emphasis on developing low carbon societies and deployment of the natural grid to reduce greenhouse gas emissions.

Entire world is looking up to biofuels, ethanol and biodiesel being the prime ones. Japan has a very good yield capacity of 820 litres per ton of feedstock as against India's yield of 354 litres per ton.

Biotechnology Front

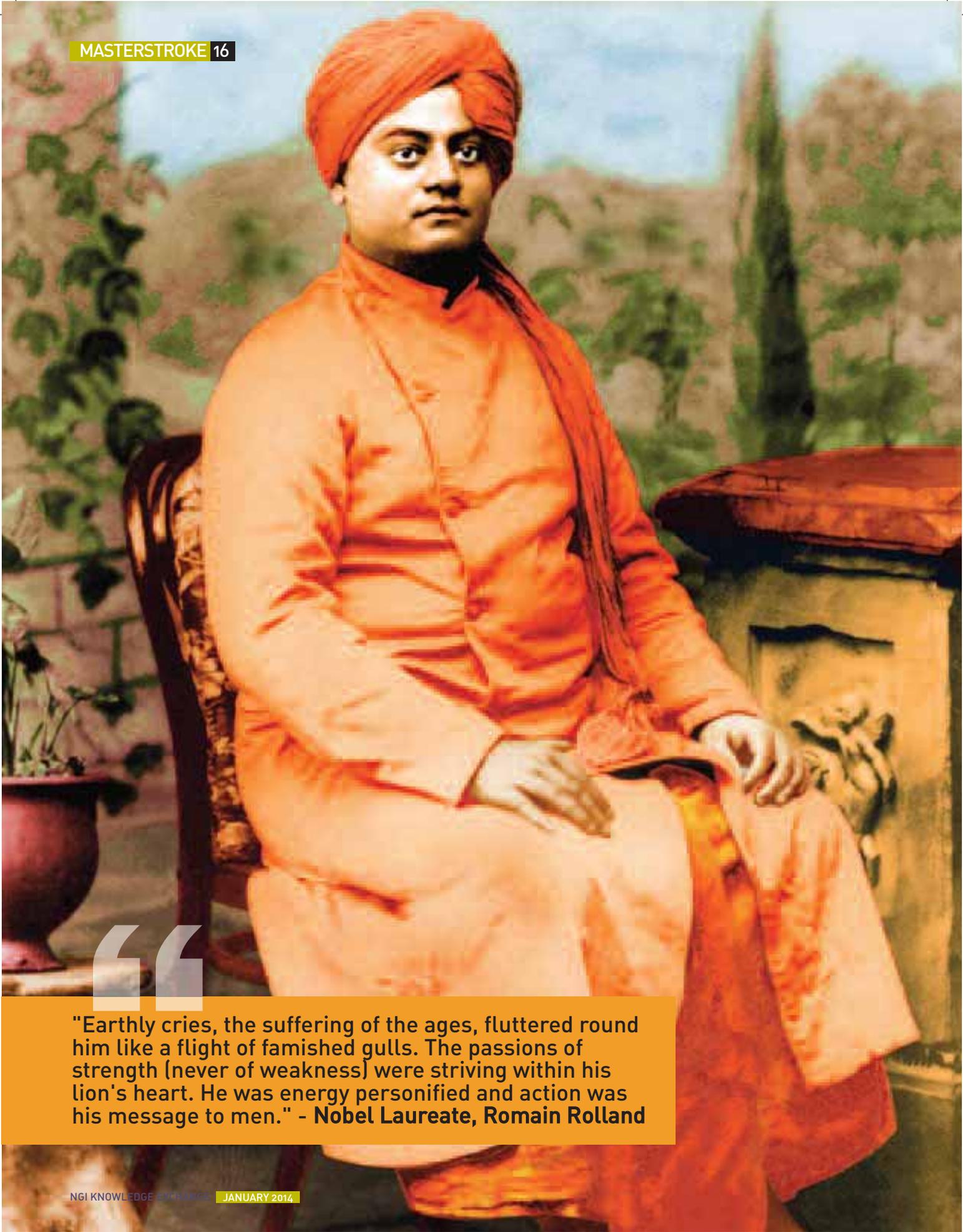
The Ministry of Science and Technology, Govt. of India and RIKEN, Japan's largest research organization have signed MOUs for Launching joint Research programs in the fields of Biology, Life sciences and material sciences. This includes genome-related research including system biology, computational science including development of bioinformatics tools, detection tools. Recently the RIKEN President, Noyori Ryoji, a Nobel Laureate went on delivering a series of talks across India.

RIKEN, Japan's largest research organization launched two virtual Joint Research Centers with India's premier institutions National Center for Biological Sciences (NCBS), as well as the Jawaharlal Nehru Center for Advanced Scientific research (JNCASR) and the Indian Institute of Science (IISc).

The RIKEN-NCBS Joint Research Center, with the aim to enrich cooperation, will initially focus on supporting the exchange of research staff, postdoctoral researchers and doctoral students working in the areas of biological sciences between RIKEN and NCBS and its allied institutions the Institute of Stem Cell Biology and Regenerative Medicine (inSTEM) and the Center for Cellular and Molecular Platforms (CCAMP).

(The writer is a senior journalist with varied interests, reachable at ratnaub@gmail.com)





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"Earthly cries, the suffering of the ages, fluttered round him like a flight of famished gulls. The passions of strength (never of weakness) were striving within his lion's heart. He was energy personified and action was his message to men." - Nobel Laureate, Romain Rolland

“Renunciation is the very basis of our true life. Every moment of goodness and real life that we enjoy is when we do not think of ourselves.” – Swami Vivekananda

Swami Vivekananda and the world-7

“They alone live who live for others, the rest are more dead than alive.”

By Kanchan Banerjee

Religion and spirituality redefined

Many of his religious and spiritual admirers call him a true prophet. However he himself broke many dogmas in the name of religion within the scope of Indian heritage.

He created a clear distinction between belief and faith. Belief in super-natural without reasoning and understanding to him was mere animistic or fear based dogma. He emphasized on seeking, experience and faith. He called spirituality a science, just like material science this would be the ‘inner science’ which is essentially the universal and transcendental reality, can be experienced by all through sincere inquiry and finally called it the science of consciousness with which he connected the modern materialistic science.

While he lamented: ‘religions of the world are mockery’ after seeing so much of bloodshed in the name of religion in the past and even now. Then he established that there should not be any conflict between the two sciences, since both are universally experimentable and experience-able. He presented both as complementary, nay, he presented the science of spirit superior to the material one. This called for departure from superstitions, dogmas,

blind believes, dominance and intolerance in order to pursue the path of harmony, cooperation, knowledge freedom and bliss. Even the great scientist Einstein admitted: "Science without religion is lame. Religion without science is blind’

He redefined the meaning of spirituality and said: "He is an atheist who does not believe in himself. The old religion said that he was an atheist who did not believe in God. The new religion says that he is the atheist who does not believe in himself. But it is not selfish faith, because the Vedanta, again, is the doctrine of oneness. It means faith in all, because you are all."

After putting Hinduism in its rightful place he set in motion the most powerful of ideas. He established Vedanta to be the religion for the modern era as well as for future. He basically moved thinking and rational mind to come out of less evolved ideas of ‘belief system’ and ‘blind faith’ and challenged all to define his or her own individual religion, which is the foundation of Vedanta.

He prepared the ground for the world to differentiate between individual beliefs, faith and practices which are individual religions of people, as compared to a Universal system

which is embedded in the ideas of Dharma and Yoga. This renewed approach to Vedanta is applicable to rational, scientific, activist and devotional minds.

Which essentially teaches that Jnana (path of truth seeking and knowledge), Bhakti (path of devotion), karma and Raja and other forms of Yogas can be practiced by people of various nature and yet can reach the same goal.

Then he moved on to his world mission of giving the message of Satya – Truth seeking, Avaya - Fearlessness, Mukti - Absolute Liberty and Amirta - immortality to all.

His famous quotation from the Kathopanishad, uttishhatajaagratapraapyavaraannibodhata – “Arise! Awake! Stop not till the goal is reached”, comes to our mind whenever one thinks of Swami Vivekananda. Now, what is the goal here? Swami Vivekananda said, “The goal is to manifest the divinity within.” That is the essence of Swami Vivekananda’s message.

He then said: "I have a message for the world, which I will deliver without fear and care for the future. To the reformers I will point out that I am a greater reformer than any one of them. They want to reform only little bits. I want root-and-branch reform."



“Meditation means the mind is turned back upon itself. The mind stops all the thought-waves and the world stops. Your consciousness expands. Every time you meditate, you will keep your growth.” – Swami Vivekananda

And finally like a true Avatar he proclaimed: "I have a message to the West, as Buddha had a message to the East." And the message was what Vedanta offers: Freedom, fearlessness, harmony and liberation .

Like Sankaracharya, who lived a very short physical life but who rejuvenated India and added considerably to the world's spiritual wealth, Swami Vivekananda possessed an illumined intellect, a vast and retentive memory, a heart devoted to God that was full of compassion for his fellow human beings.

He said: "Shankara left this Advaita [non-dual Vedanta] philosophy in the hills and forests; while I have come to bring it out of those places and scatter it broadcast before the work-a-day world and society. The lion-roar of Advaita must resound in every hearth and home, in meadows and groves, over hills and plains. Come all of you to my assistance, and set yourselves to work...

"...granted that you attain personal liberation by means of the realization of the Advaita, but what matters it to the world? You must liberate the whole universe before you leave this body. Then only you will be established in the eternal Truth. Has that bliss any match...?

"You will be established in the bliss of the Infinite, which is limitless like the skies. You will be struck dumb to find your presence everywhere in the world of soul and matter! You will feel the whole sentient and insentient world as your own self. Then you cannot help treating all with the same kindness as you show towards yourself. This is indeed practical Vedanta."

Another path-breaking contribution of Swamiji was to remove the wall

between sacred and secular. To him, the entire creation is sacred.

Sister Nivedita noted: "If the many and the One be indeed the same Reality, then it is not all modes of worship alone, but equally all modes of work, all modes of struggle, all modes of creation, which are paths of realization. No distinction, henceforth, between sacred and secular. To labour is to pray. To conquer is to renounce. Life is itself religion. To have and to hold is as stern a trust as to quit and to avoid."

This leads us to the true understanding of the greatest Indian idea of Dharma which stands for righteousness, sustainability, truth, justice, duties, code and ethics of conduct and much more. Here spiritual attainment and material prosperity both are valid.

He called that the new religion for the modern world is Vedanta, the essence of the Vedas in practice. Thus the knowledge of the Supreme, the Brahmajana is the final goal, and it happens by following Dharma and the path is one of many forms of Yoga.

Future of religion: A scientific spiritualism

The message of Swami Vivekananda was the message of Vedanta -- a spiritual teaching that again and again saved India during periods of decline and crisis.

Swami Adiswarananda summed up the great life and mission of Swamiji first explaining Vedanta: "Its four cardinal points are non-duality of the Godhead, divinity of the soul, oneness of existence, and harmony of religions. Religion, in the light of Vedanta, is the manifestation of the divinity already in man. This spiritual harmony is to be realized by deepening our spiritual

consciousness. The message was timely and powerful.

The message was powerful not because of its dialectical superiority or philosophical subtlety, but because of the personality of Swami Vivekananda. The message was an ancient one, but it bore a fire of conviction that was new. One familiar with the life of Swami Vivekananda will recall that his Master, Sri Ramakrishna, saw in him the power and potentiality of a great world teacher. Before the Master passed away, he prophesied: "Narendra (Swami Vivekananda) will teach others Very soon he will shake the world by his intellectual and spiritual powers."

Swami Vivekananda pronounced that Vedanta is the future religion of mankind. With his prophetic vision, he predicted that modern science and technology and new education system would break down the barriers between nations and prepare the ground for the fulfillment of the age-old dream of one united world, a democratic world. But one world is possible only when there is one common Soul of humanity that transcends the limitations of race, culture, and religious denominations.

Swami Vivekananda presents before humanity the World-Soul of Vedanta, the non-dual, nameless and formless all-pervading Pure Spirit that alone can make the dream of one world a reality. He foresaw a new world order in which science and religion would cooperate, mysticism would combine with humanism and spiritual harmony would replace religious dissension.

(This is part 7 of 'Swami Vivekananda and the world' series which has ten parts)

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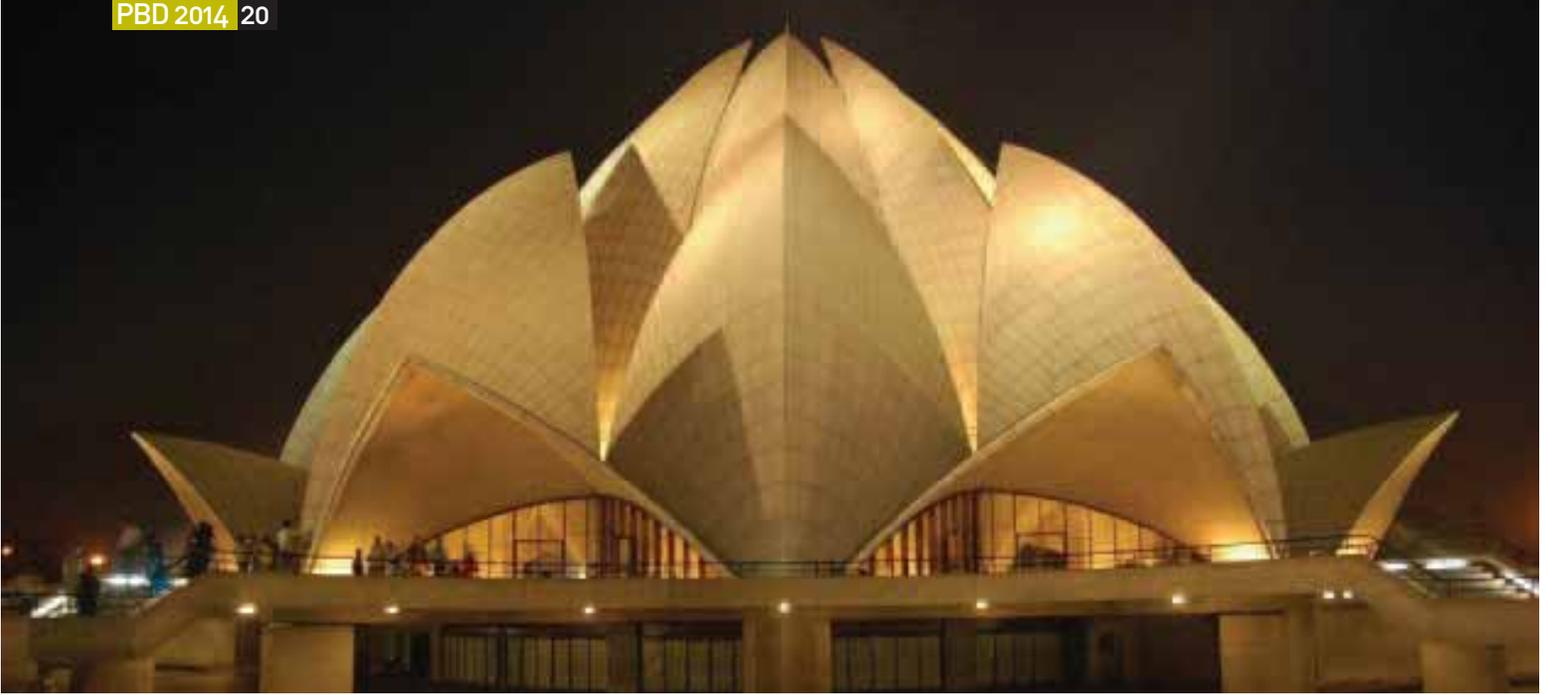
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YEH NAHI DEKHA TOH KUCH NAHI DEKHA!



The Capital of India extends *Red Carpet to NRIs*

Ministry of Overseas Indian Affairs to welcome the 2000 NRI delegates and other dignitaries who are converging in India to participate in the three day mega event - the 12th Pravasi Bharatiya Divas- 2014 in New Delhi

Pravasi Bharatiya Divas (PBD) 2014 in New Delhi will for the first time include a focus on engaging Indian with Diaspora youth with the annual event's theme being to connect across generations, announced India's Minister of Overseas Indian Affairs (MOIA) Vayalar Ravi.

Ravi made the announcement at the first press conference in New Delhi to host the PBD 2014 between January 7th and 9th at the Vigyan Bhawan in Delhi. Ravi said the entire day on January 7th will deal with various events to connect Diaspora youth with India, an effort started by the Ministry few years ago with its Know India Program (KIP) for Diaspora Youth from across the world who have never visited India before. India's Ministry of Youth Affairs and Sports will be the Partner Ministry for the event. With a majority youth population, India is a young nation. It is in the fitness of things, therefore, that there is a focus on Youth PBD during the

forthcoming convention in Delhi, Ravi said.

The 12th edition of the PBD will be have two major days of some new sessions that include discussions on India's development agenda and India's soft power, to apprise and invite the Diaspora to participate and invest in India, Ravi said. MOIA has been working with global Diaspora organizations such as GOPIO International on issues and concerns of the overseas Indian community.

The PBD convention had become a unique platform to interact among themselves and with the Government of India and the Governments of various Indian States, Ravi said. FICCI is the event manager for the high profile event. Minister Ravi inaugurated the website for the PBD where interested participants can register online. Ravi said he expects more than 2,000 persons to attend the 2014 PBD and among them would be approximately

400 or more youth participants from India and the Diaspora.

It is good that New Delhi, the capital city of India is extending a Red Carpet welcome to the NRIs who are the Brand Ambassadors of India and whose contributions in strengthening India's foreign exchange balances is invaluable.

A study done by Overseas Indian Facilitation Centre (OIFC) in 2009 gives interesting highlights of about the NRIs contributions to India. The document titled "Remittances from Indian Diaspora: A report" says Non Resident Indians (NRIs) and People of Indian Origin (PIO) have emerged as the largest pool of knowledge, skills, resources and enterprise, acting as India's brand ambassador globally. One of the most important and noteworthy contribution has been made in the form of transfer or remittances in India, offsetting the trade deficits and building up India's foreign exchange reserves. The report quoting an IMF study says

that most of the remittances are used to improve the standard of living of the families and very rarely it is used to establish new business and industries. The report says “ with rising share of India’s remittances in India’s GDP and with India emerging as preferred destinations for FDI, it is now time for the Global Indians to engage with the Emerging Global power beyond repatriating their wealth for personal consumption and invest their effort, expertise , knowledge, time and wealth in the larger interest of India”.

The government should take measures not only to attract NRI investments in India but also create the overall industrial climate so conducive that it induces them to return to India and use their skills and talents for the betterment and growth of India.

The Prime Minister of India Dr Manmohan Singh while delivering a speech at the Hiren Mukherjee Memorial Lecture in the Parliament House said India has overcome the problem of brain drain and is drawing

on the global brain bank of People of Indian Origin. "Today, we in India are experiencing the benefits of the reverse flow of income, investment and expertise from the global Indian diaspora," the Prime Minister said.

Now a recent survey conducted by a US headquartered firm Kelly Services India which provides workforce management solutions, staffing services and employment opportunities globally has come out with an interesting survey that an estimated three lakhs Indian professionals working overseas are expected to return before 2017.

India is geared up to welcome them with open arms in PBD-2014 which is going to be held in New Delhi gives a snapshot of Governments vision to attract the NRIs and make them partners in India’s growth.

ABOUT PBD

Pravasi Bharatiya Divas (PBD) is celebrated on 9th January every year to mark the contribution of Overseas Indian community in the development

of India. January 9 was chosen as the day to celebrate this occasion since it was on this day in 1915 that Mahatma Gandhi, the greatest Pravasi, returned to India from South Africa, led India’s freedom struggle and changed the lives of Indians forever.

PBD conventions are being held every year since 2003. These conventions provide a platform to the overseas Indian community to engage with the government and people of the land of their ancestors for mutually beneficial activities. These conventions are also very useful in networking among the overseas Indian community residing in various parts of the world and enable them to share their experiences in various fields.

During the event, individuals of exceptional merit are honoured with the prestigious Pravasi Bharatiya Samman Award to appreciate their role in India’s growth. The event also provides a forum for discussing key issues concerning the Indian Diaspora.



A glimpse of PBD 2013



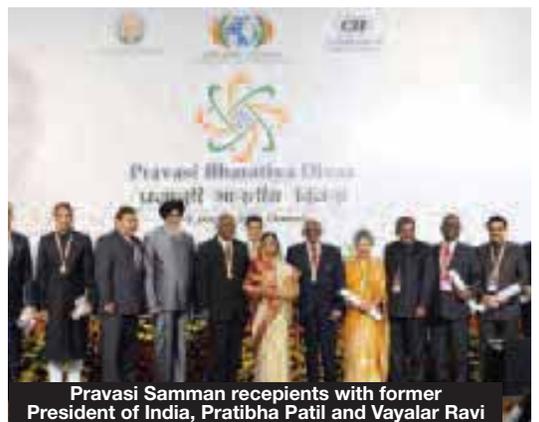
Lighting of lamp during Pravasi Bharatiya Divas- 2012



Delegates at the inaugural of 8th Pravasi Bharatiya Divas



Ela Gandhi , Grand daughter of Mahatma Gandhi with Ruby Dhalla, Canadian member of Parliament



Pravasi Samman recipients with former President of India, Pratibha Patil and Vayalar Ravi



Pravasi Bharatiya Divas 2014

OBJECTIVES

- To strengthen Diaspora's engagement with India's growth story and provide an invigorating platform to network and exchange views and perspectives
- To enhance linkages and synergies for Diaspora across the spectrum economic, social and cultural
 - To foster Diaspora innovations and strides in science and technology
 - To deepen engagement with young Diaspora and facilitate new perspectives
 - To recognize Diaspora's contribution to the Indian growth and development
 - Special focus on the younger generation of the Diaspora

HIGHLIGHTS OF PBD 2014

- Inaugural Session of Youth Pravasi Bharatiya Divas
 - Plenary Youth Pravasi Bharatiya Session:
 - Aspirations of Diaspora Youth*
 - Concurrent Sessions on:
 - Sharing a common Heritage: The Emotional Connect*
 - Young Achievers*
 - Emerging India in a Dynamically Changing World*
- Inaugural Sessions with the Hon'ble Prime Minister of India
 - Plenary Sessions with Hon'ble Union Ministers
 - India's Growth & Development Agenda*
 - India's Soft Power*
 - PBD Oration
- Plenary Session on Investment Opportunities in States (Chief Ministers' Session)
 - Parallel State Sessions
 - Concurrent Sessions on:
 - Innovation and Technology*
 - Healthcare Opportunities in India*
 - Meeting Diaspora Organisations*
 - Making India the Hub of Media & Entertainment Industry*
- Valedictory Session Conferment of Pravasi Bharatiya Samman Awards by the Hon'ble President of India
 - Cultural Programmes and Dinners

TENTATIVE PROGRAMME: SCHEDULE

DAY 1, JANUARY 7, 2014

0830-0930 hrs	Registration
1000-1100 hrs	Inaugural Session of Youth Pravasi Bharatiya Divas
1100-1130 hrs	Tea/Coffee Break
1130-1300 hrs	Plenary Session of Youth Pravasi Bharatiya Divas :Aspirations of Diaspora Youth
1300-1400 hrs	Lunch Break
1400-1600 hrs	Sharing a Common Heritage: The Emotional Connect Young Achievers
1600-1630 hrs	Tea-Break
1630-1800 hrs	Concluding Session
1900 hrs onwards	Cultural Evening and Dinner

DAY 2, JANUARY 8, 2014

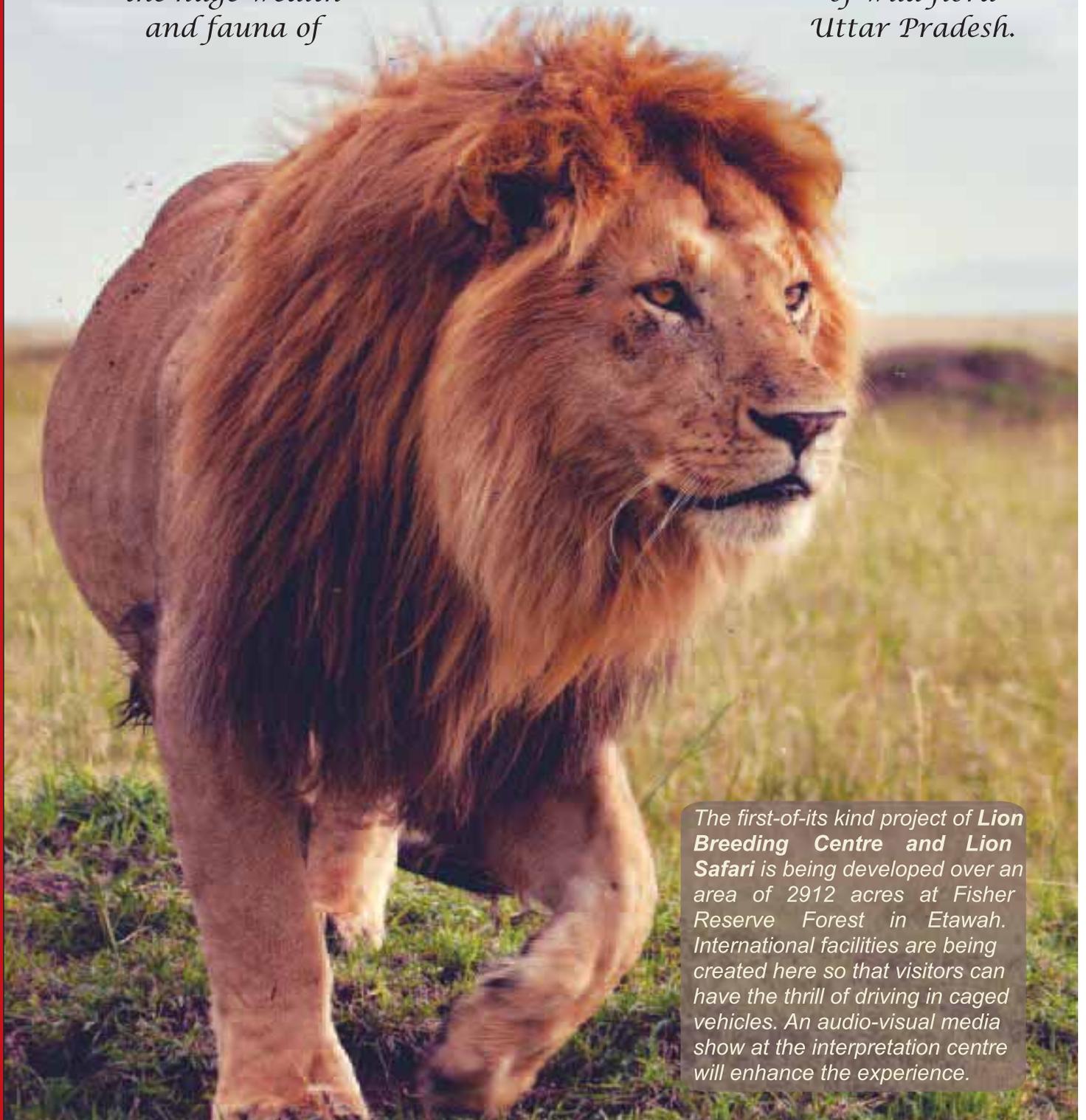
9000-1000 hrs	Inaugural Session
1000-1030 hrs	Tea/Coffee Break
1030-1300 hrs	Plenary Session 1-India's Growth & Development Agenda
1300-1400 hrs	Lunch Break
1400-1600 hrs	Plenary Session 2- India's Soft Power
1600-1630 hrs	PBD Oration
1630-1700 hrs	Tea/Coffee Break
1900 hrs onwards	Cultural Evening and Dinner

DAY 3, JANUARY 9, 2014

0930-1130 hrs	Investment Opportunities in States
1130-1200 hrs	Tea/Coffee Break
1200-1330 hrs	Separate Parallel State Sessions
1330-1430 hrs	Lunch Break
1430-1600 hrs	Innovation and Technology Healthcare opportunities in India Meeting of Diaspora organisations Making India the Hub of Media & Entertainment Industry Issues of NRIs in the Gulf
1600-1630 hrs	Tea/Coffee Break
1700-1800 hrs	Valedictory Session and Conferment of Pravasi Bharatiya Samman Awards
1900 hrs onwards	Cultural Evening and Dinner

Uttar Pradesh ready

The Fisher Reserve Forest in Etawah is getting ready to welcome the king of the jungle - the Asiatic Lion. The perfect ambience for the majestic lions is being developed to give a new dimension to the huge wealth of wild flora and fauna of Uttar Pradesh.



*The first-of-its kind project of **Lion Breeding Centre and Lion Safari** is being developed over an area of 2912 acres at Fisher Reserve Forest in Etawah. International facilities are being created here so that visitors can have the thrill of driving in caged vehicles. An audio-visual media show at the interpretation centre will enhance the experience.*

for a roar of pride



- Admission fees of all the patients have been waived off. BPL card holder patients will receive free treatment and diagnosis.
- 988 mobile vans are being operated through a toll free number 108 under Samajwadi Ambulance Sewa to provide emergency treatment to patients. Approx. 15 lakh patients have benefitted from this service.
- UP Co-operative Rural Development Bank has been provided Rs. 1650 crore for waiver of loans taken by mortgaging agricultural land. Loan amounting to Rs. 900 crore have been waived off. Out of 8.08 lakh farmers identified for this scheme, 4.19 lakh farmers have already benefitted.
- Farmers are being provided free water for irrigation purposes. 55,45,804 farmers have been benefitted .
- Under the *Kanya Vidya Dhan* scheme that was launched to promote girl education and to encourage girl students belonging to financially weaker families for higher studies. 2,85,417 girl Students have benefitted in 2012-13. Provision of Rs. 900 crore has been made for the year 2013-14.
- Distribution of 15 lakh free laptops to intermediate pass students.
- Rs. 1100 crore were distributed to 11,59,398 beneficiaries under the *Berozgaari Bhatta* scheme in the year 2012-13. Provision of Rs. 1200 crore has been made for the year 2013-14. 12,57,129 beneficiaries have been benefitted in the current financial year.
- Increase of 500 seats in medical colleges so as to create more opportunities for students.
- 82,916 girl students from minority communities were given Rs. 250 crore in the year 2012-13 under the *Hamari Beti Uska Kal* scheme. The scheme aims at providing a lump sum incentive of Rs. 30000 for further studies or marriage of girl students from minority communities. Provision of Rs. 350 crore has been made under this scheme to benefit 1.15 lakh girls in the year 2013-14.
- To provide relief to rickshaw pullers from manual labour, a provision of Rs. 500 crore budget has been made to give them motor/battery/solar energy operated modern rickshaws.
- Operating 'Women Power Line 1090' to prevent crimes against women. 98,278 complaints resolved.
- For tourism promotion, a policy has been framed for establishing theme parks / amusement parks etc.
- 'Rural link roads maintenance policy 2013' has been approved for maintenance of rural area roads.
- All district headquarters will be linked by 4-lane roads.
- Construction of international airports in Agra and Kushinagar.
- Effective implementation for Metro Railway project in Lucknow.
- Infrastructure and Industrial Investment Policy-2012, UP Food Processing Industries Policy-2012, Solar Energy Policy-2013, Information Technology Policy-2012, Sugar Industry Co-generation and Distillery Promotion Policy-2013 and Poultry Promotion Policy-2013 promulgated.
- Establishment of IT city in Chak Ganjaria in Lucknow, Development of Software Parks in Tier-2 and Tier-3 cities.



BENGAL AND THE BJP

History, Present and the Future...

What is it that is left of Bengal today and that can be revitalized with reconnaissance? asks **Somanjana Chatterjee**

Tagore once said, “Most people believe the mind to be a mirror, more or less accurately reflecting the world outside them, not realizing on the contrary that the mind is itself the principal element of creation.”

The ethos behind the statement could pave way for a socio-political evolution in West Bengal today-To flourish one’s mind in creating something new – something vibrant and progressive.

The region has seen a lot of blood bath. The people stripped naked of dignity and compassion. The spirit killed.

The sweetness of the land and the language hurled in the grounds of mockery.

What is it that is left of Bengal today and that can be revitalized with reconnaissance?

One thing that might come at the top of the list is: Pride. A shift in the social and economic trajectory of that region is only possible if the people in Bengal decide to awaken a collective consciousness, pay ode to the region’s glorious past and be the agent of change. Not relenting to power politics, not adhering to terror, not stooping to corruption and

appeasement but to hold one’s head high in conceiving a new dawn.

It’s been a century that Bengal is being subjected to a reign of terror. Dr. Jayanti Basu writes in her book, “Reconstructing the Bengal Partition-The psyche under a different violence”-- The partition left a huge impact in a generation of people; their disturbed psyche would haunt many generations down the family line. It was a chasm that was buried deep, something that would perhaps open years later to show the gnawing wounds within.



Then came the violent 70's. It is said (in hush tones) that the chief minister, Siddhartha Shankar Ray of the Congress Party, instituted strong counter-measures against the Naxalites to the extent that the house of Somen Mitra, the Congress MLA of Sealdah, was allegedly turned into a torture chamber where Naxal students from Presidency College and CU were incarcerated illegally by police and the Congress cadres.

CPI-M cadres were also involved in this "state sponsored covert terror". After suffering huge losses of buoyant lives and enterprise the Naxalites alleged human rights violations by the West Bengal police. The students' ideologues subsided but did it bring equanimity in urban and rural Bengal?

Instead, it brought the red terror of the Communist Party.

Shri Balbir Punj, noted columnist and MP wrote on Udayan Namboodiri's book Bengal's night without End -- It is an agonizing story of how the Marxists

have reduced to shambles a state that shone as a beacon in the days of the Independence Movement, and retained its position as industrial leader till the late Seventies.

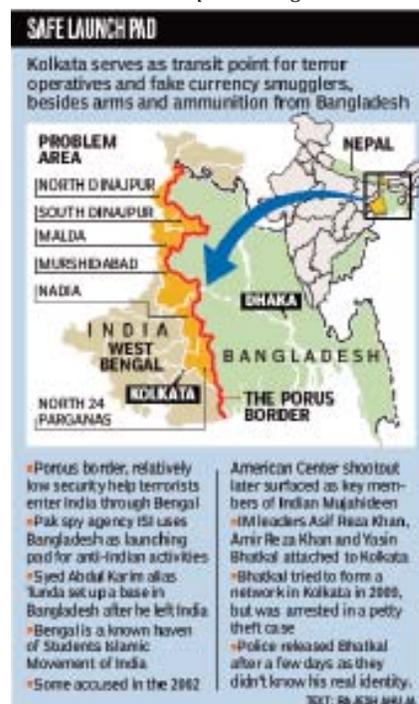
Udayan's investigative journey into the heart of darkness began in 1986 when he visited the Sain Bari (the House of Sains) in Burdwan town. Sain Bari had become a household name in West Bengal when on March 17, 1970 Communist goons raided the house and slaughtered several members in broad daylight. The "crime" of the family was that they were apparently Congress loyalists. The Communists were then a gathering storm. As part of the United Front government led by Ajoy Mukherjee of Bengal Congress, they were unleashing their terror techniques on "class enemies."

The Sain Bari episode which scandalized West Bengal and led to the imposition of President's Rule stands as a forgotten memorial of red terror. "An evil political force may have parted you from the breast of mother earth" deciphered Udayan on a dedication stone tablet on a grassy sidewalk near Sain Bari, "but your memory will forever fill our lives."

The anonymous wordsmith was correct in the diagnosis of Communism. Communism, by nature, is a violent, totalitarian and unforgiving doctrine. The Sain Bari massacre was the morning that showed the day. The book documents the saga of Communist terror in a 200-page section "The Book of the Frightened." From the massacre of Ananda Marg monks on Bijon Setu of Kolkata in 1982 to the massacre of the Trinamul supporters in Gorbeta (West Midnapore) in 2000, it brings out a horrifying tale of red terror.

It was when the people harbored some hope in a changing regime that could elevate the people and their lives from decades of stagnation, however; The TMC party under the incapable hands of Mamata Banerjee shattered all those aspirations into rubbles of despair. In came the politics of revenge. Of appeasement and Lawlessness.

Hindustan Times Report in August, 2013:



SATP (South Asia Terrorism Portal) reports: In 2010, when Mamata Banerjee and her Trinamool Congress (TMC) had formed a covert alliance with the Communist Party of India-Maoist (CPI-Maoist) in the run-up to the State Assembly elections to unseat the then ruling Communist Party of India-Marxist (CPI-Marxist) Government, Maoist violence in West Bengal had peaked. With 425 Maoist-linked fatalities, the State secured the dubious distinction of recording the highest insurgency-linked killings in the country in that Year. There are also troubling suggestions that some CPI-Maoist front organizations in West Bengal had developed a nexus with elements of the banned Students Islamic Movement of India (SIMI), which has close links with Pakistan's covert intelligence agency, the Inter Services Intelligence (ISI). These elements have held several meetings jointly in four Districts of West Bengal, (Murshidabad, West Midnapore, Purulia and Bankura), staged protests against alleged violation of human rights, and have been instigating people against the Government. This information was



shared by the State Director General of Police (DGP) with the MHA during the DGP-level meet on October 18, 2012. However, the MHA on December 5, 2012, informed Rajya Sabha that “no concrete inputs are available to indicate that Naxals have forged direct ties with the Pakistani Intelligence Agency ISI.”

With anarchy widespread and the condition of the state in its dwindling worst, it’s imperative that the people coalesce in a national forum and set a standard that resonate with some of the progressive states in India.

Of late, The West Bengal BJP presented its ‘Chargesheet’ against the state government on its 2nd anniversary. Briefing the members of the print & electronic media over it at the party’s State Headquarters, BJP State President Sri Rahul Sinha accused the state government of failing the people’s mandate on several fronts.

Earlier a committee was appointed under the chairmanship of ex-State President and National Executive member Prof. Tathagata Roy to prepare this

‘Chargesheet’. These included:

1. Using the police and the administration in a partisan manner to help the ruling party and victimizing the opposition activists has become the norm. What is the difference between TMC and the Left?
2. In spite of declaring its intent to announce an ‘Industrial policy’ nothing has come so far either in letter or spirit.
3. ‘Bengal Leads’ investors’ meet has been a huge failure and only ended up draining the constrained state coffers further. Is there a plan to atleast retain the existing investors?
4. No concrete step has been initiated for fighting unemployment.
5. Nakedly perusing minority appeasement.
6. The state government being hand-in-gloves with the ‘Chit-fund’ companies.
7. Attempting to shield the culprits of the ‘Chit-fund’ scam.
8. The fact that scamster Sudipta Sen purchased the CM’s painting (CM being an amateur painter) for 1.86 crore, proves that

its an attempt to buy over the CM.

9. The CM’s claim that she knew nothing of the ‘Chit-fund’ mess before April 15 is a fallacy.

Now, is anybody is going to do anything about the queries is ambivalent in the context of West Bengal’s façade of governance. But the Bengal youth of today need to pose the question to their own kind. Are they are going to rise above mediocrity and decades of terror-tactics to change their destiny?

“Let me not pray to be sheltered from dangers,

But to be fearless in facing them.

Let me not beg for the stilling of my pain, but

For the heart to conquer it.”

— Rabindranath Tagore

Summary: The BJP is faced with a unique challenge and a historical opportunity to regain the lost ground it enjoyed in the early 90’s. The choice is very clear for Bengal. The choice between the RIGHT and the LEFT and the FAR LEFT (TMC)



Some major destinations.... innumerable moments to cherish

A traveller's paradise, a nature-lover's joy and a heritage-seeker's charm West Bengal with all its rich cultural and natural diversity.

Please visit and Experience Bengal



- | | |
|-----------------------|-----------------------|
| Mirik | Bishnupur |
| Kalimpong | Mukutmonipur |
| Kurseong | Duarsini |
| Darjeeling | Garh Panchakot |
| Lava | Ayodhya Hills |
| Lolegaon | Bakreswar |
| Sandakphu | Tarapith |
| Phalut | Shantiniketan |
| Rishop | Joydeb- Kenduli |
| Siliguri | Jhargram |
| Madarihat (Jaldapara) | Haldia |
| Malbazar | Kolkata |
| Chalsa | Barrackpore |
| Cooch behar | Basirhat-Taki |
| Rasik beel | Howrah |
| Raiganj (Kulik) | Gadiara |
| Malda | Chinsurah |
| Gour, Pandua & Adina | Chandannagar |
| Murshidabad | Tarakeswar |
| Plassey | Kamarpukur |
| Krishnanagar | Antpur |
| Nabadwip/Mayapur | Diamond Harbour/Falta |
| Burdwan | Bakkhali |
| Kalna | Frezarganj |
| Asansol | Gangasagar |
| Durgapur | Sunderbans |
| Maithan | Digha/Mandarmoni |
| Bankura | Sankarpur/Tajpur |
| Jairambati | |

**Department of Tourism,
Government of West Bengal**
www.westbengaltourism.gov.in



Tourism Centre, 3/2, B.B.D. Bagh (East), Kolkata-1.
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9051496225/56/57/58. Tele Fax: 033 22485168.
email: tourismcentre.kol@westbengaltourism.gov.in



Lagao India Polish!

Avadh Kishore shares a fun chat with an Indian shoe shiner

You could never miss him.

If you walked down from the Chowringhee end of Park Street and crossed Flury's he would be there, well settled in the corner. Throughout the day he would call all pedestrians with his cry "Lagao India Polish!" descending from highest to lowest notes his chords would allow. He would call twice at a well calibrated frequency in the middle of the shoe shine and that was his trade secret to maintain the flow of customers.

He had a unique location to operate from. He sat in front of two large Calcutta Telephone roadside distribution boxes, each of which was just the right size for a large cinema poster. It was

customary to have one poster of an English movie and one of a Hindi movie. His customers, while getting their shoes polished, could look at those appealing posters, names of the stars, music director, halls where the movie is released – information especially important for the college students.

For three years, every day while going to the college early in the morning, I saw this man all set to start a new day's living. He was frail, dark, with unkempt hair but a well shaven beard - wore a clean spotless vest with sleeves and the usual lungi with checks. He had a slight hunch, maybe his day long posture contributed to that.

I seldom like to get my shoes pol-

ished on the roadside. But there was something in this middle aged man that after I had left college and happened to be on Park Street one morning, nostalgia made me wait my turn. I put my shoe on the top.

"Joota to sapha hai" (the shoe is clean), he said.

"Maloom hai per chamak nahin raha" (I know, but it is not shining), I replied.

His wrists moved back and forth, as he had when he first cleaned the shoe. Then he applied the cream. He wouldn't talk. You were expected to put your other foot forward with the small nudge he gave to the shoe. Then he took out the black polish and showed it for a second. "India polish" he said, assuring that

he is using a product he would advertise. And then, with his fingers he started applying the India polish.

The poster of Dus Numbri stared at me. He saw me carefully looking at the crafty look of Manoj Kumar.

“Yeh saneema dekhien hain kya?” (Have you seen this movie?), he asked me. “Kyon koi khas baat?” (Why, anything special in this movie?), I replied. “Nahin, aajkal dus numbri logan ka jamaana hai.” (Nothing, it is just that these are days of the crooks).

I moved my eyes from the Dus Numbri to the English poster.

My concentration was broken by the sudden eruption of his cry, “Lagao India Polish!”

The polish had dried and it was time for him to give that ultimate shine. He topped it up with a thin muslin cloth and made sure that the final rub emitted a screeching sound. That was the litmus test.

“How much?” I asked him.

“Two rupees,” he said.

My visits to Park Street reduced once I was employed outside Calcutta. I would go to Park Street for specific jobs and wouldn't get the leisurely time of walking down at ease. However, on one of those visits from Bombay, I thought I would meet up with an office contact at Flury's. I had adequate time before the meeting to go down memory lane. I was not surprised. “Lagao India Polish” was very much there in the corner. He was happily carrying on his trade and the posters of the movies continued to attract all pedestrians. I did not miss the chance. I put my shoe on the top and left him to do the rest. I thought it would be good to strike a conversation.

“Main bahut dinon baad aaya. Kaisa chal raha hai?” (I have come after a long time. How's it going?).

He looked up to figure out whether he could place me.

“Aajkal tarah tarah ka joota nikal

aaya hai, polish kum ho gaya hai, phir bhi guzara ho jaata hai.” (These days different types of shoes have emerged, people get their shoes polished less, but I am able to make both ends meet.).

“Are bhago.....” (let's run).

He did not bother to finish the act. He ran with his shoe shine box, admirably swift, as he saw the cops approaching the pavement vendors with their lathis and asking them to clear the place. The cops left in no time and he also reappeared in no time assuring me that nothing more is going to happen. He gave a good shine to the shoes.

“How much?”

“Five rupees.”

“Lagao India Polish!”

The poster of Raja Hindustani looked at me in a mysterious manner. Aamir Khan was dominating the movie world, the age of Dev Anand, Dharmendra and Manoj was all but over. Not only had the leather and shoe industry taken a turn, the Hindi cinema had taken a turn too.

The decision to become a non-resident takes away from you many treasures including the sounds and smells of your city. Very little time is on hand when you come for a holiday as there are so many loose ends to be tied. Shops known to you close down, new buildings crop up, new flyovers disturb the geographic images you had always carried. Park Street is now known as Mother Teresa Street, though very few people know about and use this name.

Fortunately I had time on hand one afternoon, so I took my usual college route and started walking down. Somewhere in my heart my purpose was to see if Lagao India Polish! still existed. I could not hear that familiar cry as I approached Flury's nor see anyone in the corner. The movie poster of Dabang 2 prominently looked at the pedestrians. I asked the pavement book seller if any polishwala was there. He said that I should cross the road and

check as all such pavement dwellers have been removed to the opposite side.

I crossed the road and to my great relief that man was still there. He was very old now but managed to do his job. He had stopped calling out for customers. He would just hit the shoe brush twice on the box to make his presence known.

I put my foot ahead.

“Kaisa chal raha hai?” (How is it going?), I asked authoritatively.

This time when he looked up he thought I was an old customer.

“Are bahut mushkil hai sahib. Dus dus rupiya se kya mehngai khatam hogi.” (It is very difficult Sir. By taking ten rupees per shine can I kill the price rise.).

“Beta nahin kamata kiya?” (Doesn't your son earn?).

“Woh apna liye kamayega apna bibi bachcha ke liye ya mere liye?” (Will he earn for himself his wife and children or for me?).

“Is tarah ki mahangai mein mulk ka kab tak chalega?” (How long will the country continue with this high cost of living?).

There was a silence. I thought there was nothing for him to answer.

Surprisingly he kept the brush down, looked into my eyes and said,

“Jaante hain sahib, jab tak hindustan ka garib roj subah apne ghar se imandari ka roti kamane nikalta rahega tab tak hindustan chalta rahega.” (Do you know, Sir-till the day the poor man of India comes out of his dwelling every morning to earn an honest day's meal, India will survive).

(Avadh Kishore is from Muscat, Oman. He is the Director Finance of the OTE group of companies, one of Oman's leading business groups. He was the Chairman of the Muscat chapter of the institute of chartered accountants of India (2010-11) and lectures frequently on topics of professional interest.)

GUJARAT: WHERE GROWTH IS FOR ALL

Gujarat has been the front-runner in the overall economic development of the country all these years and has been playing a major role in India's growth story

A land where opportunity is abound and the youth and women looked towards the future with confidence. This is the Gujarat that we envisioned at the start of Twelfth five year plan based on our strong conviction 'Sabka Saath Sabka Vikas' - all together growth for all. Constituting only 4.99% of country's population, Gujarat contributes 7.32% to the country's GDP, 17.22% to the national industrial output & 21.27% to India's exports. In the coming years too, Gujarat once again promise to contribute significantly to the Indian growth story.

The annual development plan 2013-14 surpassing the total plan size of last 50 years and more than double of the eleventh plan the outlay of 2,83,623 crore rupees for twelfth year plan clearly indicates the state growing capabilities and commitment towards economic development and inclusive growth.

Continuing our focus on improving human development indices with well defined approach encompassing -

- 1) Faster, sustainable and inclusive growth

- 2) Enhanced quality of life

- 3) Improved delivery of Government services

The size of the annual development plan 2013-14 has been proposed at 58,500 crore rupees with a significant 42% allocation for the social sector.

Strengthening the Backbone of our Economy

In the past decade the agriculture sector in Gujarat witnessed not only 10% growth but also significantly reduced variations and risk. Thus, assuring steady incomes for the

farmers. Increase in irrigation, assured supply of quality inputs and power coupled with outreach initiatives like Krishi Mahotsavs has resulted in this transformation. The state now planned to also set-up an agriculture commission and hold a International Biennial Agri-Summit. To reduce dependence on rain-fed agriculture Gujarat has increased the gross area under irrigation by 38.65% during the last decade in comparison to 18.47% nationally. Gujarat has now embarked upon the ambitious 'Sauni Yojna' at a cost of 10,000 crore rupees to provide a short irrigation to the arid Saurashtra region. Integrated water management using GIS based technology in the eastern tribal belt from Ambaji to Umargaon is being taken up at an overall cost of 3,850 crore rupees while a provision of 9,000 crore rupees has been made for Sardar Sarovar Project and its canal network.

Promoting the concept of 'Per Drop More Crop' 9.06 lakh hectares is already brought under for micro-irrigation. While an additional 2.5 lakh hectares will be covered at a cost of 465 Crore rupees.

Gujarat has about 42 lakhs families dependent on animal husbandry. Animal health camps and support to dairies has increased the milk production from 53.12 lakh metric tonnes to 98.17 lakh metric tonnes in the last decade. The state will further invest

376

crore rupees in veterinary services and improvement of Gir and Kankrej breeds.

Elixir of Life for all

The coverage of piped water supply has been increased since 2001 from 4% to 76% against 30% nationally. Gujarat is the only state in the country to implement



state-wide drinking water grid, effectively drought proofing the most scorched regions. Spanning more than 1, 20, 000 kms, it is the largest water grid in the world which is a matter of national pride. The state will also extend water supply skims to 2, 100 tribal hamlets and 2, 700 coastal villages. And support 14, 000 'Pani Samitis' for community-led water management.

Strengthening the foundation for a Healthy Society

The sustained efforts of the past decade in the health sector have enabled Gujarat to increase the trends of institutional deliveries from 56% to 95%. At the same time reduce the trends of maternal mortality ratio (MMR) 389 to 148 and the trends of mortality rate (IMR) from 54 to 41. We are reaffirming our commitment to the sector is the outlay of 3, 800 crore rupees which is 24% higher than last year. As against national average of 1 PHCS for 27 villages Gujarat has 1 PHC for 16 villages. This would be augmented by setting up 10 new CHCs, 50

PHCs and 400 sub centers with special focus on tribal areas. Tele-medicines and tele-radiology would also harness. Gujarat medical service corporation would make available low cost generic drugs and extend affordable diagnostic facilities. Medical education will be upgraded with an investment of 861 crore rupees. The Amdavad civil hospital, the largest in Asia will be transformed into a medicity at a cost of 986 crore rupees making it a medical hub for entire western region. A stem cell research institute and more centers for specialized treatment for cancer, heart and kidney diseases would be set up. The status of nutrition among the children is still a concern for the nation, Gujarat has launched a mission 'Balam Sukham' as an intensive nutrition programme. An outlay of 1,300 crore rupees is planned for nutrition, women and child development. The ICDS programme covers more than 44 lakh beneficiaries through 52, 137 anganwadis. New initiative includes providing Sukhadi as a nutrition supplement, providing additional nutrition to underweight children. Construction and

strengthening of anganwadis, diploma and certificate course on nutrition to 6, 000 anganwadi workers and supervisors will be provided.

Empowerment through education and skill development

Innovative measures by the state government in the education sector increased the state's literacy rate from 65.40% in 2001 to 79.31% in 2011. Most significantly the female literacy shot-up from 57.80 percent in 2001 to 70.73% in 2011. Increased in the sectors annual outlay from 2, 700 crore rupees in 2012-13 to 3, 850 crore rupees in 2013-14. Gujarat will focus on starting of Bala Schools (building as learning aid) for children with special need. Sports schools, Smart schools, Green schools will be taken care of. Building of 264 residential hostels, 31, 831 classrooms, 12, 800 toilets in schools are being made. Removal of the income limit criteria for text books for SC, ST and SEBC students, construction of Samras hostel at important educational centers at total cost of 600 crore rupees. Gujarat research and

innovation fund for collaboration with international universities. Gujarat recognizes an importance of skilled young population, to facilitate this government has almost doubled annual outlay to 841 crore rupees for setting up the skill developmental universities, modernization of ITI's, creation of 30 new ITI's, adding 5,000 new seats. To offer alternative skills for the youths the government has started Kaushalya Vardhan Kendra offering 163 short term courses, covering 1,074 skills at their doorstep. It is a matter of satisfaction that women constitute 4.4 lakh or 58% of the 7.4 lakh beneficiaries of the program. This initiative has been awarded the prestigious Prime Minister's award for excellence in public administration for year 2011-12. KVKs will now be linked to the post primary education.

Bridging the Urban Rural Divide

The urban infrastructure strengthen with an outlay of 6,650 crore rupees.

The Swarnim Jayanti Mukhya Mantri Shaheri Vikas Yojna

This will continue to address the needs of rapid urbanization. Gujarat will ensure a quality lifestyle and livelihood in large villages while keeping the basic rural soul intact. This Rurban program will encompass piped drinking water supply, sanitation facilities as well as KVKs and Swami Vivekanada Yuva Kendras in these villages. The state has provided 9,94,082 dwelling units in rural areas and 94,855 in urban areas during the last five years. There is yet a section of population that needs a government support but are excluded from the benefit of various schemes, for them Gujarat has initiated special schemes.

Mukhya Mantri Aawas Samruddhi Yojna

To provide affordable housing in rural and urban Gujarat with an outlay of 4,400 crore rupees in the current year.

These schemes or housing projects,

which are part of 'Mukhyamantri Aawas Samruddhi Yojna', include assistance to build houses for economically weaker sections (EWS) of the society, slum rehabilitation scheme, interest subsidy for EWS and lower income groups (LIG) for private housing, and housing for LIGs.

The state cabinet has approved the four housing projects. It has announced a policy for in situ rehabilitation by public-private partnership (PPP) mode. These houses will be built on land owned by Gujarat Housing Board (GHB), the state government, urban local councils, urban civic bodies like municipalities, municipal corporations and development authorities.

Mukhya Mantri Amrutam Yojna

To provide assured medical assistance of upto 2 lakh rupees for poor families for specialty treatment.

A large number of households are pushed into poverty as a result of high costs of household spending on health





care. The Below Poverty Line (BPL) population is especially vulnerable to the catastrophic health risks. To address this key vulnerability faced by the BPL population in the Gujarat, the State Government has launched a medical care scheme called Mukhyamantri Amrutum (MA) Yojana. The objective of the scheme is to improve access of BPL families to quality medical and surgical care for the treatment of identified diseases involving hospitalization, surgeries and therapies through an empanelled network of health care providers. The surgeries covered are of ;

1. Cardiovascular Surgeries
2. Neurosurgeries
3. Burns
4. Poly Trauma

5. Cancer (Malignancies)
6. Renal (Kidney)
7. Neo-natal (newborn) diseases

MA' provides quality medical and surgical care for the catastrophic illnesses involving hospitalization, surgeries and therapies through an empanelled network of hospitals to the BPL families.

The Scheme benefits Below Poverty Line (BPL) Families of all the 26 districts of Gujarat which is expected to be approximately 39 lakh BPL families (as per Rural Development and Urban Development Department).

All predefined medical procedures are part of the disease/treatment packages. An enrolled BPL beneficiary may go to any of Network Hospital with a QR

Coded Plastic Card and come out without making any payment to the Hospital for the procedures covered under MA.

Mukhya Mantri Shishya Vruti Yojna

A single window scholarship scheme with an initial corpus of 100 crore rupees for deserving candidates.

Enabling Growth through Infrastructure

Quality infrastructure has been the key stone of Gujarat sustained economy growth.

Lighting Every Corner of State

Having a energies surplus status and procuring 24 hour, three phase quality power to 18, 000 villages and 43, 000



hamlets. The state government now intends to strengthen the energy infrastructure with an outlay of 4,967 crore rupees.

Quality and Reduce Losses

This will focus under 'Kissan Heet Urja Yojna' by augmenting the agriculture feeders and installing aerial bunch conductors. A provision of 150 crore rupees for has also been made for exploring non-conventional sources of clean and green energy which include off shore wind energy, canal top solar projects and geothermal energy.

Turning the wheels of fortune- Economic Empowerment

The state government has started a new manufacturing policies and textile policy to increase the contribution of the manufacturing sector in the GSDP from 27.6% to 32%.

A new Gujarat within Gujarat

Gujarat has led the road map for the next generation industrial development through special investment regions. 37% of the Delhi-Mumbai industrial corridor will pass through the state, along this corridor Gujarat has embarked on one of the most ambitious project the Dholera SIR project. It is largest planned development in the world covering an area 50, 000 hectares. The Gujarat is confident that the Dholera SIR, the PSPIR at Dahez, the Mandal Bahucharaji SIR as well as advantages of port connectivity available along the Gujarat coast will enable relation to maximize the economic potential of DIMC.

Institutionalizing Innovation

In every sector of the development has institutionalized an innovation and pro active governance model

involving people's participation.

Krushi Mahotsav

Empowerment of 42 lakh farmers that has effectively ushered in the second green revolution.

Krushi Mahotsav is an intensive convergence and mass contact strategy held every year for one full month during May-June. Its critical components include Krushi Mela, Exhibition and Seminars/Talks. Experts from agricultural universities directly interact with farmers at the village level and area specific and crop specific issues and concerns of farmers are attended to. As a result of this programme, State has achieved impressive growth. Value of Gujarat's total agricultural production (including animal husbandry and horticultural production) has risen from Rs 18,104 crore in 2002-03 to an estimated Rs 47,540 crore in the year 2009-10.

Krushi Mahotsav has led to heightened awareness amongst farmers about the advantages of scientific farming and animal husbandry, benefits of drip irrigation and built a bridge between agri-scientists and the farming community.

Garib Kalyan Mela

A direct system of distribution of benefits of over 11, 000 crore rupees till date to 74.47 lakh beneficiaries through 971 Gareeb Kalyan Melas.

Gujarat has been organizing "Garib Kalyan Melas" for providing a variety of services and their coverage under all poverty alleviation and developmental schemes collectively in the presence Shri Narendra Modi, other concerned Ministers and senior Government Officials.

Gujarat Government has distributed benefits worth 10,500 crore rupees to around 80 lakh poor through 900 GKM so far. In each and every such Garib Kalyan Mela, people with disabilities are also covered. Tricycles, calipers, artificial limbs, sewing machines, hand carts, pension and other support are available to the underprivileged. A record number of plots have been allotted to the poor just in one year under this scheme and offi-

cers are directed to select genuine beneficiaries from every villages of Gujarat.

Kanya Kelvani and Shala Praveshotsav

A decade long campaign that has 100% enrollment in schools and drop down the drop out ration from 20.9% to just 2%.

"I vividly recall when I had taken over as the Chief Minister, an official came to me to discuss dropout rate in our primary schools. The numbers that were in front of me left me startled! Why does such a vibrant state have such high drop out rates? Why is the girl child lagging behind in primary education? We decided to tackle this menace immediately and that is how the Kanya Kelavani Abhiyan was born." said Shri Narendra Modi in his blog.

eGram Vishwagram

13, 685 e-panchayat to be transformed into network of electronic highways covering 18, 000 villages.

13,685 eGram centers are established in village panchayats. eGram centers have been equipped with VSAT Broadband connected PCs (with Scanner, Printer, UPS, Web Cam, VoIP Phone) and

to provide the e-services to rural citizens. Village Computer Entrepreneur (VCE) is working on PPP Model and delivering services to rural citizen in these eGram Centers. eGram Broadband VSAT connectivity Network is also known as PAWAN Network is Asia's Largest Public Domain VSAT Network.

Bar-coded Ration Card

Ensuring improved access and transparency in the public distribution system.

All for the People

These and many other innovations continue to develop the Gujarat's people oriented governance. Therefore we in Gujarat believe that every individual is the participant in the development process. We believe that benefits of development initiatives be shared across all section of the society. We believe in vision of development where every citizen is assured of dignified quality of life. Empowered to realize his true potential and enabled to fulfill his aspirations and based on this vision Gujarat will continue to spearhead the fulfillment of every Indian aspirations of being a progressive ,productive and prosperous nation.



Gujarat's plastic parks to attract Rs 5000 crore investment



Raju Desai, chairman - executive committee, Plastivision India 2013

With 150 MSME booking their manufacturing unit at Dahej plastic park, it is expected to attract Rs 3000 crore investment

Gujarat's plastic park at Dahej and Sanand to attract Rs 5000 crore investment. Land for Dahej has already been allotted, while the land allotment for Sanand Park would soon take place.

"Nearly 150 MSME companies have booked their plots at Dahej plastic park" says Raju Desai, chairman - executive committee, Plastivision India 2013, which is a trade fair organized by All India Plastics Manufacturers Association (AIPMA). He was on a visit to Ahmedabad to promote the five day plastic exhibition to be held at Mumbai. Indian plastic industry consists of 85% of medium and small manufacture enterprises (MSME).

Gujarat produces 70% of plastic raw material (polymers) and also 70% of plastic machines are produced. The total numbers of plastics units are more than 10,000 in the state, out of which 40% are recycled units. Talking on Gujarat's plastic industry scenario, he said "The petrochemical policy of the government of Gujarat is positive for the manufacturers; however our plea to the

government is to provide subsidy for the recycling industry like TUF for textile industry. Since it is the recycling industry that helps control the pollution in the environment".

The Gujarat government has already allotted 200 acres land at Dahej in Bharuch district in Gujarat, while another 100 acres of land will be allotted at Sanand in Ahmedabad. With 150 MSME booking their manufacturing unit at Dahej plastic park, it is expected to attract Rs 3000 crore investment, says Mr Desai adding that another Rs 2000 crore investment would be attracted at Sanand Plastic Park, as most of the big players mainly plastic automotive parts makers would set up their shops at Sanand.

According to Mr Desai, some of the known names that have booked their plot at Dahej Plastic Park are Parag Polymers, Intercontinental Polymer and Jyoti Plastic Works. He also informed that few Israeli companies have also taken land adjacent to the Dahej plastic park, but they are not part of the

plastic park.

Indian plastic industry is worth Rs 90,000 crore that includes processing, machinery and raw material makers and is surging at a growth rate of 15% per annum. Annually, India consumes 10 million ton polymers (plastic raw material) and out of which 90% are consumed domestically as finished products.

"We have a target to double the polymers consumption within next five years" said Mr Desai adding that there is a huge growth potential in plastic industry especially for exports, as India is turning into a sourcing hub for white good industry and for other industry as well.

Globally, India stands third in polymer consumption with China being the second largest consumer, while US tops with 25 million ton polymer consumption per annum. "India per capita consumption is 8.5 kg per annum" say Mr Desai adding that the world's average per capita plastic consumption is 22 kg per annum.



White Rann: Jewel of Rann Utsav draws huge crowd

The two-month long festival presents to the world, Kutch district's natural and cultural heritage

A plethora of varied hues, profusion of design, superfluity of culture, cornucopia of music and dance, all together in the arid lands of Kutch creates a mosaic of exquisiteness which reflects the identity and spirit of the region. Kutch, one of the most ecologically and ethnically diverse district of the state is a celebratory land of art, crafts, music, dance, people and nature.

During the full moon night of the winters amid the awe-inspiring and contrasting landscape each year a three day festive extravaganza brimming with hospitality, vigor and traditional flavor of the area is hosted and known as the Kutch or Rann Mahotsav.

This month long carnival organized at the various locales within Kutch takes one around the natural grandiose while introducing the visitor to the indigenous cultural and ethnical flavor of the people. Semi parched Grasslands of the Banni hosts the most magnificent display of vernacular architecture as the exhibition platform for the varied range of arts and crafts of the region. While an array of folk music and dance performances organized in the shimmering moonlit landscape provides the most enchanting experience.

The colorful fairs held near the beach

or the banks of a lake swings one with the spirit of festivity, fervor and flamboyancy while the organized tour around Kutch is an ideal occasion to be part of the region and experience the zeal and uniqueness of the people through a celebration of life!

White salt marsh, mesmerising sunrise and sunset and the colourful hues of Gujarati culture are drawing visitors by yards from India and abroad to experience the Rann Utsav here at the Indo-Pak border.

The two-month long festival presents to the world, Kutch district's natural and cultural heritage. The festival has already wowed people, young and old, first-timers and frequent visitors, who still flock to the seasonal salty marsh year after year.

During summer monsoon, the White Rann flat desert of salty clay and mud-flats, which is average 15 meters above sea level, located close to the Indo-Pak border in Kutch district, fills with standing waters.

It dries up from late December, thus offering a breathtaking view of the "white desert" under the open sky, a major hook for visitors during the festival.

Last time about eight lakh visitors

turned up to witness the white Rann, a state tourism official said, adding that the footfall this time will climb up steadily as the festival progresses.

The fair offers an opportunity to people to witness the shining salty desert in its full glory, from sunrise to sunset to moonrise, apart from experiencing the life of camping in well-equipped luxury tents.

Young engineering student Anju Katarmal from Bhuj district who speaks Kutchi language, brought her friends from Surat to the festival and the Rann left them "spellbound".

"We have come from Surat and we are amazed and completely spellbound. Watching the sunset on the white desert was a very unique experience. We are going to come again next year," said Jigna, an Engineering student.

But, it is not just locals who are floored after watching the "white wilderness," foreigners and NRIs too have arrived to witness the saline beauty.

Sarah, a US resident, and her Indian-origin Nepali friend Kushal Harjani hitchhiked their way to the festival, from Bhuj along with a group of local Gujaratis.

"We saw the white desert in the day time. It is absolutely beautiful. Looking forward to see it at night," Sarah said.



KUTCH ATTRACTIONS

Best described as a 'cradle of craftsmanship', kutch is the land of weaving, block-printing, bandhini tie- and dye, Rogan-painting and various styles of embroidery, pottery, wood-carving, metal-crafts, shell-work and other handicrafts. Here are a few attractive craft items which tugs at the heart string

Embroidery

Inherited by the bequest of craft making the Kutchi people weave their dreams in different forms of embroidery. Kutch is world renowned for its mirrored embroideries. Most of these were traditionally stitched by village women, for themselves and their families, to create festivity, honor deities, or generate wealth. Embroideries contributed to the substantial economic exchange required for marriage and fulfilled other social obligations which required gifts. Be it, thread work or leather every village has a different and a unique style of making embroidery.

Hand Block Printing

Kutch is the homeland of a variety of hand printing textiles. Important among them are Ajrakh prints, Batik prints and Rogan painting.

Wood Carving

Wood carving is one of the best handicrafts of Kutch. The Harijan people living in Dumaro and Ludia are master crafts persons of wood carving. They make various utensils like pastel roller, chapati disc, bottles, small table, glass etc. of the wood doing attractive carving. Generally, they use the teak wood



and locally available 'bahuv wood to prepare the fine artifacts.

Mudwall Painting

House in the Banni area are living museums of beautiful paintings Rabari and Harijan women folk are traditionally experts in depicting their dreams in painting. They turn houses into homes.

The clay collected is mixed with camel dung and kept for a few days. Then it is kneaded to obtain sufficient plasticity and designs are worked on the mud wall using this clay mixture. Designs of mor (peacock) Popat (Parrot) anghadi (Fingers) Vinjino (Fan).

Silver Work

Kutch is famous for its superior silver work, both of the design and engraving of jewellery.

Gujarat International Finance Tec City - A Global Financial Hub

Gujarat International Finance Tec-City (GIFT) is a globally benchmarked International Financial Service Centre (IFSC) developed by Government of Gujarat through a joint venture between its undertaking Gujarat Urban Development Company Ltd. (GUDCL) and Infrastructure Leasing & Financial Services Ltd. (IL&FS).

Recognising the potential of the State as a centre for the financial services industry, the Government of Gujarat formulated GIFT to realise this vision. The land of Central Finance Business District (CFBD) will subsequently be expanded and surrounded by Institutional Areas, Knowledge Parks and Integrated Townships. The CFBD is presently implemented in 886 acres of land. The project is an ideal blend of high quality residential, commercial and social facilities that optimise land and real estate values, global connectivity and gen-next infrastructure.

GIFT is conceptualized as a global

financial and IT services hub, a first of its kind in India, designed to be at or above par with globally benchmarked financial centers such as Shinjuku, Tokyo, Lujiazui, Shanghai, La Defense, Paris, London Dockyards etc. The project is located on the bank of the Sabarmati River and is around 12 km from Ahmedabad International Airport. GIFT is easily accessible from all directions through 4-6 lane State and National Highways.

GIFT will cater to India's large financial services potential by offering global firms, world-class infrastructure and facilities. It aims to attract the top talent in the country by providing the finest quality of life. It is estimated that GIFT would provide 5,00,000 direct and an equal number of indirect jobs which would require 62 million square feet of real estate office and residential space. Like all leading financial centers, GIFT will target a 6-8% share of the financial services potential in India.

GIFT is being developed on 886 acres

of land, of which 673 acres of land is in possession of GIFT. GIFT facilitates Multi Services SEZ of 250 Acre and Domestic Finance Centre and associated social infrastructure (on 423 acres). The SEZ is divided into two parts; 125 acres for Non - Processing area and 125 acres for Processing Area. It is supported by state-of-the-art internal infrastructure encompassing all basic urban infrastructure elements along with an excellent external connectivity by roads, metro, BRTS, etc.

In August 2012, GIFT won the most prestigious award in the category of 'Best Industrial Development & Expansion' at the 'Infrastructure Investment Awards - 2012' organized by World Finance Group based in London.

GIFT Project was considered of world class value in terms of its potential for enabling economy growth in the region - through the relocation and centralization of India's financial and IT sectors and in providing the turn-key location for global financial & IT firms.




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Airwil Group is a name that sets itself apart from crowd through extensive market research, scheduled completion, contemporary designs, innovative engineering and most importantly sensing the market trend at its first place. Airwil Group commenced operations in 1998, an umbrella organisation comprising many other companies. Over the last few years, they have built an enviable reputation based on excellence, commitment and expertise. They intend to further strengthen their brand with the highest levels of innovation, product excellence and customer trust. They have a number of distinguished property development projects to their credit in upcoming towns in India. All their projects are designed for complete peace of mind for their customers.

Catering luxury lifestyle apartment to the middle class in their own budget was the thought when we entered real estate.

The path to success in real estate is littered with those who started and were never able to make a living, or possibly never able to make the transition from thinking it's easy to hunkering down to do the hard work of building a business. We had the luxury of a booming market where it was difficult to fail. There is no shortcut to success, we interviewed hundreds of agents, brokers and other professionals in the field to

help distill the strategies that lead to building a sustainable business in real estate.

We have a number of distinguished property development projects to our credit in upcoming towns in India. All our projects are designed for complete peace of mind for our customers. We give primary significance to location while making decisions related to real estate. As a strategic policy, we focus on main business districts of important cities for our commercial projects for all residential projects, we ensure the best location in terms of facilities, convenience and connectivity.

Mission -

- To be a strategic, path defining and invaluable asset creator in the real estate universe.
- Ensure the highest standards of professionalism.

Vision -

- To provide more than satisfactory products/ services to the customer.
- Strong belief in engaging in the sustainable practices
- Anticipate the needs of customers to make the relationship not just for business but for ever

Philosophy and Objectives -

To fulfil our company vision we incor-

porate professionalism, high ethical standards and innovative business practices and systems. Our values are honesty, integrity, and fairness in dealing with our clients, service providers, and colleagues. We provide quality training and excellent education to our staff for better output.

Company Policy-

Our policy is to sell 80 % of our current project before starting a new project. It's like focusing on one at a time and selling one by one concept.

Marketing & Branding -

We are focusing on building brand image. Brand building is a journey to describe how customers move from just knowing about our brand to feeling loyal to it and finally purchases our produce. All our marketing strategy focusses on promoting our brand name - Airwil rather than project promotion.

As already mentioned we majorly focus on Airwil brand image rather than individual project promotion but also, if individual attention is required by any projects we surely take care of that.

A Brand refers to the perceived image and subsequent emotional response to a company, its products and services. Our every step related to company's external presentation in market in any format (print, outdoor, ATL BTL activities



etc.) are systematically planned and executed under a close supervision of management and skilled persons.

We offer transparency, simplicity, honesty & commitment. We believe customer satisfaction is the most important thing in our industry. Even our tagline is never ending relationship.

PROJECTS HIGHLIGHT The Intellicity

To deliver a premium project in Noida extension which is one of the most developing area in the city. In upcoming days this part of the city is going to be the biggest residential hub, hence we see a very good potential market for our commercial project. To build a project which can be benefitted by people of all segments.

Intellicity is the first-of-its-kind, integrated eco-friendly certified green building IT Park in Greater Noida West sprawling over 25 acres. A universe of intelligent living. A smart blend of enterprise, technology and professionalism with a view to enhance customer delight. Well-connected with DND flyway, expressway and highways and 500 mtrs from proposed metro station.

It has 7 star facilities, Double basement parking, Indigenous opportunity for luxury to be a part of a consolidated, world class retail mall, Food Court, Solar light concept, Roof top Helipad, Ultra-modern office spaces, 4 screen multiplex, extraordinary design to separate the life style of people residing in complex without getting disturbed by the commercial part.

We have **Cerebrum** an architectural

wonder, total solutions for business and leisure, double height entrance lobby, fully furnished and equipped offices, business center and auditorium, sky bar and infinity pool deck.

For retail we have **The Front Lobe** containing food court, well-lit and spacious atrium, high street shopping and fine dining, ATM & bank, hyper/anchor store, vanilla store, multi-branded car showrooms.

Spine is the stylish and premium lockable IT/office space, heat reflective glass, energy efficient central air-conditioning, provision for fibre optic telecom, modern firefighting system, double glazed façade.

For studio apartment - ThinkPad is the luxury living in fully serviced and furnished residences, seven star facilities, world class services, hospitality services, business suites.

Chord is an elegantly designed space which offers the finest and premium lifestyle choices, with an array of entertainment, sports, health and recreational facilities. It's the world of zen and peace.

Smart Villas, a new super luxury independent villas, high on space, style, design, comfort with premium furnishings, value for money and absolutely the best in lifestyle amenities. A home that is exceptionally beautiful and reliable, it is designed to provide you with lasting value and peace of mind.

Upcoming Projects

1. Residential for medium class in 30 acres project in Greater Noida
2. Commercial in 25 acres in Greater

Noida West

3. Ultra-modern residential project in J P Green/ Yamuna Expressway
4. 4.5 acre commercial/ 5 star hotel in Ujjain (MP)
5. 5 acre high end commercial/ office project in sector - 135, Noida on Express highway.
6. High end residential project 12.5 acre at sector - 89, Faridabad

Our CEO

Mr Rajnikant Sharma

A mechanical engineer with an MBA. Born in Agra, an inspiring leader with 21 years experience spanning 7 in real estate.

And also the Board member of Human Rights council of India. Our CEO, Mr Rajnikant Sharma, is a well known figure in the industry with laurels resting by his side. Needless to say, under his expert plans & strategies, Airwil is all set to grow by leaps and bounds. His immaculate eye for detail looks into the decisions of management and furthermore, he is directly involved in customer relationship management, media branding, sales, planning and execution of construction.



Achievement and Accolades

- Outstanding Performance awarded by Supertech in 2010
- V.P. Sales of the year awarded by Builder Council of India in 2012
- Sales Head of the year awarded by Observer Dawn in 2012
- Best Infra Person of the year by World Wide Achievers in 2013



Buddhist Temple, Darjeeling



Bengal Tiger



Dakhineswar kali temple



Feroz minar, Malda (side view)

DISCOVER THE UNEXPECTED

West Bengal's unappalled tourism opportunities, **Srikanta Chatterjee** discovers it while interacting with the Director of West Bengal Tourism **Mr. Umapada Chatterjee**



Kalimpong town



Old Digha Beach



Durga pandal



St Paul's Cathedral, Kolkata



Toy Train



Mt. Kanchenjunga



Mandarmani Sea Beach

Why Bengal's landscape is considered as a country by itself due to its vast diversity?

A country! Yes. Considering the Bengal landscape 'a country' is, one must say, even an understatement. Very few countries in the world, if not none, are blessed with landscape of such diversity as Bengal is. The snow-capped mountains, the mangrove forests, the rainforests, the sal forests, the red-soil plateau, the arid hillocks, the riverine serenity - you name it, except only for the desert, and you have it. No other state in India can boast off such a wide range of diverse geographical features.

Since the new government has come what are the key achievements in the Tourism sector of Bengal?

Since its inception in May 2011, the new government has prioritized some of the core areas for development, and tourism has enjoyed a special position in that list. The state government has laid specific stress on at least a couple of hitherto neglected sectors of tourism, namely, tea tourism and religious tourism. Besides, the state government has been quite keen on promoting homestay tourism, especially for the overseas tourists. Plus, in the more conventional tourism sectors, the government has been striving constantly to find out new tourist spots, build up necessary infrastructure therein like water supply, electricity, transport and the like. All in all, the state government has been chipping in with its utmost capacity provide the state with a whole lot better and more attractive tourists cape.

What work has been done to repair and protect historical heritage centres?

There are historical and heritage tourist spots in the state galore. Many of these relics are maintained by the Archaeological Survey of India. The rest, a good number of those really, are now regularly preserved, protected and maintained under the aegis of the West Bengal Heritage Commission, a

statutory body under the state government.

How many people from outside of Bengal travel for tourism? What percentage is foreigner?

2,27,30,205 (2.2%) in case of Domestic Tourists and 12,19,610(5.9%) in case of foreign tourists

How do you plan to promote Durga Puja as an international festival to global tourists?

The Tourism department of the state government, to start with, uploads its Puja package tours with all the salient features thereof on the departmental website so that the global tourists can have a clear overview of what to avail of during the festivities here. Those packages include several heritage pujas in and around Kolkata as well as pujas organized on launch on the river Ganga. These puja tours also include a dekko of the traditional Bengal arts and handi-crafts as well as shows of folk and tribal

culture of Bengal, which adds a lot to the exotic charm for the overseas tourists. Besides, the Tourism department provides all possible support to the Kolkata Police in taking extra care for warding off traffic snarls in the city in the rush hours during the festival. The cops also issue VIP passes to the overseas tourists availing of state Tourism department package tours so that they could avoid long queues to enter the big-ticket puja pandals.

What are the key attractions for people of Indian ancestry coming from various parts of the world?

For the people of Indian ancestry, especially of Bengali ancestry, living in different parts of the globe, coming to Bengal is always like coming back to the roots. The state government, in its Tourism department, does keep it in mind and organizes the tours for them in such a way as to enable them to have the feel of the original Bengal culture. The government also holds trips to the





museums and archives for them. For the People of Indian Origin (PIO) living across the globe – Kolkata has a special place. Many of the indentured labourers who sailed off to various countries around the world, including the West Indies, left India via Kolkata port near Kidderpore Depot where the Kolkata Memorial stands today.

What are the additional important tourism attractions for non-Indians?

The additional attractions for the non-Indian tourists are two-fold. On the one hand there are various relics of the colonial legacy all over the state and the historical European cemeteries, at least five big ones in Kolkata itself; and on the other hand there are scopes of availing of wildlife safaris and of coming across Bengal's indigenous arts and crafts, which adds exotic charm to their tour to this part of the world.

What kind of travel conditions you offer for safe and comfortable journey of a foreign traveller?

The overseas tourists are always encouraged and advised to avail only of

the government-approved private tour operators if and when they would not take government packages for whatever reason. Travelling with the government-approved private tour operators is always safe and hazard-free.

Is there any special program for foreign tourists?

The government can't and doesn't, as such, make any discrimination between tourists on the criterion of where they are coming from. But again, for the overseas tourists, the state Tourism department has been developing tourism and village tourism. While in the latter, the foreign tourists would be able to enjoy the exotic beauty of Bengal villages, the former would give them a feel of staying at home away from home.

What are the opportunities for potential investors in tourism sector? Is FDI allowed in this sector?

The state government has, as it is said earlier as well, been always in the hunt for creating and developing new tourist destinations all over the state. As all kinds of infrastructural facilities have to

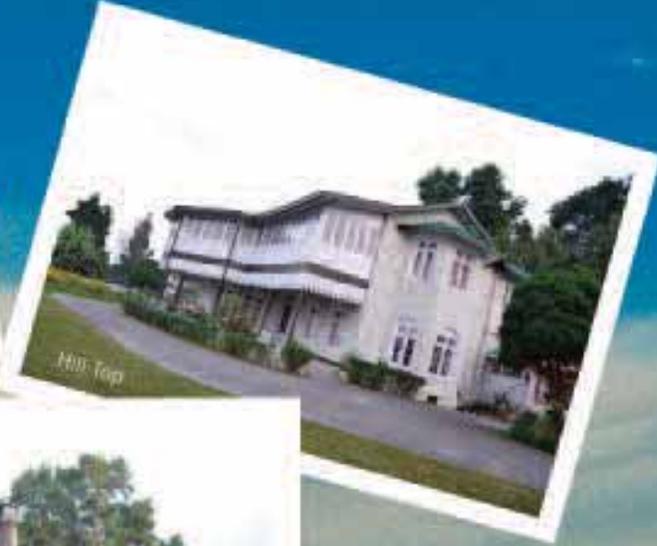
be created for these new tourist spots, there always is scope for the potential and interested investors to come along and be part of this development process in the tourism sector. The foreign investors, too, are of course welcome in this, certainly abiding by the law of the land.

What are in plans in near future as well as in long term for making West Bengal a tourism hub in eastern India?

To make Bengal the hottest and the most happening tourism hub, not only of eastern India but of the entire country as well, the state government, in its Tourism department, has constantly been in the hunt now for virgin tourist spots, be it in the mountainous parts or the in forests (in the northern, southern and western parts of the state alike) or wherever else, and has also been keen on launching circuit-based tourism providing different genres of tourism products as well as on promoting indigenous culture to attract tourists from within the state and the country and from all over the world.

Kalimpong

welcomes you

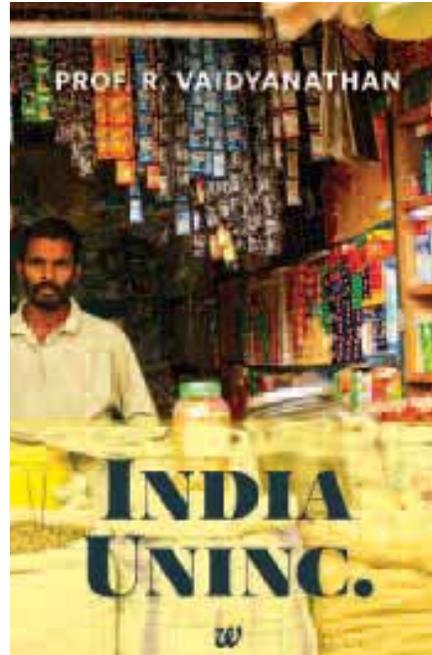


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For online booking visit www.westbengaltourism.gov.in

INDIA UNINC.



By PROF. R. VAIDYANATHAN

While the nation's newspapers, journals, business magazines, TV channels and the internet continue to churn out reams, airtime and gigabytes of information about India's business houses—India Inc.—in this one-of-its-kind book, Prof. R. Vaidyanathan delves deep into India Uninc. and presents a persuasive case for why the latter is really what is at the heart of our economy, and why any growth story about India is incomplete if that real engine of our growth is ignored.

The author argues that the real India story, over generations, lies with the many proprietorship and partnership firms, small manufacturing units, kirana stores, single entrepreneurs and household enterprises. That they are being finally given their due, in this important study, is the result of many years of cutting-edge research, which lays bare the lopsided viewpoints of policy-makers and 'experts', and urges a broader vision of the country's

economy. The small entrepreneur says Prof. Vaidyanathan, should prevail over crony capitalism.

Scholarly yet accessible, and offering a wealth of information on an uncharted territory, India Uninc. is a must-read for anybody who aspires to understand the Indian economy—as well as India itself.

Praise for INDIA UNINC.

Non-corporate sector high share in national income, in savings, GDCF, in manufacturing /in service sector/in taxation, in credit off take etc. makes it an engine of our economic growth and hence regrettably not adequately focused... Therefore, Professor Vaidyanathan has done yeoman service to the intellectual community by providing a recipe for rectifying the situation and this is timely. - Dr. Subramaniam Swamy, Former Commerce Minister, Government of India

This book provides a much needed analysis of India's vast non-corporate sector. Vaidyanathan offers an excellent overview of previous debates, and

writes with clarity and insight on the trends and reforms that have touched this sector, how people within it cope, and what more needs to be done. - Nandan Nilekani, Chairman, UIDAI

Although, the Non-Corporate sector occupies a large space in our Economy, it receives little attention. This book brings out the travails of this sector in terms of poor credit availability and dealing with corrupt government agencies. It provides a new perspective to experts who are otherwise focussed on capital markets and those with access to organised banking. - Sucheta Dalal, Editor, Money Life magazine

About The Author

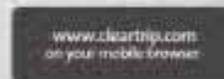
Prof. R. Vaidyanathan has been teaching at IIM, Bangalore for close to three decades. Immensely popular with his students, he is also on the boards of several corporates. He is a member of committees of regulatory bodies such as the SEBI, RBI, IRDA and PFRDA, and is a regular commentator on economic matters in the nation's leading newspapers.



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Tour de India



Maharajas' Express, India's newest luxury train, takes travelers on a decadent journey to explore the splendor of the rich Indian landscape, from majestic forts and palaces to natural bounty and untamed wildlife. Owned and operated by the Indian Railway Catering & Tourism Corporation (IRCTC), this luxury train offers a range of five incredible itineraries between the months of October and April, which include exotic experiences such as meeting the royal family at the largest dinosaur fossil park in Balasinor, exploring the sensuous temples of Khajuraho, elephant polo, lunch in Jaipur, enjoying a cocktail sundowner on the sand dunes of Bikaner, indulging in a champagne breakfast overlooking the immortal beauty of the Taj Mahal, and riding a boat on the Ganges in the holy city of Varanasi, just to name a few.

Maharajas' Express - awarded the CNBC Travel Award 2010 under the category "Best Luxury Train", and Conde Nast Traveler 2011 Readers' Choice Travel Award (1st runners up) followed by "World's Leading Luxury Train" by World Travel Awards for two consecutive years in 2012 & 2013, has set new standards of comfort and style. Arguably the most luxurious train in the world, it has ushered in a new era of travel and hospitality.

The train is designed to transport guests into a more gracious age of train traveling. Impeccable Interiors, state-of-the-art amenities and a tastefully crafted itinerary, which includes traditional Indian hospitality, enable Maharajas' Express to present India in a way never seen before.

With four categories to choose from, guests can select the cabin they would wish to spend their sojourn. The train can accommodate eighty eight guests which offer four categories of accommodation - all with en suite facilities.

The coaches named after precious gems have personal valets attached to take care of the guests. All coaches have direct dialing telephones to make international calls, in-room electronic safety lockers and spacious wardrobes. The Presidential Suite and Suites have a bath tub each and mini bar services also. To take care of medical emergencies, there is an in-house paramedic available round the clock. For the book lovers, Maharajas' Express has the best collection on Indian art, culture and history.

The Maharajas' Express is enviable in many aspects - most spacious cabins, live Television, environment friendly toilet systems, Wi-Fi internet connectivity, CCTV cameras in public areas to ensure security, individual climate control in each cabin.

A sumptuous banquet for royal passengers, the Maharajas' Express has two fine dining restaurants Mayur Mahal and Rang Mahal that each seat forty-two persons. Savoring the culinary delights, sitting in either of the two restaurants, one can have a glimpse of the picturesque hinterland from the large windows specially created for the Maharajas' Express. This coupled with piped music makes dining on the Maharajas' Express a memorable experience. The menus are a mix of traditional Indian and continental dishes, to suit different tastes and all

guests can dine at a same time on board. The guests can also relax in the Safari Bar or the Rajah Club and choose from our selection of choicest wines and liquors. House wines, spirits and beers served while dining come complimentary, of course.

And while the guests are in awe of the train, the all inclusive itineraries have been crafted to give them an insight into regal India. The train offers three itineraries of 8 days/7 nights and two itineraries of 4 days/3 nights on four routes to let one choose the best way to discover and explore the treasure trove and amazing kaleidoscope of India, viz:

The Heritage of India (8 Days /7 Nights): Mumbai- Ajanta - Udaipur- Jodhpur- Bikaner- Jaipur- Ranthambore- Agra- Delhi.

The Indian Splendour (8 Days/7 Nights): Delhi- Agra- Ranthambore- Jaipur- Bikaner- Jodhpur- Udaipur- Balasinor- Mumbai.

The Indian Panorama (8 Days/7 Nights): Delhi- Jaipur- Ranthambore - Fatehpur Sikri - Agra - Gwalior - Orchha - Khajuraho- Varanasi - Lucknow - Delhi.

Treasures of India (4 Days/3 Nights) and **Gems of India** (4 Days/3 Nights): Delhi - Agra - Ranthambore - Jaipur - Delhi.

For more details on the itineraries, pricing, and other features please visit the official website www.the-maharajas.com

Champagne breakfast overlooking the Taj Mahal



Junior Suite





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Travel on Mahaparinirvan Express



Mahaparinirvan Express

With support of the Ministry of Tourism, Government of India, Mahaparinirvan Express - the Buddhist Circuit Special Train, was launched by Indian Railway Catering and Tourism Corporation Ltd., a Mini Ratna Public Sector Undertaking under the Ministry of Railways, in the year 2007 with the objective of offering a Safe, Comfortable & Reliable tour of the Buddhist Circuit during its 7 nights/8 days journey. This fully air conditioned tourist train package covers many important places of Buddhist interest such as Bodhgaya, Rajgir, Nalanda, Varanasi, Sarnath, Lumbini, Kushinagar, Sravasti, and ends with a visit to Agra. The tour package includes all train journeys, hotel accommodation, road transport, tour guide services, tour manager services, all meals, travel insurance, security and monument admission fees. In the last 6 seasons pilgrims, tourists, media, travel agents from more than 30 countries have experienced the unmatched tour services & have highly appreciated the same. This train has been awarded the coveted National Tourism Award of Excellence by the Ministry of Tourism, Government of India in Feb 2009.

Mahaparinirvan Express (ISO 9001: 2008 certified)
www.railtourismindia.com/buddha

KEY FEATURES OF MAHAPARINIRVAN EXPRESS

- 1) **Security on Train:** Private Security Guards in each coach for constant & close watch to ensure safety of the passengers. The coaches are also under CCTV surveillance.
- 3) **On-board Hygienic Kitchen Car Facility:** The passengers can choose from an assortment of sumptuous hot meals (Veg / Non Veg), snacks and cold drinks. Packaged drinking water, tea and coffee are also available to the passengers in ample quantity.
- 4) **On-board Clean and Hygienic Lavatories & Showers:** For the convenience of the passengers, clean and hygienic lavatories and showers are provided.
- 5) **Accommodation in comfortable Hotels of the Buddhist Circuit:** Accommodation in comfortable hotels of the Buddhist Circuit.
- 6) **Insurance Cover:** All passengers are provided with Travel Insurance Cover for the duration of the tour.
- 7) **Medical Facility:** In case of any exigency, medical support can be provided through an extensive network of Indian Railways medical facilities.
- 8) **Language Guide:** - Tour guides proficient in various languages such as Chinese, Thai etc.
- 9) **Wi - Fi facility in I AC coaches.**



MANA at Ranakpur promises a memorable experience to all travellers visiting this Mid Way between Udaipur & Jodhpur. A funky mix of glass, stone, steel and concrete sitting upon the banks of a seasonal river. The boutique resort will provide an experience which unites the traditional with modern, local with foreign and rural with urban, an experience which is very much in line with state of India at this point in time.

Explore

- Ranakpur Jain Temple
- Kumbhalgarh Fort
- Beda, popular for leopard sightings
- Ranakpur Dam
- Treks
- Village tours
- Step Wells
- Thandi Beri

Special Attractions

- Pottery workshop
- Village theme meals
- 'Heena' Application
- Traditional 'champi' massage
- Music and dance performances
- Camel & bullock cart rides

ABOUT

- Total site area : 1.5 lakh sq ft / 3.5 Acres
- Sewage treatment plant
- Rain water harvesting
- More than 300 trees planted

LIVE

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- 32" LCD Television
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- 24 hour power back up
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- Centralized hot water supply
- Centralized Air Conditioning

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- Multi-cuisine coffee shop
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- Serving both Vegetarian and Non-Vegetarian cuisine
- Bar serving Indian & International brands of liquor
- Pool side dining
- Barh Tree Café

RELAX

- Infinity pool
- Kids pool
- Basketball court
- Badminton court
- Table Tennis
- Board Game & Carom room
- Walking track
- Pool table
- Karaoke

WORK

- 75 seating in theatre style
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Experience Rajasthan Like Never Before

An Evening at Thandi Beri

Location

Thandi Beri is a forest lodge located at a distance of 23 km from Mana Ranakpur. One has to exit the highway at Ghanerao after 15 km from Mana Ranakpur and then traverse a 'kuccha' road to reach the destination. Permission from the forest department has to be secured to enter this area and Mana Hotels will do the needful in this matter.

Village Safari

About the Tour

Mana Hotels with the local inhabitants has developed an exciting tour of the local villages in a unique way. For starters, the guests will be ferried on a custom built bullock cart. The sites will include the visit to a farm, drive through the narrow streets of a village, visit to a metal workers shop and more. We will also give our guests a flavour of the some of the local cuisine.

Ranakpur Dam

About the Tour

Located just 2km from Mana Ranakpur is the picturesque Ranakpur 'bandh' (dam). Originally, this location was graced by the Maharaja and Maharani of Jodhpur on a frequent basis to enjoy the peace & tranquillity of Ranakpur. We will recreate this experience for our esteemed guests by serving them some beverages and snacks with the Aravallis as the back drop.

Ranakapur Jain Temple

About the Experience

Mana Hotels is a 5 minute drive from one of the five most important pilgrimage sites of Jainism. Apart from its religious importance, the 1,444 unique hand crafted marble pillars of the temple make it an architectural marvel. The temple is in the form of a celestial aircraft and its sheer size takes your breath away!

Kumbhalgarh Fort

About the Experience

Mana Hotels is 45 km from the birth place of the great king of Mewar, Maharana Pratap - Kumbhalgarh Fort. The perimeter walls of this fortress are second in length only to the Great Wall of China. The magnificent fort which also separates the Mewar region of Rajasthan from the Marwar region was built by Rana Kumbha in the 15th Century.

Leopard Safari

About the Experience

Located at a distance of 50 km from Mana Hotels Ranakpur is Bera, a retreat for nature lovers. Nestled in the lap of the Aravallis, Bera is one of the only destinations in Northern India which offers sighting of the elusive leopard. The landscape is primarily hard without any vegetation. This makes the sightings very clear and enjoyable.





Is India a *sporting* nation?

'Sports' as it is perceived in India, is synonymous to 'cricket'. After the successful, money-spinning IPL, other sports have woken up to designing similar models. India has the potential to become a great 'sports nation' in the future, and the need of the hour is to create a 'sports culture', says Sandip Janee

This burning question has popped up on and off. Debates on this hot topic have graced enough prime print space and television time. It is a question, which many feel is best answered by the way 'sports' is perceived in India - which is, synonymous to 'cricket'.

You would agree that watching a live sports match is always a thrilling experience. Imagine walking into the impressive Dhyani Chand National Stadium, all excited and ready to cheer Team India as they lock horns with Canada, in the Junior Hockey World Cup in New Delhi - to find that only 250 seats out of the total capacity of 16,200 seats are occupied! Ironically, the spectator-friendly cricket too, which Indians are crazy about, has recently been unable to draw full-capacity audience - during Test matches and ODIs.

It's a 'mindset' problem in India

The problem with India is the 'mindset'. We turn our sports heroes into villains overnight. Sportspersons, who are treated like semi-gods for bringing glory to the country are literally thrashed, if they do not perform well. A true sporting nation learns to take defeat in its stride. But in India - effigies are burnt, processions line the roads, and their homes are stone-pelted. Why only a few spectators were present on the final day of a test match in Mohali in 2010, when India needed 92 runs to win against Australia with the last 2

wickets in hand? That V V S Laxman and Ishant Sharma managed to pull off a magnificent victory, is a separate story altogether, which went down in the annals of history. This is really difficult to understand.

The hallmark of a true sporting nation is to stand by their team/athletes, when the chips are down. I believe once this mindset changes, sports in India will take a giant leap.

Indian sports - swept by a sea change

However, on the flip side, sports in India had undergone a sea change with the advent of the Indian Premier League in 2008. Its continued success over the past 5 years has catapulted India as a 'preferred destination; for viewing and organizing global sports. The Indian audience guarantees viewership on television, apart from their avid interest to watch matches live. The shorter format of the game was well received by Indians, specially as it added an entertainment quotient to the sport. Plus, other factors have also spiked the sporting culture like - the success of Commonwealth Games 2010; India's victory in World Cup cricket in 2011, 6 medals (2 silver and 4 bronze) in the London Olympics in 2012 and success of Indian sportsperson at World events in Badminton, Chess, Tennis, Snooker and Squash.

Riding the successful IPL wave

IPL was the first sporting success story.

This money-spinning model attracted many corporates. And, hoping to ride this wave, other sports got involved in adopting a model (which is similar to the IPL), and develop a marketable product. The I-league (Football), Indian Badminton League (IBL), Mahindra NBA Challenge, International Premier Tennis League (IPTL) and Hockey India League - are some examples of premier tournaments which were started on the lines of the IPL, all of which were backed corporates, and were endorsed by celebrities or top sportspersons.

Another feather in India's cap is the sprawling Buddh International Circuit, which played host to India's Formula One grand prix held in October, since 2011. Being awarded the '2011 Motorsport Facility of the Year', it is a testimony to the fact that India is capable of producing a world-class sports infrastructure.

Tapping the Indian market

That India has the potential to become a great 'sports nation' in the future, is a view strongly held by 2 of the most powerful men of the World's most popular leagues - David Stern, CEO of National Basketball Association (NBA) and Bernie Ecclestone, CEO of Formula One grand prix racing (F1). As a part of NBA's policy to tap the Indian market, David has expressed his desire to get more young Indians to play more basketball. Football clubs like 'Liverpool' & 'FC Barcelona' have



Buddh International Circuit



Mumbai Indians celebrated IPL win



Snooker champion Geet Sethi

invested in setting up academies in many cities in India, to attract young kids and also to establish a connect with fans. With Asia being a huge market for them, they are not only looking at offering training at nominal costs at the camps, but also providing international exposure through scholarships.

Now, India is taking long strides in sports, even though it was considered to be a 'sleeping giant' and less 'sports-hungry' than China. Corporates have finally got clued on to the exposure sports can offer - in terms of consumer engagement and interaction. Also realizing the great value addition to the brand, they are keen to use sports as marketing tool to promote their brands and services.

Is money a problem for sports?

The Sports Ministry in India has a budget of around Rs

800 crores a year for sports (including running national level training centers, camps and payment of coaches, staff and equipment). Apart from this, there are big spenders – private players like Mittal Steel which runs the biggest Mittal Champions trust, Sahara group, which spends around Rs 25 crores annually, on sports apart from cricket. Then, there is the Olympics Gold Quest initiative, spearheaded by former world billiards and snooker champion Geet Sethi, and supported, among others, by Leander Paes – which has roped in considerable corporate support. Big corporates like Reliance Industries, Hero Motor Corp, Coca Cola, Mahindra & Mahindra, Videocon, Airtel are seriously investing in many sports. But the issue is, how these investments are channelized in India and whether these brands would like to keep coming back.

Now, since money is not a big problem with sports, then where is the stumbling block?

What are the problems?

Problems are many.

One of the problem areas is the policy of the government and their spends on improving the sports infrastructure around the country. There is a lack of proper training facility and world-class infrastructure, so it is impossible to compete with athletes around the world, who are trained to perform par excellence.

Another problem area is the misconception of parents regarding sports. They still do not consider it to be a full-fledged profession. Alternatively, with the success of IPL, many parents are pushing their child into sports, hoping to strike gold.

Here's a reality check. It is a fact that a sportsperson needs at least 10,000 hours of training before he/she is ready to compete at the highest level. The kids need to be identified when they are young, and proper guidance and nourishment need to be provided to talented kids, to ensure that they are ready to compete with athletes from top sporting nations like China, UK, Australia, US and so on. Countries like Australia have the concept of Excellence academies; where



Geeta Phogat
(Wrestling- Gold in CWC 2010)



Dipika Pallikal (Squash)



Leander Paes

the government identifies 20 talented kids every year from across the country and train them into world-class record-breaking athletes. They spend a whopping \$1,25,000 per year on each athlete. India needs to follow a similar pattern, if it needs to hit the medal tally in the next Olympics or Commonwealth Games.

Create a sporting culture – the answer

The need of the hour seems to be to create a 'sports culture'. Until and unless sports is engrained into our school system, it is difficult to infuse a sporting culture. Indulging in a sport is key to personal development and it helps people become better human beings. A sportsperson can be singled out for the discipline, dedication and commitment he displays.

The amount of time, money and energy, which is invested,

will reap results over a period of time. NDTV in association with Nirmal Lifestyle had launched a campaign called 'Marks for Sports' across various Indian schools. To focus on sports was the sole objective of this initiative. It encouraged schools and, more importantly, different boards of education to include sports as a part of their main curriculum. Then only will parents and children give sports the attention it deserves.

The government needs to ensure that sportspersons are provided with good training facilities, proper infrastructure, right guidance, international exposure; they also need to ensure back-up jobs or careers after they retire or even in the case of accidents, when they may have to leave the sport due to serious injury. Considering something like a National Sports College, along the lines of an IIT or an IIM - would definitely serve the purpose and indeed, become a benchmark for young aspirants.

There's some good news though. The scenario has improved somewhat. Things have been looking up as sportspersons

have struck success recently. Mary Kom (Boxing - Bronze at London Olympics 2012), Geeta Phogat (Wrestling- Gold in CWC 2010), Saina Nehwal (Badminton- Bronze in London Olympics 2012), Sania Mirza (Tennis), Dipika Pallikal (Squash) - have inspired a new generation of aspiring sportspersons. True, they overcame many hurdles – like hailing from very average to poor backgrounds, lack of government support and availability of good facilities. But for sure, they managed to keep the tri-colour flying high and also bagged laurels at international sports events.

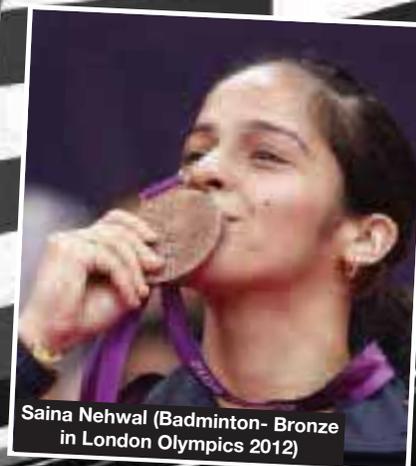
A long way to go

India is a young country, but has a long way to go - to be labelled a 'sporting nation'. Poor infrastructure and multi-level bureaucracy remain snags, which have been restraining the sports industry. I believe, a one-sports nation cannot be labeled as a true sporting nation.

There are miles to go before we sleep, miles to go before we sleep.



Mary Kom (Boxing - Bronze at London Olympics 2012)



Saina Nehwal (Badminton - Bronze in London Olympics 2012)



Sania Mirza (Tennis)

LADY DABANG

From eye-candy to beauty with the brains Soha Ali Khan has come of age, **Kavita Shyam** loves the star for her childlike candour



The disarmingly forthright, fuss-free and sublimely complexioned actress from the royal family of Pataudi - Soha Ali Khan is a sheer delight. She is all set to play a cop in Mr Joe B Carvalho and needless to say she makes for a pretty picture. Besides, she is gung-ho about walking in her veteran actress star mom- Sharmila Tagore's foot steps, by not just donning a bikini and costumes in the film, but also grooving to a cabaret number. This porcelain beauty has a mind of her own, very honest and makes for a dotting daughter, sister and girlfriend. She spills some beans on her next film, next project, family and her beau. Read on to find out more about this scintillating porcelain beauty...

In the film Mr Joe B Carvalho is a comedy, you did your share of comedy as well in the film?

I have not done any comic scenes in the film. Rather have worked in a comedy film for the first time. Also this is a film which has given me tremendous opportunity to showcase my talent.

What is your role in the film Mr Joe B Carvalho?

I play Shantipriya Phadnis in the film who is a police inspector in the film. She is undercover most of the times. When she is under cover she resolves and changes quite a lot of situations and that's when she gets to do a lot of work. She is a part of Bangalore police force. I did not have to think much before taking up this film. I got to wear a lot of costumes in the film. There are plenty of funny situations and funny lines too.

Having played a police inspector did you have to do any kind of training for the same, as in your homework?

I did not have to as such, because most of the time she is outside of the police station following Carlos all the time. There a few scenes where she is having conversations with the police superin-



endent but those are normal scenes and I did not have to learn much.

Why do you think the film makers chose you for this role in the film?

I think the right answer for this can be given by Sameer Tiwari. He came to my house with the offer for this film, I read the script and loved it. He was a new director so I was little skeptical but when I learnt that the film had Arshad Warsi and Javed Jaffrey I was totally sure and there were no hiccups. I think so far I have done all good roles, or royal family or girl next door kind of roles. But for the first time I have got to enact a role which is absolutely different from my image who even fights with goons.

For the action scenes or the stunts that you did in the film, did you have to do any kind of rehearsals or trainings for it at all?

Honestly, my training has been going on for a long time now. I have learnt taken training from Yagnesh Shetty ala Chettah as everyone fondly calls him. I have been going to the gym since long and have had a liking for martial arts for some time now. I had wanted to learn it since years and thanks to the film I learnt the art form. However until the shooting began for the film I could do just a few classes of martial arts. I learnt the art of boxing, self defence, how to fist a punch besides I also learnt how to action sequences while shooting. I learnt how to save myself from the opposition and also the how to save the other person while during action scenes.

What is the story of the film?

In this film Joe B Carvalho is a detective. Javed Jaffrey is Carlos, who is an international killer and people shudder to hear his name. I play a police inspector, and on the look out for him. Shantipriya and Joe B Carvalho were in love for almost 6-7 years, but they broke

up eventually. They both move to different cities and come back to the same place after many years. But when they meet after years, in the first instance Shantipriya feels that Joe B Carvalho is Carlos while he thinks Shantipriya is a cabaret dancer. Then the story takes a twist, a turn and turns out to be a very

fast paced film. And their romantic story also evolves with the story in the film. And in the process she is also seen fighting the goons in the film.

There are talks that the film is about a detective, but who exactly is the detective here?

In this film everyone is trying to be a detective. And none of the characters have a mastermind to crack it, rather none are Einstein here. Mr Joe B

Carvalho is not a super mind either but he is a detective.

And everyone is on the look out for Carlos.

You have worn a bikini in this film, you are looking great but any reactions from your house on this or were they chilled out about it?

No reactions whatsoever! My

brother Saif hardly watches films and watching television is a rarity. He had just watched my film Rang De Basanti. And at home we hardly talk about our profession. We often go to Pataudi and have a lovely home there. We all take out time for the family.

You worked with Arshad Warsi for the first time, so how was your experience?

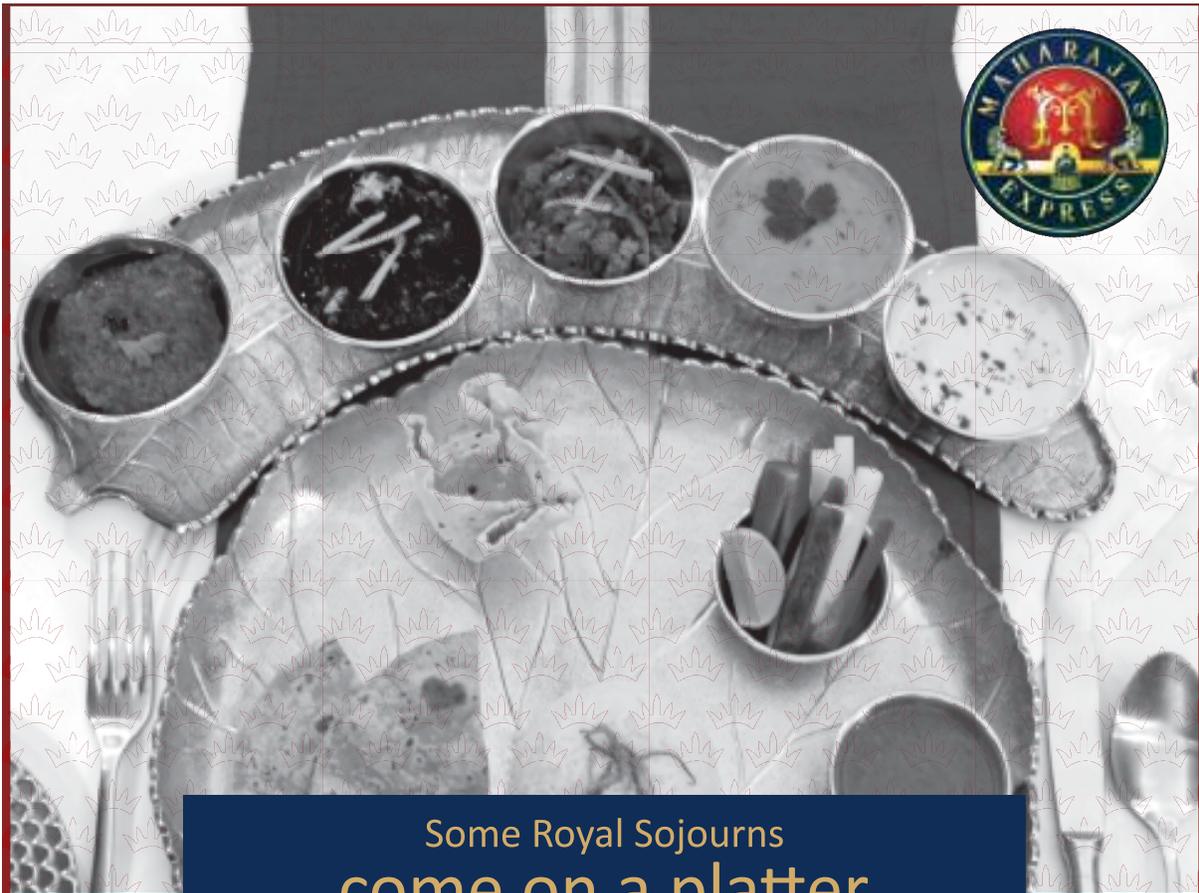
This is the first time I am working with Arshad, however apart from my brother Saif, Kunal and Kareena have all worked with him earlier. I enjoyed working with Arshad in the film. We had met prior to shooting for the film. And I have always liked his work on screen besides he is a great person as well. A very cool person, Arshad is always in a relaxed state of mind. His sense of humour is amazing and likes to contribute tremendously on the set.

Kunal Khemu seems to be doing very few films. Why so?

Yes, he likes to do good work. He wrote the script for Go Goa Gone which was well appreciated. People are scared to cast us together, as they are skeptical if viewers would like to see real life couple together on screen. He is young so he can wait for the right script to come his way. If there is a good love story then both Kunal and I would love to be a part of it.

What else are you working on next?

I am working on a social thriller film- Chaar Futiya Chokrey and very little work ok it is left. We will shoot from 6th January until 11th January 2014. There is no hero in this film and I have three 12 year olds working with me. I don't know if you can call it a commercial film, but it has an amazing script for sure. It deals on children's issues and stuff like child labour, education, exploitation are the key issues which have been shown in the film.



Some Royal Sojourns come on a platter

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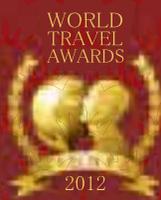
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SECOND GOPIO INTERNATIONAL WOMEN'S CONFERENCE



Suman Kapoor



Judith Collins

The conference theme is "Women of the Indian Diaspora - Challenges, Empowerment & Opportunities." The Objective and Goals of the conference: To provide an opportunity for women of Indian origin to network and share a common bond; To provide a platform to discuss common issues facing women of Indian origin living abroad; Establish national, regional and international links and develop a sense of solidarity.

The conference was conceived and chaired by GOPIO Women's Council Chairperson Suman Kapoor from New Zealand. Mrs. Kapoor in her welcome address said exhorted Diaspora women on taking up issues of concern to the growing migrant communities with regards to not just the role of women, but focus especially on the youth. India's challenges of fighting female feticide, protecting young women against heinous crimes and ensuring education as an instrument to bringing women at par with men were also emphasized.

The Chief Guest was New Zealand Minister for Ethnic Affairs & Justice Judith

Collins. She commended the Indian Diaspora for the multicultural effort in New Zealand and the countries they live in. The Indian community is the fastest growing ethnic minority in both New Zealand and Australia. The Minister said GOPIO International had made its presence felt through several chapters in New Zealand.

The second session was chaired by Mrs. Lucky Singh, Co-Chair GOPIO Women's Council based in Sydney, Australia. The topic of this session was 'Confronting and Overcoming Violence Against Women & Children'. The speakers in this session were Lucky Singh (Australia), Aman Singh (Australia) Co-Chair, GOPIO Youth Council, Dr. Neeraja Arun (India) Co-Chair GOPIO Academic Council & Principal, Bhavan's Arts and Commerce College, Rekha Rajvanshi (Sydney), Amrit Versha (Australia). Dr. Arun said education was key to ensuring women received due respect and equality in India.

The third session was chaired by Mrs. Kapoor and the topic was 'Equitable Treatment of Women in Business and Profession'.

NRI NEWSBIN

Manoj Mulwani takes a sneak peek into the NRIs' engagement in various fields

INDIAN POPULATION UP BY 48% IN NEW ZEALAND



The population of Indian ethnic group in New Zealand has risen by 48 percent to 155,000, latest census statistics show.

The Chinese population rose by 16 percent to 171,000 while the number of Filipinos more than doubled to 40,000, reports Xinhua.

New Zealand authorities said the country has more ethnic groups than there are countries in the world, with the Chinese and Indians joining the five largest groups in this year's census results.

The five largest ethnic groups were New Zealand

European, Maori, Chinese, Samoan and Indian. The smallest included Greenland, Sardinian and Latin American Creole, Statistics New Zealand said.

"It's interesting to note that there are more ethnicities in New Zealand than there are countries in the world," an official statement said. "What that tells us is that New Zealand is a diverse place and getting more so all the time."

New Zealand's resident population grew 5 percent to 4.24 million between 2006 and 2013.

SOUTH AFRICAN PIOs CELEBRATE 153RD ANNIVERSARY OF INDIAN ARRIVAL

People of Indian Origin in South Africa constitute 2.7 % of the total population numbering 1.3 million. The majority live in and around the city of Durban, making it 'the largest 'Indian' city outside India' Many Indians in South Africa are descendents of migrants from Colonial India (South Asia) during late 19th-century through early 20th-century

The Indian communities in South Africa marked the 153rd Anniversary of the 1st arrival of Indians on South Africa's shores on 16 November 1860. The following are the major events that marked the 153rd Anniversary and few related happenings:

The 1860 Commemorative Council hosted a prayer service at the Shri Mariammam Temple, Mount Edcombe, Durban, KwaZulu Natal Province on 17 November



2013 to honor the arrival of Indian indentured laborers in South Africa.

The 1860 Heritage Foundation held a multi-faith service at the Addington beach on 15 November firstly with a 15 min prayer and then proceeded to the 1860 Heritage Centre where people were served lunch including residents from the Aryan Benevolent Home.

The 1860 Organizing Committee (EOC) placed twelve plaques around various Kwazulu-Natal-towns that have historic importance to the Indian's arrival in South Africa and

their settlements there, such as Ladysmith, Newcastle, Pietermaritzburg, Port Shepstone and others.

The Global Indian Christian Vernacular Foundation held a colorful event at the Durban City Hall on 9 Nov. It also celebrated the 1st Indian to disembark from the SS Truro on 16 November

1860, Dhavaran happens to be a Christian. The Rev David Reddy, an international evangelist, said while Christians needed to maintain their religion, they also needed to retain their culture as Indians.

TELGU-SPEAKING INDIANS FORM ASSOCIATION IN SAUDI ARABIA

The Telugu-speaking Indians living in Saudi Arabia have formed an organization to preserve, maintain and perpetuate the cultural heritage of Andhra Pradesh.

The Telugu Association of Jeddah (TAJ) comprises of immigrants from Andhra Pradesh, including from Rayalaseema and Telangana regions of the state.

"This is the first time that Telugu-speaking expatriates in the region have expressed their solidarity with the organization irrespective of the ongoing bifurcation process taking place in Andhra Pradesh," TAJ President Mastan Shaikh was quoted as saying by the Arab News.

There are about 400,000 non-resident Indians from Andhra Pradesh in Saudi Arabia, many of whom speak Telugu besides Urdu, he said.

Members of the organization recently called on Indian Consul-General Faiz Ahmed Kidwai at the Indian Consulate and briefed him about its activities. The association also extended its support to the Consulate in welfare activities taken up by it in Jeddah and Western Province of the desert Kingdom. TAJ general-secretary Kutumba Rao and Karamat, Syed Moiz and Mohammed Imran were also part of the delegation.



ONTARIO WILL CELEBRATE APRIL AS A SIKH HERITAGE MONTH

The month of April in the Canadian province of Ontario will be observed as Sikh Heritage Month every year.

A bill brought by Brampton New Democrat Member of Provincial Parliament (MPP) Jagmeet Singh to have April recognised as Sikh Heritage Month was approved in the legislative assembly of Ontario, the Brampton Guardian reported.

Singh had introduced the bill in the assembly last April. He said that April is an important month for the Sikh com-



munity as the festival of Baisakhi is celebrated in this month, which also marks the creation of the Khalsa. Sikh Canadians widely celebrate Baisakhi, also known as Khalsa Day.

"This will be an oppor-

tunity to remember, celebrate and educate future generations about Sikh Canadians and the important role that they have played and continue to play in communities across Ontario," Singh was quoted as saying after the bill was passed.

"Sikh Canadians have made significant contributions to Ontario's social, economic, political and cultural fabric," said Singh.

Statistics Canada puts the Sikh population in Ontario at nearly 180,000 based on the 2011 National Household Survey.

NGI NEWSMAKERS

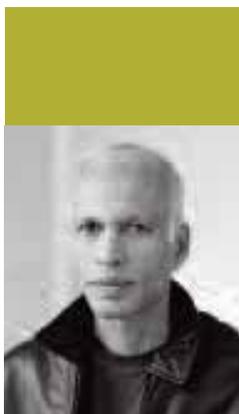


VIVEK HALLEGERE MURTHY

Obama nominates Vivek Hallegere Murthy as surgeon general

US President Barack Obama has nominated a prominent 36-year-old Indian-origin doctor who heads a group that promotes his signature healthcare law to be the next surgeon general. Vivek Hallegere Murthy's name has now been sent in Obama's formal notification to the US Senate, and if confirmed, the doctor will be the youngest and the first-ever Indian-American in American history to assume the coveted medical post. Murthy will replace Regina Benjamin, who was appointed by Obama in 2009 and resigned in July. Co-founder and president of doctors for America, Murthy is a hospitalist attending physician and instructor in medicine at Brigham and Women's Hospital at Harvard Medical School.

NGI KNOWLEDGE EXCHANGE



MANIL SURI

Novelist Manil Suri wins dreaded Bad Sex in Fiction Award

An out-of-this-world sex scene invoking stars, supernovas and statisticians has won US-based writer Manil Suri the 'uncoveted' Bad Sex in Fiction Award.

Suri, a novelist and mathematician, won the annual British prize for a passage in his novel 'The City of Devi', in which the characters "streak like superheroes past suns and solar systems, we dive through shoals of quarks and atomic nuclei". 'The City of Devi', Suri's third novel, is the story of a love triangle set in Mumbai, which has been threatened with nuclear apocalypse. The book's publisher pointed out that some reviewers had praised the novel's sex scenes, which the Times Literary Supplement called "unfettered, quirky, beautiful, tragic and wildly experimental".



SAUMIL BANDOPADHYAY

Indian-American freshman at MIT wins Ingenuity award

Indian-American teenager Saumil Bandopadhyay has been selected for the prestigious Ingenuity Award for revolutionising nanotechnology that would upend industries ranging from automobiles to astronomy. MIT freshman Bandyopadhyay is among the 10 selected individuals, who were named recipients of the second annual American Ingenuity Awards last month. Bandyopadhyay, 18, who was presented the award last month, was selected for a unique, sensitive infrared radiation detector that promises to be inexpensive and has scientific, civilian and military applications.



NEERAJ SAHAI

S&P Ratings names Citigroup's Neeraj Sahai as new president

Standard & Poor's, the world's largest credit rater, named Citigroup's Neeraj Sahai as president, succeeding Douglas Peterson. Sahai, who is currently head of Citigroup's Securities and Fund Services business, will assume charge on January 6, according to a statement from S&P parent McGraw Hill Financial Inc. He's the second Citigroup executive to be called on to lead the credit grader after Peterson, a former Citibank NA chief operating officer, was hired in 2011 to replace Deven Sharma. Peterson was named president and chief executive officer of McGraw Hill in July to replace former CEO Harold "Terry" McGraw III, who stepped down on November 1.

Vineeta Dubey profiles achievers from the NRI and PIO community



NISHA DESAI

Nisha Desai takes charge as US assistant secretary of state

The success of Nisha Desai Biswal and other Indian-Americans is reflective of the deep ties between the United States and India, US secretary of state John Kerry has said.

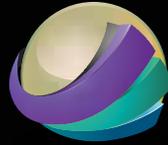
Biswal, the first ever Indian-American to become assistant secretary of state for South and Central Asia, was formally sworn in by Kerry at an impressive ceremony held at the Foggy Bottom headquarters of the state department which was attended by key officials of the Obama Administration including the White House chief of staff, Dennis McDonough.

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