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## Editorial

### India: At The Turning Point

#### Kanchan Banerjee

Editor in Chief

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In the post-independence history of India there have been few 'departing' events which had great impact. These 'turning points' have affected the fortunes of the country.

With the death of the guardian of nation's conscience – Mahatma Gandhi, came the first turning point. The Mahatma gave absolute power to Jawaharlal Nehru (who was not a Gandhian at heart) and the country got steered into a direction which is seen by many today, to be the wrong path to development. An era of true statesmanship and undiluted patriotism in civil society ended with the death of Sardar Patel, the true designer of modern India. With the passing of Shyama Prasad Mookerjee, the era of daring political astuteness was over. Yes, Smt Indira Gandhi dared to bring Sikkim within Indian boundaries and, also destroyed the backbone of Pakistan by helping to create independent Bangladesh. Her death marked the end of an era of absolute power politics; it ushered in freedom issues and also marked the beginning of an era of financial greed in politics.

But, there are few leaders since then, who made huge difference to India. Jayaprakash Narayan, Ram Manohar Lohia and Narasimha Rao. Much hope was pinned on Rajiv Gandhi, but India did not embark on the road to true progress. Atal Bihari Vajpayee dared to conduct the nuclear tests, despite threats and then created the much-needed highway network and infrastructure-related development work. But, unfortunately, the past ten years is simply a tale of non-governance, scandals and scams - to benefit the elite political classes and associates.

India has been waiting for a leader, who would show that India is indeed 'shining'. A leader who would utter the words of Swami Vivekananda - "Hero, take courage, be

proud that you are an Indian", a leader who would say in pride, " I am an Indian, every Indian is my brother," and

that " the ignorant Indian, the poor Indian, the Brahman Indian, the Pariah Indian, is my brother." The world started to look at India after his 1893 Chicago speech. India needs to grab the spotlight again, for the right reasons.

Then, hope sprung as another name entered the arena – Arvind Kejriwal, who made a Gandhi-like effort to fight the corrupt polity and politicians. Kejriwal and his cohorts stole the thunder and became popular by arousing people's sentiments. But time has revealed that he and his gang are no better than 'anarchists' and India deserves much better. His flip-flops on many vital issues have proved that the character of Kejriwal is no match for changing the dark side of India. We are too aware of the ruling party and its leadership. It now seems that even the hope sparked by AAP, needs to be fulfilled by a true national leader.

India is at crossroads today. India needs a leader who can fathom the pain of the poor, deprived, hungry and the downtrodden. India needs a leader who would understand what price rise really means to the 'aam admi'. India needs a leader who perceives what sustainable development is and yes, the importance of safeguarding her ecosystem. India needs a leader who recognizes what good governance is – where corruption is curbed; someone who can head an efficient government that works for the needs of the people, and not the people in power. India needs a leader who would appreciate what it means to invest in research and development, to make India self-reliant and a global manufacturing hub. A leader who knows how to reposition India and reclaim the role of 'Jagad Guru'.

So, if it is not Narendra Modi, at this point, then who is it?



## Editorial

### Substitute versus Change in Status Quo versus Alternative

**Dr Kapil Raina**

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Comparative analysis by Dr Kapil Raina, of political messaging by Modi, Rahul and Kejriwal as all three address three major North Indian election rallies on Sunday, February 23.

"My government rebuilt cyclone devastated Lakhpat Gurudwara of Kutch. Gujarat and Punjab has historical connections, and I have learnt a lot from CM Prakash Singh Badalji. I will be your Chowkidaar on your behalf and not the Prime Minister in Delhi. I will keep the Pagdi Ki Ijjat and will not allow any panja (hands) on the treasure of the country. I will make your tomato go up the value chain to be ketchup and then to be a packaged branded ketchup, and make you earn more money. I will ensure that the national security forces fight the menace of drug import to Punjab."

Narendra Modi, in Punjab today.

Focus is clear. Localize the message. Relate to the local big guns. Emotionalize the content. Give a management gyan. Try to be an answer for everyone. And take onus on yourself as an individual, more than a party or front. Insist on 'bharosa' or giving confidence to the masses about their 'golden days ahead'.

"Nehru-Gandhi family has close ties with Dehradun: my school, Nehruji's jail. We understood the pain of the women, so increased 9 cylinders to 12. Opposition has no vision, but only division of the people, in their hearts. We brought in telecom and IT revolution in India. We will bring 70 crores of lower middle class to the middle class level. We will bring Right to Health, now that Rights to Information & Education are already done."

Rahul Gandhi, in Dehradun today.

Start with invoking the first family of Indian politics. Focus on women. Remind people of the communalism of BJP.

Identify your core target audience: lower middle class, and play up the promises for this class. Remind people of a few good measures of the UPA government.

"Mukesh Ambani ki Godi mein, Rahul aur Modi hain. Hudda is a Property Dealer giving land to Vadra and Ambani at throw-away prices. Reliance has replaced East India Company. Six lacs crores income tax rebate given to top industrialists, but minor subsidies to poor are people questioned. Even media is pressurized and paid for to hail Modi and jail AAP. Most opinion polls are paid surveys, as seen in Delhi. Lal Bahadur Shastri resigned after a rail accident on principles. I resigned on BJP-Cong coming together to stop anti-graft Janlokpal law, which we will pass with clear majority soon. My ministers kept awake in the nights to ensure better security to Delhi women and relief to the homeless. We have given Rs.1 crore to the family of the policeman killed on duty by the liquor mafia in Delhi."

Arvind Kejriwal, in Rohtak, Haryana today.

Focus is razor sharp. Play up on the growing discontent of the lower middle and lowest sections of the society. Build polemics around common perception of "top business control over politics and media". Try to speak the common man's language in his style.

Modi presents a substitute to the current regime, Rahul searches for a change within the status-quo, and Kejriwal presents AAP as an alternative to the current political establishment.

March 23, Sunday, is a landmark day. It can be said that the real onset of the election season in India with the three most watched leaders addressing large rallies on the same day, and in North India, has happened this Sunday. Decidedly, North India is a deciding factor this time with the largest number of Lok Sabha seats and maximum uncertainties being in this region among all the four regions of India.

15 CHAPTERS  
9 COUNTRIES  
3 CONTINENTS



## CONNECTING BIHARI DIASPORA TO THEIR ROOTS

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# Bihar's Turnaround: A Reality Today

The tables have turned for Bihar. The approach of the country and the world has changed towards Bihar in recent years. The state, which was once considered one of the most backward in the country, has grabbed attention today for all right reasons, observes **Rohit Kumar**





Nitish Kumar's vision to provide bicycle to the girls in Bihar

The tables have turned for Bihar. The approach of the country and the world has changed towards Bihar in recent years.

#### Bihar on the development trail

As early as 2012, after the release of the report card, the Bihar CM had predicted that, "The Bihar model of development

ance on completion of eight years in office. He listed achievements in infrastructure - like reducing the road journey from far-off districts to Patna to a maximum of six hours, boosting monthly footfall in government hospitals to 8,000 and doubling power supply.

While addressing the joint session of

**A 'positive environment' has been created in the state of Bihar - which has sparked off rapid development in different sectors. Once considered to be one of the most backward states in the country, Bihar has grabbed attention today – for all the right reasons.**

is fast lighting up the imagination of other states and also foreign countries."

The Bihar Chief Minister Nitish Kumar has always proved that a leader who takes initiatives, need not fear about failure. The much-sought - world's longest free Wi-Fi zone, which covers a 20-km stretch in the state's capital Patna; thus Bihar beats Beijing - adding a new feather to Nitish's crown. In November 2013, CM Nitish Kumar had showcased his government's perform-

both Houses of Bihar Legislature on the opening day of the Budget session, Bihar Governor DY Patil noted that a 'positive environment' has been created in the state by establishing rule of law, which has sparked off rapid development in different sectors.

The state, which was once considered to be one of the most backward in the country, has grabbed attention today for all right reasons.

#### Nitish has taken initiatives and backed his state

Till 2005, the story of Bihar was laced with pessimism. But ever since the JD(U) came to power, replacing the RJD-led by Lalu Prasad, towards the end of that year - the scenario has changed.

One of the major contributions of Nitish Kumar has been - his emphasis on winning investors' confidence, for which he worked on the state's infrastructure, which was falling apart. The state's power situation has improved so much, that experts advise hydro-power rich states like Uttarakhand to learn a lesson or two from Nitish's Bihar! The Bihar CM's initiatives proved to be popular - like holding people's courts on a regular basis and distributing bicycles to boost female literacy in the state. Western media and even Pakistan's cricketer-turned-politician Imran Khan have praised the CM for his good governance and his emphasis on development.

However, a word of caution still lingers. The study, titled 'Analysis of BIMARU states', has pointed out that lack of land, power and health services and poverty may hamper Bihar's prospects in future. The study also exhibits the fact that the state registered 10 percent CAGR in services sector, which is not only ahead of its peers in this category, but also more than the sector growth at national level. Thus, it shows that Bihar has attained top slot in terms of per capita income growth. The state registered highest growth rate of about 7.6 percent, thereby leaving behind both national average per capita income growth rate of 6.2 percent and other BIMARU states.

D S Rawat, ASSOCHAM secretary general said, "Registering over 9 percent growth in last 9 years in gross state domestic product (GSDP), Bihar has left behind other BIMARU category states in terms of development. It has not only surpassed its peers - MP (8.8 percent), Rajasthan (8.2 percent) and UP (6.9 percent) - but also stayed ahead of national growth rate of about 8 percent."

## Bihar Economic Survey 2013-14

The Bihar economic survey for 2013-14 is out. Clearly, the political games have taken a toll in Bihar's 'Growth Story'. While the GSDP and per capita income has increased, it has not increased at the same rate as before, even though the industrial growth percentage is significantly higher than during the economic survey of 2012-13.

### Key highlights:

#### 1. Per Capita Income:

- The Per Capita Income of Bihar has grown to Rs. 28,317 in 2012-13, vs Rs. 25,653 in 2011-12.
- During the same periods the per capita income of India was Rs. 68,757 in 2012-13 vs Rs. 60,972 in 2011-12 (12.76% increase)
- Bihar's Per Capita income grew by 10.4% vs 12.8% for India in the last one year of comparison
- Thus the political in-fighting has taken a toll on Bihar
- The Per Capita income of Bihar today stands at 41.2% of India's per capita income, whereas in 2006-07 it was 32.2% of India's per capita income

#### 2. GSDP

- The estimated GSDP at current prices in 2012-13 is Rs. 3.09 lakh crores vs Rs. 2.53 lakh crores in 2011-12
- The GSDP at 2004-05 prices in 2012-13 is Rs. 1.65 lakh crores vs. Rs. 1.52 lakh crores in 2011-12

**3. Best and Worst districts by GDP:** In 2010-11, Patna (Rs. 57,483), Munger (Rs. 21,019) and Begusarai (Rs. 18,447) are the most prosperous districts of Bihar. On the other end of the ranking ladder, the most economically backward districts are Sheohar (Rs. 6209), Banka (Rs. 7764) and Madhepura (Rs. 8102).

#### 4. Industrial Sector Growth rate:

- The industrial sector growth rate stood at 17.1% in 2012-13.
- This is higher than 9.5% in 2011-12,



Three IT parks are being developed in Patna (Representative pic)

however lower than 28.4% achieved in 2010-11.

#### 5. Roads:

- The total length of roads in Bihar stands at 1.62 lakh kms in 2012-13 vs. 1.23 lakh kms in 2011-12. These include rural unpaved roads.
- Bihar has a road length of 174.88 kms of road per lakh population in 2012-13. There are many more details about the economic status of Bihar and the details exist in the Bihar Government's Economic Survey Report for 2013-14. (source: [progressivebihar.blogspot.com](http://progressivebihar.blogspot.com))

#### Bihar's move - to attract IT industry

In a bid to attract Information Technology (IT) companies to the state, the Bihar government has decided to develop more than 1.6 million sq ft work space for them. Apart from that, the state government is slated to develop a 200 acre IT city in Nalanda, near Patna, for the IT sector.

The development work has been taken up by Beltron, a state government undertaking. Beltron MD Atul Sinha said, "It would be a win-win situation for both the state and the private sector."

He elaborated, "The state has highly trained manpower and land cheaper than Delhi-NCR, Bangalore or Mumbai. Bihar would be cost-effective for these companies. On the other hand, these companies can provide employment opportunities to our youth, who have to head to other states for jobs. They can also contribute to the development of the state. Therefore, we are trying hard to attract them."

Three IT parks are being developed in Patna. Two of these IT parks would be developed in the heart of the city; meanwhile the third one is being developed in Bihta near the IIT-Patna campus. These projects are expected to be completed by the end of the next calendar year. They have also allotted 200 acres in Nalanda for developing a world class IT city in vicinity of the proposed NIU campus. The state government has put in place an excellent IT policy to support the needs of the people. Having no dearth of talented manpower, it seems the state has taken care of the land problem for these companies. So, it appears that Bihar today has an eco-system favourable for IT industry.



Janata Dal-United (JD-U) workers demonstrate to demand special status for Bihar in Patna

### Montek Singh Ahluwalia lauded Bihar's growth story

Last year, Planning Commission Deputy Chairman Montek Singh Ahluwalia credited the Nitish Kumar government for Bihar's high growth rate. He said while Bihar was among the 'BIMARU' states, it registered the highest growth in the 11th Five Year Plan among all states of the country.

According to Ahluwalia, the Government of India is contributing much more resources to the poor states. "And in case of Bihar we do have a special plan...when growth expanded from very negligible levels, it was not because of the resources, but because something done right in Bihar, which built on Bihar's own capabilities," he said.

It was while speaking at the release of a book 'The New Bihar - rekindling governance and development' by Noble laureate Amartya Sen, that Ahluwalia, made this statement. Incidentally, he has praised Bihar often in recent past. This echoed the statement made by the late Murasoli Maran, that "these states are not backward, but mismanaged".

### London School of Economics analysed Bihar's turnaround

The turnaround in the growth story of Bihar - was the focus of a panel discus-

sion at the prestigious London School of Economics (LSE). A new collection of essays titled "The New Bihar: Rekindling

**In a bid to attract the IT sector to the state, the Bihar government has taken some positive measures. And, a large part of Bihar's success boils down to its leadership - that of Chief Minister Nitish Kumar, a point that was highlighted by a panel discussion at London School of Economics. Planning Commission Deputy Chairman Montek Singh Ahluwalia also credited the Nitish Kumar government for Bihar's high growth rate.**

Governance and Development", edited by Rajya Sabha MP N K Singh and director of LSE India Observatory Nicholas Stern.

"Bihar is a state with a long and rich history which hit rock bottom for about two decades and got left behind from the mainstream development of the country," said Singh, an economist and

former Indian finance secretary. Its turnaround in the last nine years has seen a growth rate of 13.5 per cent last year.

But, the battle is "far from being won" Singh felt. That was as Bihar needed additional and incremental growth, because estimates show that if the state continues to grow at 13 per cent, it will take 20 years to approximate India's average rate of growth.

Co-author Stern said Bihar still houses the highest proportion of people in poverty and is a region where the UK has been active through the support of Department for International Development ( Dfid), which is likely to end as the government withdraws its aid programmes in India.


Danny Alexander, chief secretary to the UK Treasury, however, questioned the sustainability of the Bihar growth story. Would any change in leadership, as a result of elections, bring it to a halt? "We are not pulling out of Bihar, simply changing the nature of Dfid's interaction in the region, to transform it into more of a partnership," he said.

"A large part of Bihar's success is down to its leadership (Chief Minister Nitish Kumar) and unless another leader has a similar vision, the sustainability is questionable," agreed Karan Bilimoria, the Cobra Beer founder-chairman, who drove the only major foreign direct investment (FDI) into Bihar, when he purchased a brewery in the state a few years ago.

### Way to go, Bihar

Bihar may have had the dubious reputation of being the poorest and most populous state. But the winds of change have blown in. And, we can certainly see history being rewritten for the state.

# ANALYZING BIHAR'S CURRENT HEALTH REPORT CARD



Bihar's glorious historical past is a distant memory today. And, it is often quoted to be one of the poorest states of India. The state has more than 40 per cent living below the poverty line in rural areas, which lack adequate access to health, education and other services. **Dr. Shiv Shankar Prasad** and **Dr. Amit Kumar Anand** take us through a journey that reveals the reality of Bihar today



**UNICEF is assisting Bihar with a range of other concerns, including its high rates of child labour, school dropouts, low learning levels and illiteracy, particularly among girls, Muslims and scheduled caste children, who face discrimination in the education system and society in general.**

Modern day India has conveniently forgotten that Bihar has a glorious past. Once an ancient centre of power, learning and culture, where two world religions have their roots, the state of Bihar has the distinction of being recognized as one of the poorest states in India. With a population of more than 100 million, more than 40 per cent live below poverty line, mainly in rural areas which lack adequate access to health, education and other services.

#### **Bihar: a reality check**

Bihar, the third most populous State in India, with a population density of 880 persons per sqkm, has recorded the highest decadal growth during the '90s. The major health and demographic indicators of the state like - infant mortality rate, maternal mortality ratio, total fertility rate, etc are much higher than the all-India level that reflect on the state's poor health status. Besides, the Human Development Index in Bihar has been

the lowest for the last three decades. The recent National Family Health Survey (NFHS-3, 2005-06) indicates some improvement in immunization coverage, contraceptive use, institutional deliveries and the proportion of women who have heard of AIDS. However, malnutrition among children and women has increased. The prevalence of certain vector-borne diseases, communicable diseases, and water-borne diseases is also high here.

Bihar's infant and maternal mortality rates are among the highest in India, as is the state's proportion of underweight, malnourished children less than 3 years old. UNICEF and its government partners are currently making significant progress, however, with health and nutrition programmes like the innovative Dular ('care and love') Strategy. This initiative trains thousands of volunteer village women, who counsel families on the benefits of exclusive breastfeeding and provide other information vital to

the survival of children and mothers (who are pregnant or nursing).

Bihar is one of India's last few states where the deadly polio virus continues to cripple children for life. UNICEF supports one of the world's most intensive immunization campaigns against the disease, ensuring 20 million children are now regularly immunized monthly in their homes, trains, transportation centres, brick kilns, markets, slum areas, schools, at religious and local festivals and even during annual floods in makeshift huts (Basas) across Bihar. The state is prone to severe flooding during the monsoon season, resulting in the death of hundreds of people and lives of countless others destroyed, along with their livestock, fields and other assets. UNICEF works with the State Government to build stockpiles of emergency supplies and helps communities prepare and plan for disasters.

There are substantial gaps in health sector infrastructure and essential health requirements in terms of manpower, equipment, drugs and consumables in primary health-care institutions. There is a drastic decline in the share of public health facilities in treatment of non-hospitalized ailments in both rural and urban areas. Though the review of National Rural Health Mission (NRHM) at the end of first year produced a dismal picture, the official figures at the end of second year reflect a better status. State government under the guidance and vision of Honourable Chief Minister Mr. Nitish Kumar is getting more attention. He has provided more funds for the health sector. With the upgradation of health infrastructure, recruitment of doctors on contract, outsourcing of diagnostic facilities, availability of free medicines, provision of ambulance services, increasing outreach through mobile medical units and through a mechanism of web-based monitoring, better health outcomes are expected in the State.

**Recent improved governance has shifted focus, but the challenge is huge**

Although the great religions of Buddhism and Jainism both flourished in the ancient Magadha empires of Bihar, the state had floundered in the past decades, until a new state government recently improved law and order, restarted development of crucial infrastructure and put a fresh focus on a weak manufacturing sector. About 90 per cent of the population have subsisted on small farming operations.

The recent improved governance has led to better health services, a decline in poverty, greater emphasis on education and a reduction in crime and corruption. Dramatic upward trends in full immunization coverage and safe childbirths at medical facilities are also encouraging.

Still, the challenge of development in Bihar continues to be huge, due to persistent poverty, social inequalities, caste discrimination, rapid urbanization and poor infrastructure.



In Bihar, there are substantial gaps in sub-centers, primary health centers, and a very large gap in community health centers along with shortage of manpower, drugs and equipment necessary for Primary Health Care and woefully inadequate training facilities. Other factors affecting the health status include: very high fertility rate; low level of institutional deliveries and a high level of maternal deaths; very low coverage of full immunization; low level of female literacy and poor status of family planning programme.

**Road map for development of health sector**

A Report of the Special Task Force on Bihar State has launched a variety of programmes to reduce morbidity and mortality rates. The programmes are at various stages of implementation, and broadly cover the following:

- Janani Evam Bal Suraksha Yojana under the overall umbrella of the National Rural Health Mission
- Anaemia Control Programme
- Blindness Control Programme
- Vitamin – a Supplementation Programme
- Routine Immunization
- Programme for Elimination of Iodine Deficiency Disorders
- Revised National Tuberculosis Control Programme (RNTCP)
- National Leprosy Eradication Pro-

gramme

- Kala-azar Eradication Programme etc

For Bihar, as for other priority States, NRHM has been an urgent need and most challenging task. However, this also provides an important opportunity to improve health outcomes through a variety of new approaches. Undoubtedly, this will be carried out in a phased and gradual manner. But the nature of initial programmes will set the tone and direction for effective implementation of NRHM's basic thrust.

Two of the key elements of NRHM viz. ASHA Programme and District Health Planning have been undertaken by the State in a rigorous manner. District Health Plans, for the first time, have assumed a new centrality and urgency in the current context of the NRHM. This will also encourage decentralization and community participation, convergence and improved accountability of health systems at the grassroot levels. Specific activities have been undertaken to affect the basic indicators of health. These include improvements in infrastructure and delivery system of health care, provision of manpower, equipments and drugs, improved inter-sectoral coordination, monitoring and evaluation and other innovative approaches. These initiatives would have far-reaching implications on better health of common people across the state.

UNICEF is also assisting Bihar with a range of other concerns, including its high rates of child labour, school dropouts, low learning levels and illiteracy, particularly among girls, Muslims and scheduled caste children, who face discrimination in the education system and society in general.

### Key challenges and opportunities

- More than half of the state's children are underweight, a proportion which is higher than the Indian average.
- More than three quarters of children under 3 are anaemic, while more than 90 per cent of adolescent girls are deficient in iron.
- Bihar has among the highest rates of infant and maternal mortality in India, largely due to inadequate health services in rural areas. This is in spite of the number of safer institutional childbirths dramatically increasing from about one fifth to almost one half, after a cash incentive for mothers was recently introduced.
- Less than 5 per cent of new mothers give their first milk or colostrum, laden with invaluable immunity against disease to newborns. Only about one third exclusively breastfeed their babies for the first 6 months.
- Fewer than 1 child out of 4 suffering from diarrhoea receives life-saving oral rehydration salts and zinc tablets.
- More than half of students drop out before finishing Grade Five, although primary school enrolment has steadily increased to about 99 per cent and most communities have schools nearby.
- Only half of children in Grade Five achieve basic competency and only 37% of children complete Grade Four in 4 years.
- About two thirds of women in the state are illiterate, while more than half the men are able to read and write.
- About half of Bihar's girls marry before they are 18, which is significantly higher than the Indian average.
- Bihar is one of the most vulnerable states for the spread of HIV in India due to a high level of income-seeking migration, poverty-induced trafficking of women and girls, and low awareness of

HIV/AIDS.

- Fewer than 1 in 5 rural households has access to a toilet facility.
- Although communities were once fully supplied with water sources, an aging and inadequate maintenance system is jeopardizing this, as is an increase in arsenic and fluoride contamination.
- Bihar accounts for about 10 per cent of child labour in India, with many

**The recent improved governance has led to better health services, a decline in poverty, greater emphasis on education and a reduction in crime and corruption. Dramatic upward trends in full immunization coverage and safe childbirths at medical facilities are also encouraging.**

working illegally as domestic servants and in workshops and factories.

By focusing on the outcomes and the associated key processes for the achievement of these outcomes, the health status in Bihar is expected to improve at a faster pace. The strategies and policies would focus on key areas affecting the important indicators of health. By the end of Eleventh Plan, the State would strive to reduce:

- Infant Mortality rate from 61 per 1000 live births to 29
- Maternal Mortality Ratio from 371

per 100,000 live births to 123

- Total Fertility Rate from 4.2 to 3.0
- Proportion of underweight children from 58.4% to 27.2%

Though the Child Sex Ratio (0-6 years) of 942 is better than the all-India figure of 927, the state should reach the goal of 950 by the end of Eleventh Plan.

### A right mix of public health approaches to be adopted

In order to achieve the desired outcomes and to bring about an improvement in the health sector, it is necessary that a right mix of public health approaches is adopted. This consists of: Service Approach: A blend of services delivered through (i) Static health facilities, (ii) Outreach Bihar : Road Map for Development of Health Sector — A Report of the Special Task Force on Bihar 3 facilities, and (iii) Telémedicine; Education approach: Behavioural change communication strategy will be used for social mobilization for better health outcomes in Bihar.

Regulatory approach: Not a viable option on a large scale. However, certain issues like strict enforcement of PC and PNMT Act will be taken care of. For the first time in Bihar, attention has been given to the aspects of monitoring and evaluation of health programmes. This aspect will now be the integral component of all the health-related activities.

Annual District Health Surveys through the Registrar General of India will be carried out to complement the already existing mechanisms of monitoring and evaluation.

*(Authors: Dr. Shiv Shankar Prasad, M.B.B.S, M.D(Medicine), Consultant & Director, Rigpa Health Care, Kankarbagh, Patna, Medizone Hospital, Kankarbagh, Patna & Dr. Amit Kumar Anand, M.B.B.S(Hons), M.D(Microbiology), Consultant & Director, Amba Diagnostics, Kankarbagh, Patna.)*

The good news is that the Bihari community is moving ahead. Breaking free from some fixed notions that people had about the typical 'Bihari', taking long strides and embracing a new era spurning new stories of growth, improvement, optimism and liberation says **Rohit Kumar**

Two hands are shown, one at the top right and one at the bottom left, both with large, white, googly eyes attached to the index and middle fingers. The hands are positioned as if they are looking at each other. A speech bubble is attached to the top hand, and a dashed red box encloses the text at the bottom.

## BIHAR: IGNITED HOPE

Today, people of Bihari origin are found living in Fiji, Mauritius, Surinam, Guyana, South Africa and other countries where large population of people of Indian origin reside. This is not all. Foreign governments continue to discover their roots in Bihar. From Prime Ministers of Mauritius - Navin Ramgoolam and Trinidad and Tobago - Kamla Persad Bissessar, to Mauritius President Rajkeswur Purryag – all have had their Bihari roots intact and they have a special place for Bihar in their hearts.





Kamla Persad Bissessar

Having a checkered past, the state of Bihar was not seen as a state that has contributed to rewriting the history of the country, taking it on the road to greater glory.

That “Bihar’s development was crucial for the development of India,” was a point made by former President APJ Abdul Kalam in 2007. This had, in fact, sparked off euphoria amongst the Bihari diaspora. That Bihar had reached a crucial stage for its turnaround was also emphasized by Lord Meghnad Desai, the India-born renowned British economist, who observed that Bihar sought ‘critical support’ from the state government to achieve its targeted goals.

### Historically-rich background

This historically-rich state of Bihar has witnessed different phases of history, with the rise and fall of kings who rewrote its history.

Harking back to ancient India, Bihar was the hub of major political, social and cultural movements. Today, it is among the fastest growing states of the country, and it is seen that the Bihari community has been leaving its mark in myriad fields.

### But Bihar had myriad woes too

However, there is a paradox. For a long time, it looked like time had stood still in Bihar. The negatives outweighed the positives that the state displayed. Poverty, low literacy levels, lack of education were prevalent; and the most affected lot were children, with as many as 3.8 million in the age group 6 to 14 years who remained out of school, 59 percent of boys dropped out before class 5 for economic reasons, and 8 out of 10 girls did not complete primary school. Plus the children were malnourished. The children from Bihar and Jharkhand recorded maximum number of runaway cases. And, this was not all – maximum slum dwellers in Delhi hailed from Bihar, and every eighth illiterate woman lived in Bihar. And, almost half the population in the state lived below the poverty line.

But today, the Bihari diaspora, which emerged as a result of such issues, clearly serves as an important link to access knowledge, expertise, resources and markets for the all-round development of the state. Sure, Bihar has a rich history. The importance of a Bihari identity has been earnestly pursued by the

Bihari expats and migrants or elites settled outside of the state, who worked hard to see this dream come true - of creating a new, improved state. The people of Bihar along with the government have walked a long way and are taking the state to new heights gradually.

Now, looking ahead to brighter beginnings, the good news is that Bihar has started witnessing growth and development, though slowly and steadily.

### The blowing winds of change

The winds of changes that have started blowing. Now Bihar is investing heavily in social and economic sectors. Realizing the need to engage and revive changes in Bihar and to help in the recovery trail, CII embarked on a Bihar Development Initiative in the beginning of 2004, focusing on education and improvement. The objective was to usher in a developed Bihar, to offer its people opportunities for growth, besides to connect all well-wishers and assemble all resources, which would go a long way to make Bihar a vibrant, successful state.

The Bihar Development Initiative (BDI) was instituted post the realisation of the need to come up with an industry supporting the 'Build Bihar' campaign. Aimed at the state's active development to accelerate the process of social and economic progress, the program aspired to get full backing from the successful Bihari diaspora.

The concept of BDI was introduced for the people from Bihar based in Delhi, and invited them to participate in this social initiative. The response was incredible. Most of the participants contributed enthusiastically to the welfare of their home state. There have been global meets with the delegates - policy-makers, industrialists, academics, representatives of non-governmental organisations, development specialists and trade, industrial and agricultural policy specialists to discuss the scope of the state.

Several positive steps were taken, to take this initiative forward. Post the meeting, varied groups were set up for education, crafts, health, water supply, empowerment of women, social security, rural development and agriculture. Following this move, many such meetings of the smaller groups were held and strategies evolved.

A result of the 'Visit Bihar' campaigns (to study in Bihar), the state has been highlighted in major genres across the country and abroad, to boost development.

**Taking bold strides**

With Nitish Kumar taking over the reigns of Bihar, his new mantra was : Bihar diaspora to boost development. Egged on by the interest shown by non-resident Biharis to bolster an all-round development of the state, Bihar Foundation was formed, by the Nitish Kumar government during the 'Global meet on resurgent Bihar'. The government had thus constituted a forum to facilitate communication and interaction between Biharis, living both in the state and abroad. This body would also act as self-help group in metros and provinces, within the country which have a large Bihari migrant population. The foundation helped establish, develop and support in setting up common service centres for reference, information and documentation pertaining to the welfare of non-resident Biharis.

It has been observed that the government has been making determined, consolidated efforts to establish the rule of law and make an investor-friendly climate in Bihar. It has also sought critical support to help the state achieve its goal - of managing a total turnaround. After



**Mauritius President Rajkeswur Purryag with Indian President Pranab Mukherjee at PBD 2013**

studying the realities, the forum also emphasized the fact that Bihar needed immediate improvement in areas such as - agricultural productivity, availability of power and upgrading quality of road connectivity. It is an accepted fact today, that once the road connectivity and power availability are set in place, the climate for private sector investments would improve manifold. In this fertile land of opportunities big opportunities are opening up in sectors such as - agriculture, sugar industry, textiles, tourism, movies and others.

The cinema in the state had been doing fairly well in fits and starts, until recently, when most of their movies and short films have been making waves - producing talented actors, directors and producers on a global platform. A host of Hindi film makers are making movies centered around the state, with Bihari characters featuring in them; their movies are being shot with the state-of-the-art facilities available in the mega film city of Mumbai. Bihari artistes are also adding a sparkle to the awards

ceremonies, by bagging awards. Plus, boosted across all platforms Bhojpuri cinema has also been clicking new and improved heights of glory.

Today, people of Bihari origin are found living in Fiji, Mauritius, Surinam, Guyana, South Africa and other countries where large population of people of Indian origin reside. This is not all. Foreign governments continue to discover their roots in Bihar. From Prime Ministers of Mauritius - Navin Ramgoolam and Trinidad and Tobago - Kamla Persad Bissessar, to Mauritius President Rajkeswur Purryag - all have had their Bihari roots intact and they have a special place for Bihar in their hearts. No wonder that Mauritius with 70% of its population from Indian origin, planned to invite 10 Bihari women to celebrate Chhath Puja, the most sacred and popular festival of Bihar, on their foreign shores. Besides, these eminent personalities are being welcomed into their state with open hearts often, to let them discover their roots.

### Some newsmakers of Bihar origin

Amitava Kumar is the Bihar-born, US-based author on fiction, non-fiction, a blogger and a journalist who is Professor of English on the Helen D. Lockwood Chair at Vassar College in United States. Author of many books, he had come to India in September 2013, to promote his latest book, *A Matter of Rats: A Short Biography of Patna*. "I don't feel as much at home in India as I did before. I welcome the chance to become an insider while also remaining an outsider," was his comment when he was interviewed in *The Mint*. Kumar was the scriptwriter for two documentary films: *Dirty Laundry* (about the national-racial politics of Indian South Africans) and *Pure Chutney* (about the descendants of indentured Indian labourers in Trinidad). As a journalist, he has regularly authored articles for newspapers and magazines across the world such as *The New Statesman*, *The Nation*, *Caravan*, *The Indian Express* and *The Hindu*.

Called the monk who went to Harvard, Tenzin Priyadarshi Rinpoche portrays the image of someone who is very grounded and who shares a passion for photography. He believes in the power of happiness and living in moderation. He is the founding director of The Dalai



Tenzin Priyadarshi

Lama Centre for Ethics and Transformative values at Massachusetts Institute of Technology (MIT). But it has been a long, introspective journey for him. Born in Bihar, in a family of bureaucrats and politicians, Tenzin Priyadarshi, de-

cidated to join a Buddhist monastery at the age of 10. He recalled having visions of monks and Buddhist temples. So, he instinctively ran away from home, found a monastery and decided to become a monk. Today he has full clarity



Amitava Kumar

that becoming a monk was indeed, the right decision.

Heads of foreign governments have their roots in Bihar. Kamla Persad-Bissessar, Prime Minister of the Republic of Trinidad and Tobago sought to reconnect with the land of her ancestors in Bihar, by highlighting a 'relationship of the heart' with its people when she visited in January 2012.

Mauritius President Rajkeswur Purryag heads a country once known as mirich desh by residents of rural Bihar and Uttar Pradesh many decades ago. He has been President of Mauritius since 2012, and he was elected as the fifth President of Mauritius by the National Assembly. He succeeded Sir Anerood Jugnauth, who spent nine years as President from 2003 until resigning in March 2012. In January 2013, he visited Wajitpura village in Punpun block of Patna district. Over a hundred years ago, his great grandfather had left this village for the distant shores of Mauritius taken to work on sugarcane plantations in the British colonies. He had asked for the Bihar Chief Minister Nitish Kumar's help in locating his roots in India, and the CM

had taken a personal interest in locating the Mauritian President's ancestral village.

Earlier, another Mauritian leader, Prime Minister Navin Ramgoolam had also sought assistance in identifying his ancestor's village. Ramgoolam was able to visit his ancestral village Hari-gaon in Gaya district during a visit to India in 2008.

When Sir Anerood Jugnauth was Mauritius President, he was also thrilled to come to Bihar, the country of his ancestors. He felt that Bihar and Mauritius were linked with history and despite years of separation, the Biharis in Mauritius had not forgotten their culture, language, or other social norms of the state.

### Bihar has come a long way

There was a time when young talents from the state used to migrate to other states or even countries, in search of better fortunes. Once considered to be state which contributed the least to the national growth and development, Bihar has indeed, come a long way. Gone are the days when the state would be only associated with poverty, lawlessness, disorder and lack of administration. The Bihari community is taking long strides and embracing a new commencement, spurning new stories of growth, improvement, optimism and liberation. The People of Bihar along with the government have walked a long way and are taking the state to new heights gradually.

Here's hoping for more dreams to come true from the Bihari Renaissance, with hopes high on the state being the 'Jewel in the Crown' of new modern India!

# Celebrate our She-roes on **IWD**

An anonymous quote points out - "How important it is for us to recognize and celebrate our heroes and she-roes!" Recognizing the relevance of this quote, is **Shree Lahiri** as she discusses some women newsmakers who worked against many odds, to achieve the success that they enjoy today. Besides, they also raised the bar for women in general - a true salute to women power



“More power to Women - Haq Se!” said a tweet in aid of International Women’s Day (IWD), that fell on March 8. On this occasion, an anonymous quote aptly describes the day “How important it is for us to recognize and celebrate our heroes and she-roes!”.

This quote which has really hit the nail, specially today, when the plight women has been a talking point for everyone. So, it’s not surprising that the thinking actor Aamir Khan, reappeared on the television screen in the second season of Satyamev Jayatev, on March 2, and the first episode focused on violence against women, against the backdrop of the December 2012 Nirbhaya case in Delhi.

“One is not born a woman, one becomes one,” seems to amply describe the noble role that women play in society over the ages. “Women are the real architects of society” – this fact has been proved many times by a number of women achievers who are making waves today.

### Time to celebrate woman

International Women’s Day - IWD is that time of the year to celebrate women’s economic, political and social achievements. IWD is also known as the International Working Women’s Day or United Nations Day for Women’s Rights and International Peace. Started as a Socialist political event, this day blended into the cultures of many countries like Eastern Europe and Russia. It’s good day to celebrate the respect, appreciation and love that women really deserve to get.

Women have evolved through the centuries and today, they are a major part of the society, playing great roles in the economic, political and social activities.

The political and human rights theme designated by the United Nations runs strong on this day, and political and social awareness of the struggles of women worldwide are brought out and

examined. The theme of the International Women’s Day celebration of 2013

**Today, women heading enterprises have indeed, lost their novelty as we have a host of women heading banks or financial institutions, very efficiently. To list a prominent few, there’s Chanda Kochhar of ICICI, Arundhati Bhattacharya of SBI, Naina Lal Kidwai of HSBC India and Kiran Mazumdar Shaw amongst many others.**

was “A Promise is a Promise: Time for Action to End Violence against Women”.

The theme of the International Women’s Day celebration of 2014 is - “A promise is a promise: Time for action to end violence against women”.

Interestingly, marking International Women’s Day, one more body of research on working women was released, which threw up many findings. The person behind is Apurva Purohit, who authored 'Lady you're not a man - The adventures of a woman at work' in partnership with Ormax Media - carried out a survey to understand the issues and opinions of corporate women.

Brands like Tanishq Mia came out and urged women to #SnapOutOfIt this Women’s Day, as they launched a fun campaign on Facebook with many unique prizes. And Godrej made men 'Dance to Women's Tune' on this day. On Women’s Day, what better than this?”

### Time for action

The Sochi Olympics seems to be a good starting point, while discussing the International Women’s Day, for there were many women who emerged winners. Some of the hottest women who won gold medals at the 2014 Winter Olympics in Sochi, Russia included - women from US like Jamie Anderson, who won the gold medal in the inaugural Slopestyle snowboard event, and Kaitlyn Farrington claimed the gold medal in the women's halfpipe; from

Germany Natalie Geisenberger took home the gold medal in the women's singles in Luge, and also won another gold medal in the Luge team event, and Carina Vogt won the very first gold medal ever awarded to a woman in the ski jumping event. Justyna Kowalczyk of Poland won the women's 10 km Classical in cross country even though she competed with a broken foot (Justyna also won a gold medal in the 2010 Olympics in Vancouver in the 30 km.); Tina Maze from Slovenia won the gold medal in the women's downhill; Dara Howell from Canada won the inaugural gold medal in freestyle skiing in the slopestyle event; Tatiana Volosozhar won the gold medal with partner Maxim Trankov in the pair skating competition; Darya Domracheva from Belarus won two gold medals in cross country skiing in the Individual and Pursuit competitions; Anastasia Kuzmina from Slovakia won repeated as the gold medal winner in the Biathlon sprint...and the list goes and on.

### Some women achievers

Let’s celebrate some women achievers, who chose to tread the untrodden path. Women, who worked hard to achieve their goals, undeterred by any obstacles that came in their way.

Today, women heading enterprises have indeed, lost their novelty as we have a host of women heading banks or financial institutions, very efficiently. To list a prominent few, there’s Chanda Kochhar of ICICI, Arundhati Bhattacharya of SBI, Naina Lal Kidwai of HSBC India and Kiran Mazumdar Shaw amongst many others.

**One is not born a woman, one becomes one,” seems to amply describe the noble role that women play in society over the ages. “Women are the real architects of society” – this fact has been proved many times by a number of women achievers who are making waves today.**

**Naina Lal Kidwai**

The country head of HSBC India as well



Naina Lal Kidwai

action to the surprise move by the RBI governor was exactly opposite to everyone's expectations. On the part of FICCI,

She felt that there is no denying the attractiveness of the Indian markets. But, unfortunately it is also seen as a very difficult destination to do business. "It's really up to us to close this gap between the attractiveness and the difficulties in doing business, so that we can actually capitalise on the attractiveness factor," she advised.

**Arundhati Bhattacharya**

Voted 'Woman of 2013', Arundhati Bhattacharya bagged 7th slot for being the first lady to head SBI (State Bank of India). If you happen to think why was she elevated Arundhati Bhattacharya, the head of State Bank of India ET Top 10 of a 'Woman of the Year' poll in January 2014, the answers are many. Because she happens to be the first woman to head a 206-year-old institution. Because she pipped three other male contenders to the job. Because her ascent signals that a government behemoth is willing to change, overlook gender and reward a person for abilities and experience. Bhattacharya has worked in key business sectors such as retail, real estate etc.

as director at HSBC Asia Pacific is Naina Lal Kidwai, who is a chartered accountant by profession. Kidwai is also on the governing Board of NCAER, audit advisory board of the CAG (Comptroller and Auditor General of India), and on the national executive committee of CII and FICCI. Kidwai is also a non-executive director on the board of Nestle SA, chairwoman of the City of London's Advisory Council for India, and global advisor of the Harvard Business School.

Her track record boasts of an impeccable career graph - Kidwai was the first Indian woman to graduate from Harvard Business School. From 1982-1994, she worked at ANZ Grindlays, having headed the Investment Bank, Global NRI Services and the Western India, Retail Bank.

In January 2014, she observed that RBI will remain vigilant on inflation, leaving no room for complacency. She pointed out that the Reserve Bank needs to desist from hiking interest rates as growth has slumped to below potential. Her re-

she maintained that keeping interest rates at the point where they were, was critical for the industry to re-invest and get into a mood to push for growth.

As India Inc is on a wait-and-watch mode for elections, Naina Lal Kidwai, back from Davos, in January 2014, commented on the mood about India in Davos and said that lots of questions were raised around the politics of India and "I think these issues and concerns are going to remain till the elections happen".



Arundhati Bhattacharya

## Chanda Kochhar

In June 2013, CNN's 'Leading Women' focused on a woman widely acknowledged in the banking industry for her



Chanda Kochhar

intelligent innovations – Chanda Kochhar. She is the Managing Director and Chief Executive Officer of ICICI Bank Limited, India's largest private sector bank. Throughout her time at ICICI, Kochhar has implemented numerous innovative changes to the Indian retail banking industry, which made a headway to make the company a market leader.

Widely acknowledged for her leadership, she was named a 'Woman of Power' by the Asian Business Leadership Forum and received the Padma Bhushan Award for her services to the banking sector in 2010.

A string of laurels has come her way. Under Kochhar's leadership, ICICI won the Best Retail Bank in India award in 2001, 2003, 2004 and 2005 and Excellence in Retail Banking Award in 2002; both awards were given by The Asian Banker. Her personal awards kicked off with Retail Banker of the Year 2004 (Asia-Pacific region) by the Asian Banker, followed by Business Woman of the Year 2005 by The Economic Times and Rising Star Award for Global Awards 2006 by Retail Banker International. Kochhar has also consistently fig-

ured in Fortune's list of Most Powerful Women in Business since 2005.

Kochhar was also awarded the ABLF Woman of Power Award (India) in 2011 at the Asian Business Leadership Forum Awards; she was ranked the most powerful business woman in India in Forbes' list of 'The World's 100 Most Powerful Women 2013'. Kochhar was also featured in the Power List 2013 of 25 most powerful women in India by India Today, for the third year in a row.

## Krian Mazumdar Shaw

Kiran Mazumdar, Chairperson of the country's largest biotech research firm, Biocon Ltd was in the news recently, when she was named winner of the 2014 Othmer Gold Medal, a top award of the US-based Chemical Heritage Foundation in January. The scholarship highlights chemistry's role in shaping society. "Shaw, the first woman brew master in India, used knowledge of fermentation to become one of the greatest entrepreneurs in her country," Foundation chief executive Carsten Reinhardt said.

In addition to her success in business, Shaw is among the world's leading philanthropists, who gave part of her fortune to provide healthcare to the poorest in the country. An active philanthropist, she recently donated \$5 million for a new research unit at her cancer hospital in Bangalore.

Described by Forbes as "the wealthiest self-made woman in India", Kiran Mazumdar-Shaw founded and runs the biotech firm, Biocon, which makes affordable drugs for cancers to diabetes. Tracing her beginnings, she started Biocon in 1978 and spearheaded its evolution from an industrial enzymes manufacturing company to a fully integrated bio-pharmaceutical company.

She has earned several awards - including the prestigious Padma Shri (1989) and the Padma Bhushan (2005). She was recently named among TIME magazine's 100 most influential people in the world. She is on the Forbes list of the world's 100 most powerful women and

the Financial Times' top 50 women in business list. She is also a member of the board of governors of the prestigious Indian School of Business and Indian Institute of Technology Hyderabad.

She also received an honorary Doctorate of Science in 2004, from her alma mater, Ballarat University, in recognition of her contributions to biotechnology, apart from being awarded honorary doctorates from University of Abertay, Dundee, UK (2007), University of Glasgow, UK (2008) and Heriot-Watt University, Edinburgh, UK (2008). She also received honorary doctorate from Davangere University in July 2013 in recognition of



Kiran Mazumdar Shaw

her contribution in the field of Biotechnology.

All these women proved that gender did not impact the way a woman works at the workplace. Of course, the path was not easy, but often laden with obstacles - which each one of them overcame very successfully.

So, the question comes up – are they really being discriminated against today, or have the tables really turned in favour of women?

The answer is a clear 'Yes'.



An acid attack survivor Laxmi with the US First Lady Michelle Obama

### Women rising

The skills and values that women bring to the business are really critical to the success of the organizations. And the examples that we have here – show how the business scene did give leadership opportunities to the fairer sex, so that they grew and ultimately reached the top. Yes, they did evolve through difficult times in their professional and personal lives, not compromising on anything that would distract them from their chosen path, even taking risks along the way.

And the IWD is appropriate to celebrate their success stories. In fact, it's not just on this one day that they deserve to be celebrated. Let each day be an International Women's Day, and let the celebrations continue.

Cheers to all the she-roes, who are honouring their very existence...day after day.

### US top honours for Indian acid attack survivor Laxmi

She is really a she-ero. Meet the brave acid attack survivor Laxmi. She was recently awarded the prestigious International Women of Courage by US first lady Michelle Obama. In 2005, when Laxmi was 16, an acquaintance threw acid on her face, which scarred her for life, while she waited at a bus stop in New Delhi's busy Khan Market. Since then, she has been campaigning for justice for acid victims. Earlier, CNN-IBN had honoured Laxmi and other acid attack survivors with the 2013 Indian of the Year award.

First Lady Michelle Obama paid tribute to the chosen 10 award winners, saying the winners are an inspiration to women around the world. "When we see these women raise their voices, and move their feet and empower others to create change, we need to realize that each of us has that same power, and that same obligation," observed Obama at the State Department ceremony.

A poignant moment was when Laxmi read her first poem at the ceremony, defiantly telling her attacker "you will hear and you will be told, that the face you burned is the face I love now. You will hear about me in the darkness of confinement. The time will be a burden for

you, when you will know that I am alive, free and thriving and living my dreams."

Secretary of State John Kerry, was scheduled to be present at the awards ceremony, but he had to skip the function to travel to Kiev in the wake of the Ukrainian situation. He was represented by Deputy Secretary of State Heather A Higginbottom.

Established in 2007, the Secretary of State's International Women of Courage Award honours women globally, who have exhibited exceptional courage and leadership in advocating human rights, women's equality and social progress, often at great personal risk. This is the only Department of State award that pays tribute to women worldwide, annually.

Other recipients of this year's award include Nasrin Oryakhil (Afghanistan), Roshika Deo (Fiji), Bishop Rusudan Gotsiridze (Georgia), Iris Yassmin Barrios Aguilar (Guatemala), Fatimata Toure (Mali), Maha Al Muneef (Saudi Arabia), Oinikhol Bobonazarova (Tajikistan), Ruslana Lyzhychko (Ukraine) and Beatrice Mtetwa (Zimbabwe).

Source: [ibnlive.in.com](http://ibnlive.in.com)



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YEH NAHI DEKHA TOH KUCH NAHI DEKHA!

# Remembering the father of 'Milk Revolution'

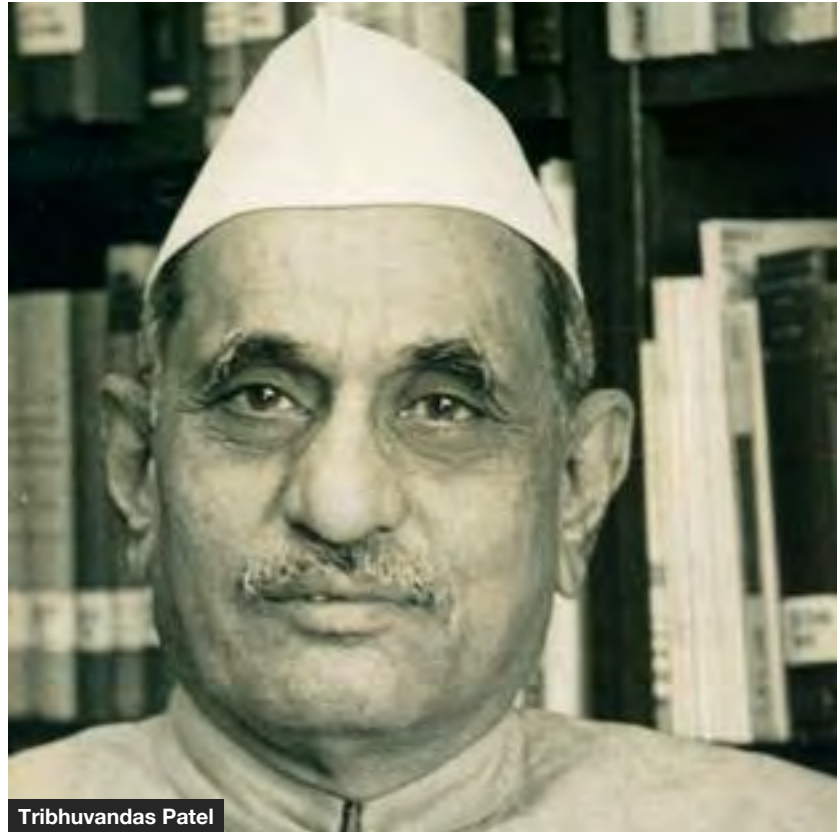
To the world, the White Revolution was flagged off by the person known as the 'Milkman of India'. He is seen as the 'brain behind Operation Flood' - the chief architect, who made India the largest milk producer in the world. But, a little-known fact is that Tribhuvandas Patel is actually the person behind this movement, who started it all, details [Dr. N.S. Rajaram](#). In fact, it was the brilliant pairing of Verghese Kurien and Tribhuvandas Patel – that rewrote history for India

India has retained its leadership as the world's largest milk producer for the last 15 years, observed Mr Rana Kapoor, President, Assocham India in an article he wrote in Hindu Business Line, on February 9, 2014.

This has largely been made possible by Operation Flood — which ushered in the White Revolution in India. Production estimates stand at 132.43 million tonnes for 2012-13, accounting for approximately 17 per cent of global milk production. Unlike the other major milk producing countries, the growth story in India was driven largely by small scale farmers.

For all practical purposes, it's Verghese Kurien, who has been given the distinction of being described as 'the man behind Operation Flood', the chief architect who made India the largest milk producer in the world. He is remembered for the fact that he helped modernise the Anand model of cooperative dairy development and engineered the White Revolution in India. The White Revolution was the result of Operation Flood, a three-part project spanning 26 years.

for his contributions to India's White Revolution, its actual founder Tribhuvandas Patel does not feature prominently, in the public eye. It was actually, his vision of networking milk cooperatives into a national grid, that laid the foundation for Kurien to implement the plan and carefully



Tribhuvandas Patel

this village. He made this village internationally famous, by founding the Anand Milk Union Limited or AMUL. Founded in 1946 as a small cooperative, the group's turnover reached Rs 19,100 crore or \$3.2 billion, revealed Chairman Vipul M Chaudhary, as he announced its

**Tribhuvandas Foundation, which is Asia's largest NGO, works in over 600 villages in the State in the field of maternal and infant care. What is unique about the program of the Foundation is that it rides on the back of milk. It is the village milk co-operative that appoints a village health worker and pays an honorarium to the village health worker to undertake the work. So it is milk paying for health.**

But, a little-known fact is that Tribhuvandas Patel is actually the person who started it all.

#### **Tribhuvandas Patel - the actual pioneer, who snowballed the movement**

While Verghese Kurien is rightly famous

manoeuvre the path to make India the world leader in milk production. Tribhuvandas was also the founder of AMUL, a name that is today, virtually synonymous with milk and milk products in India.

Born on October 22, 1903 in the village of Anand in Gujarat, Tribhuvandas Kishibhai Patel actually brought glory to

results at its Annual General Meeting, on June 25, 2013. The AMUL model has spawned many imitators in milk production and in food industry in general.

#### **Elevating the 'doodhwala' to a key player in India's economy**

At the grassroots level, Verghese Kurien made the ordinary, neighbourhood 'doodhwala' (milkman) a key player in the country's journey to economic development and progress.

Catapulting India to the world's largest milk producer, was a feat that Kurien managed way back in the 1970s, a time when the country faced grim uncertainties over its food security. So, it was no small achievement.

Widely acknowledged as the architect of India's White Revolution, Kurien was the founder-chairman of National Dairy Development Board (1965-98) and also chairman of Gujarat Co-Operative Milk Marketing Federation Ltd (GCMMF)(1973-2006), and also the Institute of Rural management (1979-2006), dedicated his life to the cause of empowering the lowly Indian farmer through co-operatives. He strongly believed that by placing technology and professional management in the hands of the farmers, the standard of living of millions of India's rural poor could be improved; and, this was a rich tribute to Kurien's management skills.

The White Revolution also served as a model for solar energy production also, especially in combination with the proposed national river grid.

### Tribhuvandas Patel, father of the Milk Revolution

When he was young, Tribhuvandas came under the influence of Mahatma Gandhi and Sardar Patel and participated in the Freedom Movement. Like it happened to many freedom fighters, he was imprisoned several times in 1930, 1935 and 1942. At that time, he grew very close to Sardar Patel, who was also a Gujarati like himself. He impressed him with his capacity to mobilize people and motivate them to work towards a common goal. This was the lesson he took to heart, when as early as the 1940s, he began working with the farmers in the Kheda District under the guidance of Sardar Patel. Soon he set up the milk cooperative union in his native village of Anand to which he was closely attached. Surprising though it may seem today, he was the first chairman of AMUL.

### Triggering off a brilliant move - Tribhuvandas brought in Kurien

As the milk cooperative began to grow, he recognized the need for professional

management skills that he was honest enough to acknowledge that he did not possess. In 1950, he brought in a brilliant young manager called Verghese Kurien to run AMUL - the rest is history. Credited to be AMUL's first Chairman, it was totally in character when he handed over the chairmanship to Verghese Kurien, as the organization started to grow rapidly, flushed with funds received from foreign sources. Young at 29, Varghese Kurien was chosen by Tribhuvandas to lead AMUL - a journey that he started and managed so wonderfully.

This 'jugalbandhi' between these two great personalities created such a huge impact on the economic graph of India. It's plain for all to see.

### Not overtly ambitious, but he was rewarded

But the crucial role played by Tribhuvandas's contribution did not go unrecognized. He was conferred the Ramon Magasasay Award in 1963. This award was followed by the Padmabhushan, that came the next year. Given the magnitude and impact of his contribution, one may feel today that the recognition this honourable son of the soil got, was perhaps not adequate.

Another factor, so untypical for an Indian leader, was the fact that Tribhuvandas was not overtly ambitious for position, nor did he hanker for personal glory. When he voluntarily retired from the chairmanship of AMUL, the people (not the Government) rewarded him with Rs 6 lakhs; this actually represented one rupee contribution each, from six lakh grateful members of the cooperatives he had helped to start! And, what he did with this money was also very noble - he used this fund to start a charitable trust, named the Tribhuvandas Foundation - an NGO, that worked on women and child health in his native Kheda district.

At an international workshop, Dr (Ms)

Amrita Patel, Chairperson of the National Dairy Development Board, described the Tribhuvandas Foundation as:

"Tribhuvandas Foundation, which is Asia's largest NGO, works in over 600 villages in the State in the field of maternal and infant care. What is unique about the program of the Foundation is that it rides on the back of milk. It is the village milk co-operative that appoints a village health worker and pays an honorarium to the village health worker to undertake the work. So it is milk paying for health."

### The AMUL model and its far-reaching impact

The Tribhuvandas-Kurien model was recently appraised by the World Bank in its recent evaluation report. With an investment of Rs. 20 billion, the program spread over 20 years in 70s & 80s had contributed considerably to increase India's milk production by 40 Million Metric Tons (MMT) i.e. from about 20 MMT to more than 60 MMT in less than 20 years.

This movement, in fact, hold a record of sorts. This was the most beneficial project, funded by the World Bank anywhere in the world. Thus, an incremental return of Rs. 400 billion annually was generated by an investment of Rs. 20 billion over a period of 20 years. One can continue to see the effect of these efforts as India's milk production continues to on a growth path.



Verghese Kurien

Despite increase in milk production, there was no drop in the price of milk, during the period. And, another glaring fact was that that milk producers, who constituted the cooperatives also prospered.

It also yielded major nutritional gains. While the country's milk production tripled between the years 1971 to 1996, the per capita milk consumption doubled from 111 gms per day in 1973 to 222 gms per day in 2000. Thus, these cooperatives were not just been instrumental in economic development of the rural society of India, but also has provided the vital ingredient for improving health and nutritional requirement of the Indians, by and large. Very few industries of India can boast of such parallel stories of development, spread over such a huge population.

And, this not the full story. These milk cooperatives were responsible in uplifting the social and economic status of the women in particular, as women were basically involved in dairying while the men in the family, got busy with agriculture. This initiative also provided a definite source of income to the women, ultimately leading to their economic emancipation.

#### **The ideal pair – the visionary and the manager**

So, it seems a great pity that a true national hero like Tribhuvandas virtually remains unknown to the public.

But fact is, for all to see is that they made a great pair. Tribhuvandas Patel and Verghese Kurien - the visionary and the manager. And the people of India are fortunate that they had such a dedicated and selfless pair to serve them, which brought such a huge impact on the economy.

This lesson actually goes beyond the achievement of two individuals. What is exemplary is to recognize and learn from the spectacular success of Tribhuvandas Patel's approach, based on em-



powering local cooperatives.

So, one cannot exactly say that Tribhuvandas was consigned to oblivion.

#### **Think big, but start small**

The White Revolution is actually a living example of the old saying, "Think big, but start small." Today, research managers

know that when venturing into uncharted waters, it is better to start on a small-scale; at this stage, the problems become easy to identify while the cost of failure is still small. A bureaucratic mindset on the other hand, prefers the reverse approach of a massive program with unclear goals, such as NREGA (National Rural Employment Guaranty Act) that has drained the national exchequer while producing no tangible results. The same money allocated to a few pilot projects in river linking (and solar networks) would have provided a valuable learning experience that might have come in handy. On hind sight, it would also have given productive employment

to thousands.

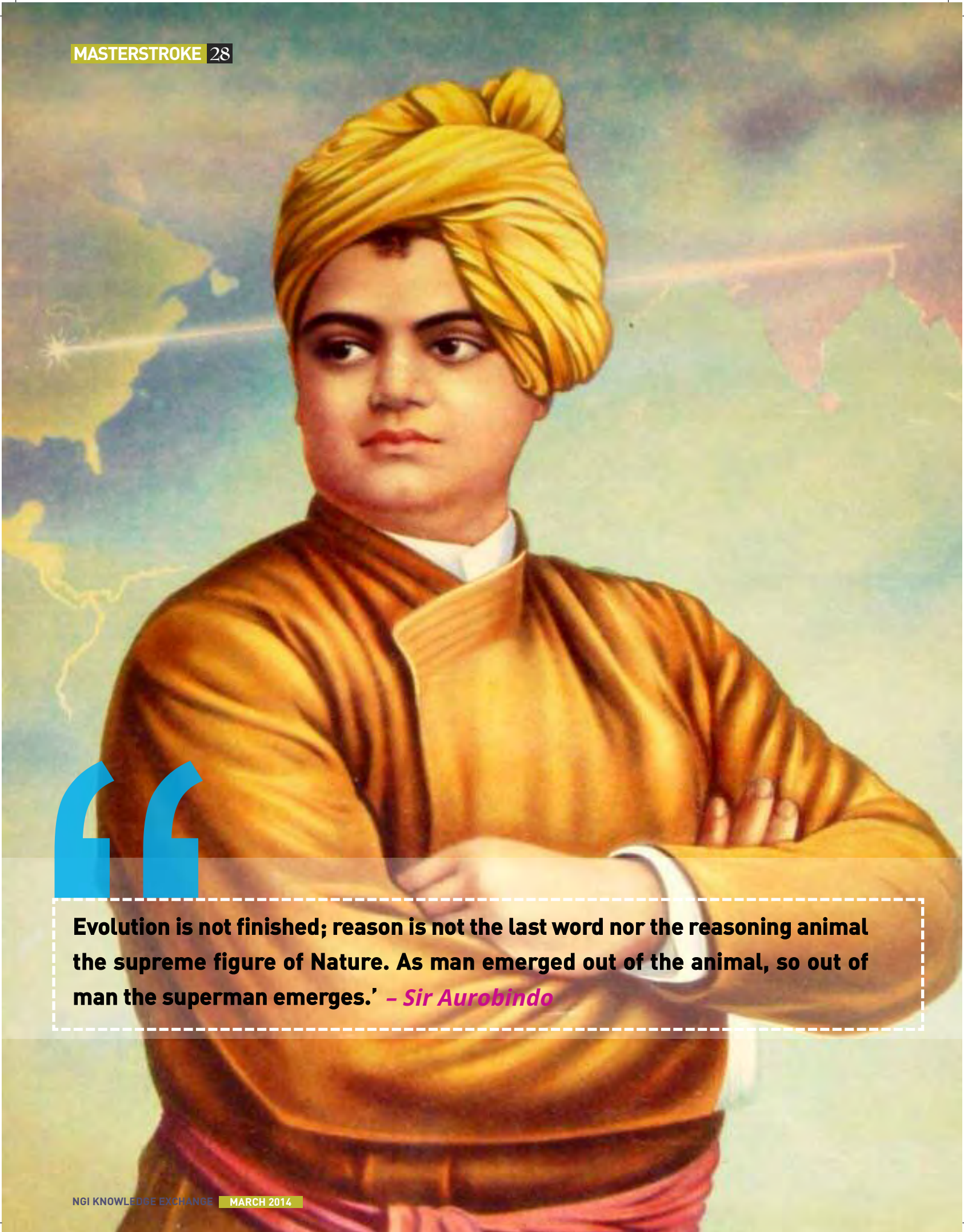
Another positive outcome of the localized approach that the Milk Revolution followed, was that it benefitted all segments of the population, beginning with the milk producer. In contrast, the software and services boom, when it happened, benefitted a small urban elite, leaving most of the country's population untouched. Developing the infrastructure based on river linking and solar power at the local level, will benefit everyone while simultaneously providing meaningful employment to millions.

Gujarat has already shown what is possible. Combining this with Tribhuvandas's vision of local cooperatives will lead to a revolution in India's destiny. But first, it is necessary to get rid of ivory-tower strategists. What the country needs clearly are achievers, who can turn around the fortune of the country.

**Tribhuvandas's contribution did not go unrecognized. He was conferred the Ramon Magasay Award in 1963. This award was followed by the Padmabhushan, that came the next year. Given the magnitude and impact of his contribution, one may feel today that the recognition this honourable son of the soil got, was perhaps not adequate.**

India is slated to witness a boom in dairy demand of over 6 per cent annually. However, the average annual growth in supply is only a little over 4 per cent per annum. The demand-supply interplay effect is evident in steadily rising milk prices in the recent past. We clearly need a Second White Revolution, according to Rana Kapoor. And, that would certainly rewrite history for the country, second time round.

So, it would be appropriate to conclude with the dictum – play it forward, India...for only you will be gainer, and also the 1.2 billion Indians whose fortunes are hitched on to you.



**Evolution is not finished; reason is not the last word nor the reasoning animal the supreme figure of Nature. As man emerged out of the animal, so out of man the superman emerges.’ – *Sir Aurobindo***

# Swami Vivekananda and the world – 9

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

By Kanchan Banerjee

## Freedom & universalism

Despite the popular image and understating of yoga as some sort of exercise and stress-relief mechanism, Yoga is the original Indian idea of self realization through numerous paths and means. Swami Vivekananda was the one who formally introduced yoga to the Americans and the Western societies which has become household practice today. As he had great success in America in introducing Indian wisdom, it impacted Indians also to re-discover their heritage, the knowledge of the Vedas and the Upanishads. Yoga also came down from the caves and forests – the abode of limited number of Yogis, to the masses.

**Voice & text:** Yoga is basically path and mechanism to physical, mental, emotional, intellectual and spiritual perfection, harmony and liberation, the ultimate freedom.

In 2012 the Wall Street Journal noted: ‘The surprising—and continuing—influence of Swami Vivekananda, the pied piper of the global yoga movement’

Swamiji defined “In the living there is freedom, there is intelligence; in the dead all is bound and no freedom is possible, because there is no intelligence. This freedom that distinguishes us from mere machines is what we are all striving for. To be more free is the goal of all our efforts, for only in perfect freedom can there be perfection. This effort to attain freedom underlies all forms of worship, whether we know it or not.”

He gave the world a new type of universal and scientific spiritual humanism which is appreciated by the thinking humanity and the world at large. He also thought about an international unity based on liberty and human values long before the idea of League of Nations came into being.

**“You must avoid excessive merriment. A mind in that state never becomes calm; it becomes fickle. Excessive merriment will always be followed by sorrow. Tears and laughter are near kin. People so often run from one extreme to the other.”**

– Swami Vivekananda

He strongly believed that an international mechanism based on liberty is a necessary condition for the future man.

His concept of freedom evolved from the Upanishad tradition which he preached:

**Voice and text:** “liberty of thought and action is the only condition in life, of growth and well-being. Where it does not exist, the man, the race, the nation must go”.

Swamiji insisted for the applying history with an Indian approach through internationalism and universal brotherhood that is implied in the ideas of Vedanta.

## Vivekananda on Women

Vivekananda always praised the women of America whose support helped him in his mission tremendously. He always wanted to have the kind of freedom for

all women around the world, especially in India as he saw in America and his heart cried: “Woman has suffered for eons, and that has given her infinite patience and infinite perseverance.”

And he strongly believed that: “There is no chance for the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on only one wing.” There is no chance for the welfare of the world unless the condition of women is improved. “

He was very clear on the place and role of women in society and said the following:

“The soul has neither sex, nor caste nor imperfection.”

“The best thermometer to the progress of a nation is its treatment of its women.”

“The idea of perfect womanhood is perfect independence.”

“Soul has no sex, it is neither male nor female. It is only in the body that sex exists, and the man who desires to reach the spirit cannot at the same time hold sex distinctions. “

“It is very difficult to understand why in this country [India] so much difference is made between men and women, whereas the Vedanta declares that one and the same conscious Self is present in all beings. You always criticize the women, but say what have you done for their uplift? “

“All nations have attained greatness by paying proper respect to women. That country and that nation which do not respect women have never become great, nor will ever be in future.”

**Prophecies of Vivekananda:**

He was truly a visionary. He predicted India's freedom with no uncertainty. He predicted that socialism would come to Russia and China first, though the Marxists' prediction was England or France!

Years before two world wars he predicted 'Europe was sitting on gun powder and would burst out any day'. He strongly felt that America needed spirituality not to be destroyed by the force of technology and secular lifestyle devoid of spiritual orientation. And he, through the great minds of his time invisibly influenced our world.

Today, the green movements, human rights movements, even societies for ethical treatment of animals and more human approach to using the resources of 'mother earth' has been aided by an unseen power. Many think that Swami Vivekananda has significantly contributed towards it by bringing the ideas of Vedanta and Yoga to the western world.

Finally, for India, he has predicted that would find its rightful position soon, and the signs are visible everywhere:

"Shall India die? Then, from the world all spirituality will be extinct, all sweet-souled sympathy for religion will be extinct, all identity will be extinct; and in its place will reign the duality of lust and luxury as the male and female deities, with money as its priest, fraud, force and competition its ceremonies, and human soul as its sacrifice. Such a thing can never be"

Though India is going through a great transition in its history, his true follower Sri Aurobindo gave hope and envisioned:  
"Whenever the first play of energy

is exhausted and earth grows old and weary, full of materialism, racked with problems she cannot solve, the function of India is to restore the youth to mankind and assure it of immortality. Such time is now at hand." And finally when it came to his personal life, sadly he predicted the last day. During a trip to Kashmir while being with some of his western disciples on July 4 1998 while celebrating the American Independence he wrote:

**To the Fourth of July**

*Behold, the dark clouds melt away,  
That gathered thick at night, and hung  
So like a gloomy pall above the earth!  
Before thy magic touch, the world  
Awakes.  
The birds in chorus sing.  
The flowers raise their star-like crowns-  
Dew-set, and wave thee welcome fair.  
The lakes are opening wide in love  
Their hundred thousand lotus-eyes  
To welcome thee, with all their depth.  
All hail to thee, thou Lord of Light!  
A welcome new to thee, today,  
O sun! today thou sheddest LIBERTY!  
Bethink thee how the world did wait,  
And search for thee, through time and  
clime.  
Some gave up home and love of friends,  
And went in quest of thee, self banished,  
Through dreary oceans, through primeval  
forests,  
Each step a struggle for their life or  
death;  
Then came the day when work bore fruit,  
And worship, love, and sacrifice,  
Fulfilled, accepted, and complete.  
Then thou, propitious, rose to shed  
The light of FREEDOM on mankind.  
Move on, O Lord, on thy resistless path!  
Till thy high noon'erspreads the world.  
Till every land reflects thy light,  
Till men and women, with uplifted head,  
Behold their shackles broken, and  
Know, in springing joy, their life renewed*

At that time he sadly said: 'I won't see my 40th birth day'. He left his mortal coil on July 4, 1902.

However he also has predicted this: "I do not see into the future; nor do I care to see. But one vision I see as clear as life before me is that the ancient mother has awakened once more, sitting on her throne more glorious than ever. Proclaim her to the entire world with the voice of peace and benediction."

*(This is part 9 of 'Swami Vivekananda and the world' which has been 10 parts)*

***“Work unto death—I  
am with you, and when I  
am gone, my spirit will  
work with you. This life  
comes and goes—  
wealth, fame, enjoy-  
ments are only of a few  
days. It is better, far  
better, to die on the  
field of duty, preaching  
the truth, than to die  
like a worldly worm.  
Advance!”***

**- Swami Vivekananda**





Confederation of Indian Industry

## Expanding the **e**conomic **E**ngagement of the Indian Diaspora with India

Overseas Indian Facilitation Centre (OIFC) is a not for profit public private initiative of the Ministry of Overseas Indian Affairs (MOIA) with the Confederation of Indian Industry (CII). It was set up in the year 2007 to facilitate NRIs/OCIs/PIOs in their economic engagement with India.



### OIFC Facilitation Services



Query addressal of Overseas Indians



End-to-end facilitation services through hand-holding investors



[www.oifc.in](http://www.oifc.in)



Diaspora Engagement Meets and Business Forums

### Global India Network of Knowledge (Global-INK)

Global INK is an online platform for knowledge exchange between Global Indians and their counterparts in India, in the areas of Environment, Healthcare, Science & Technology and Innovation. Visit [www.globalink.in](http://www.globalink.in) for more details.



#### Overseas Indian Facilitation Centre (OIFC)

(c/o Confederation of Indian Industry)  
249 F, Sector 18, Phase IV, Udyog Vihar, Gurgaon - 122015, Haryana (India)  
Tel: + 91-124-401 4055 • Fax +91-124-430 9446 • Email : [oifc@cii.in](mailto:oifc@cii.in)

## My School, E-School



**By bringing Shala Praveshotsav, Shri Narendra Modi has given a new definition to participative governance and successfully integrated Gujarat's future in the development journey of the state**

In order to curb drop out ratio and get to the root of identifying the reasons for student's prolonged absence from schools, the Kutch primary education department has launched an initiative - My School, E-School.

The initiative which is into its third year running has contributed to principals having direct access to track the attendance details of their respective students and teachers. The project as a pilot was implemented 3 years back in Kidana girl's primary school in Gandhidham taluka in Kutch. The school has a strength of 459 children and the school authorities feel that by keeping tab on the attendance of children on a regular basis has helped them identify dropouts.

"Students from families living below poverty line come here to study and it has taken immense efforts to go out to their houses and convince them of the benefits of education during the annual Shalapraveshotsav conducted by the Gujarat government. So now that we have the enrolment, it was our duty to contribute to retention as well," said Dilip Patel, Principal of the school.

The modus operandi involved in 'My School, E-School' is quite simple, teachers are requested to fill in the attendance in a given format soon after they have taken the attendance in class manually. This process Dilip believed contributed to teachers as well as the principal to be in the know of the attendance of their class and in specific their own students.

"It is the responsibility of the respective class teacher to feed in their ensures we monitor the attendance of teachers as well. Once we have got the attendance details for a week, we check those students who have been regular absentees and manage to find out the reason with the help of their respective class teachers," explained Dilip Patel. If on noticing cases where students have been regularly absent, the teachers reach out to the parents of the children as they have struck a rapport with them through Shala Praveshotsav.

"Recently we did have three students who did not come to school for more than 3 months, we reached out to their parents and convinced them how essential it is for their children to attend school. Since they were already aware of us as a result of Shalapraveshotsav, things were a lot easier. That is undoubtedly one of the advantages of this system that we immediately reach out to their parents if in case of prolonged absence from school as we are tracking day in day out," said Mansi Patel, a computer teacher in the school.

Neha Jane, an English teacher in the school said that they catch hold of at least 4-5 cases in a month, where teachers go and interact with their parents and persuade them to ensure children don't miss regular school. A log in access is provided only to the principals as he or she can regularly monitor what the teachers are feeding in. Having obtained training to operate the software of 'My school, e-school' from the Kutch district pri-

mary education authorities, Dilip Patel has taken the responsibility to train all his teachers in the school.

"Teachers who have a hang of operating computers and are comfortable doing so lend their hand in training others," said Dilip.

Dilip also explained that another interesting aspect of 'My School, E-School' is the fact that it also provides for infrastructure and other administrative details of the schools to be fed in. "I think it is one of the best ways to keep a record of what facilities the school has. It also provides the authorities with the knowledge of what is lacking in the school. For example, we may see that my school has an R.O. ( Reverse Osmosis ) plant, through this we can check if that particular plant is operational or no. The authorities will also be able to check if there are sufficient toilets in the school. All this is just made possible with the click of the mouse," he said.

Speaking about seeing visible results, Dilip Patel said that as a result of having an effective system like this school authorities are noticing reduction in drop out ratio. 'My School, E-School' has been implemented in 124 primary schools in Kutch by the district primary education authorities in partnership with corporate organisations like Adani, Wellspun and Care India who are willing to come forward and support the cause through their corporate social responsibility.



(This article is written by Sudarshan Ramabadrans and was originally featured in the book 'Good Governance : People's Voice' which has been published by the Commissionerate of Information.)

## EVERY NON-RESIDENT GUJARATI (NRG) IS GUJARAT'S BRAND AMBASSADOR: LAW MINISTER

The non-resident Gujarati (NRG) centre of Gujarat Chamber of Commerce and Industry (GCCI) along with Gujarat State NRG foundation (GSNRGF) celebrated NRG Sammelan - Diaspora Day at the GCCI office in Ahmedabad.

More than 300 NRGs from across the state were present. Speaking at the occasion, minister of state for law and Justice Pradipsinh Jadeja said that every NRG is Gujarat's brand ambassador and their progress is Gujarat's pride.

"With constant efforts from the government and NRGs Gujarat has become the favorite destination for investors as well as tourists," said Jadeja. He also asked NRGs to participate in the general elections and use their vote.

N P Lavingiya, director of GSNRF announced that funds received from NRGs across the world will be utilized majorly

in the three sectors — skill develop-



Minister of state for law and Justice  
Pradipsinh Jadeja

ment, healthcare and welfare of handicapped people.

GCCI chairman Shankar Patel expressed concerns at the harassment faced by

NRGs from embassies of different countries on issues related to visas. According to rough estimates 2.5 crore Indians are living abroad, out of which 60 lakh are Gujaratis.

Preety Sengupta, famous international traveller from US and Jay Gajjar, social worker from Canada, also addressed the gathering which was followed by an interactive session where NRGs asked questions to Pankaj Kumar, IAS and principal secretary (NRI).

There are currently six NRG centres of GCCI in the state. NRG centres also added more than 2,000 members in 2013, who availed of the Gujarat Card issued by the Centre. "The state government will soon launch many facilities for NRGs on a pilot basis," added Jadeja.

(Source: Times News Network)

## IIM-A TO STUDY GUJARAT TOURISM'S BRANDING CAMPAIGN

The Indian Institute of Management - Ahmedabad (IIM-A), one of the premier management institutes of the country, will be studying the brand campaign of Gujarat Tourism and the impact it has had on tourist arrivals in the state.

Gujarat Tourism has been running the campaign "Khushboo Gujarat Ki" with popular Hindi film actor Amitabh Bachchan as the brand ambassador for the past three years. Faculty members Abraham Koshy and Arvind Sahay of IIM-A have been commissioned to write a case on the branding campaign and its impact on tourist arrivals in Gujarat.

The purpose is to look at the broader phenomenon of celebrity endorsements as a marketing tool and their effectiveness – where does it work and where does it not.

"Clearly, domestic tourist arrivals in Gujarat have ramped up considerably, with an almost 33 per cent rise in the

numbers from within the state, a 50 per cent rise from other parts of India and from non-resident Indian (NRIs), and an almost 100 per cent increase from foreign tourists," said an IIM-A statement here today.

As a part of the case writing project, IIM-A on Thursday had organised a panel discussion on the topic of "A Destination Branding Strategy Using Celebrity Endorsement" with the brand ambassador, Amitabh Bachchan, creative designer of the campaign, Piyush Pandey and principal secretary, Gujarat Tourism, Vipul Mitra. The panel discussion looked at issues relating to the genesis of the idea, the reasons for using a celebrity for the first time in a campaign like this, the creative approach behind the campaign and its implementation.

Talking about brand endorsements, Bachchan narrated an incidence of a school girl once asking him about his endorsement of Pepsi.

"The girl asked me that since her teacher says that cola drinks were not



healthy why was I endorsing them? After that, I stopped endorsing Pepsi," he said.

Bachchan added that now he does a thorough study of a brand's company and its background before endorsing it. The cam

paign has been successful in such a way that the state has seen a 13.6 per cent growth in the number of tourists visiting Gujarat last year, which was around 25 million.

(Source: Business Standard)

# STATUE OF UNITY: AN ICON OF INDIA

An iconic 182meters statue that's a tribute to the Iron Man of India, is to be built at the Sadhu-Bet Island, approximately 3.5kms south of Sardar Sarovar Dam at Kevadia in the Narmada district of Gujarat. This inspiring memorial site, with a number of edu-tainment components, is between the Satpuda and Vindhya Ranges rising weir Narmada River, impounded by Garudeshwar, the Sardar Sarovar Dam and the town of Kevadia. The majesty of this grand monument will be enhanced by a picturesque backdrop. Its unique location will prove to be beneficial for eco-tourism and regional development.

The total project cost is estimated to be Rs. 2063 crore, and will be completed in four years. As a memorial to Sardar Vallabhbhai Patel, the statue will not only remind every individual of our great nation's freedom struggle; it will also inspire the people of our country to inculcate Sardar Vallabhbhai Patel's visionary ideologies of unity, patriotism, inclusive growth and good governance. This monument will not just be a mute memorial like the rest, but a fully functional, purpose-serving tribute that will spur all round socio-economic development, in the form of better connectivity, healthcare & education infrastructure, research centre for agriculture development and various tribal development initiatives. The underlying themes and pillars associated with the monument are:

- Livelihood Generation
- Tribal Development
- Research & Education
- Social Infrastructure
- Employment Generation
- Environment Protection

A monument of this stature will act as a catalyst to accelerate growth of the Narmada District, benefitting the resident population at large.



Statue of Unity

## ICON BASED RURAL AND TRIBAL DEVELOPMENT

The project site will be completed with modern infrastructure which will support better standard of living for locals as well as better connectivity for visitors.

- The project site will be connected with modern connectivity infrastructure such as expressways, improved rail system and helipads
- Through scientific area planning, clean industries will be located around the project site
- Research facilities in the area of biotechnology, clean energy and ethnic crafts will generate white collar jobs in this area
- Location and development of educational institutions in the areas of agriculture, animal husbandry, pisciculture will generate an educational and skill development complex to support economic activity in the region
- Development of tourism infrastructure to support MICE - Meetings, Incentives, Conferences and Exhibitions; which will generate huge livelihood opportunities for the local tribal population

The Statue of Unity will be a naturalistic and historically accurate representation of Sardar wearing characteristic gar-

ments in a walking pose.

- The rich bronze cladding on the Statue gives it a marvelous look
- World's fastest elevators to keep the visitor's tour engaging
- The public three-level base of the Statue - exhibit floor, mezzanine and roof - contains the Memorial Garden and a large continuous exhibit hall that will be developed as a visitor attraction focusing on the contributions of Sardar Vallabhbhai Patel
- The observation deck at 500ft can accommodate 200 people at a time. The panoramic view from this level will enable visitors to see the beautiful Satpuda & Vindhya mountain ranges, the 256kms long Sardar Sarovar Reservoir and the 12kms long Garudeshwar Reservoir
- Access to the statue is via boat ride (3.5kms)
- An elaborate Gallery for a massive panoramic view of the World's largest irrigation dam, the river and the hilly terrain, and an illustrious sight of Arabian Sea
- A state-of-the-art Underwater Aquarium
- A large modern canopied public plaza, overlooking the river and the Statue, will have scrumptious food stalls, ornate gift shops, retail kiosks and other visitor amenities

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of  
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	4, 18	1, 15	1, 22



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# JUST BURN IT!



Today, the whole world is obsessed with getting into shape and knocking off excess weight. They want instant solutions and often get lured by magical formulas that flood the market. Sounding a word of caution is **Rohit Kumar**, as he lists out food, that can work wonders

Today, it's a familiar sight to see marketers unabashedly promise that secret formula to shed those extra pounds. The market is flooded with many magical pills and heaven-sent supplements – that promise effortless weight-loss (and yes, fads are getting crazy about it!). And, one observes physique-sculpting enthusiasts reaching out to these fat-burning supplements, without sparing a thought to the after-effects.

### **A balanced diet and exercise is the key to weight loss**

We know that a balanced diet and exercise is the foundation of any weight loss. Our body deals with every food that we intake, in different ways and, this includes the way in which fat is burned and stored. Here, doctors say that healthy diet is not about eating less; it's about eating sumptuous nutrient-dense food, to satisfy your starving calories that will keep you on the toes all day. That's important, because curbing the intake of food will stagnate your metabolism and will help in accumulating fats in your body parts.

Your unwanted brown fats will be not in gear to burn, if the green signal to your crash diet continues; for then, you'll begin burning muscle tissue, which will give your enemy, visceral fat, a greater advantage. Your metabolism will retard further, and fat will move on to unoccupied territory in your body - to get stored!

Some foods can be categorized that boost fat-burning. In this, protein-rich foods are a prime source as it enhances a thermic effect of approx 30 percent, which is a much higher rate than that of the other two macronutrients: fats and carbohydrates. This shows more calories will be utilized in digesting proteins than fats or carbohydrates. In other words, eating more protein will naturally increase your metabolic rate – more than if you eat either fats or carbohydrates.

### **No magic formula. Just follow some diet routines**

Unwanted fat is what you crave to get rid off! For this, you don't have to head

for the gym. You can fry that fat off your body, anywhere – just follow some diet routines. There is no harm in consuming fats from natural sources.

### **Here we list 15 food items which help in burning fats...**



Sweet potato

Sweet potatoes are the best food source of antioxidant beta-carotene, a compound that fights oxidative stress and inflammation, linked to increased fat storage. Kale and carrots are also good sources of beta-carotene.



Oily fish

Salmon and other so-called fatty fish contain high levels of omega-3 fatty acids, which are natural fat-burners. Omega-3 fatty acids reduce fat mass in your body. Besides salmon, other fish high in omega-3 include mackerel, tuna and herring.



Oats  
(unsweetened, unflavoured)

Oatmeal is another fantastic source of fibre, helping you to feel full longer, Oatmeal not only fills you up and helps you burn fat, it also helps remove cholesterol from your system. It's one of the best breakfasts on the fat-burning foods list.



Eggs

It was thought that you should avoid eggs due to their high cholesterol content. However, research now indicates that eating one or two eggs a day will not raise your cholesterol at all. On the plus side, eggs have the highest biological value of protein than any food. Eggs are also high in vitamin B12, a nutrient essential for breaking down fat in your body.



Grapefruit

Grapefruit has long been thought to promote weight loss. A study found that molecules in the fruit seem to speed up metabolism and reduce appetite. Grapefruit reduces insulin levels, ultimately promoting weight loss.

## Beans and other legumes

Due to their high fibre and low calorie content, beans of all types are a fat-burning food. The fibre makes you feel full so you consume fewer calories with the rest of your meal. They also contain lots of protein and iron, which also help with fat loss. The best beans are soya beans, pinto beans, chickpeas, navy beans, black beans, white beans, kidney beans and lima beans.



## Olive Oil

Olive oil helps you lose fat because of the high level of monounsaturated fats it contains, burn fat and control food cravings. Cook with it and use it on salads.



## Spinach and other green vegetables

Similar to beans, green vegetables are low in calories and high in fibre. They help you feel full, so you eat less. Green vegetables that are also very high in vitamins, minerals and other nutrients include spinach, broccoli, romaine lettuce, arugula, watercress, endive and mustard greens.



## Dairy food (fat-free or low-fat milk, yoghurt, cheese)

Calcium is a fat-burning substance, perhaps one of the most powerful fat-burners, and it is found in abundance in dairy foods. Calcium not only breaks down body fat, it also helps prevent fat formation. Choose low-fat products such as skim or 1% milk, cheese and yoghurt.



## Almonds and other nuts

Nuts, and almonds in particular, help suppress your appetite. Eating two ounces of almonds (about 24 nuts) is enough to decrease your appetite. Choose natural, not salted or flavoured, nuts. Instead of just eating them whole, you can add chopped nuts to salads, plain peanut butter, cereal or yoghurt.



## Whole Grains

The fibre in wholegrain breads and cereals helps keep your insulin levels low. This prevents your body from storing fat. Stop using white bread products that have all the fibre and nutrients removed. For fat loss, stick with wholegrain or whole-wheat only. Brown rice is also high in fibre. Your body burns twice as many calories breaking down fibre-rich whole foods than processed foods.





## Green Tea

Green tea contains chemicals called catechins that help you burn fat. They not only increase your metabolism so you burn more calories (even when sitting still), they also increase the rate at which your liver burns fat. The recommended amount of green tea for good fat-burning effect is four to six cups per day.

## Fruit

Many fruits are high in fructose, a natural sugar, which may slow down weight loss. However, there are several fruits that, like some vegetables, require more calories to digest than they contain, so they are foods that burn fat. These include apples, apricots, peaches and pears. The high water content in watermelon signals to your body that you are full, meaning you'll eat less. Watermelon also contains the antioxidant lycopene.



## Red Wine

It's good news that resveratrol, an antioxidant found in grape skins, inhibits the production of fat cells. However, if you need an excuse to drink wine rather than eating grapes, calcium pyruvate – found in red wine – also helps fat cells burn more energy.

## Water

Did you know that you can increase the body's metabolism by 30 percent simply by drinking a big glass of water? Dehydration can also make you feel hungry, so keep drinking water.



# Is 'THIRD FRONT' a Reality?

Be it a state election or a Lok Sabha election – all the TV news channel slots today are crammed with not-so-viable opinion polls. With 2014 general elections knocking at the door, channels have started feeding their viewers with unnecessary forecasts. Is Modi going to hit the bulls-eye? Will Rahul Gandhi be projected as a Congress Prime Ministerial candidate? Or will 'Third Front' have the last laugh? Such questions are making headlines these days.

The Third Front has been a hot topic, that has been discussed beyond all limits, on numerous occasions.

If rumour mills are to be believed, then the Third Front has a slight edge over the two biggest parties of the country. Though BJP says tagging hopes of forming a Third Front ahead of 2014 elections as an "illusion", they believe that the saffron party is creating immense ripples in the Indian political system, and that, it is Narendra Modi who is gaining tremendous momentum before the 2014 elections. He is the one who has created a buzz among the youth of the country. The lotus party, is assured to grab the top position and crunch the numbers for forming a

government; and, even the Aam Aadmi Party wave will fall short in creating any hurdles.

Eyeing the centre stage, AAP supremo Arvind Kejriwal has declared that the upcoming election is a contest between AAP and the BJP, with the Congress not even in the picture. Though JDU flagbearer Nitish Kumar asserted to Outlook magazine that, "India is not polarised between AAP and BJP. It is a hyper active media which is trying to create this impression. Ground realities, I believe, are very, very different."

Nonetheless, when the whole nation is talking about NaMo vs RaGa battle in the 2014 general elections, the surge of highlighting another 'alien nominee' for the prime minister's seat, from what can partially be described as a 'Third Front' - cannot be left out.

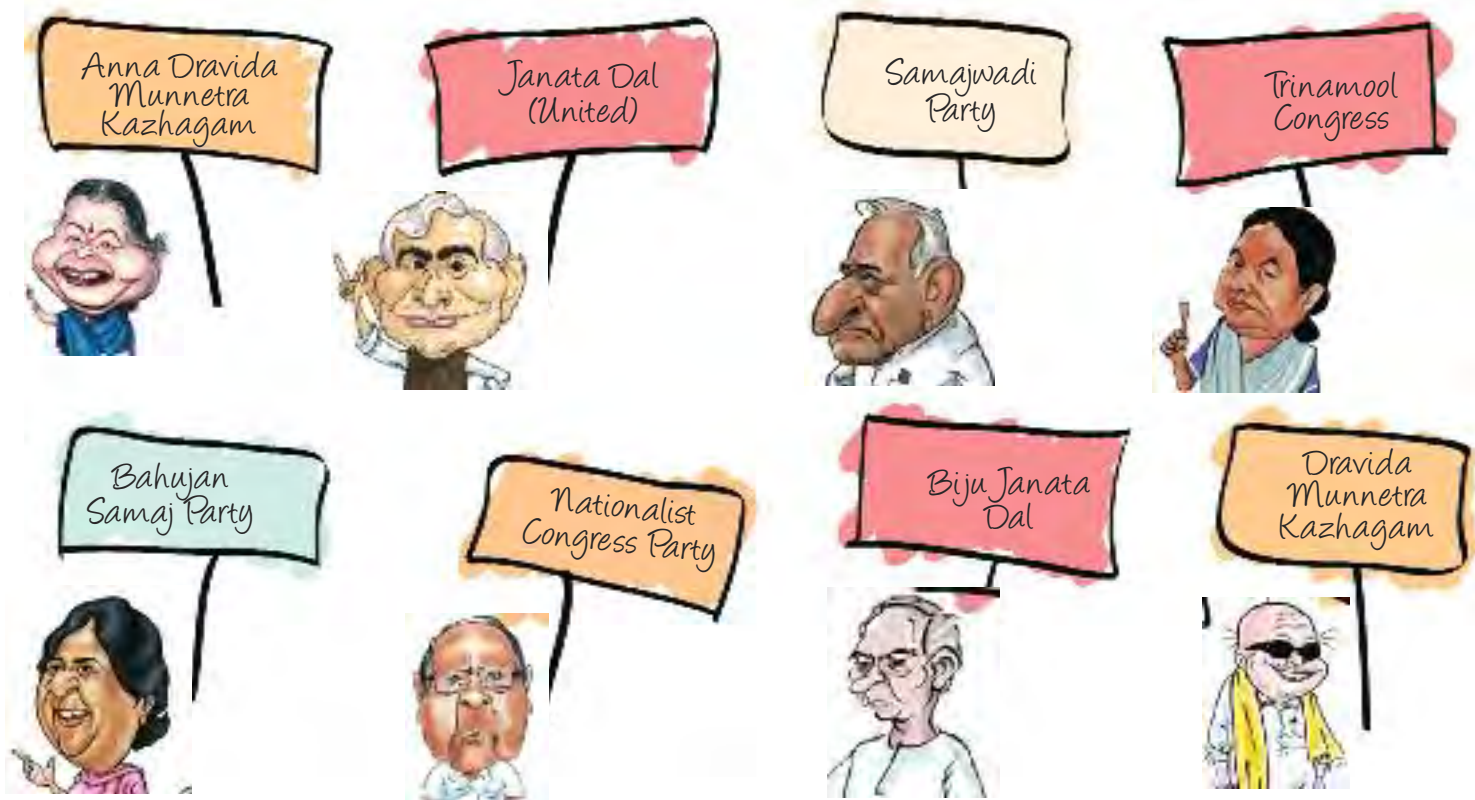
Also the Newshour Debate is always open about which of the regional leaders would get the backing for the candidature. The warring field has as many names as there are parties, perhaps, starting from Nitish Kumar (JDU) and Mulayam Singh Yadav (SP) and, don't forget the leading ladies - Mayawati (BSP)

Jayalalithaa (AIDMK) and Mamata Banerjee (TMC). And, certainly, the dark horse is Odisha chief minister Naveen Patnaik (BJD) who, for now, seems to be a frontrunner. It can be concluded here, that the ship is going to be steered by too many captains, which is dangerous and the chances of the ship sinking is high. Too many cooks may indeed, spoil the broth.

There is no doubt that the regional parties are emerging like a powerful political force in the country today; and their existence in forming coalition government is here to stay. After the general elections, it has always been seen that most of the regional parties have a tendency to merge into either of the two national parties, led by BJP and Congress. But, many an occasion, this has been a smart move on their part, to put pressure on the leading parties - as a negotiating tactic.

Only time will reveal which would be a better option for India - to be led by a national party or a coterie of regional parties coming together to the seat of power, on their own.

(Inputs by Vineet Dubey)



# *Spa-rty*

## TIME

A relaxing spa can be the most important ritual for any bride-to-be or newly-wed bride. We bring you a few unusual spas from across the length and breadth of the globe, so you can sample a few for a glowing you.

**Kavita Shyam** discovers the best ways to keep yourself in tip top condition





Take a break from hectic city living or your bridal schedules and go indulge in tranquil sojourn, exuding opulence, be in awe of bountiful spa menus, surely a visit to an unusual spa experience can be a complete feast for the senses. Topping up the pamper quotient is bound to leave you radiant and revitalized. From exotic chocolate therapies to aromatic Indian massages and tropical fruit treatments, the exotic list of spa rituals can be fabulously fun for all the sinful soaks. Get inspired from the legendary Egyptian queen who was known for her penchant for extensive pampering rituals, the eponymous Cleopatra, immersing her feet in rose petals and milk bath. Whether you are travelling to exotic destinations on your honeymoon, hen party or destination wedding, keep these spa rituals in mind and indulge your soul! I bring to you a few from my unusual spa experiences...

Like all masterpieces, our body and feet come with a fascinating history. Try a few fascinating ones and up the radiance quotient or rev up heartbeats!

### Pretty Polished

Did you ever imagine snake venom could be your beauty poison, I never did! Well, praised worldwide the ShuiQi Spa & Fitness, Rodial at Atlantis Dubai captures nature's power with a range of super-effective targeted treatments to specific skin concerns, combining the best of anti-ageing and firming ingredients! This spa had me surprised out of my wits. The double action facial massage The Botox Companion features Snake venom inspired peptides and is designed to iron out expression lines, leaving skin feeling tighter and brighter for an all-over Botox restoration. Known as the ultimate anti-ageing facial and perfect to combine with medi-facial procedures, is power-packed with skin care actives to provide the ultimate facial, treating a multitude of ageing concerns and encouraging brighter and tighter skin while instantly delivering a powerful moisture-surge to hydrate and condition. To get rid of dark circles and puffiness, the no baggage express facial treatment will instantly revitalize and awaken tired eyes. For an instant fix, the ultimate touch up focuses on those particular areas of concern and only takes 25 minutes, a quick and easy touch up to any part of the face. Adapted to suit the thicker skinned males, the Venom Freeze featuring snake venom inspired pesticides is known to freeze time and unlock younger skin, efficiently ironing out expression lines and reduce the appearance of age spots and pigmentation. Embrace the venom therapy and wipe off the stress lines off your face!

### Royal Rendezvous

Have you ever felt like queen before? Well I did when I got to enjoy a full day at The Datai Langkawi Spa and adding their Ramuan Ritual to my Malaysian trip. If desired the spa can dedicate a treatment suite especially for you to also have lunch, while enjoying the tranquility of the river and jungle that form the heart and soul of the spa. Through their connection with India, the Malaysian culture has incorporated many of the Ayurvedic teachings and methods of application into their own

tions. Subtle Energies has combined this 5000 year-old wisdom with modern science to create a range of natural, nourishing beauty products. The Ramuan ritual is basically drawing inspiration from traditional Malaysian rituals for men and women, connecting them to a sense of inner peace and strength, this ritual can be enjoyed alone or as couple. The ritual begins with a Coconut milk foot soak and invigorating foot scrub made of ground rice, Wild Ginger, Pandan leaf and Ka r Lime. This is followed by a soothing head massage and blessing using rose or sandalwood floral waters is desired. Next enjoy an exfoliating Malay Lulur Body Scrub for women and Boreh for men, after which a full body Ramuan Massage is offered. The ritual concludes with a Hibiscus Bath and Coconut milk rinse allowing time to relax and turn inwards, while enjoying the view of the river and jungle. Do not forget to incorporate the Sederhana massage with this ritual, to complete your experience. This is a medium strength oil-less treatment focusing on pressure points and slow and deliberate stretches to stimulate the muscles and align the body's energy meridians. The treatment will include a traditional steam inhalation using Ginger, Manjakani, Lime, Sepang wood and Vetiver. Here's tradition and nature at its best!

### Natural Travails

No trip to Fiji can be complete without this one. Laucala Island resort in Fiji, a unique Volcanic Ash clay body wrap from the real island is a hit. This one of a kind secret from nature's most powerful organic clay is unique anti-inflammatory properties and soothes away trouble spots, brightens and smoothes skin's appearance.



Helps reduce the accumulation of dead skin cells and impurities that may clog pores over time. Finish your spa experience here with Titobu massage which is a deep tissue massage is meant for regaining and maintaining the balance of the body. All of this combines South Pacific traditions and modern techniques, all of make for Fijian healing treatments. The spa's masseur is guided by your body, especially working areas that are tense. The techniques help unlock blockages and loosen knots. Here was the perfect chance to let go of all my worries and indulge in a never-felt-before breath-taking experience!

### Pure Awe

Have you ever felt like queen before, well I did when I visited Mandarin Oriental, Bangkok, a popular destination with a fabulously interesting and relaxing oriental specialty spa on offer. Their Oriental Mud Wrap combines an abundance of minerals such as magnesium, potassium, and organic plant and algae residues, which absorb impurities whilst stimulating blood circulation to ease aches and relieve fatigue. Therapeutic sea salts are massaged over the body preparing the skin for the application of soft, warm mud before being wrapped in a thermal blanket. The final touches consist of a refreshing shower and a light massage that will leave you feeling refreshed. You can follow up the second day of your jetlagged trip with their popular Rhassoul experience. At a moderate temperature of 38°C and sitting on ergonomically shaped seats in the Rhassoul, clay and herbs applied to the skin will dry to form a body mask. After approximately 10 minutes a gentle spray of aromatised steam moistens the body mask. A gentle rain shower



One & Only Le Saint Geran spa

washes off the mask, revealing brighter, healthier and rosier skin. Completed by a gentle full body massage! Also experience the ultimate experience in water-based treatments with the Essence Of

tality Bath. A special mixture of seaweed, mud, Thai herbs and organic black sticky rice is then applied to the body. In the Rhassoul, the therapeutic effects of the ingredients are absorbed

**Grapes for breakfast and a grape spa therapy for lunch? Sounds bizarre! The Rainbow Nation, from South Africa offers a rejuvenating experience in the most sinful manner. Vinotherapy, a luxury health and spa treatment, is getting extremely popular among tourists wanting to relax and unwind amidst the breathtaking landscapes of the wine-infatuated Western Cape. Vinotherapy utilises the skins, seeds and stalks of grapes in various ways – treatments could include anything from facials and body embalming to massages and scrubs.**

Aqua treatment. It begins with a body scrub on a heated marble scrub table, regulated to a temperature of 37-38°C, to prepare the skin by removing dull and dead skin cells. The next stage is a hydro-massage by water jets in the Vi-

by the skin. A gentle application of a soothing body lotion completes the experience. Felt super revived and refreshed ever before? No trip to Bangkok is complete without this spa experience.

**The Great Escape**

Ditch the diamonds on your ear, neck or hands, its time to embrace diamonds on your face! So SPA, Sofitel Mumbai one of the coolest destinations for indulgences, with one of the most unusual therapies ever. Le Diamantaire Facial-an exhilarating diamond based treatment (Gemology skin care) on offer at the spa. Experience the breathtaking youthful benefits of powdered diamond, combined with poinsettia and orchid flowers for an amazing radiant and smoother younger looking skin. It uses one carat diamond to make you skin glow like never before! Enjoy the luxury of your private time, space and beauty!

**Sinful Rejuvenation**

Grapes for breakfast and a grape spa therapy for lunch? Sounds bizarre! The Rainbow Nation, from South Africa offers a rejuvenating experience in the most sinful manner. Vinotherapy, a luxury health and spa treatment, is getting extremely popular among tourists wanting to relax and unwind amidst the breathtaking landscapes of the wine-infatuated Western Cape. Vinotherapy utilises the skins, seeds and stalks of grapes in various ways – treatments could include anything from facials and body embalming to massages and scrubs. The antioxidant properties of the grapes are excellent in detoxifying the body and skin, while the polyphenals (found in grape seeds) will help to fight free radicals. Vinotherapy is seasonal throughout the year. Different treatments will take a different length of time. I felt my senses submerge in the most invigorating experience the Winelands has to offer. Needless to say I am flattered, cheers to the experience!

**Temple Of Calm**

For someone like me with great interest in Zodiac signs, here’s a unique service that delivers luxury or pampering in the comfort of your own personal space with Tatha’s luxurious spa rituals according to your zodiac sign. At Tatha Xperience Spa, I got to experience unique ritual that was customized ac-

ording to my Zodiac sign, which effectively restored the imbalances in my system. What more can you ask for then be rejuvenated with spa therapies, body massage, body scrub, body wrap, facial, foot therapy, hand treatment, head massage, all of it as per your zodiac signs.

We bet; you are in the mood for some indulgence already. So what are you waiting for indulge in a soul and sole therapy or feel great treats!



Wanakarn resort & spa by Relais & Chateaux, Phuket



# 3rd India Heritage Tourism Conclave

PHD Chamber of Commerce and Industry organized "3rd India Heritage Tourism Conclave" on 21st February, 2014 at India Islamic Cultural Centre, New Delhi



The objective of organizing the conclave was to provide a platform for open house discussion between Governments (Central and States) and private sector investors (industry) regarding issues and opportunities affecting investment in tourism sector and in Himalayan States and to promote the Heritage Tourism that we as Indians are proud of.

The inaugural session witnessed Mr. Parvez Dewan, Secretary, Ministry of Tourism, Government of India as our



Hon'ble Chief Guest. Besides, Mr. S.M. Khan, Director General, Ministry of Information and Broadcasting, Government of India, Mr. Madan Mohan,

IATO, Mr. Inder Sharma, Chairman and Managing Director, Select Holidays Pvt Ltd, Ms. Pratibha Prahlad, Head Prasiddha Foundation, Capt. Krishan Sharma, Vision of India, Professor Dr. M Sajani, Director - Amity Institute of Travel and Tourism, Mr. Mandip Singh Sooin, Founder and Managing Director, IBEX Expeditions Pvt Ltd, Mr. Garish Oberoi,

President, HRANI, Mr. Ashwani Lohani., Chief Administrative Officer, Northern Railways.

The technical session 3 witnessed speakers from the Government and Industry Mr P. C. Dhiman, IAS, Principal Resident Commissioner, Government of Himachal Pradesh, Mr K.N. Rao, Director - GMR Group, Mr Harsh Narayan, Tour Head, IRCTC Heritage Train, Mr Maninder Singh, Knowledge Partner, Root Research Pvt Ltd, Dr. Sebastian Domzalski, Head of Economic

Director, Deneb & Pollux Group of Companies, Mr. Sharad Jaipuria, President, PHDCCI, Mr. Mahesh Gupta, Vice President, PHDCCI, Mr. Vijay Mehta, Chairman, Tourism Committee, PHDCCI.

The technical session 2 witnessed speakers Dr. Subhash Goyal, President,

Section, Embassy of Poland.

The technical session 4 witnessed speakers from the Government and Industry Mr Serhii Salduhin, Deputy Head of Trade and Economic, Embassy of Ukraine, Mr Atul Gupta, Leading Architect, Architect Association of India, Prof Ujjwal K Chowdhury, Chief Consultant, Himalaya TV and ICA Institute, Kathmandu, Nepal.

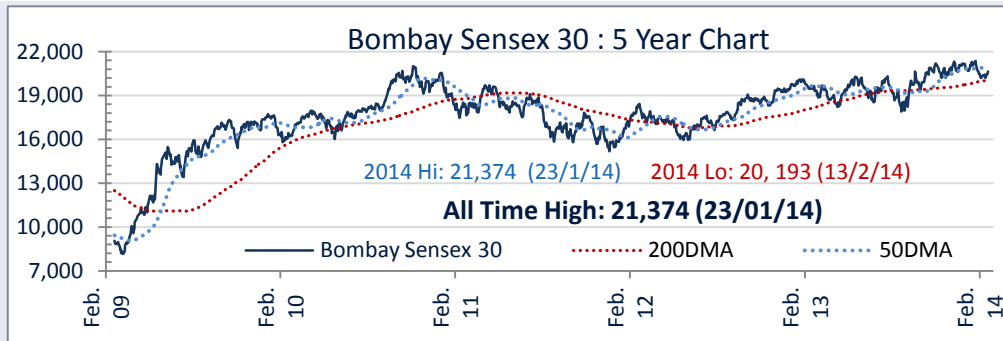
His Excellency Jorge Cardenas, Ambassador, Republic of Bolivia also addressed our esteemed delegates at the occasion and shared his invaluable



thoughts over travel and tourism sector in India.

Mr. Saurabh Sanyal, Executive Director, PHD Chamber of Commerce and Industry delivered the special address in the valedictory session and Mr. Yogesh Srivastav, Senior Secretary, Tourism Committee PHD Chamber of Commerce and Industry delivered formal vote of thanks.

Furthermore, the first ever twin sisters Ms. Tashi and Nungshi Malik, who climbed the highest ever peak of the world, Mount Everest were felicitated at the occasion. The conclave was attended by more than 300 delegates from the industry and government circle.



Source: chart & following table: Bloomberg

Close: 21 Feb 2014	Level	Index Pts Chg- Day	% Chg YTD	PE 2014/15	High	5 Year PE Low	Avg
SENSEX 30	20,701	+ 164	-2.2%	14.0x	25.6x	9.1x	17.2x
NIFTY 50	6,156	+ 64	-2.4%	13.5x	25.0x	9.0x	17.4x

## BOMBAY

INR ₹ / USD	\$1=	Rs62.12
INR ₹ / GBP	£1=	Rs103.56
INR ₹ / EUR	€1=	Rs85.16

The SENSEX closed +0.8%. Firmer global markets helped the SENSEX to close higher for 5 out of the last 6 days. Blue chips were higher. However, the main driver for the Indian markets will be the results of the General Election due latest by May.

## LONDON / NEW YORK

Most GDRs/ADRs are lower YTD. IT companies do well: Infosys: +8% YTD and WIPRO: +5%. On AIM, the star is OPG: +40%

⇒ **The 2014/15 Interim Budget was announced on Monday.** Finance Minister Chidambaram's speech was delivered amidst protests over the controversial go-ahead for a new (29th) state, Telangana, to be carved out of Andhra Pradesh. The Interim Budget covers the period between the end of the current government's term in May and the start of the new administration following the elections. The Minister noted that the Indian economy, now the 11th biggest in the World, is experiencing a resurgence in exports. With the global economic revival and moderation in domestic inflation a better outlook in 2014/15 is suggested. "I can confidently assert that the economy is more stable today than what it was two years ago. The fiscal deficit is declining, the current account deficit has been constrained, inflation has moderated, the quarterly growth rate is on the rise, the exchange rate is stable, exports have increased and hundreds of projects have been unblocked.". Highlights are:

- Economic growth:** GDP expansion estimated at 5.2% in 3Q and 4Q 2013/14 and 4.9% for the FY as a whole (to 31 March 2014).
- Fiscal deficit** estimated at 4.6% of GDP in 2013/14 (below 4.8% target) and 4.1% of GDP in 2014/15. The Minister says the deficit needs to be reduced to 3% of GDP by 2016/17.
- Current account deficit** estimated at US\$45 bn for FY 2013/14 (vs US\$88 bn in previous FY). **Forex reserves** to rise by US\$15 bn by end 2013/14 to \$306 bn.
- Gross market borrowing** estimated at US\$96 bn for 2014/15 and net market borrowing at US\$74 bn. The government plans to **buy back/switch** US\$8 bn of bonds in 2014/15. Ways and Means advances estimated at US\$1.6 bn for 2014/15.
- Debt repayment** of c.US\$23bn in 2014/15, with interest payments rising to US\$69 bn (from revised US\$61 bn this FY).
- Subsidies:** Total spending on food, fertilisers and fuel of US\$40 bn in 2014/15. (Food c.US\$19 bn, fertiliser c.US\$11 bn, petroleum estimated at US\$10 bn, vs revised c.US\$14 bn for 2013/14).
- Defence spending** raised 10% YoY to US\$36 bn 2014/15.
- Privatisation revenue:** Target upped to c.US\$4 bn for stake sales in state-run firms this FY, and hiked to c.US\$9 bn next year.
- Exports:** Merchandise - c.US\$326 bn in 2013/14, up 6.3% YoY. Agricultural - c.US\$45 bn, vs US\$41 bn in 2012/13.
- Taxation:** No major change in tax rates. Factory gate tax to be reduced to 10% from 12% on some capital goods and consumer

durables. Excise duty on small cars, 2-wheelers, commercial vehicles cut to 8% from 12%. Recommended excise duty reductions on larger vehicles and restructured factory gate tax for mobile handsets.

⇒ **Indian industrial production fell 0.6% YoY in December.** This 3rd monthly decline in a row was pressured by weak investment and consumer demand. Manufacturing output (which accounts for c.76% of industrial production) shrank 1.6% YoY, while capital goods output (which acts as a barometer for investments in the economy) sank 3.0% YoY in December, compared with 0.3% provisional growth in November. The contraction of the manufacturing and mining sectors is reflected in the downward revision for 4.9% GDP growth this FY. The news does not help the ruling Congress Party.

⇒ **Sluggish economy shakes up India's luxury-brand hotel market.** Hong Kong luxury chain operator Shangri-La Asia, which opened its first hotel in Mumbai under its brand less than 9 months ago, has handed back the keys to the owner. The combination of slowing economic growth and oversupply of new hotels conceived during the boom years of 2006-2007 has led to falling room and occupancy rates in India. While relationships between hotel owners and the global chains brought in to run them have been strained, other global operators see opportunity. US-based Starwood Hotels & Resorts Worldwide Inc is now in talks with the owner of the former Shangri-La property to take over management under its St. Regis brand. InterContinental Hotels Group and Hyatt Hotels Corp have also shown interest in using now unbranded hotels to accelerate their expansion in a country they believe has long-term potential.

⇒ **Singapore's plans for international commercial court seek to build on its success in arbitration.** It could be launched by the end 2014 and would include a mediation centre. The move aims to elevate Singapore as Asia's one-stop legal city offering all three types of dispute resolution. This will draw legal business away from rivals such as London and Hong Kong (which does not have a commercial court). Singapore is the most preferred Asian venue for arbitration handled under International Chamber of Commerce rules and ranked 5th in global rankings behind Switzerland, France, the UK and the US in 2012. Indian companies are increasingly using Singapore as an arbitration centre, although London currently leads.



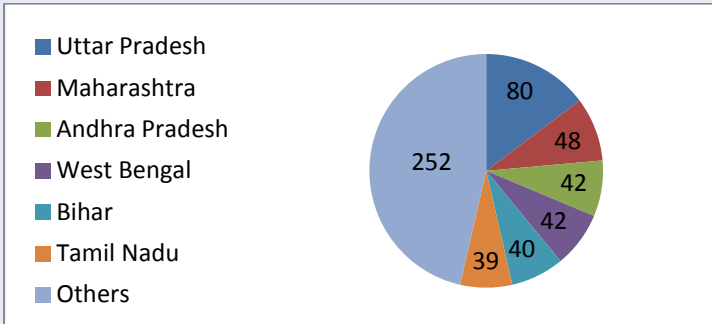


### LAST INDIAN GENERAL ELECTION : MAY 2009

Chart source : Election Commission of India

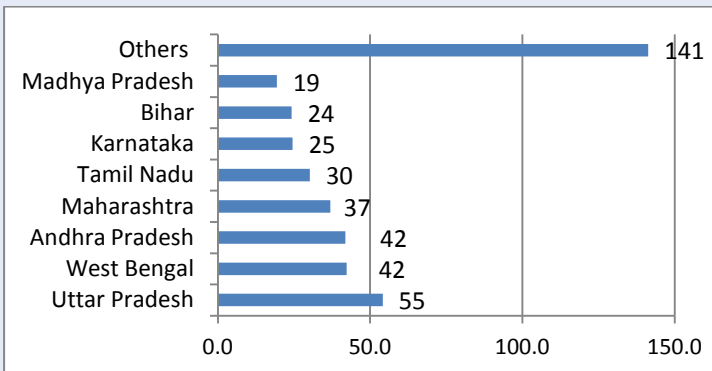
Comments : Lalcap, UK

#### TOP 6 STATES BY NUMBER OF CONSTITUENCIES - 2009 GENERAL ELECTION



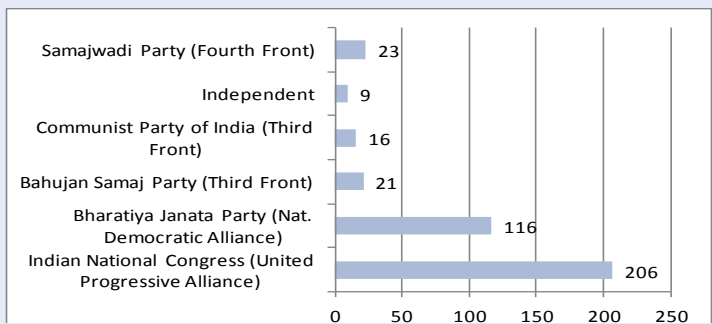
- There are 543 constituencies which elect MPs. A term of Government lasts no more than 5 years
- The last General Election was in May 2009
- 6 States accounted for 54% of total constituencies
- The key northern state of Uttar Pradesh (UP) accounted for nearly 15% of all seats. It has a population of 200 m - the same as Brazil
- There are 29 states and 7 Union Territories in India
- The 6 states account for 55% of the total population (2011 census)

#### TOP 8 STATES BY VOTES CAST (MILLIONS) - 2009 GENERAL ELECTION



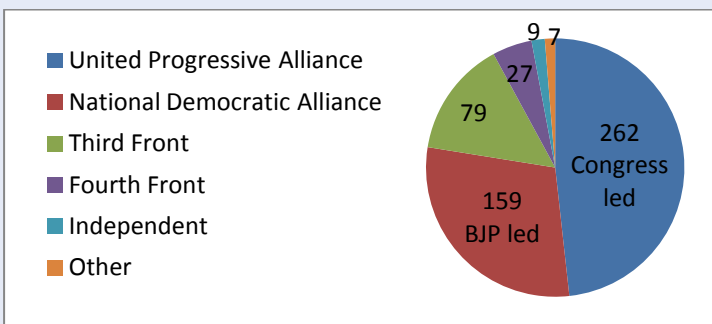
- India had a total electorate of 714 million registered voters in 2009. This is larger than the US + EU electorate combined
- The size of the electorate meant that elections had to be conducted over 5 phases. Results were announced on 16 May 2009, within 3 days of phase 5 ending
- Over a million electronic counting machines were used
- Turnout overall was 58%, with actual votes = 417 m
- The top 8 ranking states accounted for 274m of votes cast - 66% of total.

#### TOP 5 RANKING OF SEATS WON BY PARTIES (& ALLIANCES) - 2009 GENERAL ELECTION



- 364 political parties fought for 543 seats in the Lok Sabha (Lower House or "House of the People). Many had their candidates losing their deposit
- The 2 main parties are the Congress and BJP. There are also 2 loose collections forming the "3rd Front" and "4th Front"
- MPs are elected under the plurality "first past the post" electoral system
- Despite India's image as a rowdy democracy there has always been a peaceful transfer of power post election

#### COMPOSITION OF GOVERNMENT BY ALLIANCES (MPs) - 2009 GENERAL ELECTION



- The Indian National Congress (INC or "Congress") was founded in 1885 - to seek independence from Britain
- After independence in 1947 Congress became the dominant political party
- In the 15 General elections since independence in 1947 Congress won outright 6 times, led a coalition 4 times and has governed India for about 50 years
- In 2014 opinion polls suggest that BJP will win 200+ seats to form a coalition Government as the NDA.

# Decoding the Beauty

The festivals of Bodh Gaya, Rajgir are the special attractions to mingle with the enormous confluence of humanity, experiences Vineet Kumar



A glimpse of Sonepur Mela

**Festivals are almost synonymous with revellers; however, the traditional festivals which are observed since ages have deeper meanings of bonding with nature which are indeed thought provoking. The promotion of the festivals is given much initiative by the Bihar Government as an important tool to develop the socio-economic scenario by creating financial opportunities and rendering harmony in this multi communal society.**

'Non-Violence', the most enchanting thought in the history of mankind first emanated from this land of Bihar. The Buddha and Mahavira, the pioneering propagators of this idea, pronounced this solemn solution of human suffering about 2600 years ago and resonate even today to brace humanity. Bodh Gaya and Pawapuri have become symbolic places to engage to this uplifting mood.

The numerous stupas and pillars that were built mostly by the Great Emperor Ashoka as a tribute to the Buddha are testimony of not only the magnitude of earnestness and power but also the refined aesthetics that hold the spectator spellbound. The National symbol which adorns Indian currency, the Four-Headed Lion was erected atop an Ashokan Pillar that stood tall once in this land of Bihar.

The oldest functional temple of India Mundeswari still abuzz with the clanging of bells around the fascinating four-headed Shivlinga, a wonderful artistic expression of male-female union has mystical tales around it. The Shrines of the Sufi tombs as the Tomb of Sher Shah Suri and Maner Sharif are among the finest gems of the Mughal architecture that should not be dropped out of the travellers' itinerary.

The Sikhs' very revered pilgrimage Harmandir Takht Saheb the birth place of the 10th guru, Guru Gobind Singh, is an enchanting shrine at the heart of the capital city Patna. The landscape of Bihar with the majestically wide spread of the river Ganga along with the tributaries with the fertile wide emerald plain waving at the traveller is sure to steal the hearts.



Mahabodhi Temple in Bodhi Gaya Bihar

When it comes to tourism, while Bihar may still be "off the beaten track", the Bihar government has been putting significant effort into drawing visitors to the state. The main focus has been on promoting Bihar's many religious sites. They've been grouped into "circuits" for each religion. Bihar is still relatively undeveloped, which also makes it an excellent place for rural tourism. Discover the important Bihar tourist attractions here.

### Buddhist Circuit

Bihar is where the Buddha began his journey to enlightenment and it's possible to follow in his sacred footsteps. The most important Buddhist pilgrimage place (both in Bihar and India) is Bodhgaya, where the Buddha became enlightened. The magnificent Maha Bodhi Temple marks the spot.

Other places of significance are West Champaran, where the Buddha left his father's kingdom; East Champaran, where the Buddha stayed at a hermitage and met his first spiritual teacher; Rajgir, where you can take a cable car up the hill to Vishwashanti Stupa; and Vaishali, also one of Buddha's favorite places. Other places of relevance to Buddhism in Bihar are Nalanda and Bhagalpur with their Buddhist university ruins and museums containing Buddhist artifacts, and the rock-cut caves built by Buddhist monks at Jehanabad. The Mahaparinirvan Express Buddhist Train includes visits to Bodhgaya, Rajgir and Nalanda.

### Hindu Circuit

Bhagalpur is located at the Southern part of Bihar, it is one of the oldest districts of Bihar known for producing very good quality silk fabric and was once famous as 'Silk City'. The jade coloured majestic river Ganga with the silvery sand banks flows next to the NH- 80 (connecting Bhagalpur with Patna and other cities) for a considerable stretch which renders a marvellous panoramic view to the travellers.

Just 13 kilometers from Buddhist Bodhgaya, Gaya is a major center for Hindu pilgrims. The main attraction there is the Vishnupad Temple, with its huge footprint of Lord Vishnu imprinted on rock. Pilgrims come to Gaya to perform the holy "Pinda Dan" ritual for their deceased elders. It's believed to liberate their souls, as well as provide salvation and release from rebirth. According to mythology, Lord Ram visited Gaya with his wife Sita to perform the "Pinda Dan".

The Ramayana, an epic that tells the tale of Ram (the seventh incarnation of Vishnu), originated in the Bihar region and many places there have been linked with events narrated in it. These are all laid out in Bihar Tourism's Ramayana Circuit.

### Jain Circuit

Bihar is also an especially sacred destination for followers of the Jain religion as the 12th Tirthankara Vasupujya and 24th Tirthankara Mahavira were both born there, in Champapur (Bhagalpur district) and Kundalpur (Vaishali district) respectively. The holiest site for Jain devotees is Pawapuri, where Mahavira is believed to have attained nirvana. Not to be missed there is the magnificent white marble Jal Mandir, which floats out on a lotus lake. A temple atop Mandar Hill in Baunsi village (in Banka district) commemorates the spot where Vasupujya attained nirvana. The view is breathtaking. Rajgir and Nalanda are also both places of significance for Jains, and there are many temples in these districts. Mahavira, in particular, spent fourteen years of his life at Rajgir and Nalanda.

### Sikh Circuit

The 10th Guru of Sikh religion who was the pioneer in formalisation and unification of the followers of Guru Nanak was Guru Gobind Singh. He was the son of the 9th Guru, Guru Tegh Bahadur and was born in Patna on 22nd December, 1666. At his birthplace there is a marvellous Gurdwara in Patna famous as Takht Sri Harmandir Ji. There are other



Hindus bathing in the hot springs at the place of the Lakshminarayan temple at Rajgir

gurdwaras which commemorate some events of Guru Gobind's life. These gurdwaras are not only sacred pilgrimages for the Sikhs but wonderful to be visited by any traveller.

### Sufi Circuit

In ancient times, Bihar used to be the center of power before Mughal rulers shifted it to Delhi. Many Sufi saints came to the region, and attracted pilgrims with their liberal mindsets and humanistic preaching. You'll find numerous sacred tombs of Muslim rulers in Bihar. Amongst the most elaborately constructed ones are Emperor Sher Shah Suri's mausoleum, built in the center of a large artificial lake at Sasaram (around 160 kilometers south west of Patna), and the tomb of Shah Daulat (known as the Choti Dargah) on the banks of the River Ganges in Maner (around 29 kilometers east of Patna).

Other sacred places include Syed Muhammad of Amjhar Sarif's tomb in Aurangabad, and the tomb of the first woman Sufi saint of India Hazrat Bibi Kamal in Jehanabad (it's famous for healing acute diseases and the mentally

challenged).

### Eco Circuit

Bihar enjoys an unper-turbed landscape that is not yet vandalised by erratic urbanisation. The tourists can enjoy the bliss of nature not only in the Eco circuit points but also at the other heritage spots a great source of delight.

### Festivals and Fairs

Festivals are almost synonymous with revellers; however, the traditional festivals which are observed since ages have deeper meanings of bonding with nature which are indeed thought provoking. The promotion of the festivals is

given much initiative by the Bihar Government as an important tool to develop the socio-economic scenario by creating financial opportunities and rendering harmony in this multi communal society.

The major religious festivals of Bihar most of the time revolve around Nature as the deity to be worshipped. In the Chatt Puja the 'Setting Sun' is worshipped by all the Bihari devotees living in any part of the world. Although Sun had been worshipped as a god by most of the civilizations the worship of the Setting Sun by the Biharis gives it a special unique feature. Celebrated twice a year in Chaitra and Kartik months of the Hindu calendar, the rituals to be performed near any water bodies make the rivers, lakes and the ponds of Bihar a colourful panorama. The Deo Sun temple is most revered amongst numerous Sun temples around rivers and tanks believed to be sacred and visited by scores of devotees. Through the passage of time, people from other religious beliefs also have started to participate in the festival giving it a true secular flavour.



A Jain Temple in Pawapuri

Another popular festival of Bihar, Sama-Chakeva also connects with nature as it offers prayers to the migrating birds visiting here from the Himalayan region. This festival is especially popular in Mithila region of the state. Girls make various decorative clay images of these birds and perform rituals and at the end the ceremony of 'vidai' (farewell) is celebrated wishing the return of the birds for the next year.

The day that is believed to be the beginning of the summer season is celebrated as Makar Sankranti as all Hindu devotees observe this day as a sacred day. In Bihar it is also known as Tila Sankranti which falls around mid January and sweets and food are distributed.

Madhushravani is another seasonal festival that celebrates the monsoon. This month long festival is observed by Hindus in other states of India as well. Celebrated around August, the believers of the god Shiva travel carrying water from sacred water bodies to offer to the Shivalings for fulfilment of their wishes. Most of the Hindus from Bihar are believers of Ram the legendary hero from the epic Ramayana. His birthday Ramnavami is celebrated with great fervour and the lights of this auspicious day brightens all the dark corners.

The worshipping of the serpent Goddess Mansa is celebrated as Bihula in Bihar. The mythical tale of Bihula and

human lives.

The Urs is celebrated in the muslim populated areas where usually there are holy mosques and pilgrimages like in Munger's Rahmani Khanka, Bihar Sharif's Ibrahim Baya Mukbara. Other festivals like Basant Panchami, Shivratri, Raksha Bandhan, Holi, Durga Puja, Deepawali, Id, Bakrid, Christmas and many more are celebrated in big or small ways with zest and devoutness.

#### **Bihar Government initiated Festivals and Fairs**

The Bihar Tourism Department takes active part in promoting about 22 festivals in the State. Amongst those the few very popular ones are:

**Buddha Festival:** Organised at Bodhgaya, the World Heritage site to commemorate the occasion of the Buddha's enlightenment. This festival is the true

Lakhindar is read out at this occasion and snakes are worshipped and fed by the devotees. This ritual indirectly teaches to respect and love the animal which is one of the most dangerous threats to

international festival of Bihar and tourists, scholars, delegates from all over the world congregate to salute the pioneering message of peace to bring equilibrium in human life.

**Sonepur Festival:** This cattle festival evolved around the transactions of the animals starts on the full moon day of Kartik month of Hindu calendar and is a month long affair. It is acclaimed as the biggest cattle fairs of the world and a massive crowd gatherer.

**Rajgir Festival:** This is organised to celebrate the cultural and historical importance of the ancient valley city Rajgir. The beautiful city with the panoramic landscape becomes a hotspot as multi-cultural tourist destination during this festival.



Takht Patna Saheb Gurudwara

**Vaishali Festival:** The auspicious birthday of the 24th Tirthankara of Jains observed in Vaishali at the occasion of Mahavir Jayanti. Bihar Divas Day: 22nd March is celebrated with a great pomp to commemorate the formation day of the State.

**Kako Festival:** The State promoted Sufi festival at Kako in the district of Jehanabad is becoming popular amongst tourists. It is celebrated on the occasion of Urs at Hazrat Kamal Saheb Bibi's mausoleum.

# THE REGIONAL ESCAPE

Bhojpuri cinema has been an important part of Indian cinema and has survived over the last five decades. It rules today with all-time favourites like Ravi Kissen and Manoj Tiwari calling the shots. **Kavita Shyam** reports on Bihari community in Bollywood and has her hands full with the Bhojpuri film industry

Bhojpuri cinema has been an important part of Indian cinema over the last five decades. Bhojpuri films had always reflected the virtues of the regional culture without resorting to marketing gimmicks. In February 2011, the Bhojpuri film industry celebrated its golden jubilee, exactly 50 years after filmmaker Nazir Hussain launched the first movie in the regional dialect to write history in 1961.

The Bhojpuri film industry is estimated to be a Rs 2000 crore business, according to Bhojpuri star Manoj Tiwari, who made this statement in 2013.

### Tracing the history of Bhojpuri films



Sonakshi Sinha

The Bihari Film fraternity has been around, since the 1960s. The early beginnings can be traced back to the meeting between the first President of India, Rajendra Prasad (who also was from



Manoj Tiwari

Bihar and producer Bishwanath Prasad Shahabadi when they pondered over the fact that movies in Bhojpuri was essential part of the state. This made way for the very first Bhojpuri film released in 1963 - Ganga Maiyya Tohe Piyari Chadhaibo.

In 1960s films were made but in fits and starts, unlike the Hindi film industry which churned out movie after movie. During this decade, films such as Bidesiya (Foreigner) in 1963 and Ganga (Ganges) 1965 were accepted and turned out to be lucrative. Some memorable films in black and white were churned out in the 1960s, which even inspired Hindi movies like Raj Kapoor- starrer Teesri Kasam that was based on a story by Bihar's famous litterateur Phanishwar Nath Renu. But the industry fell slipped into bad times when action movies took over the Hindi film industry in the 70s.

The 1980s saw the production of many Bhojpuri films, such as - Mai (Mom) in 1989 and Hamar Bhauji

(My Brother's Wife) in 1983. Nadiya Ke Paar was released in 1982 - a Hindi-Bhojpuri blockbuster, which made a huge impact in the industry. However, the trend of making movies faded out by end 1980s, and got completely wiped out by 90s. Meanwhile, many experimental films were being shot or made in the state of Bihar. In 1984, eminent director Prakash Jha had made his debut film Hip Hip Hurray, which was fully shot in Bihar. Director-producer Sahay, who hailed from Gaya, also made the film directed by

Gautam Ghose in the state.

It was in 2001 that the industry took off with the amazing hit film - Saiyyan Hamar (My Sweetheart), which had Ravi Kissan as the leading hero. He became so popular as a successful actor, that he was actually invited to participate in Bollywood films, reality shows and so on. What followed were a host of other really successful films, including Panditji Batai Na Biyah Kab Hoi (Priest, tell me when I will marry) and Sasura Bada Paisa Wala (My father-in-law, the rich guy) in 2005.



Prakash Jha

### The rise and rise of Bhojpuri films

These films saw the fortunes of Bhojpuri films rising and in fact, they ended up doing good business in Bihar and UP. And, often they did way better than the Bollywood hits. Keeping in mind the fact that they were made on small budgets, the producers had the last laugh to the bank (for they earned ten times more than their production costs)!

Towards the end of the decade Bhojpuri film industry, saw a gamut of budding hero and heroines trying their luck in this industry, as this particular genre was moving ahead in leaps and bounds. This was turning out to be way more lucrative than other regional film industries. Yet another star appeared in Bhojpuri film industry, when popular folk singer Manoj Tiwari's movie Sasura Bada Paisa Wala was released. From 2008, Bhojpuri cinema saw Manoj Tiwari and Ravi Kissan lead the way, as two leading actors - complete with demands of huge fees as their fortunes shone.



Manoj Bajpai

Bhojpuri cinema started making waves, and this led to a dramatic increase in the cinema's visibility. They started their own awards ceremonies, besides publishing a popular trade magazine

called the Bhojpuri City, that focused on the Bhojpuri film industry, which spurs no less than a hundred films a year.

Although plenty of films have been produced in Bhojpuri, a common factor was that few were considered in a positive light. And vulgarity was associated with a few, to the level that they were considered not fit for family viewing! The industry did lack adequate commercial vision, but it did move ahead. It is believed that almost 150 completed films are waiting to be released soon.

### Big Bollywood guns tried their hand in Bhojpuri films, successfully

Even Bollywood was attracted to the Bhojpuri genre. Interestingly, quite a few Hindi film actors like Amitabh Bachchan, Shweta Tiwari, Mithun Chakravarty (Bhole Shankar - biggest grosser of all times) have also worked in Bhojpuri films, very successfully. And, 5 years ago a 21-minute diploma Bhojpuri film by Siddharth Sinha, Udedh Bun (Unravel) was selected for world premiere at the Berlin International Film

Festival, which eventually won the National Film Award for Best Short Fiction Film - making it a good enough reason for the industry to rejoice and grow bigger and better. This was indeed, the crowning glory!

### The Bihar flavor in Bollywood

People from the Bihari community have pitched in largely to make Hindi cinema richer. Actors like - Shatrughan Sinha,



Shweta Tiwari

Shekhar Suman, Manoj Bajpai, Ravi Kishan, Shweta Tiwari, Vinay Pathak, Sonakshi Sinha, Luv Sinha, Sandali Sinha, R Madhavan, Adhyayan Suman, Liliput, Suhasini Mulay.

Patna-born Neetu Chandra is proud of the fact that her mother-tongue is Bhojpuri. In 2011 she produced Deswa, a Bhojpuri film and in 2013, she acted in the Tamil gangster film Ameerin Aadhi Baghavan with Jayam Ravi. She has completed filming for a Greek film Home Sweet Home, in which she plays an Indian girl; she had to learn Greek for the film! Currently she has two Hindi films, Kusar Prasad Ka Bhoot and Shooter, coming up.

There are directors too, like Sudhir Mishra, Prakash Jha, who have added the glitter to Bollywood.

Bhojpuri film industry's all-time favourite actor, Ravi Kishan continued to blow away his audience in 2013 and, he it's a fact that he has many releases lined up for 2014. Not only did his films cash in at the box office but his performances in other film industries also garnered him appreciation. In Bollywood films like - 'Bajatey Raho', 'Mere Dad Ki Maruti', 'Bullett Raja' etc - his acting has been widely applauded by trade pundits.

Such varied Bihari flavours have ruled Bollywood for years now. This is indeed, a matter of sheer pride!



## Bihar had played the backdrop for Bollywood

Bihar has played the background in many a memorable Bollywood movie. And, over the years, we have also seen clearly-etched Bihari characters, going down well in Hindi films. Bihar-based films have struck a chord with audiences across the country. Decades ago, Dev Anand and Hema Malini had shot the song 'O mere raja' in Bihar for the



Sushant Singh

film Johnny Mera Naam. The Bihari streak came alive when Ajay Devgan portrayed the idealist police officer in Prakash Jha's Gangajal, and he also played a Bihari character in Rituparno Ghosh's Raincoat. Prakash Jha set the background of his film Aphan in Bihar. Sudhir Mishra's Hazaron Khwahishen Aisi was located partially in the crime-infested interiors of Bihar. Mahesh Manjrekar went to Patna to shoot Railway Minister Lalu Prasad (on his home turf) for the film Padmashri Laloo Prasad Yadav. Ram Gopal Varma's acclaimed film Shool was shot on location in north Bihar. Sushmita Sen played a Bihari girl in Kalpana Lajmi's film Chingari. Amitabh Bachchan played a Bihari Robin Hood in KC Bokadia's film Lal Badshah. Abhishek Bachchan did two Bihari-backed films in Mani Ratnam's Yuva and Rituparno Ghosh's film Antar Mahal. R Madhavan put in his bit to propagate the Bihari cause in Bollywood - he played a Bihari cook, in the comic caper film Ramji Londonwale. Recently, we saw Salman Khan's character - that of Chulbul Pandey in Dabangg with punchlines and authentic look all in place; incidentally, this film was

tagged as a roaring success and holds the record as one of the biggest blockbusters in Bollywood. The film Peepli Live by Aamir Khan was also well received by the audience and even went on to being an Oscar entry - to represent India on a global platform.

## Bihar in Bollywood - recent successes

The Patna-born Sushant Singh Rajput made his presence felt in memorable films such as Kai po che, Sudh Desi Romance. Neha Sharma, the heroine of Youngistaan (a movie that is waiting to be released in March 2014), is thrilled with the response she got for playing Umrao Jaan. Audiences will recall she created waves in films such as 'Traffic Signal' and 'Garam Masala'.

The Bihari element rears its head in some recent Bollywood releases for all to note. Imtiaz Ali, director of the just released Highway, was born in Jamshedpur. Having his origins in Darbhanga, he was brought up in Patna and Jamshedpur, where he spent a memorable childhood - a fact that he acknowledged as his early influences. He admitted that he took a big risk with his experimental road drama 'Highway' but the director is happy that the risk has paid off!

Then there is Pankaj Tripathi, an acclaimed Indian film actor who has appeared in some of Bollywood's hard-hitting movies including Gangs of Wasseypur - Part 1 and Part 2 and Agneepath. Recently people would remember his roles in Gunday, Fukray, Dabangg 2. Interestingly, Pankaj Tripathi was born in a Bihari family of farmers, in a small village Belsan. It's astonishing that his village still does not have television, and the nearest theatre is 25 kilometers away!

## Film fests, film societies, cricket and more

Patna Film Festival, started in the year 2006, was jointly organized by of Union Ministry of Information and Broadcasting, NDFC, NFAI and FFSI and state government. It is an international film festival which has plenty of foreign



Neha Sharma

countries participating such as - Iran, Japan, China, Canada, Sweden, Germany, Russia, USA and of course, India. During the 1970s and 80s film sessions were organised by the Cine Society of Patna but soon, in a slow and steady pace, it picked up. In fact, as many as 24 films are shown from across the globe during this festival and so far, the state has witnessed 3 Patna Film Festivals which were organized very successfully. The Bhojpuri touch surfaced in cricket too. In the Celebrity Cricket League (CCL), Bhojpuri Dabgangs represented the Bhojpuri film industry, captained by Manoj Tiwari. Bhojpuri poet Manoj Bhawuk wrote the History of Bhojpuri Cinema for the present generation to get familiar with its movies and to enable them to grasp their roots. Marking 50 years of Bhojpuri cinema, a three-day film and cultural festival was held in Patna, which showcased the first ever film from the 1960s - Ganga Maiyya Tohe Piyari Chadhaibo.

Here's hoping we get to see more of a fusion of the film fraternity with regional films and Bollywood alike. Considering the fact that lack of commercials had kept this cinema neglected (as compared to the others), but with the advancement it has made, we are sure Bhojpuri film industry will go places!

# The Enchantress!

A power house of talent, angelic looks, smouldering eyes and captivating smile has stolen millions of hearts. Vidya Balan, the award winning actress needs no introduction to Bollywood lovers. **Kavita Shyam** gets a whiff of the dainty diva's winning formula...



Vidya Balan with her *Shaadi Ke Side Effects* co-star Farhan Akhtar

**Title of the films is apt, you are happily married. What would you say are the side effects of marriage, has anything changed even with the offers?**

Honestly, no. Nothing has changed post marriage, if at all has gotten better. The offers have got nothing to do with marriage, it's the kind of films I have done so far and has given the people the confidence that these kind of films are being made and have done well so they can push the envelope. With each passing year I feel the offers are getting better and exciting. Professionally there is no difference at all, except that I have to stay away from Siddharth. I didn't think I'd be like this and I'd make fun of my friends and tell them not to behave like a typical wife. But actually, I'd be miserable on free days! I want to be with Siddharth, so that's a change I have seen in myself.

Positive changes would be that I am a calmer person now, I am very restless otherwise and want to do 100 different things. I sleep much better now, I used

to always feel that sleep was a waste of time. Over the years I have started enjoying my meals. I used to stand, walk and eat so my mother would always tell me to respect food or sit and eat or even sleep for 8 hours. But now she tells me that if she knew that so much of me would change after marriage then should would have got me married at the age of 20.

**Do valentine's day or rose day mean more to you now after marriage?**

No I don't think. But earlier I used to think all this was crazy but now I feel every day should be valentine's day or try to do something special for the person constantly especially when you love the other person so much. But having said that, in all our busy schedules if a day has been set aside then you should make efforts to make the day special.

**Many writers, directors have kept you in mind while writing the stories of their films, like *Dirty Picture* and *Kahaani*. You think the expectation**

**goes higher this way from you as an actress?**

Each year the films or offers are getting better for me. But every film will not be a *Dirty Picture* or *Kahaani*. They would be better or not as good. During *Ghanchakkar*, I was under pressure as everyone would tell me that whichever film you are doing is turning successful. We tried to do something new but everyone did not like it which is fine. For the first time in my career, I was thinking in terms of numbers, as everyone would say that Vidya and Imran are coming together the opening would be something. That pressure should not happen. I am a human being and do feel the pressure, it was a big learning for me. One good thing was that people realized that I can also make mistakes, *Ghanchakkar* wasn't a mistake but it was as per people's expectations. I also believe do what you want to do and leave the rest to god or universe and that's what I am doing with this film.

**Do you think with post motherhood, things change or the chemistry changes?**

I do not know. People ask me when are you going to have a child and I tell them that I still have not got enough of Sid-dharth. When I am ready to share Sid-

menopause at 50. So we have more time I guess.

**You have an unusual pairing with Farhan, both of you are powerhouse of talent. How was it working with him and did you feel he may steal the limelight?**

do.

**Any reason why you opted for designer Jayati Bose?**

I have worked with Jayati on personal shoots and she did some of my personal styling. What I respect about her is that



Here's another glimpse of the cool Shaadi Ke Side Effects couple

dharth with my child is when I am going to have a child. We have been travelling a lot and we have not got enough time. This happened with every couple, that's also a phase, a part of the journey where the couple wants to stay together. If at all that happens I will figure a way around it.

**Do you feel a mid life crisis, which is very common in the west and now in India too?**

I am 35 now. I thought mid life crisis at 35 is for men and women go through

We both are secure actors. We both enjoyed playing off each other and never against each other. We were living out the scene so it was enjoyable working with him. We have mutual respect and we share a great rapport. He is such an intelligent mind, so talented, great sense of humour. Even our director is very secured, cool and very sure even though there was a gap of 8 years between Pyaar Ke Side Effects and Shaadi Ke Side Effects. He would tell us to play out the scene and then he would tell us what he wanted. He gave us an open field to play with which only a secured person would

she knows her job, she is a hard worker and you will never find her talking about another star to you. That's something you respect. She understands fashion but she also understands character. The director, costume designer and me always talk about things and have to have a co-ordination. Jayati enjoyed creating the graph of the character through the looks and not just wanting to show off her clothes in the film. She has been with me for a while now and is doing Sujoy Ghosh's next for me.

**In Kolkata, after Kahaani and of course your debut film you are extremely popular?**

Hindi film calendars are done one year prior to the shoot while Bengali films start in two months time. And that is why I have not been able to do some very good Bengali, Malayalam or Marathi film offers that came my way. But god willing, I am going to do one good Marathi film for the city that is home and one Bengali film for the city Kolkata that is second home and one Malayalam for the place I hail from.

**Have you asked your husband, the head honcho of UTV if he can make a regional film for you?**

No, actually if we can avoid working together we would avoid working together. Of course, if one of my films go to UTV and they decide to do it that's a different story all together. Work and family as far as possible! We won't try to work together if the work happens like that we will happily work then.

**Your strength is your smile and sense of humour? But what are your weaknesses as per you since you are playing a detective in your next?**

Thank you! I don't think I have one weakness. Sometimes in a simple scene you can get stuck or this would be difficult, so one cannot predict on a daily basis. I cannot pre-determine what kind of roles will be tough for me. On set I can be tired, distracted, I have low attention span.

**After Hum Paanch, which has gives you so much, has television ever been on your agenda?**

No. Television is too much hard work but films get over with three months of shooting followed by promotions. TV actors who I interact with work 12 hours a day throughout, I am lazy. I cannot work so much. I have been getting lots of opportunities but I am not keen on that. I am not a dancer I cannot judge a dance reality show and I am not a singer either. Unless there is something



to do with acting what can I do.

**Your second film with Ekta Kapoor and you are working with Dia too? What is your experience of working with these ladies?**

Fabulous experience! I cannot believe that this Dia's second film as a producer. Dia and Sahil have created an environment where everyone felt valued and certain sense of ownership. We have happily worked hard towards Bobby Jasoo's. It is not just a detective film it's also a human story.

**You are quite an avid reader, have any book or author which has influenced you a lot?**

Not any more of reader. In fact, before Bobby Jasoo's I was reading a book Chembur Ka Data by Surendra Mohan Pathak because I come from Chembur. It was a fat book so I couldn't finish it but it was interesting. It's one of those best sellers in Hindi.

**What next for you in terms of work?**

I am working on Sujoy's next film which is opposite Irfan Khan, it's a thriller. Sujoy is a fabulous writer and film maker so let's hope we manage to make something like Kahaani. Humari Adhuri Kahani is Mohit Suri's next film which has me and Imran.

# TOWARDS A NEW HORIZON

SATTE 2014 or South Asia's leading travel and tourism event is the best place to experience Indian culture and build long term business ties. **Dr Kapil Raina** takes you inside the event



# THE ROAD AHEAD

Snapshots of an event where participants included state, governments, corporates, financial institutions, media and NGOs to woo at Pravasi Bharatiya Divas 2014.



# NRI NEWSBIN

## MICROSOFT BOARD NAMES SATYA NADELLA AS CEO



Microsoft announced that it has appointed company veteran Satya Nadella as Chief Executive Officer to replace retiring Steve Ballmer. Nadella, who previously served as executive vice presi-

dent of the company's Cloud and Enterprise group, will take over as CEO and join the Board of Directors effective immediately.

As part of this leadership change, Bill Gates is stepping down as Chairman of the Board of Directors and will take a position as "Founder and Technology Advisor". John Thompson, former CEO of Symantec, will assume the role of Board Chairman. This will mark a significant shift for Gates, who has been asked by Nadella to take a more active role in product development within the company.

Born in 1969 in Hyderabad, India, Satya Nadella finished his schooling at the Hyderabad Public School, and earned his Bachelor of Engineering degree in Electronics and Communication from the Manipal Institute of Technology. He, like so many of the engineers at the time, then completed his engineering education abroad, with a Master of Science degree in Computer Science from the University of Wisconsin-Milwaukee. Finally, he rounded off his education with a Master of Business Administration degree from the University of Chicago.

Nadella started his career at Sun Microsystems, before moving to Microsoft in 1992, where he joined as a Program Manager in the Windows Developer Relations group. Nadella quickly rose up the ranks, becoming the Senior Vice President of Research & Development for the Online Services division, the Vice President of the Microsoft Business Solutions group (MBS), and notably, the President of the \$19 billion Microsoft Server and Tools Business.

During his meteoric rise, the Indian-American also founded and led the 'Microsoft bCentral' small business online services group, was general manager for the company's Commerce Platforms group, and is considered responsible for spearheading the development of the Microsoft Commerce Server, Microsoft BizTalk Server, Microsoft Office Small Business, and Microsoft Dynamics ERP and CRM products.

## Vineet Kumar takes a sneak peek into the NRIs' engagement in various fields

## NRI BUSINESSMAN M A YOUSUF ALI HOLDS 5 PERCENT STAKE IN COCHIN AIRPORT

Work on a new Rs. 800-crore terminal at Cochin International Airport Ltd has begun recently in the biggest expansion since it started operations in 1999.



Chief Minister Oommen Chandy has laid the foundation stone for the new international terminal and the construction work has begun. The development came a day ahead of the work on the fourth international airport in the state at Kannur kicked off on February 2.

For the Cochin airport, this Rs. 1,000-crore ambitious plan marks its biggest expansion since it began operations in 1999 as the first greenfield airport in the public-private partnership model. The new terminal will have three-times more built-up area of 15 lakh sq ft with 15 aerobridges that can handle a peak hour capacity of up to 4,000 passengers or 10 million passengers annually.

The government will hold 35 per cent in the airport, Airports Authority 26 per cent, oil major BPCL will have 23 per cent and the rest will be held by private sector, including Federal Bank and NRI businessman M A Yusuf Ali, would hold 5 per cent stake each and the remaining 5 per cent would be given to NRK groups.

The new international airport is expected to be ready in 2015. Kerala already has three airports in Thiruvananthapuram, Kozhikode and Kochi a fifth one is planned to come up at Aranmula in Pathanamthitta district in central Kerala.

The new Kochi airport terminal will help the airport, set up way back in 1999 under a PPP model with investments individual public, mostly from non-resident Keralites, to keep pace with its increasing passenger traffic that is growing by 12-13 per cent.



## VISA-ON-ARRIVAL TO BE EXTENDED TO TOURISTS FROM 180 COUNTRIES

India will extend visa-on arrival to tourists of all nations barring eight, including Pakistan, Sri Lanka, Sudan and Iran, as it looks to boost tourism, Planning Minister Rajeev Shukla said.

"We have decided to extend the visa-on-arrival facility to tourists from 180 nations. It will take 5-6 months for the respective departments to put the required infrastructure in place. We hope to implement this from the next tourist session beginning October," he said.



India currently offers visa-on-arrival to tourists from 11 countries like Finland, the Philippines, Singapore and Japan. This facility is now being extended to 180 countries. The only exception to this rule will be nationals from Pakistan, Sudan, Afghanistan, Iran, Iraq, Nigeria, Sri Lanka and Somalia, he said without giving reasons.

Following a high-level meeting with representatives from various ministries, he said the electronic visa would be valid for 30 days from the date of the tourist's arrival in India. To get visa, they would need to apply in the designated website along the required fees. They would be granted an electronic version of the visa within three days.

"Visa-on-arrival can be availed in all 26 major domestic airports from where international flights ply," he said.

## NEEL KASHKARI, AN NRI OF KASHMIRI ORIGIN, TO RUN FOR CALIFORNIA GOVERNOR'S POST



A 40-year old Indian-American whose parents emigrated from Kashmir will be hoping the name resonates with contributors and donors — not to speak of voters — whose help he will need to win America's biggest gubernatorial prize.

With little political experience and public exposure beyond the high-profile he had during the bailout crisis, he faces incumbent governor Jerry Brown,

a formidable and well-heeled Democrat who already has \$ 17 million in the kitty. If he succeeds, he will be the third US governor of Indian-origin, after Louisiana's Bobby Jindal and South Carolina's Nikki Haley, who are also Republicans.

Neel Kashkari, who was born in Akron, Ohio, and lives in Laguna Beach, California, announced his intention to run in a speech at California State University, Sacramento. He cited California's public schools and economy as his motivation for running, declaring that status quo is unacceptable.

Kashkari will first need to get past fellow Republican challenger and California assembly member, Tim Donnelly, a tea party favorite and staunch social conservative. No Republican has won statewide office in California since 2006 when Arnold Schwarzenegger faded away. A December 2013 Field Poll found that fewer than 10% of Californians would vote for Kashkari, compared to 52% for Brown, and 80% were unfamiliar with him.

## ONLINE VISA SCAM ALERTS INDIAN EMBASSY IN THE UAE

The Indian Embassy in the UAE has unearthed an apparent online visa scam and has warned foreigners against falling victim to fraudsters operating a fake website claiming to facilitate Indian visas for them.

In a statement issued today, the mission said "some unscrupulous elements had created a website similar to the Online Visa Application website of the Government of India and are deceiving people to pay service fee".

The scam has come to light close on the heels of news that the Indian government has decided to extend visa-on-arrival and electronic travel authorisation to citizens of 180 countries, including the UAE -- a move that is expected to significantly increase the number of tourists and other travellers to India.

While the official, authentic website for online visa application has URL address [www.indianvisaonline.gov.in](http://www.indianvisaonline.gov.in), the mission said, "Another website with the heading of Online Indian Visa Application Form and with the URL [india-visa.co/index.php](http://india-visa.co/index.php) is available on the Internet".

"This website claims to have expertise in Indian tourist, business and long term entry visa. The website instructions ask users to pay service fee of 55 pounds or USD 90 or in equivalent Euros/Rupees. This website is only charging service fees and is asking applicants to pay visa fee later when applying at the visa centre," the embassy said.

Vineet Kumar  
profiles  
achievers from  
the NRI and  
PIO community

## NGI NEWSMAKERS



**Sanjeev Kulkarni**

### Indian-origin professor named dean of Princeton University school

An Indian-American has been appointed as the dean of the prestigious Princeton University Graduate School, becoming the latest addition to a long list of Indian-origin academicians assuming leadership roles at renowned global universities.

Sanjeev Kulkarni, professor of electrical engineering and director of the Keller Center, has been appointed as the next dean of the Princeton University Graduate School with effect from March 31, the Princeton University said in a statement.

Kulkarni, who also is an associated faculty member in the Department of Operations Research and Financial Engineering and in the Department of Philosophy, served as associate dean for academic affairs in the School of Engineering and Applied Science from 2003 to 2005. He was the master of Butler College, an undergraduate residential college, from 2004 to 2012 and since 2011 has been the director of the Keller Center.



**Sanjay Parashar**

### Dubai-based Indian doctor to lead free surgery team to India

Dubai-based Sanjay Parashar, 47, has been using his earnings from cosmetic surgery to treat needy villagers for free since 2008, The National reported.

Recently, a team of doctors led by Dr Parashar had travelled to India to conduct free surgeries on children with cleft lips, besides an acid attack victim.

"I will always do reconstructive surgery for free because patients in India cannot afford it. It's a good balance. Initially, we didn't have funds so we went around for money, but once things settled down and I realized we could cover it, things are much easier to accomplish," Parashar said.

"Since a major portion of our work in Dubai is cosmetic surgery, it's our way of gathering resources to perform reconstructive surgery in India," he said.



**AJ Paulraj**

### NRI scientist AJ Paulraj wins tech 'Nobel'

An India-born engineer-scientist, AJ Paulraj who was disdained by the Indian system despite his yeoman contribution to the country's naval defence, and whose subsequent work in the United States is at the heart of the current high speed WiFi and 4G mobile systems, has been awarded the 2014 Marconi Prize, a Nobel equivalent for technology pioneers.

The Marconi Prize, whose previous winners include world wide web pioneer Tim Berners-Lee, Internet legend Vint Cerf, Google search maestro Larry Page, and cell phone inventor Martin Cooper, comes with a \$ 100,000 prize, but prestige and recognition worth a lot more for these people who are already millionaires. Uncommonly, the Marconi Prize comes just three years after Paulraj was honored with the other major Telecom technology award - the IEEE Alexander Graham Bell Medal for his work on theoretical foundations of MIMO.



**Dr. Vivek Murthy**

### Indian American doctors campaign for Dr Vivek Murthy

An influential group of Indian-American doctors has campaigned at the Capitol Hill for Dr Vivek Murthy, who has been nominated by President Barack Obama for the post of Surgeon General of the United States.

On the eve of his confirmation hearing, a strong delegation of American Association of Physicians of Indian Origin (AAPIO) met eminent Senators to lobbying for the quick confirmation of 36-year-old Murthy. If confirmed by the Senate, Dr Murthy would not only be the first-ever Indian-American to occupy this post but also the youngest ever Surgeon General of the US.

As the Surgeon General, Murthy will be the leading spokesperson on matters of public health in the US and the operational head of the 6500-strong US Public Health Service Commissioned Corps, one of the seven uniformed services of the United States that includes army, navy, air force and marines.



**Rakesh Khurana**

### Indian-American educationist to head Harvard College

Harvard University announced that Rakesh Khurana, the Indian-origin scholar who is currently a Professor of Leadership Development at Harvard Business School (HBS) and professor of sociology in the Faculty of Arts and Sciences (FAS), will be the new Dean starting July of the Harvard College, which was established in

1636 when Shah Jahan ruled India.

Khurana earned his BS from Cornell University. He began graduate studies at Harvard in 1993, earning his PhD in 1998. He was appointed to the HBS faculty in 2000 and became co-master of Cabot in 2010. He taught at Massachusetts Institute of Technology between 1998 and 2000. Prior to graduate school, he worked as a founding member of Cambridge Technology Partners.

### Process of Land Allotment

- Application for allotment of land/ shed to be submitted in prescribed format.
- Application form for land allotment in three copies to be submitted along with following documents :-

Project Profile prepared by Ap- proved Consultant, land re quired, NOC from pollution control board & Layout Plan.

Personal Bio-data of entrepre- neurs along with attested pho- tograph and identity proof.

- Application for land allotment are scrutinized and approved by the PCC of BIADA in its meeting held at regular intervals.
- Application form and procedure can be seen at the website [www.biadabihar.in](http://www.biadabihar.in)

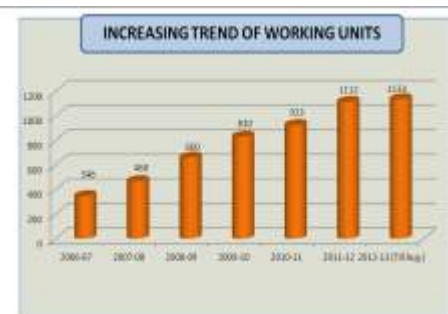


### Areas of Opportunity

Food Process-ing Sector	Agriculture Implements including Tractors
Dairy Sector	Knowledge Process Outsourcing
Sugar Sector	Biotechnology, Drugs & Pharmaceuticals
Textile Sector	Information Technology
Tourism Sector	Agriculture Implements including Tractors
Leather Sector	Automobiles/ Auto Components
Service Sector	

### AT A GLANCE

No. of Industrial Area – 50  
Acquired Land – 5632.01 Acre  
Allotted Land – 4050.14 Acre  
Vacant Land – 965.83 Acre  
No. of Units Allotted – 2520





# 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](http://www.westbengaltourism.gov.in)

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