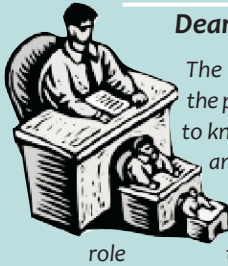




### from the desk of the PRESIDENT

7 February 2012



Dear Member,

The world of business and commerce, in the present context, is increasingly turning to knowledge development, management and dissemination for sustainability and growth. For this knowledge-focused, knowledge-dependent world, the role that the Bengal Chamber is playing and aspires to play more of is that of a repository of knowledge, a forum where our stakeholders can share knowledge, share best practices and success stories, network and learn from each other about the various strategies on organizational excellence in the current economic realities.

As the newsletter would reveal, the numerous programmes organized by the Chamber during the month have ranged from introducing our stakeholders to revolutionary mobility concepts in transportation to discussing environmental and employment issues in a premier industrial growth centre in West Bengal to organizing talks on global hospitality trends and interacting with visiting overseas delegations among many other events.

The Chamber took a business delegation to Dubai to take part in the Convention and B2B meets organized by the Non Resident Overseas Association of Bengal. We have embraced our overseas partners and are focusing on overseas collaborations more than ever so that the industry and economy here can benefit from the twin gains of overseas investments and access to overseas markets. We have also hosted the third edition of the extremely successful IT Quiz, which attracted a record 49 teams this year. International speakers of great renown have graced the Chamber and thought leaders from various walks of life including art and culture have addressed us. Such events will continue throughout the year and with your participation and patronage, I am sure that we would scale newer heights.

Sd/-  
**HARSH K JHA**  
President

### MEMBERS' NEWS CORNER

Welcome to the Bengal Chamber family! That's what we would like to convey to Fox & Mandal and Pioneer Property Management Ltd. whose applications for membership were tabled and approved by the Managing Committee at its meeting on 10th January 2012.

### NEWS FLASH



The ever active, Mr. R.N. Lahiri addressing one of the Chamber's flagship programmes in IT

We are delighted to share with you the news that the Chairperson of the Information Technology Committee of the Bengal Chamber, **Mr. R N Lahiri** has been awarded the **Fellowship of the Computer Society of India (CSI)** on the occasion of its 46th Annual Convention held at Ahmedabad, December 2011 in "grateful recognition of his services to CSI over the years and his outstanding accomplishments as an IT professional".

With this award, Mr. Lahiri joins a very select group of leaders from India's IT sector, who are also universally acknowledged as torchbearers for this industry.



### NEWS FLASH

Some photographs of the Symposium on Intellectual Property Rights and Alternative Dispute Resolution (ADR), 25th June 2011, Cuttack supported by the Bengal Chamber and addressed by our Director General, Mr. P Roy



**PROGRAMMES**

**LECTURE BY PROF. R.P. SRIVASTAVA, ERNST & YOUNG DISTINGUISHED PROFESSOR OF ACCOUNTING AND DIRECTOR, CENTER FOR AUDITING RESEARCH AND ADVANCED TECHNOLOGY, UNIVERSITY OF KANSAS, SCHOOL OF BUSINESS ON "BALANCED SCORECARD FOR INDIAN BUSINESS - SCOPE OF APPLICATION"**

**6TH JANUARY 2012  
CHAMBER PREMISES**



▲ L-R: Prof. (Dr.) R.P. Srivastava, Distinguished Professor of Accounting in Ernst & Young & Director of Auditing Research & Advanced Technology at the School of Business, University of Kansas; Prof. (Dr.) R.P. Banerjee, Chairman, Education Task Force, The Bengal Chamber; Mr. Subhodip Ghosh, Director, The Bengal Chamber

Prof. (Dr.) R.P. Srivastava (left) being presented a memento by Prof. (Dr.) R.P. Banerjee ▶

Dr. R P Srivastava spoke about translating the Vision and Strategy of an organization – their objectives, measures, targets and initiatives. He also spoke about the vision and strategy from the aspects of Finance, Internal Business process, Learning and Growth and from the Customer perspective of any organization. He touched upon areas like Core Outcome Measures, Linking Unique Value Proposition and Multiple Scorecard measures to a single strategy, based on the Cause and Effect Relationship, Cost of Quality, Measuring Employee Capabilities, which emphasize on Employee Retention, Employee Productivity and Revenue per Employee.

Dr. Srivastava also spoke on the Scope of Balanced Scorecard in E-Business. His speech was followed by an interactive Q/A session, which was moderated by Prof. (Dr.) R P



Banerjee, Chairperson, Education Task Force of the Bengal Chamber, who also chaired the session. The programme was attended by corporates, IT companies and B-School students.

**THE BENGAL CHAMBER INTERNATIONAL FORUM AND BEST WESTERN PREMIER VEDIC VILLAGE SPA RESORTS WITH THE TIMES OF INDIA AND VENNFER PRESENT "DEVELOPING GLOBAL HOSPITALITY TRENDS - THE BEST WESTERN EXPERIENCE": TALKS BY MR. DAVID KONG, PRESIDENT AND CEO AND MR. DEVANG AMIN, CHAIRMAN, BEST WESTERN INTERNATIONAL INC.**

**7TH JANUARY 2012  
CHAMBER PREMISES**



◀ L-R: Mr. David Kong, President & CEO, Best Western International, Mr. Sudhir Sinha, COO, Best Western India, and Mr. P.Roy, Director General, The Bengal Chamber

Mr. P. Roy, Director General of Bengal Chamber, delivering the Vote of Thanks ▼



Mr. M J Robertson, Chairperson, Tourism Committee of the Bengal Chamber, inaugurated the session, welcoming Mr. David Kong and other delegates and speakers.

Mr. Kong took over the session starting with the present scenario of the Indian hospitality industry and the prospects of tourism in India, which is known for its diverse and unique geographical and cultural features. He harped on the tourist attractions in India and the type / nature of tourism, speaking on the economy of the hospitality and tourism industry. He spoke on the need for growth of the hotel industry.

Mr. Kong spoke on the long term economics of scale of the hospitality and hotel industry and the need for growth. He also spoke about the Best Western trends and how Best Western has aggressive plans for India, in terms of the increase in number of hotels, believing in the people of India, the economy of India, and the dynamic future of India.

The session ended with a lively and interactive round of Q/A, with the guests asking on various aspects of the prospects in career and business in the hotel industry with reference to Best Western. Mr. P Roy, Director General, The Bengal Chamber delivered the Vote of Thanks, and mementos were presented to Mr. David Kong and other delegates. This was followed by a grand networking lunch session, hosted by Mr. Robertson at the Paddian Lounge, which witnessed the closing of the grand seminar.

**THE BENGAL CHAMBER INTERNATIONAL FORUM AND BEST WESTERN PREMIER VEDIC VILLAGE SPA RESORTS WITH THE TIMES OF INDIA AND VENNER PRESENT "DEVELOPING GLOBAL HOSPITALITY TRENDS - THE BEST WESTERN EXPERIENCE": TALKS BY MR. DAVID KONG, PRESIDENT AND CEO AND MR. DEVANG AMIN, CHAIRMAN, BEST WESTERN INTERNATIONAL INC.**

7TH JANUARY 2012  
CHAMBER PREMISES



Mr. David Kong during his address. Seated is Mr. M.J. Robertson, Chairman, Tourism & KMC PPP Committee, The Bengal Chamber



▲ A packed WM Hall



◀ L-R: Mr. Sudhir Sinha, Mr. David Kong and Mr. M.J. Robertson, Chairman, Tourism & KMC PPP Committee during the Press meet

9TH JANUARY 2012  
CHAMBER PREMISES

**ADDA SESSION WITH HEROES OF SATYAJIT RAY ORGANIZED WITH ONNOMON IN ASSOCIATION WITH EIILM**



▲ "A few good men" – Some of the panelists of the evening with renowned actor, Shri Haradhan Bandopadhyay, who has acted in a number of films by the maestro Satyajit Ray. L-R: Shri Barun Chanda, Shri Haradhan Bandopadhyay, Shri Soumitra Chattopadhyay, Shri Dhritiman Chaterji



▲ Shri Arun Mukhopadhyay (right) greeting Shri Barun Chanda

The Bengal Chamber of Commerce and Industry and Onnomon in association with EIILM, organized an "Adda with Heroes of Satyajit Ray" on 9th January 2012 in the Williamson Magor Hall of the Chamber.

Shri Soumitra Chattopadhyay, Shri Dhritiman Chaterji, Shri Barun Chanda, Shri Pradip Mukhopadhyay and Shri Arun Mukhopadhyay were the panelists. Smt Aloknanda Roy

hosted the panel discussion as the moderator and anchor. The programme was an informal discussion, in the mood of an "adda", with the panelists being the leading actors of Ray Classics. The Panelists shared their anecdotes and experiences of working with the maestro and recounted some of the many memories of their days in Ray films. It was a natural sequel to the "Adda with Heroines of Satyajit Ray" organized on 11th



▲ The distinguished members of the audience in rapt attention



◀ Before the Adda: L-R - Shri Pradip Mukhopadhyay, Shri Arun Mukhopadhyay, Shri Soumitra Chattopadhyay, Smt Aloknanda Roy (moderator), Shri Barun Chanda, Shri Dhritiman Chaterji



▶ The Adda in progress. A clip of "Kanchenjanga" being projected on the screen

**PROGRAMMES**

**ADDA SESSION WITH HEROES OF SATYAJIT RAY ORGANIZED WITH ONNOMON IN ASSOCIATION WITH EILM**

**9TH JANUARY 2012  
CHAMBER PREMISES**

September 2010.

The programme was attended by over 250 invitees and went on for over 2 hours. The audience was enthralled to say the least to hear

from the legendary actors about how they used to prepare for Ray's films, their interactions with Satyajit Ray and their countless experiences and stories from those days as well as their

experiences in the context of the film industry in general. Afterwards, the panelists and the audience went up to the Palladian Lounge to interact in a more relaxed ambience.



▲ Shri Dhritiman Chatterji reacting to a question, while Smt Alokmanda Roy and Shri Barun Chanda look on



▲ Mr. P Roy, Director General of the Bengal Chamber presenting a memento to Shri Soumitra Chattopadhyay



▲ Mr. Kallol Datta, Vice President of the Bengal Chamber presenting a memento to Smt Alokmanda Roy



▲ Mr. R K Basu Mullick, Director, Tower Group (left) presenting a memento to Shri Barun Chanda (right)



▲ The Adda in progress. Shri Soumitra Chattopadhyay sharing an anecdote



▲ A packed Williamson Magor Hall

**THE BENGAL CHAMBER PARTNERED THE PALLADIAN LOUNGE AND GLOBAL ORGANIZATION OF PEOPLE OF INDIAN ORIGIN (GOPIO) IN ORGANIZING AN INTERACTIVE SESSION WITH H.E. KAMLA PERSAD-BISSESSAR, HON'BLE PRIME MINISTER, TRINIDAD AND TOBAGO**

**10TH JANUARY 2012  
THE PALLADIAN LOUNGE**



▲ Mr. P Roy, Director General of the Bengal Chamber (left) greeting Her Excellency Kamla Persad-Bissessar, Hon'ble Prime Minister, Trinidad and Tobago



▲ H.E. Kamla Persad-Bissessar addressing the invitees



▲ The audience

**THE BENGAL CHAMBER AND BALLANTINES PRESENT, IN ASSOCIATION WITH THE TELEGRAPH, THE NEXT EDITION OF THINK SERIES OF LECTURES - A TALK BY DR. CHRIS BORRONI-BIRD, DIRECTOR OF ADVANCED TECHNOLOGY VEHICLE CONCEPTS AND EN-V PROGRAM (ELECTRIC-NETWORKED VEHICLE), GENERAL MOTORS ON "RE INVENTING THE AUTOMOBILE: PERSONAL URBAN MOBILITY FOR THE 21ST CENTURY"**

**10TH JANUARY 2012  
THE PALLADIAN LOUNGE,  
CHAMBER PREMISES**

As a part of the THINK SERIES The Bengal Chamber, in association with Ballantines, The Telegraph, Tata Metaliks, Frost & Sullivan and Anderson Printing, organized an interactive session with Dr Chris Borroni-Bird on 10th Jan 2011 at The Williamson Magor Hall.

Delivering a talk on "Re Inventing the Automobile : Personal Urban Mobility for the 21st Century", Dr.

Borroni-Bird unveiled his concept of future mobility that would, he believed, change the way people travel in Urban Centres. Dr Borroni-Bird exhorted the gathering to leave behind the unwieldy, carbon dioxide emitting gas guzzlers for cars that were Green, smart, connected & fun. However, he was also of the opinion that to run the EN-V (the two-wheel concept vehicle) in Calcutta, it would require

Dr. Chris Borroni-Bird addresses the august gathering ▶



**10TH JANUARY 2012  
THE PALLADIAN LOUNGE,  
CHAMBER PREMISES**

**THE BENGAL CHAMBER AND BALLANTINES PRESENT, IN ASSOCIATION WITH THE TELEGRAPH, THE NEXT EDITION OF THINK SERIES OF LECTURES – A TALK BY DR. CHRIS BORRONI-BIRD, DIRECTOR OF ADVANCED TECHNOLOGY VEHICLE CONCEPTS AND EN-V PROGRAM (ELECTRIC-NETWORKED VEHICLE), GENERAL MOTORS ON “RE INVENTING THE AUTOMOBILE: PERSONAL URBAN MOBILITY FOR THE 21ST CENTURY”**



▲ A section of the audience



a radical infrastructural upgrade, with dedicated car lanes, charging centres, wirelessly connected traffic signals and so on.

The programme was attended in large numbers by the Chamber members and invitees and it was felt unanimously that the theme and speaker were very apt for a “Think...” series lecture.

◀ Dr. Chris Borroni-Bird being welcomed by Mr. Kallol Datta, Vice President, The Bengal Chamber

**20TH AND 21ST JANUARY, 2012  
IN DUBAI AND SHARJAH**

**THE BENGAL CHAMBER BUSINESS DELEGATION AS THE EXCLUSIVE CHAMBER OF COMMERCE PARTNER OF THE ‘SECOND PRABASHI BANGIYA SAMMELAN’, ORGANIZED BY NON RESIDENTS OVERSEAS ASSOCIATION OF BENGAL (NROAB)**

The Bengal Chamber of Commerce and Industry took a business delegation to participate in the ‘Second Prabashi Bangiya Sammelan’, organized by Non Residents Overseas Association of Bengal (NROAB) in partnership with The Bengal Chamber of Commerce and Industry on 20th and 21st January 2012 in Dubai and Sharjah respectively.

The members of the delegation were ,



▲ Inauguration by lighting of lamp of Second Prabashi Bangiya Sammelan. Mr. Francis Xavier Xaxa, Consul of India in Dubai (on the left) with Mr P Roy, Director General, The Bengal Chamber (on the right).

**NROAB:**

NROAB is an association of Non Residents of Bengal based all across the globe. The objective of this association is to contribute to the economic development of the State of West Bengal by suitably routing the funds available with Non Residents Indians/Bengalis to suitable investment opportunities in Bengal. With this mission they launched the inaugural edition of Prabashi Bangiya Sammelan in 2010 in Doha. **The third edition has been announced in London in July 2013.**



▶ Mr. Francis Xavier Xaxa addressing

Name & Organization	Sector Represented
<b>Mr. P Roy</b> Director General, The Bengal Chamber	Leading the Delegation
<b>Prof. S S Chakraborty</b> Chairman-cum-Managing Director, Consulting Engineering Services (India) Pvt. Ltd.	Infrastructure development, planning, engineering and construction management
<b>Mr. Sourav Daspatnaik</b>	Continuous mechanized mining (underground); Manufacturing of aluminum, copper, lead; Technology to monitor weather and environment
<b>Mr. Manish Agarwal</b> Director, Elbee Securities Pvt. Ltd.	Financial Services
<b>Mr. Sourabh Sarkar (CEO) &amp; Ms. Reena Sarkar</b> Omnivera Learning Solutions P. Ltd. <b>Dr. Chuck Schreiner</b> , Managing Director, KarmYog Education Network	IT enabled education
<b>Ms. Sila Singh Ghosh</b> General Manager – Corporate Relations, JIS Group Educational Initiatives	Education
<b>Ms. Mala Dasgupta</b> Director, Grey Matter PR	Communications Consultancy
<b>Mr. Subhodip Ghosh</b> Director, The Bengal Chamber	
<b>Ms. Angana Guha Roy Chowdhury</b> Senior Programme Manager, The Bengal Chamber	
<b>Mr. Prajnananda Chaudhuri</b> Special Correspondent, ABP	



▲ Mr. P Roy addressing



▲ Prof. S S Chakraborty, Patron, The Bengal Chamber of Commerce and Industry and Chairman-cum-Managing Director, Consulting Engineering Services (India) Private Limited delivering the Keynote Address

**Second Prabashi Bangiya Sammelan on 20th January 2012 in Dhow Palace, Dubai**

Mr. Francis Xavier Xaxa, Consul of India in Dubai was the Chief Guest. Prof. S S Chakraborty, Patron, The Bengal Chamber of Commerce and Industry and Chairman-cum-Managing Director, Consulting Engineering Services (India) Private Limited was the Guest of Honour and he delivered the Keynote



▲ Felicitation to The Bengal Chamber. Mr. Nilangshu Dey, President, NROAB (on the left) with Mr P Roy (on the right)

Address. He addressed on the opportunities available at the bottom of the pyramid and in the rural areas of West Bengal and the need to focus on the development of social infrastructure.

The Inaugural Session also included the presentation of 'Glory of Bengal' Awards to NRI/PIO/OCI's of Bengal origin. The awards were presented to Dr. Arup K Sengupta, USA; Dr. Deb Prasanna Chowdhury, Saudi Arabia; Dr. Gautam Sen, UAE for their outstanding achievements / contributions in various fields ranging from safe drinking water to entrepreneurship. Other distinguished delegates were also awarded similarly.

The Plenary Session I commenced with the address of Mr. P Roy, Director General, The Bengal Chamber of Commerce and Industry and Mr. Subhodip Ghosh, Director, The Bengal Chamber of Commerce and Industry on "The Bengal Chamber – An outreach". The presentation showcased the evolution of the Chamber as 'Bengal's very own' partnering the State and Central Governments. The history and heritage of the organization were grandstanded. The presentation featured the Chamber's activities through the twenty three expert committees, its area specific activities, liaison with the present Government and offerings to the members. The Chamber's tie-

ups with foreign agencies like European Business and Technology Centre (EBTC), DFIC, etc were emphasized. It was mentioned that the Chamber had developed its role from that of a catalyst to that of a service provider.

The presentation progressed to the opportunities in West Bengal. The information provided by West Bengal Industrial Development Corporation (WBDIC) on the investment opportunities and allied services by the Government were highlighted.

The other presentations in the Plenary Session I were:

Mr. Joydev Sarkar, President and CEO, SARTREX, Canada spoke on his "Investment Plan to West Bengal". He mentioned that he was undertaking feasibility studies on projects in which he could invest in the home State.

Dr. Arup K Sengupta spoke about "Transforming drinking water crisis into



▲ Mr. Subhodip Ghosh, Director, The Bengal Chamber addressing

an engine for economic growth among resource – poor people in India". He was informed by the Bengal Chamber about possibility of Tata Group's interest in the project and was offered support.

Mr. Manish Agarwal, Director, Elbee Securities, a member company and delegate member of the Chamber made a presentation on "Investment Opportunities for NRIs in Indian finance / capital market". Elbee Securities has more than 20 years of progressive experience in matters related to Finance and Advisory Services. It has focused on Institutional Sales in the past decade by reaching out to institutional businesses including Foreign Institutional Investors (FII) in the recent past.

The Plenary Session II focused on "Joint Venture Projects proposals in West Bengal". Mr. Subrata Mukherjee, Director, SABS Architects and Engineers Pvt Ltd made a presentation on "Introduction of Light Gauge Steel Frame Structures in India - an Alternate Construction System for Fast Track Buildings".



▲ Mr. Sudesh K Aggarwal, Chairman, ICET, addressing the B2B Meeting

20TH AND 21ST JANUARY, 2012  
IN DUBAI AND SHARJAH

THE BENGAL CHAMBER BUSINESS DELEGATION AS THE EXCLUSIVE CHAMBER OF COMMERCE PARTNER OF THE 'SECOND PRABASHI BANGIYA SAMMELAN', ORGANIZED BY NON RESIDENTS OVERSEAS ASSOCIATION OF BENGAL (NROAB)



Mr. P Roy addressing the B2B Meeting



Mr. Subhodip Ghosh making a presentation on Bengal Chamber at B2B Meeting

He mentioned his willingness to work with the Chamber and requested the Chamber to help him identify right partners for this project and facilitate his organizing a pilot project in the State.

Dr. Peter Backwinkle, Director, Institute for Biophysical Medicine, Germany addressed on "Introduction of Biophysical Medicine in India as holistic and alternative medical treatment". Dr Gautam Basu, Plastic Surgeon, Bahrain informed about his proposed venture of specialty care hospital for trauma, plastic and cosmetic surgery.

Mr. Sourav Daspatnaik, Chairperson, Skill Development Task Force, The Bengal Chamber and Regional President - Eastern Region, National HRD Network and Chairman, Express Advisory Services Pvt. Ltd. addressed on "Investment in Education and Skill Development." Mr. Daspatnaik

**B2B Meeting at India Trade and Exhibition Centre, Sharjah on 21st January 2012:**

The delegation visited India Trade and Exhibition Centre (ITEC), Sharjah for a B2B Meeting on the following day. Members of ITEC, who were invited for the B2B Meeting, constitute the business leaders and professionals of Indian origin working in UAE.

ITEC m.e. is a not-for-profit centre, established with the mandate from the Ministry of Commerce, Government of India and Sharjah Chamber of Commerce and Industry, Government of Sharjah - UAE. ITEC is a one-of-its-kind organization in the world outside India promoting trade & investment between India-UAE, India-GCC & India-MENA countries. The Centre was inaugurated by the Hon'ble President of India, Her Excellency Pratibha Devisingh Patil on November

- Information on Investment opportunities
- Business promotion and related activities
- Company set up & formation in the UAE/GCC/MENA region
- Visa services like visit, transit and residence
- Conference facilities
- Trade seminars and conferences

Mr. Sudesh K Aggarwal, Chairman, ITEC and the other members present were very motivated by the activities of The Bengal Chamber of Commerce and Industry. They expressed their willingness to visit Kolkata in November 2012 with a trade delegation to explore the opportunities in West Bengal. The Bengal Chamber was requested to organize a Business Conference followed by a B2B meet with the trade delegation from UAE. It was requested to the Chamber to organize the



▲ Members of the Bengal Chamber delegation (L-R): Ms Angana Guha Roy Chowdhury, Senior Programme Manager; Mr Subhodip Ghosh; Prof. S S Chakraborty; Mr. Sourav Daspatnaik, Chairperson, Skill Development Taskforce, The Bengal Chamber of Commerce and Industry; Mr Sourabh Sarkar, CEO, Omnivera Learning Solutions Pvt Ltd; Ms Reena Sarkar, Director, Omnivera Learning Solutions Pvt Ltd; Mr Manish Agarwal, Director, Elbee Securities, Mr P Roy.



▲ Ms. Sila Singh Ghosh, General Manager- Corporate Communication is third from the right; Ms Mala Dasgupta is fourth from the left and M.r Prajnananda Chaudhuri, Special Correspondent, ABP is fifth from the left.

was part of the delegation from the Chamber. Mr. Sourabh Sarkar, Co founder, KarmYog Foundation made a presentation on IT Enabled Education with Dr Chuck Schreiner, Managing Director, KarmYog Education Network. Mr Sarkar and Dr Scheiner were part of the Chamber delegation.

The programme concluded with a felicitation to The Bengal Chamber of Commerce and Industry.

25, 2010 in the august presence of His Highness Dr. Sheikh Sultan Bin Mohamed Al Qasimi, Member of Supreme Council of United Arab Emirates and Ruler of Sharjah. ITEC facilitates Indian business in UAE by providing the following services:

- Exhibition stalls
- Office rentals
- Goods & Services sourcing information

Conference on the day before the Bengal Chamber Golf Cup 2012 so that they could participate in the Golf event as well.

## PROGRAMMES

### THE BENGAL CHAMBER JOINING THE INDIAN SOCIETY FOR TRAINING & DEVELOPMENT (ISTD)'S 42ND NATIONAL CONVENTION AS ASSOCIATE PARTNER

20TH-21ST JANUARY 2012,  
MINI AUDITORIUM, SCIENCE CITY

The programme, which commenced with the lighting of the Lamp and Saraswati Vandana, began with the welcome address by the Chairman of ISTD Kolkata Chapter and the release of the programme souvenir by Shri Purnendu Bose, Hon'ble Minister-in-Charge, Labour and ESI, Government of West Bengal.

The inauguration was followed by an inspiring and descriptive lecture, Dr. Nitish De Memorial Lecture by Prof (Dr.) Vinayshil Gautam, Professor Emeritus, IIT Delhi and Chairman D. K. International Foundation. He spoke on the

successful practice of Human Resource and how team work has no other alternative to success. He also spoke about how knowledge is a fluid mix of framed experiences, values, contextual information and expert insight that provides a framework to HRD. There were lectures by other eminent personalities. The next day again commenced with lectures by eminent personalities with insight into HR as a facilitator for Values and Ethics, Leadership Development for Competitive Edge, and on Innovative HR.

### INTERACTIVE SESSION WITH QUEENSLAND GOVERNMENT MINING TRADE MISSION TO INDIA

27TH JANUARY 2012,  
CHAMBER PREMISES

India is currently one of the fastest growing major economies in the world. Realizing the critical importance and vast potential of India's mining sector, the Indian government has gradually opened this largely State-controlled industry in order to promote greater private investment and the infusion of leading technologies and expertise.

Keeping this in mind an "Interactive Session with Queensland Government Mining Trade Mission to India" was held on 27th January 2012 in the Chamber Premises. Mr Rod Solomons, Trade Commissioner to South Asia, Government of Queensland, Australia, was the Mission Leader. Mr. P Roy, Director General, The Bengal Chamber conducted the meet. Mr. P S Bhattacharyya, Senior Vice President of the Chamber presided over the meeting. Representatives from Indian companies had the opportunity to make an introduction with the Queensland mining equipment, technology and services (METS) companies focussed on exporting to India. After the introductory session, a B2B session was arranged with the delegates from Australian companies.

Some members of the Delegation ▶

Interactive Session in progress. Seated second from left is Mr. P Roy, Director General of the Chamber and third from left is Mr. P S Bhattacharyya, Senior Vice President, The Bengal Chamber ▼



▶ B2B meeting with Queensland Mining Trade Mission

## AD MANTRAS

### THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY AND BALLANTINES, IN ASSOCIATION WITH THE TELEGRAPH, TATA METALIKS AND ANDERSON PRINTING PRESENTED AS PART OF THE "THINK.." SERIES A TALK BY MR. PRAVEEN TRIPATHI, CEO - MAGIC 9 MEDIA & CONSUMER KNOWLEDGE ON "NEW SOCIO ECONOMIC CLASSIFICATION SYSTEM - ITS GENESIS & POTENTIAL APPLICATIONS"

27TH JANUARY 2012,  
THE PALLADIAN LOUNGE,  
THE BENGAL CHAMBER PREMISES

As a part of the THINK SERIES, The Bengal Chamber, in association with Ballantines, The Telegraph, Tata Metaliks and Anderson Printing, organized an interactive session with Mr. Praveen Tripathi at the Palladian Lounge. Delivering a talk on "New Socio Economic Classification: Its genesis and potential applications", Mr Tripathi explained how, with

the changing economy, advertisers needed to reach out to a wider cross section of people. He primarily enumerated on the new SEC system – a census like method used by advertisers to reach target households, which came into effect from May 2011. The system is the result of a joint initiative taken by MRUC (Market Research Users Council) and MRSI

(Market Research Society of India). The new system offers a sharper identification of the various segments of Society. The classification is primarily based on the Education of the Chief Wage Earner and the number of Consumer Durable items present in the house hold under consideration – from Electricity connection and Agricultural land to Cars and Air Conditioners.



27TH JANUARY 2012,  
THE PALLADIAN LOUNGE,  
THE BENGAL CHAMBER PREMISES

THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY AND BALLANTINES, IN ASSOCIATION WITH THE TELEGRAPH, TATA METALIKS AND ANDERSON PRINTING PRESENTED AS PART OF THE "THINK.." SERIES A TALK BY MR. PRAVEEN TRIPATHI, CEO - MAGIC 9 MEDIA & CONSUMER KNOWLEDGE ON "NEW SOCIO ECONOMIC CLASSIFICATION SYSTEM - ITS GENESIS & POTENTIAL APPLICATIONS"



▲ A section of the audience at the session.



▲ Mr. Sidhartha Roy, Chairperson, Marketing & Brand Committee of The Bengal Chamber, welcoming Mr. Praveen Tripathi to The Chamber.

◀ Mr. Tripathi taking questions from the Audience

1ST FEBRUARY 2012,  
TAJ BENGAL

The Bengal Chamber supported The India Leadership Summit 2012, an EILM initiative, on 1st Feb 2012 at the Taj Bengal, Kolkata. The theme was, "Building Next Generation Leaders". The Summit was addressed by Shri Bratya Basu, Hon'ble Minister-in-Charge, Dept. of School Education & Higher Education, Government of West Bengal and Shri Madan Mitra, Hon'ble Minister-in-Charge, Sports & Transport, Government of West Bengal, who were the Guests of Honour.

INDIA LEADERSHIP SUMMIT 2012 ORGANIZED BY EILM AND SUPPORTED BY THE BENGAL CHAMBER

Mr. P Roy, Director General, The Bengal Chamber of Commerce & Industry chaired the Achievers & Leaders Panel, whose theme was "Keeping Pace with the Changing World". It was an interesting session where the panelists shared their experiences which had helped them to reach the position where they were today.

2ND FEBRUARY 2012,  
CHAMBER PREMISES

The Information Technology Committee of The Bengal Chamber of Commerce and Industry presented the third edition of the Bengal Chamber IT Quiz on 2nd February 2012 in the Chamber.

While the theme for the Quiz was 'IT', the questions covered a wide spectrum of interest areas — with each question having an IT angle but not necessarily technically oriented to IT technical issues/processes. This quiz has a unique positioning of its own — a little away from the more familiar general and business quizzes, which makes it all the more interesting and enjoyable.

Since its inception, The Bengal Chamber IT Quiz has made a niche for itself in the IT Community of the city. This year it was bigger and better. 49 teams enrolled to participate. It was an interesting mix of IT developers, corporates, hard-core quizzers and students and faculty members of premier engineering and management institutions.

The finalists were Cognizant Technology Solutions India Limited, ITC Ltd, Jadavpur University Quiz Club, mjunction Services Limited, Tata Consultancy Services Ltd and St. Xavier's College-Kolkata. The quiz concluded with an interesting climax — there was a tie-breaker between ITC and St Xavier's.

THE THIRD ANNUAL BENGAL CHAMBER  
IT QUIZ 2012

Prizes for both first and second positions were equally attractive. Finally, Mr. Tanmay Prusty and Mr. Varun Rajiv of ITC won the winner's trophy and won Reliance Tablet 3Gs. St Xavier's College-Kolkata was the runners up. Mr. Rajit Dasgupta and Mr. Raktim Kumar Nag won Blackberry Curve 3G. mjunction became the 2nd runners up. Mr. Debashish Mukherjee and Mr. Rajiv Chatterjee won Seiko chronometer watches.

THE THIRD ANNUAL BENGAL CHAMBER IT QUIZ 2012

2ND FEBRUARY 2012,  
CHAMBER PREMISES



▲ Mr. Subhodip Ghosh, Director, The Bengal Chamber welcoming the teams and the audience



▲ Mr. Prabir Kumar Das, Managing Director, WEBEL interacting with the teams and the audience



▲ Mr. R N Lahiri, Chairperson, Information Technology Committee addressing



▲ Mr. H N Sengupta, Chairman, WEBEL (on the right) presenting the winner's trophy to ITC. Team members are Mr. Tarun Prusty (on the left) and Mr. Varun Rajiv (in the middle). Mr. Charanpreet Singh, Quiz master can also be seen



Finalists with Mr. H N Sengupta, Mr. Prabir Kumar Das, Mr. R N Lahiri, Mr. Charanpreet Singh and Mr. Subhodip Ghosh. Ms. Angana Guha Roy Chowdhury of The Bengal Chamber can be seen first from the right.



▲ Mr. Charanpreet Singh conducting the final round



▲ The preliminary round with close to 50 teams



▲ Another snap of the final round.

**3RD-4TH FEBRUARY 2012  
HALDIA**

**SEMINAR ON ENVIRON MANAGEMENT, INDUSTRIAL INFRASTRUCTURE AND ENTREPRENEURSHIP AND EMPLOYMENT OPPORTUNITIES, TRAINING CENTRE, MCC PTA INDIA CORP PRIVATE LIMITED**

The Haldia Development Committee of The Bengal Chamber of Commerce and Industry organized a one and a half day Seminar on Environ Management titled “Session on Environ Management – Way forward for a Greener Haldia”, Industrial Infrastructure titled “Industrial Infrastructure Developments in and around Haldia” and Entrepreneurship and Employment Opportunities titled “Session on Entrepreneurship and Employment Opportunities” on 3 - 4 February 2012 at Training Centre, MCC PTA India Corp Private Limited, Haldia, Purba Midnapore.

The stakeholders and participants of the seminar were government representatives, representatives from industry, policymakers, researchers, experts from premier academic institutions and others relevant to the seminar.

The seminar was organized with the objective of how to make the forum accustomed with the present situation at Haldia in the areas of environment, infrastructure and entrepreneurship activities and employment opportunities and to charter out a plan of action for furthering improvements or developments of the Haldia industrial belt.

The seminar began with a brief inaugural session. The speakers of the inaugural session were Mr. Partha S Bhattacharyya, Chairperson, Haldia Development Committee, The Bengal Chamber of Commerce and Industry, Mr. Shinji Yasunaga, Executive Director, MCC PTA India Corp Private Limited, Dr. P Ulaganathan, IAS, Chief Executive Officer, Haldia Development Authority and Mr P Roy, Director General, The Bengal Chamber of Commerce and Industry.

The two day seminar encouraged an overwhelming response from industry, academia, and others and so far as industry participation was concerned, it was comprised of mainly manufacturing, services and others. The total number of delegates for the one and a half day seminar was 250 approximately.

The seminar organized by the Chamber in Haldia focused on the present situation in Haldia, the environmental realities and compulsions, the industrial infrastructure of Haldia and its surroundings and, last but not the least, showcased the prevailing opportunities for enhancing entrepreneurship activities leading to more employment generation in the Haldia industrial belt. Besides, the seminar had helped the Chamber and the Government to draw action points for development in the areas of focus.



▲ L-R: Mr. Partha S Bhattacharyya, Chairperson, Haldia Development Committee, The Bengal Chamber is addressing the seminar. Seated is Mr. P Roy, Director General, The Bengal Chamber.



▲ Dr. P Ulaganathan, IAS, Chief Executive Officer, Haldia Development Authority addressing the inaugural session of the seminar.



▲ Delegates on Day 1 of the seminar.



▲ Delegates on Day 2 of the seminar.



▲ Speakers on Day 2 of the seminar. L-R: Mr. Satyajit Dey, Manager, Human Resources, Gokul Refoils and Solvent Limited, Haldia, Mr. A K Ghosh, Dy Head – Plant and Head – Manufacturing, Haldia Petrochemicals Limited, Shri Subhagata Gupta, Assistant Labour Commissioner, Haldia and Prof A K Mukhopadhyay, Director, Haldia Institute of Technology



▲ Shri Subhagata Gupta, Assistant Labour Commissioner, Haldia addressing on Day 2 of the seminar.

6TH FEBRUARY 2012

MR. P ROY, DIRECTOR GENERAL OF THE BENGAL CHAMBER MET  
H.E. KIM JOONG-KEUN, AMBASSADOR OF SOUTH KOREA OVER LUNCH

The focus of discussions was possible Korean investments in West Bengal and The Chamber's enabling role.

## EVENTS AT

14TH JANUARY 2012

THE PALLADIAN LOUNGE



## ENGLISH THEATRE

Directed by  
**Rohit Pombra**Produced by  
**Stagecraft**

## UPCOMING PROGRAMMES

- ▶ Marketing Conclave on "Bottom Up – Connecting with the bottom of the consumer pyramid", **11th February 2012, Chamber premises**
- ▶ Seminar on VAT, **16th February 2012, Chamber premises**
- ▶ The Bengal Chamber presents The First Ever "Serving Humanity Forum" - A Panel Discussion on "Swami Vivekananda: His ideals for a Sustainable India" on the occasion of World CSR Day 2012, **18th February 2012, Chamber premises**
- ▶ Workshop on Opportunities in Food Processing and Agri-Infrastructure: For Socio-Economic Empowerment in Eastern India, **24th February 2012, Chamber premises**
- ▶ The Bengal Chamber and US Commercial Services hosting the Port and Maritime Technology Trade Mission – Visit by US Delegation, **17th - 18th February 2012, at Kolkata and Haldia**
- ▶ All India Seminar on "ISO 50001 for Efficient Energy Management Systems in Industry" organized by The Computer Engineering Division, The Institution of Engineers (India) jointly with Indian Institute of Social Welfare & Business Management (IISWBM) in association with The Bengal Chamber and AEE India Chapter, **March 2nd & 3rd, 2012, IISWBM, Kolkata**
- ▶ The Bengal Chamber supporting a Session on Sustainability and Corporate Governance with Prof. Shyam Sunder, Professor, Yale University and Chair, American Accounting Association, **1st March 2012, EILM Campus, Sector V, Salt Lake**
- ▶ Panel Discussion presented by the Bengal Chamber and Calcutta Business School as part of the "Evolve" series: Where is the economy headed – Challenges ahead", **2nd March 2012, The Palladian Lounge, Chamber premises**
- ▶ "Naahi Samanya Nari": A musical recital of songs and poems of Gurudev Rabindranath Tagore recognizing the achievements and towards securing the future of differently abled underprivileged children, **7th March 2012, The Tollygunge Club, Kolkata**
- ▶ Seminar on Contract Labour in **Haldia, 10th March 2012**
- ▶ The Bengal Chamber Union Budget Viewing Session, **16th March 2012, Chamber premises**