



**from the desk of the  
PRESIDENT**

Dear Member,

17 April, 2013

Two weeks into the first quarter of 2013, the experts, analysts and economists are being cautiously optimistic about a turnaround in the economy. With growth being the driving force, some global financial services majors are forecasting that the Indian economic growth is likely to have edged up, after having bottomed out in the previous quarter. Although key indicators like the IIP and inflation are still on a mini roller-coaster, a feeling of optimism is there that investment demand, while still muted, is reviving and the economy has probably touched the floor. The Government has initiated concerted efforts to address the issues of high fiscal deficit and low investment spending and it is up to the industry to rally with the Government. Inflation remains a cause for concern since although food inflation is down from 11% plus to around 7%, the average inflation is still high. RBI rate cuts may be still some time away. But, the worst may be behind us.

The Chamber has started the new financial year on a strong note. Our interaction with Shri Sumit Bose, IAS, Revenue Secretary, Government of India in early April was an ideal way to kickstart the year and a number of crucial activities in the realms of marketing, finance, manufacturing, shipping, logistics, education and energy are lined up. All the expert Committees / Initiatives / Task Forces of the Chamber have launched their action agenda and the common objective is to add value to the cause of business, industry and the economy at large.

I take this opportunity to wish all of you "Subho Noboborsho"!

Sd/-  
Kallol Datta  
President

**NEWS FLASH**



award on behalf of the Chamber on April 12, 2013 at the Park Hotel "for the Chamber's valuable partnership with U.S. Commercial Service - Kolkata by hosting the U.S. Port and Maritime Trade Mission in February 2012".

The award certificate was presented by Mr. Dean Thompson, Consul General, U S Consulate and Mr. Richard Craig, Principal Commercial Officer, US Commercial Service, Kolkata.

**NEWS FLASH**

**Congratulations to ENFRAGY**

We are delighted to share with you that our corporate member, Enfragy Solutions India Pvt. Ltd. has won the Climate Solver Award 2012 from WWF at an Awards Ceremony in New Delhi organized by WWF on 22nd March 2013.

**NEWS FLASH**



**The Bengal Chamber recognized by the United States Consulate General and the United States Commercial Service**

We are delighted to share with you that Mr. P Roy, Director General, The Bengal Chamber, received an

▲ Director General at the White House! Mr. P Roy, Director General with Mr. Richard Craig (left) and Mr. Dean R Thompson (right)



## NEWS FLASH

Our congratulations to team Enfragy led by Mr. Deb A Mukherjee, Managing Director, who is also the Key Resourceperson of the Chamber's Energy and Environment Committee.

While political will to tackle climate change is still weak, the will for creative and energetic working in the field of climate innovation is on the increase. WWF is encouraging small and medium enterprises (SMEs) that are developing innovative technologies and processes which can contribute to fighting climate change.

WWF's Climate Solvers programme recognizes climate innovations in key countries. While Sweden has been honouring such companies for the past five years, it has now been expanded to other countries as well. In India WWF has announced its first selection of Climate Solver entrepreneurs under the Climate Solver Award 2012. The selection underscores both the benefit and opportunity for businesses to contribute to mitigate Greenhouse Gas and enhance energy access. Climate Solver is a climate innovations platform developed by WWF to strengthen the development and widespread use of low carbon technologies, which radically or transformatively reduce carbon dioxide emissions or provide enhanced energy access to the poor. The platform will stimulate the diffusion of innovative low carbon technologies and also generate awareness about them along with the overall value of innovation as an immediate and practical solution to climate change. **Climate Solver 2012 Award for Energy Access has been won by Enfragy Solutions India Pvt. Ltd. for developing the Paribesh Chula.**

The International Energy Agency (IEA) estimates that there are 2.75 billion people worldwide who depend on traditional fuels for cooking. The traditional cooking devices along with the use of traditional fuels cause health hazards and at the same time pose a stress on the ecosystem. The efficiencies of these systems are also low. Efficient cook-stoves address the problem

by enhancing the efficiency and thus reducing the emissions. In cases where these are supported by a supply chain of bio-waste pellets, it also enhances the overall sustainability. Paribesh Chula or 'PARI' is one such environment friendly stove designed to be carbon neutral and much more energy



efficient. It is based on waste to energy concept. PARI uses solid bio-pellet which is a carbon-neutral fuel, made from agricultural waste like bagasse, groundnut husk, rice/wheat straw or cotton stalks. These wastes are highly compressed and made into pellets which the stove burns efficiently using an innovative gasification process. PARI has a chamber for burning pellets and a mini-fan, powered by rechargeable batteries and controlled by a regulator. The mini-fan blows sufficient air to enable uniform ignition. The technology through this innovative process increases combustion efficiency. A supply chain model for PARI is being developed to support the local manufacturing of bio pellets, to ensure faster market penetration and also reduce costs. The model gives impetus to developing local level entrepreneurship by recruiting villagers to help in its effective distribution and sale.

## NEWS FLASH



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## DURHAM SCHOOL COMES TO INDIA

*Durham School, one of the UK's oldest and most distinguished independent boarding schools, is coming to India. The 600-year-old English institution has entered into a partnership with IKC Holdings (Infinity Group), a multinational conglomerate, to promote "outstanding education" of international standards for boys and girls aged 3 to 18.*

*IKC Holdings (Infinity Group) brings its significant real estate-development expertise to the joint venture, together with a vast international business network. The group is already involved in major projects that aim to facilitate higher education in various countries. Notably, it undertakes a host of CSR activities to enhance educational opportunities across a wide spectrum of society.*

*The Bengal Chamber is delighted to have Mr. Ravindra Chamaria, Chairman, Infinity Group with us leading our CSR initiatives as well as Infinity as a corporate member of the Chamber working with us in many of our activities.*

## MEMBERS' NEWS CORNER

**Welcome to the Bengal Chamber family! That's what we would like to convey to RITMAN Infra Limited and Vibgyor Housing Limited whose applications for membership were tabled and approved by the Managing Committee at its meeting on 21st March 2013.**

16TH MARCH 2013,  
CHAMBER PREMISES

MARKETING CONCLAVE ON "THE CHANGING FACE OF BRANDS"



▲ Mr. Bobby Sista, Founder Director, Sista's Advertising, delivers the Opening Keynote address.

Rebranding has been the catchphrase in a fast-changing market even before the term became a cliché at board meetings. Nothing epitomises this better than Marlboro's dramatic change from a woman's cigarette of the 1920s to something that portrays all things macho — the Marlboro Man.

To share such stories of change in advertising and marketing strategies, the Bengal Chamber of Commerce & Industry and Tata Steel, in association with **The Telegraph**, organised a conclave on Changing Face of Brands

at Williamson Magor Hall, The Bengal Chamber, on March 16, 2013.

Brand is as old as the branding iron that left the owner's mark on an ancient peasant's sack of cereal, Alexander's swift Mesopotamian horses and the distinctive seal on a Roman slave's nape. Even religion is a brand, minus the branding iron! It is "an idea" beyond a company trademark and keeps evolving with the times.

Brands can be anything from Tata Tea to the International Red Cross to any religion on earth, said ad guru S.V. 'Bobby' Sista, a former board member of the Advertising Agencies Association of India (AAA). "Brands have always belonged to the man and woman on the street," Sista said, explaining the intricacies of brand building in the modern context — changing the target audience or roping in a new set of consumers before being outmaneuvered by rivals.

"Brands are moving to become social movements," said Madhukar Sabnavis, Vice-Chairman and Country Head of Discovery and Planning at Ogilvy & Mather India. To contextualise his point, he cited Tata Tea's Jago Re campaign and ABP Ananda's Cholbe Na initiative, aimed at promoting civic awareness in Calcutta by converting the cholbe nas to cholbes. He said such brand advertisements had become facilitators of social change and gained the young generation's thumbs-up. Another example is the Dove Campaign for Real Beauty — telling women to preen their natural looks instead of mimicking airbrushed models shown in advertisements. Gone are the days when brands flagrantly pushed their wares without a social message for the audience.

Sourabh Mishra, group CSO of Bates CHI and Partners, India, summarised the seminar with a simple question and a ready answer: "Would I miss that X brand if it ceases to exist? Brands always exist in a certain context in people's lives. The real test of a brand's strength lies in the relevance of it in these fast-changing times."

Other than Sista, Sabnavis and Mishra, the line-up of speakers included Sunil Alagh, founder and chairman of SKA Advisors; Anoop Hoon, President (Marketing and OD) of Century Ply; Debashish Choudhury, Chief of Business Process Enhancement, Tata Steel; Madhumita Basu, Senior Vice-President (Marketing) of Lafarge India Pvt. Ltd; and Sanjay Datta, Marketing Research and Developmental Manager of ITC Ltd.

Kiran Khalap, Founder of Chlorophyll; Ashish Anupam, Chief of Marketing and Sales at Tata Steel; Bharat Dabholkar, founder of Vajra Communications; Raghu B. Viswanath, MD of Vertebrand Management Consulting Pvt. Ltd; Mohit Hira, senior VP and Regional Business Director of JWT; and R. Seshadri, MD of Anugrah Madison Advertising Pvt. Ltd also spoke at the seminar.



▲ Mr. Sunil Alagh, Moderator for the first Session, making a point



▲ Panelists in Session 1 (L-R): Mr. Debasish Chowdhury (Tata Steel), Mr. Madhukar Sabnavis (Ogilvy India), Mr. Anoop Hoon (Century Ply), Mr. Sunil Alagh (SKA Advisors), Mr. Sanjay Datta (ITC Ltd), Mrs. Madhumita Basu (Lafarge India) and Mr. Sourabh Mishra (Bates CHI & Partners)



◀ A section of the Audience



Mr. Sidhartha Roy, Chairperson, Marketing & Brand Committee of The Bengal Chamber introducing the Panelists for Session II – (from L to R) – Mr. Mohit Hira, Mr. Ashish Anupam, Mr. R Seshadri, Mr. Kiran Khalap, Mr. Bharat Dabholkar and Mr. Raghu Vishwanath

18TH MARCH 2013,  
PALLADIAN LOUNGE, CHAMBER PREMISES

AN INTERACTIVE SESSION IN ASSOCIATION WITH BANDHAN ON "RIGHT TO EDUCATION" WITH DR. ABHIJIT VINAYAK BANERJEE, FORD FOUNDATION INTERNATIONAL PROFESSOR OF ECONOMICS, MIT

The Bengal Chamber of Commerce and Industry, in association with Bandhan Financial Services Private Limited, organized an interactive session on "Right to Education" with the world renowned economist, Prof. (Dr.) Abhijit Vinayak Banerjee on March 18, 2013 at The Palladian Lounge in the Chamber premises from 6.30 p.m. onwards.

Prof. Abhijit Vinayak Banerjee is the Ford Foundation International Professor

of Economics at the Massachusetts Institute of Technology MIT, USA. Prof. Banerjee is a co-founder of the Abdul Latif Jameel Poverty Action Lab. A Member of the Consortium on Financial Systems and Poverty, Prof. Banerjee is a Past President of the Bureau for the Research in the Economic Analysis of Development, a Research Associate of the NBER, a CEPR Research Fellow, International Research Fellow of the Kiel Institute, a fellow of the

**PROGRAMMES**

**AN INTERACTIVE SESSION IN ASSOCIATION WITH BANDHAN ON "RIGHT TO EDUCATION" WITH DR. ABHIJIT VINAYAK BANERJEE, FORD FOUNDATION INTERNATIONAL PROFESSOR OF ECONOMICS, MIT**

**18TH MARCH 2013, PALLADIAN LOUNGE, CHAMBER PREMISES**



▲ (L-R) Hon'ble (Retd.) Justice Asok Kumar Ganguly, Chairman, West Bengal Human Rights Commission, Dr. Alok Roy, Senior Vice President, The Bengal Chamber; Prof. (Dr.) R P Banerjee, Chairman, Education Task Force, The Bengal Chamber; Mr. Kallol Datta, President, The Bengal Chamber; Dr. Abhijit Vinayak Banerjee and Mr. Chandra Shekhar Ghosh, Chairman & Managing Director, Bandhan Financial Services Pvt. Ltd.

American Academy of Arts and Sciences and the Econometric Society and has been a Guggenheim Fellow and an Alfred P. Sloan Fellow. He is also the author of "Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty", Public Affairs, New York, 2011 which has made headlines all over the world. Prof Banerjee made a presentation on "Right to Education" where he highlighted the opportunities and pitfalls of the present system based on detailed systemic studies and surveys by experts in the area. Other dignitaries present at the programme were Hon'ble (Retd.) Justice Asok Kumar Ganguly, Chairman, West Bengal Human Rights Commission; Mr. Kallol Datta, President, The Bengal Chamber; Dr. Alok Roy, Senior Vice President, The Bengal Chamber; Mr. P. Roy, Director General, The Bengal Chamber; Prof. (Dr.) R P Banerjee, Chairman, Education Task Force, The Bengal Chamber, Director & Dean, Eastern Institute for Integrated Learning in Management; and Mr. Chandra Shekhar Ghosh, Chairman & Managing Director, Bandhan Financial Services Pvt. Ltd. The programme was well attended and had an audience of around one hundred.



▲ Mr. Kallol Datta delivering his welcome address



▲ Dr. Abhijit Vinayak Banerjee delivering his presentation and addressing the audience



▲ Mr. Chandra Shekhar Ghosh, Chairman & Managing Director, Bandhan Financial Services Pvt. Ltd. delivering his Vote of Thanks

**SPECIAL FELICITATION OF DR. PRADEEP GANGULY, SENIOR VICE PRESIDENT, PRINCE GEORGE'S COUNTY ECONOMIC DEVELOPMENT CORPORATION**

**18TH MARCH 2013, PALLADIAN LOUNGE, CHAMBER PREMISES**

The Bengal Chamber of Commerce and Industry hosted a special felicitation of Dr. Pradeep Ganguly, Senior Vice President, Prince George's County EDC. Dr Pradeep Ganguly holds an MA in Economics from the Delhi School of Economics where, as a merit scholar, he studied under Nobel Laureate Dr. Amartya Sen, Dr. Jagdish Bhagwati, Dr. A.M. Khusro and others. Dr Pradeep Ganguly was felicitated by Hon'ble (Retd.) Justice Asok Kumar Ganguly, Chairman, West Bengal Human Rights Commission. Mr. Ramendu Chattopadhyay, Chairperson, West Bengal Foreign Investment Taskforce, The Bengal Chamber of Commerce and Industry; Mr. Kallol Datta, President, The Bengal Chamber; Dr. Alok Roy, Senior Vice President, The Bengal Chamber; and Mr. P. Roy, Director General, The Bengal Chamber were also present on the occasion.

Dr Pradeep Ganguly has an M.Phil. in Regional Development from JNU, and a Ph.D. in Applied Economics from Clemson University, USA. He founded MKK-USA, a non-profit organization that provides educational support and humanitarian aid. Prior to joining PGC-EDC, he served as Director of the Montgomery County Department of Economic Development, an international business consultant, Chief Economist and Director of Research at the Maryland Department of Business & Economic Development, and Extension Associate at the University of Maryland-College Park. He has also taught as graduate and undergraduate faculty at Prince George's Community College, Tri-County Tech (S.C.), Bowie State University, and the University of Maryland-University College (graduate management program).



▶ Dr. Pradeep Ganguly addressing the audience



◀ (L\_R): Dr. Pradeep Ganguly being felicitated by Hon'ble (Retd.) Justice Asok Kumar Ganguly, Chairman, West Bengal Human Rights Commission along with Dr. Alok Roy, Senior Vice President, The Bengal Chamber

**21 ST MARCH 2013,  
CHAMBER PREMISES**

**SEMINAR ON DIRECT TAXES**

The Direct Taxes Committee of The Bengal Chamber organized its annual Seminar on Direct Taxes on 21st March 2013 in the Chamber.

This year, the focus was on Highlights of Union Budget 2013 related to Direct Taxes and International Taxation.

Speakers were invited from PricewaterhouseCoopers. Ms. Susmita Basu, Associate Director spoke on the highlights of the Union Budget. Mr. Arijit Chakraborty and Mr. Ganesh Krishnamurthy, Senior Managers addressed International Taxation. TDS and Transfer Pricing were covered.



▲ Mr. Pallav Gupta, Chairperson, Direct Taxes Committee, The Bengal Chamber delivering the Welcome Address



▲ Mr. Ganesh Krishnamurthy, Senior Manager, PwC addressing



▲ Speakers from PwC (L-R): Ms. Susmita Basu, Associate Director and Mr. Arijit Chakraborty, Senior Manager

**21 ST MARCH 2013,  
CHAMBER PREMISES**

**INTERACTION WITH SHRI C M BACHHWAT, IAS,  
PRINCIPAL SECRETARY, COMMERCE AND INDUSTRIES,  
GOVERNMENT OF WEST BENGAL**

Shri C M Bachhawat, Principal Secretary, Commerce and Industries, Government of West Bengal addressed the members of the Managing Committee of The Bengal Chamber on 21st March 2013.

He spoke about land acquisition and the fact that the Government is looking into the matter to simplify the process. He also discussed the upcoming Industrial Policy. The members discussed their feedback on the draft policy the Chamber had received from the office of Shri Saugata Roy, Hon'ble Member of Parliament. Mr. Kallol Datta, President, The Bengal Chamber

reiterated the Chamber's various suggestions to attract new investment to the State. For example, the Government might consider providing a tax holiday with a penalty clause in case the organization leaves the State after the period. This will also lead to employment generation from new businesses.

The members discussed the issues confronted by them. Shri Bachhawat assured them with all possible help from his office.



▲ (L-R): Mr. P Roy, Director General, The Bengal Chamber; Shri C M Bachhawat, IAS, Principal Secretary, Commerce and Industries, Government of West Bengal; Mr. Kallol Datta, President, The Bengal Chamber; Dr. Alok Roy, Senior Vice President, The Bengal Chamber and Mr. Ambarish Dasgupta, Vice President, The Bengal Chamber

▶ Meeting in progress with Shri C M Bachhawat.



**22ND MARCH 2013,  
K P BOSE AUDITORIUM,  
JADAVPUR UNIVERSITY CAMPUS**

**THE BENGAL CHAMBER AND THE EUROPEAN BUSINESS AND TECHNOLOGY CENTRE (EBTC) PARTNERED JADAVPUR UNIVERSITY IN PRESENTING THE LECTURE SERIES ON SUSTAINABILITY OF INDIAN ENERGY SECTOR: PROSPECTS AND CHALLENGES, SECOND SESSION: LECTURE ON "SOLAR PHOTOVOLTAICS - INDIAN SCENARIO" BY PROF. K. L. CHOPRA, FORMER DIRECTOR, INDIAN INSTITUTE OF TECHNOLOGY, KHARAGPUR; FOUNDER, THIN FILM LABORATORY, IIT, DELHI, & MICROSCIENCE LABORATORY, IIT, KHARAGPUR**

**22ND MARCH 2013,  
CHAMBER PREMISES**

**INTERACTIVE SESSION WITH HON'BLE MINISTER OF ICT, REPUBLIC OF MAURITIUS**

Hon. Tassarajen Pillay Chedumbrum, Minister of ICT, Republic of Mauritius met Mr. Kallol Datta, President, The Bengal Chamber, Mr. P Roy, Director General and select senior members of the Information Technology (IT) Committee of the Chamber on 22nd March 2013 in the Chamber premises.

A delegation from Mauritius attended the meeting with the Hon'ble Minister. The delegation included:

Ms. Pratima Sewpal, Manager, International Business Services, Board of Investment

Mr. Rajnish Hawabhay, Director, Central Informatics Bureau

Mr. Oliver Lew, Managing Director, Harel Mallac Services

Mr. Michel Tesseydre, Managing Director, Expand Technology

**PROGRAMMES**

**INTERACTIVE SESSION WITH HON'BLE MINISTER OF ICT, REPUBLIC OF MAURITIUS**

**22ND MARCH 2013,  
CHAMBER PREMISES**



▲ (L-R): Ms. Pratima Sewpal, Manager, International Business Services, Board of Investment, Mauritius; Mr. R N Lahiri, Chairperson, Information Technology Committee, The Bengal Chamber; Hon. Tassarajen Pillay Chedumbrum, Minister of ICT, Republic of Mauritius; Mr. Kallol Datta, President, The Bengal Chamber and Mr. P Roy, Director General, The Bengal Chamber

Mr. Viren Bissoonauth, Managing Director, Anglo African  
Mr. Gary Allagapen, Executive Director, Enterprise Information Solutions  
From the Chamber, Mr. R N Lahiri, Chairperson, IT Committee was present.  
The other invitees to the meeting included:

- Col. A K Nath, Executive Director, Centre for Development of Advanced Computing
- Mr. Rajarshi Sengupta, Executive Director, Deloitte & Touche Consulting India Pvt. Ltd.
- Col. Gurusaday Batabyal, Executive Director, Development Consultants Pvt. Ltd.
- Mr. S K Mandal, Director, Infocus Technology Private Ltd
- Mr. Aditya Gupta, IRC Group
- Mr. D K Dutta, Deputy General Manager - C & IT, Steel Authority of India Limited
- Mr. Kunal Bhattacharya, CIO, West Bengal Electronics Industry Development Corporation Ltd.



▲ B2B Meeting in progress. (L-R): Col. Gurusaday Batabyal, Executive Director, Development Consultants Pvt. Ltd.; Col. A K Nath, Executive Director, Centre for Development of Advanced Computing; Dr. Suryanil Ghosh (in conversation), Co-founder and Chief Mentor, TotalinX India with the Mauritian delegates

The Hon'ble Minister spoke about the emergence of ICT in the economic scenario of Mauritius. The Ministry was formed in 1997. The Government's vision is to develop this segment as the pillar of the economy by 2015. It now stands third. Mauritius offers cost competitiveness and multi-linguist resources, creating a favourable platform for the global market. The Government's effort is to create a conducive environment for any industry to set up operation. ICT Academies on PPP model are established to cater to the needs of the industry. The country is launching its digital signature in a few months time. The government portals have been revamped for providing e-services to the public. The strategy of the government is to develop the country as fully computer literate. Towards this end, internet facility at the primary schools are provided free of cost. 75% of digital migration has already been achieved. It is anticipated that 100% will be achieved by July 2013. The government in Mauritius provides all support to set up business – easy and fast incorporation, visa on arrival, no requirement of local partner, no interest on foreign exchange in reclamation of profit.

The Hon'ble Minister invited the members of the Chamber to visit Mauritius and participate in ICT Investment Programme in June 2013.



▲ B2B Meeting in progress. (R-L): Mr. D K Dutta, Deputy General Manager - C & IT, Steel Authority of India Limited and Mr. Rajarshi Sengupta, Executive Director, Deloitte & Touche Consulting India Pvt. Ltd. with the delegation from Mauritius



▲ Meeting is progress

23 RD MARCH 2013

## VISIT TO RAM KRISHNA MISSION SHILPAMANDIR, AN INITIATIVE OF THE SKILL DEVELOPMENT TASK FORCE

Ramakrishna Mission Shilpamandira under the guidance of Swami Tattwajnanananda has a self financing Polytechnic college, recognised by the W.B. State Council of Technical Education (WBSCTE) & All India Council for Technical Education (AICTE). The college offers Diploma courses in various streams. Shilpamandira also offers training courses on various skills and corporate training areas. A visit to the Ramakrishna Mission Shilpamandira was planned by the Skill Development Task Force as it would give a good insight of their educational system that would help in the various skill development missions from the Task force in the future.

Moreover an industry association with the Shilpamandira would be mutually beneficial in the context of recruiting a skilled workforce. Adoption of an ITI was also part of the agenda of the Skill Development Task Force for which a visit to an industrial training centre was very important.

The Community Training Centre offers demand driven, need based advanced hands-on technical training for wage employment and self employment. The visit to the Community Training Centre was rounded off with a meeting between the members of the Task Force and the authorities of the Community Training Centre.

In the meeting, the following points of action were decided upon:

1. Karmyog and NHRD to coordinate with Naukri & Monster in the realm of creating a link for placement and recruitment from the RKM Shilpamandira Community Training Centre.
2. The Bengal Chamber website to be updated with the special features of the partnership - RKM Shilpamandira Community Training Centre linked with Karmyog & National HRD Network.
3. RKM Shilpamandira to identify successful students from the centre who are now employed and have carved out successful careers, so that they could share their success stories to encourage newcomers and be role models. Karmyog to help RKM Shilpamandira in sharing these success stories with corporates through their "Jo Sikha Wahi Sikandar" programme. The Bengal Chamber to showcase this video in various platforms, with the ultimate objective of airing these in the electronic media. Karmyog to lead this partnership with RKM Shilpamandira using the Bengal Chamber platform.
4. Mr. Satyajit Deb from RBI to kindly advise on the BFSI courses, and to identify one resourceperson as Mentor for various trades for the RKM Shilpamandir.
5. Initiatives of MMI labs in collaboration with the Bengal Chamber and Karmyog to be taken with the objectives of running multimedia programmes for about 6 months and help the students get a job. It was suggested that a talent hunt contest may be conducted, select the students through this contest, pay stipend and also recruit them.

5 TH APRIL 2013,  
CHAMBER PREMISES

## INTERACTION WITH SHRI SUMIT BOSE, IAS, REVENUE SECRETARY TO THE GOVERNMENT OF INDIA, MINISTRY OF FINANCE

The Bengal Chamber of Commerce and Industry organized an Interactive Session with Shri Sumit Bose, IAS, Secretary, Department of Revenue, Ministry of Finance, Government of India on 5th April 2013 in the Chamber. Shri Bose addressed on "Fiscal Scenario with a focus on Union Budget 2013-14". Mr. Sunil Kanoria, Joint Managing Director, Srei Equipment Finance Pvt. Ltd. and Vice Chairman, Srei Infrastructure Finance Ltd. moderated the open house session. The programme was a great success with nearly 150 invitees attending including some very senior representatives from the industry. The programme was also widely covered by the media. Shri Bose assured the invitees that they could write to his office on issues on concern. Shri Bose also advised the Chamber to submit the Chamber's recommendations on Tax Administration.

▶ Shri Sumit Bose, IAS addressing



**PROGRAMMES**

**INTERACTION WITH SHRI SUMIT BOSE, IAS, REVENUE SECRETARY TO THE GOVERNMENT OF INDIA, MINISTRY OF FINANCE**

**5 TH APRIL 2013, CHAMBER PREMISES**



◀ Mr. Kallol Datta, President, The Bengal Chamber delivering the Welcome Address. Seated on the dais (L-R): Mr. P Roy, Director General, The Bengal Chamber; Dr. Alok Roy, Senior Vice President, The Bengal Chamber; Mr. Sunil Kanoria, Joint Managing Director, Srei Equipment Finance Pvt. Ltd. and Vice Chairman, Srei Infrastructure Finance Ltd.; Shri Sumit Bose, IAS, Revenue Secretary, Government of India.



◀ Mr. Sunil Kanoria moderating the open house session



▶ Dr. Alok Roy presenting a memento to Shri Sumit Bose



▲ The packed Williamson Magor Hall



▲ In conversation (L-R): Shri Sumit Bose, IAS and Mr. Kallol Datta



▲ Mr. Ambarish Dasgupta, Vice President, The Bengal Chamber delivering the Vote of Thanks

**10TH APRIL 2013, CHAMBER PREMISES**

**INTERACTION WITH YASUI ARCHITECTS AND ENGINEERS (JAPAN)**



▲ Meeting in progress (L-R): Dr. Madhumita Roy, Head - Architecture Department, Jadavpur University; Mr. Yoshihiko Sano, President, Yasui Architects and Engineers; Mr. Toshihiro Shono, Board Director in charge of international projects; Yasui Architects and Engineers; Mr. Ramendu Chattopadhyay, Chairperson, West Bengal Foreign Investment Task Force, The Bengal Chamber; Mr. Sutanu Ghosh, Co-Chairperson, Energy and Environment Committee, The Bengal Chamber and Managing Director, Ghosh, Bose & Associates Pvt. Ltd.; Mr. Mahendra Sureka, President-Corporate Affairs, Infinity Infotech Parks Ltd and Mr. Dipten Basu, Consultant, Tower Group and Former Deputy General Manager – India Trade Promotion Organization

West Bengal Foreign Investment Task Force of The Bengal Chamber of Commerce and Industry organized an Interactive Session with Yasui Architects and Engineers on 10th April 2013 in the Chamber. Mr. Yoshihiko Sano, President and Mr. Toshihiro Shono, Board Director in charge of international projects visited the Chamber. Their objective was to explore possibility of business ventures in West Bengal / India. The meeting was attended by Mr. P Roy, Director General, The Bengal Chamber; Mr. Ramendu Chattopadhyay, Chairperson, West Bengal Foreign Investment Task Force, The Bengal Chamber; Mr. Sutanu Ghosh, Co-Chairperson, Energy and Environment Committee, The Bengal Chamber and Managing Director, Ghosh, Bose & Associates Pvt. Ltd.; Dr. Madhumita Roy, Head-Architecture Department, Jadavpur University; Mr. Mahendra Sureka, President-Corporate Affairs, Infinity Infotech Parks Ltd and Mr. Dipten Basu, Consultant, Tower Group and Former Deputy General Manager – India Trade Promotion Organization.

**12TH APRIL 2013,  
CHAMBER PREMISES**

The Bengal Chamber organized an interactive session with Dr. Indranil Ghosh, CEO and Founder of Tiger Hill Capital, UK at the "Tata Steel Room" of The Bengal Chamber on 12th April 2013. The interactive session was attended by delegates from the finance and agriculture sectors. Dr. Ghosh delivered his address with a presentation on various investment strategies and case studies of Tiger Hill Capital.

**INTERACTIVE SESSION WITH TIGER HILL CAPITAL**



▲ Dr. Indranil Ghosh, Founder & CEO, Tiger Hill Capital addressing the audience

▼ Members of the Finance & Banking Committee, eminent Agri consultant and Trade attended the interactive session with Dr. Ghosh

**12TH APRIL 2013,  
CHAMBER PREMISES**

The Bengal Chamber of Commerce and Industry partnering Lemenox Solution organized a half day Seminar on Application of Information Technology in Manufacturing – Bringing Forward the Best Solutions on Friday, 12th April 2013 at the Chamber premises. The seminar was organized to create a business linkage between the manufacturing units and the IT companies for upgradation of the overall IT system of the manufacturing companies leading to further growth and development of the manufacturing sector.

**APPLICATION OF IT IN MANUFACTURING -  
BRINGING FORWARD THE BEST SOLUTIONS**

IT in the manufacturing business (especially in the MSME sector) in areas like procurement, production, accounting and marketing. Held in the format of a B2B meet, the programme comprised of presentations from IT companies followed by product demonstrations.

The seminar was a unique opportunity for manufacturing companies for learning from leading IT solution providers about best-in-class IT products which are tailor-made for the manufacturing sector. There were about 80 delegates from the manufacturing sector.

The objective of the seminar was to showcase the various applications of



▼ An IT Company named Peobrics making a presentation



► Delegates and IT companies present in the seminar



▼ An IT Company named Embee making a presentation



► An IT Company named Management and Computer Consultants making a presentation

## EVENTS AT

### THE PALLADIAN LOUNGE

#### 25th February 2013

Press Meet with Nandita Das for Bonjour India Festival in association with Alliance Francaise du Bengale.



#### 13th March 2013

Felicitation of Dr. M. Balmuralikrishna by His Excellency Shri M. K. Narayanan, Governor of West Bengal with performance by the living legend later on followed by Odissi Recital by Madhumanti Sengupta. The event was supported by Descon, Allahabad Bank, National Insurance Co. Ltd, P & M Communications, A.L. Logistics Pvt. Ltd, The Bengal Chamber of Commerce and Industry and Open Doors.



#### 30th March 2013

Launch of book "Once Upon A Time" by Dr. Debal Sen in association with Open Doors. Ms. Sujata Sen, Director, British Council graced the occasion as Chief Guest.



### UPCOMING PROGRAMMES

Seminar on Service Tax, 19th April 2013, Chamber premises

Seminar on IR in India - Shifting Paradigm, 20th April 2013, ITC Sonar

Interactive Session with Ms. Nicola Watkinson, Senior Trade and Investment Commissioner, Austrade, South Asia, 23rd April 2013, Chamber premises

Interactive Session with Prof. B K Dutta, Chairman, West Bengal Pollution Control Board, 25th April 2013, Chamber premises

Sunfeast Health and Lifestyle Quiz, 26th April 2013, Chamber premises

The Bengal Chamber EILM Annual Sit n Draw for Children (Theme: Sun, Earth and our Future), 27th April 2013, Chamber premises

Interactive Session on "Climate Policy and Legislation – Best Practices and Experiences" with Prof. Sir David King, Fellow of the Royal Society; Foreign Fellow of the American Academy of Arts and Sciences; Former Chief Scientific Adviser and Head of the Government Office of Science, UK Government; Director of Research at the Department of Chemistry, University of Cambridge; first Director, Smith School, 2nd May 2013, Chamber premises

The Bengal Chamber Think Session with Ms. Laura Seldman, Beijing based Associate in the Nuclear Policy Program at Carnegie Endowment under the auspices of Stanton Nuclear Security Fellowship (on Indo-Chinese strategic relation), 2nd May 2013, Chamber premises

Workshop on Risk Management in International Trade, 3rd May 2013, Chamber premises

Partnering Shilpangon 2013 of Don Bosco Liluah, 4th May 2013

Seminar on Indian Insurance Industry – Road Ahead, 10th May 2013, Chamber premises

The Bengal Chamber Healthcare Symposium on "Comprehensive Healthcare for All – Is India Ready for It?", 11th May 2013, Chamber premises

Workshop on Lean Six Sigma, 15th-16th May 2013, Chamber premises

Discussion Forum on Shale Gas: A Game-changer for West Bengal and India (In the context of Energy Security, Economic Opportunities and Technology), 17th May 2013, Chamber premises

Seminar on Importance of Waterways for Economic Development, 7th June 2013, Chamber premises

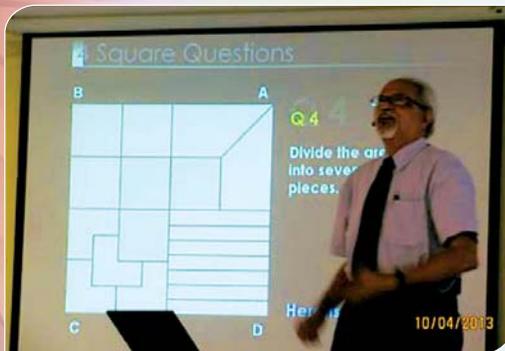
## NEWS FROM THE JIS GROUP

A Workshop on “AVR ATMEGA MICROCONTROLLER (WAAM -2013)” was organized on 20 and 21st March, 2013 by Department of Electronics and Communication Engineering of JIS College of Engineering.

Invited Speakers were Dr. Subhasis Bhaumik, Associate Professor & Coordinator of School of Mechatronics and Robotics (BESU), Mr. Ananda Sankar Kundu,

Expert in Robotics and working as SRF at BESU, Ms. Oishee Majumder, Expert in Robotics and working as SRF at BESU.

The objective of the workshop was familiarization with embedded system and its application, learning architecture, pin configuration and programming in ATMEGA8 Microcontroller and basic autonomous robot development and control.



Centre for Management Studies, JIS College of Engineering organized a seminar on “Managing Business Organisation: Issues and Challenges” on 10th April 2013 from 11.30 am onwards at Dr. B.C. Roy Auditorium of the College. Mr. Ratan Kumar Saha, Vice President - Corporate HR, Adhunik Group of Industries and Mr. TCA Srinivasa Prasad –Ex Executive Director, SAIL were the speakers on the theme.

### Introduction:

As the world moves through the 21st Century, business is becoming more dependent upon professional managers, who can bring success to an organization. Issues such as globalization and decentralization add to the need for organizations to hire flexible managers capable of leading. A 21st century manager should possess three traits and utilize them to lead organizations: the ability to stimulate change, excellent planning capabilities, and ethics. When analysing managerial work around the world,

major variations can be found in the anticipated roles and required skills. The importance placed on managers differs in rank with diverse organisational types, culture and other economical, technological, political and demographical factors. The organising function includes the process of determining what tasks are to be done, who does them, and how the tasks are to be grouped.

### Objectives of this seminar:

- (i) To be familiar with current trends of economy and business

- (ii) To understand the different theories of modern management
  - (iii) To understand the opportunities and benefits to manage a business.
- To discuss the range of policy and guidelines which govern businesses today

## METAPSYCONIX 4.0



*Metapsyconix is the annual cultural festival of Dr. Sudhir Chandra Sur Degree Engineering College (JIS Group). The fourth edition is hence named Metapsyconix 4.0. A two day cultural extravaganza, Metapsyconix 4.0 was held on 4th and 5th April, 2013 inside the college premises. Apart from Inter-departmental sports event there were numerous offstage events and numerous major onstage performances.*

*Offstage events:-*

1. Intra college cricket tournament
2. Intra college foot ball tournament
3. Intra college volleyball tournament
4. Intra college badminton tournament
5. Intra college carrom tournament
6. Intra college table tennis tournament
7. Intra college gaming tournament (NFS MW, FIFA 11, CS 1.6)
8. Inter college quiz tournament
9. Inter college debate tournament

10. Inter college painting tournament
  11. Inter college photography tournament
- The onstage events on 4th April, 2013 are:-*
1. College band performance – Chlorophyl
  2. College cultural performance
  3. Battleground Kolkata – An open to all dance competition
  4. Guest band performance – Swar
  5. Guest DJ



- The onstage events on 5th April, 2013 are:-*
1. Battle Symphony – An open to all band competition where 16 teams from all over India participated.
  2. Main event – Guest Band Performance by FOSSILS Live.

*Metapsyconix 4.0 was by far the largest fest ever organized in our college. The collective head count on both the days was nearly 5000.*