



from the desk of the  
**PRESIDENT**

Dear Member,

As my year-long term comes to an end, it is time to take stock of tasks taken up during the year and plan for early execution of the ones in progress. It has indeed been an eventful year with numerous mega events having been taken up and the Chamber taking many steps forward in working with the State Government, largely towards enabling a healthy pro-business environment in the State. The areas your Chamber has effectively engaged in with the Government primarily include Agriculture and Rural Development, Environment and Sustainability, Transportation, Manufacturing, Information Technology, Tourism to name a few.

The Chamber has maintained its efforts towards building and sustaining its effervescent international relations and overseas linkages. Three business delegations – to Russia, Bangladesh and to the United Kingdom are the highlights for the year. Perhaps, it would be unfair not to mention the galaxy of inward international delegations and the dignitaries from countries such as Poland, Norway, Canada, Japan, USA, Mauritius, Ethiopia, Georgia and Australia whom the Chamber hosted during the year. The diplomatic ties with the local Consulates have also been maintained well.

Meanwhile, the Indian economy was smooth sailing in the FY2016, when its ride was brought to a sudden halt by demonetization, the effects of which were far reaching.

Incoming data suggests that the economy may be gradually recovering from the demonetization shock, which dented growth in Q4 FY 2016. The services PMI rose further into expansionary territory in June and the trade balance narrowed from May's result. The fluctuation caused by demonetization cooled down by the 1st quarter of FY 2017 and the spotlight shifted onto expectations and speculation surrounding the introduction of the GST bill.

On July 1st, the Goods and Services Tax (GST) replaced a slew of indirect taxes across the nation, marking a significant reform towards enhancing the ease of doing business. It is expected that GST will foster the emergence of modern pan-Indian supply chains that will generate major efficiency gains for companies and consumers alike. As the GST comes into effect the formal economy will also expand, on account of greater tax compliance. The relatively smooth roll-out of the GST reinforces our observation that India's macroeconomic foundations are being gradually and successfully transformed.

Analogous to that, The Chamber will continue to work in its niche areas to catalyze the operating ecosystem for the business community and the society. Projects towards institutional strengthening of the Gram Panchayats and proposals on strengthening cross-border regional connectivity are bright examples of our multifarious work.

I am grateful and deeply thankful to our members, stakeholders and partners for their valued patronage; to my colleagues and friends in the Managing Committee and the Expert Committees, with whom I have had the pleasure of working during the past one year, to the Past Presidents for their guidance and advice and to the members of the Secretariat for their support. My heartfelt thanks to the Hon'ble Ministers, Bureaucrats and Government Officials for their time and encouragement towards our endeavours.

It has been a matter of privilege, immense pleasure and an overwhelming experience!

Sd/-

**Sutanu Ghosh**  
President

## MEMBER'S NEWS CORNER



*Welcome to the Bengal Chamber family! That's what we would like to convey to DCC Services Pvt. Ltd. and Par Enterprises Pvt. Ltd. whose application for membership were tabled and approved by the Managing Committee at its meeting on 28th June 2017.*

## PROGRAMME

### STAKEHOLDER CONSULTATIONS OF ICRIER IN NORTH BENGAL COORDINATED BY THE BENGAL CHAMBER SILIGURI OFFICE

19TH – 20TH JUNE 2017

The Indian Council for Research on International Economic Relations (ICRIER), established in August 1981, is an autonomous, policy-oriented, not-for-profit, economic policy think tank. ICRIER's main focus is to enhance the knowledge content of policy making by undertaking analytical research that is targeted at informing India's policy makers and also at improving the interface with the global economy.

ICRIER approached The Bengal Chamber in early June 2017, wanting The Bengal Chamber to facilitate their interactions with some of our members / associates of The Chamber from Siliguri / Darjeeling / Jalpaiguri areas who are trading in goods with Nepal, Bangladesh and Bhutan. Moreover, ICRIER were interested to interact with some women entrepreneurs from the region. Given the Government of India's renewed focus towards women entrepreneurs, the Ministry of Commerce had specifically asked for their views as well.

The Bengal Chamber arranged for some one-to-one interactions with some of our members and associates in the region – notably

- Some representatives from Tea Associations of North Bengal
- WaiWai noodles
- My Noodles
- Leads Pvt Ltd
- Rice Association
- Airports Authority of India
- Bajjla Exports

besides some of the local traders

The ICRIER representatives also visited the Bhutan border on July 21st.

### CREATING INNOVATIVE MARKET SOLUTIONS FOR RURAL INDIA

20TH JUNE 2017,  
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International Finance Corporation's (IFC) Lighting Asia/India program has been undertaking various activities since 2012 to remove market barriers for adoption of quality assured solar products, through a series of market interventions. The long-term goal of the Lighting Asia/India project is to help increase energy access in rural India. The program works with manufacturers and distributors of quality assured solar lighting appliances, to help them develop a robust footprint in underserved markets in India. Samhita Social Ventures is working with the International Finance Corporation's Lighting Asia/India program to facilitate linkages between manufacturers and distributors of these products to reach the end beneficiary. CSR provides a new avenue to collaborate at a larger level (multi-cause) while exploring paths for new business opportunities.

The workshop aimed to explore effective collaborative models where Business can be aligned with CSR. The forum provided a platform to present various program designs that would drive socio-economic development. Central to the theme of the workshop was the aspect that access to energy is a fundamental driver for economic development. As various companies look at the bottom of the pyramid (BoP) market through the lens of new products, new territories, and innovation, the sessions of the workshop discussed challenges and opportunities companies and IFC's clients (implementation partners) face while envisioning, designing, developing and deploying solutions in the BoP segment.

In this context, The Bengal Chamber of Commerce and Industry collaborated with Samhita Social Ventures and IFC to conduct

such a discussion forum. The event took place at the Bengal Chamber premises. Participants in the forum included companies like TATA Steel, ONergy Solar, Greenlight Planet, Phillips to mention a few. The Welcome address was delivered by Mr. Deb A. Mukherjee, Chairperson, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry. The Opening Address was delivered by Ms. Priya Naik, Founder & CEO, Samhita. She emphasized on the fact that product innovation alone is not enough, it is time that Corporates figured out how to create an enabling environment for the community specifically for the rural consumer.

Ms. Anjali Garg, Energy Specialist from IFC made a presentation on "Access to Energy for Rural Communities". She spoke on topics like- Rural energy access: Catalyzing market development, International Finance Corporation's commitment in India, impact on community development, education, operations of public facilities, safety & security, and gender issues. She pointed out how poorly electrified a majority of rural Indian households are even today. Some of the challenges she said IFC faces is reaching out to a population as diverse as in India and catering to the diverse geographical regions in India.

This was followed by a panel discussion on the topic: Designing community development programs for rural India. Panel Members included, Mr. Deb A. Mukherjee, Director, Teknowlegion Private Limited, Chairperson, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry; Mr. Jarnail Singh, India Director, The Climate Group; Mr. Rahul Mishra, Head of Marketing, Agrico, TATA

**20TH JUNE 2017, THE CHAMBER PREMISES** **CREATING INNOVATIVE MARKET SOLUTIONS FOR RURAL INDIA**

Steel; Mr. Piyush Jaju, Co-founder & CEO, ONergy and Mr. Gaurav Bhandari, Senior Global Partnerships Manager, Greenlight Planet. The discussion was moderated by Mr. Anil Misquith, Executive Director, Samhita. The need for a need based product and the importance of creating an enabling environment was discussed. The corporates shared their individual experiences. The panel discussion shed light on a number of interesting facts one of which included that the first electric bulb in India was lit in Kolkata in 1874.

Following the panel discussion, a presentation was made by Samhita on the theme - Rural energy access: Catalyzing market development, the Journey so far covering Samhita program models that enable community development in rural India. Models creating rural entrepreneurs, providing economic empowerment for women and product innovation for the

BoP market along with experiences and success stories of IFC's implementation partners were focused on.

This was followed by the Product Showcase and Networking Opportunities for companies to outline specific project requirements with IFC, Samhita, implementation partners and other corporates to discuss opportunities for collaboration. Frontier Markets shared their story on women entrepreneurship and economic empowerment. Greenlight Planet spoke on technology and innovation to better lives. ONergy spoke on Energising rural communities by partnering with MFIs. d.light, dharma life, greenlight planet, frontier markets, ovSolar and ONergy shared individually their stories and their individual business models and interacted with corporates and other participants at the forum to address the questions put forth to them.



(L-R): Mr. Deb A. Mukherjee, Chairperson, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry, delivering the Welcome Address; Mr. Anil Misquith, Executive Director, Samhita; Mr. Gaurav Bhandari, Senior Global Partnerships Manager, Greenlight Planet.



Mr. Deb A. Mukherjee, Chairperson, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry, delivering the Welcome Address at the conference.



Ms. Priya Naik, Founder & CEO, Samhita delivering the Opening Address.



Ms. Priya Naik, Founder & CEO, Samhita addressing the audience during the Opening Address.

## PROGRAMME

CREATING INNOVATIVE MARKET SOLUTIONS FOR RURAL INDIA

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Ms. Anjali Garg, Energy Specialist from IFC addressing the audience.



Ms. Anjali Garg, Energy Specialist from IFC making a presentation on "Access to Energy for Rural Communities".



(L-R): Mr. Gaurav Bhandari, Senior Global Partnerships Manager, Greenlight Planet; Mr. Jarnail Singh, India Director, The Climate Group; Mr. Rahul Mishra, Head of Marketing, Agrico, TATA Steel; Mr. Piyush Jaju, Co-founder & CEO, Onergy; Mr. Arun Kumar Mukherjee, Chairperson Emeritus, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry at the panel discussion on "Designing community development programs for rural India".



Mr. Anil Misquith, Executive Director, Samhita, moderating the panel discussion on "Designing community development programs for rural India".



Mr. Deb A. Mukherjee, Chairperson, Energy and Environment Committee, The Bengal Chamber making his comments at the panel discussion on "Designing community development programs for rural India".



Mr. Arun Kumar Mukherjee, Chairperson Emeritus, Energy and Environment Committee, The Bengal Chamber, speaking at the panel discussion on "Designing community development programs for rural India".

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Mr. Gaurav Bhandari, Senior Global Partnerships Manager, Greenlight Planet speaking at the panel discussion on “Designing community development programs for rural India”.



Mr. Jarnail Singh, India Director, The Climate Group, speaking at the panel discussion on “Designing community development programs for rural India”.



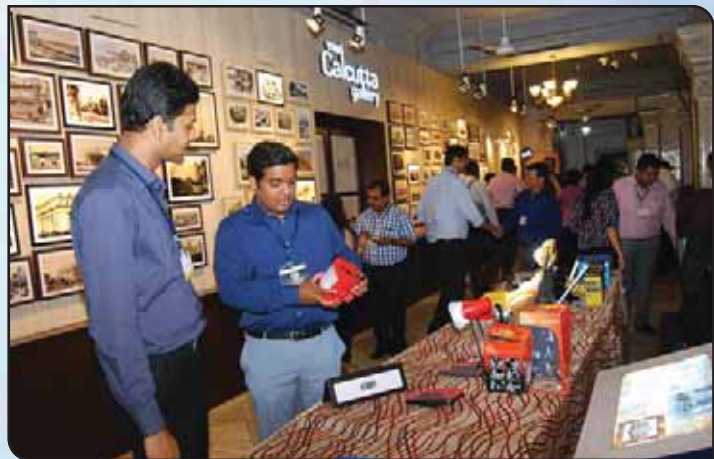
The representative from dharma life sharing their stories and talking about their business model.



The representative from Frontier Markets sharing their stories and talking about their business model.



Products on display by ONergy Solar.



Participants networking and taking a look at the products on display during tea break.



## PROGRAMME

CREATING INNOVATIVE MARKET SOLUTIONS FOR RURAL INDIA

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Audience interacting with speakers.



Team Samhita and IFC at the event.

INTERACTIVE SESSION WITH MR. BRUCE BUCKNELL, DEPUTY HIGH COMMISSIONER, BRITISH DEPUTY HIGH COMMISSION, KOLKATA

28TH JUNE 2017,  
CHAMBER PREMISES

Mr. Sutanu Ghosh, President, introduced Mr. Bruce Bucknell, British Deputy High Commissioner in Kolkata, who represented the UK in the 13 Indian States of West Bengal, Bihar, Jharkhand, Odisha, Chattisgarh, Assam, Sikkim, Meghalaya, Manipur, Mizoram, Tripura, Nagaland, Arunachal Pradesh and the Union Territory of Andaman & Nicobar Islands. Before taking up his assignment in Kolkata, Mr. Bucknell was Her Majesty's Ambassador to the Republic of Belarus from 2012 to 2016. Earlier, he was the Deputy Head of Security in Estates and Security Directorate of the Foreign & Commonwealth Office (2009-2011) and Deputy Head of the Joint FCO and Department for International Development's Sudan Unit (2007-2009). He served as First Secretary in the British Embassy in Madrid from 2003 to 2007, and his previous postings were in Milan (1995-99) and Amman (1988-91). He studied modern history at Durham University, and takes a keen interest in the history of the places he visits.

Mr. Bruce Bucknell thanked the Chamber for inviting him over for an interactive session with its Managing Committee. He was aware that there was a business delegation from the Chamber visiting the UK next month. He stated that he would not be speaking too much on the current state of affairs in the UK because far more information was available with all from the English media. Mr. Bucknell's talk covered the following points.

- There were more than one and a half million people of Indian origin living in the UK and that means a lot insofar as Indo-British relations are concerned which has been good, especially commercial relations. Financial trade between the UK and India has been to the extent of over 16 billion Pounds and investments from the UK has been almost 21 billion

Pounds (between 2006 to 2016) to India, followed by 15.6 billion Pounds to Japan, 15.3 billion Pounds to America and 17.7 billion Pounds in Germany. UK-India bilateral investment partnership was very strong, and would get better.

- On the issue of jobs and growth, actually British Companies from former colonial India had increased the number of employees to more than 110000. Acquiring Companies in the UK was also easy.
- The issue of Brexit and the results of the latest general elections in the UK were realities to be faced. In this scenario Britain was committed to widening its economic and diplomatic relations outside EU. There were uncertainties but Britain was confident about the fundamental strengths of UK's economy and optimistic about the role it would forge by building on its strength as a trading nation.
- UK Export Finance (UKEF) would play a major role in boosting Britain's international trade. UKEF is UK's export credit agency which provides export finance and insurance that complements commercial business. It works closely in partnership with UK Trade & Investment and ensures that no viable UK export fails for want of finance or insurance. Export Finance was well recognized by the US, Japan and other international trading nations.
- The International Ease of Doing Business Index of Britain remains higher than the US. It has the lowest Corporate Tax, currently at 19% and was committed to reducing it to 17% by 2020. In Global Innovation it was above the US, for the third year in a row. UK was a very open and welcoming place to do business.

Mr. Bruce Bucknell's talk was followed by a very invigorating round of discussions which covered matters ranging from restoration of direct flights from Kolkata to London, UK's focus

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**INTERACTIVE SESSION WITH MR. BRUCE BUCKNELL, DEPUTY HIGH  
COMMISSIONER, BRITISH DEPUTY HIGH COMMISSION, KOLKATA**

on Kolkata and West Bengal and its various programmes towards development, poverty alleviation and climate mitigation in this part of the country as well as challenges the UK would face post-elections. Mr. Bucknell assured that he would be looking into the prospects of restoration of flights between the UK and Kolkata. He also gave a detailed account of the climate, energy and poverty alleviation programmes that were underway in Kolkata, West Bengal and the Eastern and North Eastern States of the country.



L-R – Mr. C S Ghosh, President Designate of the Chamber; Mr. Bruce Bucknell, Deputy High Commissioner of the UK and the President of the Chamber, Mr. Sutanu Ghosh introducing Mr. Bucknell.



The President of the Chamber and Mr. Bucknell exchanging notes during the interactive session.



Mr. Sutanu Ghosh thanking Mr. Bruce Bucknell and presenting a memento.

**29TH JUNE 2017,  
CHAMBER PREMISES**

**MSME MEET 2017**

The Manufacturing & MSME Committee of The Bengal Chamber organized an MSME MEET 2017 on 29th June 2017 at Williamson Magor Hall in the Chamber Premises.

The objective of the meet was to get engaged in grass-roots activities in the context of operations and for the benefit of MSMEs based in West Bengal and work out a plan which may meet their short term and long term needs in terms of improvement in their Resource productivity, Quality, Safety, Environment, Technical knowledge, etc. While there are relentless efforts being made by MSMEs for developing their business acumen, it may not be yielding the effective results due to lack of awareness on various Tools/Techniques which may sharpen their abilities and thinking process in running their businesses more effectively.

The programme was graced by Mr. Kallol Datta, Past President, The Bengal Chamber and Former Chairman and Managing Director, Andrew Yule and Co. Ltd.; Mr. Debkumar Basu, Chairperson – Manufacturing & MSME Committee, The Bengal Chamber; Prof. Dr. Siddhartha Das, Senior Member - Manufacturing & MSME Committee, The Bengal Chamber & Professor, Department of Metallurgical and Materials Engineering, Executive Adviser, Science and Technology Entrepreneurs' Park (STEP), Indian Institute of Technology, Kharagpur, along with the other distinguished members of the Committee. 40 MSMEs participated and interacted with the Manufacturing & MSME Committee Members of the Bengal Chamber.

## PROGRAMME

MSME MEET 2017

29TH JUNE 2017,  
CHAMBER PREMISES



Mr. Debkumar Basu, Chairperson – Manufacturing & MSME Committee, The Bengal Chamber delivering his speech during the Interactive Session.



Interaction between the participants and the Manufacturing & MSME Committee Members.

## ENTREPRENEURS' BUSINESS BREAKFAST MEET

1ST JULY 2017 AND 14TH JULY 2017,  
HOTEL DE SOVRANI, SALT LAKE, KOLKATA

The Entrepreneurs' Committee of The Bengal Chamber of Commerce and Industry organized two consecutive "Entrepreneurs' Business Breakfast Meets" on 1st July 2017 and 14th July 2017 at Hotel De Sovrani, Salt Lake, Kolkata.

The objective behind these Breakfast Meets were as simple as having a morning breakfast with some of the Emerging Entrepreneurs and Business Leaders from the industry. This meet created an open forum for ideas and networking. There was no set format at this networking meet so participants were more open-minded and shared their ideas and thoughts freely. It was an informal business meet and of course business

leaders got a great opportunity to connect to each other over their favourite morning snacks. Entrepreneurs from different industry verticals participated in the meet and exchanged their views without thinking about a theme or topic. Prof Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership also participated and interacted with the entrepreneurs in the breakfast meet.

The Entrepreneurs' Committee of BCC&I will continue arranging such breakfast meets and everybody agreed that it was a successful meet and they would like to participate in such meets in future.



Interactions during the Entrepreneurs' Business Breakfast Meet.



Prof. Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership interacting with the Entrepreneurs.



**1ST JULY 2017, CHAMBER PREMISES**      **GROUP DISCUSSION-CUM-ORATION ON 'TRUST THE CURRENCY OF HEALTHCARE - DECODING THE MODERN DOC', COMMEMORATING 'DOCTORS' DAY'**

The Bengal Chamber of Commerce and Industry organized a special programme, Group Discussion-cum-Oration on 'Trust the Currency of Healthcare - Decoding the Modern Doc', commemorating 'Doctors' Day' on 1st July 2017, in the Chamber premises. The programme was all about promoting Healthier Healthcare. Dr. Amit Ghose, Chairperson-Emeritus, Health Committee, The Bengal Chamber of Commerce & Industry; Shri. Jawhar Sircar, IAS (Retd.), Former Culture Secretary, Government of India and Mr. Paranjoy Guha Thakurta, Editor, Economic and Political Weekly were present at the discussion. The Group Discussion also involved doctors, hospital administrators, the legal fraternity, the police fraternity, the policy makers and others. It was moderated by Dr. Amit Ghose and Dr. Indrajit Sardar.

The burning topics, including violence discouraging doctors to perform, media exposure of healthcare and media trials were parts of the discussion. Majority of the medics agreed that the faith between a doctor and patient has eroded due to the recent incidents and situation is not the same anymore as it was five years back. Former Culture Secretary, Government of India, Shri. Jawhar Sircar's oration was focused on decoding the modern Doctor. He opined that there was a failure in the system that was put forward in the past. There has to be transparency, a self-regulating system and intervention of paramedics to ease off load from the medical establishments. Patients' families should be aware of the costing. He concluded by stating that the medical profession is still a very honoured one and people look up to the very name of this profession and so there is all the more reason for the name to be kept shining brightly and revered by the people it serves.



Welcome Address by Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry.



Introductory Address by Dr. Amit Ghose, Chairperson Emeritus - Health Committee, The Bengal Chamber of Commerce and Industry.



Dignitaries on the dais: (L-R) Mr. Subhodip Ghosh, Director General, The Bengal Chamber of Commerce and Industry; Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry & Managing Director, Ghosh, Bose & Associates Pvt. Ltd.; Dr. Indrajit Sardar; Dr. Amit Ghose, Chairperson Emeritus - Health Committee, The Bengal Chamber of Commerce and Industry & Consultant Urologist, Apollo Gleneagles Hospitals Kolkata; Shri. Jawhar Sircar, IAS (Retd.), Former Culture Secretary, Government of India and Mr. Paranjoy Guha Thakurta, Editor, Economic and Political Weekly.



Audience at the programme.

## PROGRAMME

GROUP DISCUSSION-CUM-ORATION ON 'TRUST THE CURRENCY OF HEALTHCARE -  
DECODING THE MODERN DOC', COMMEMORATING 'DOCTORS' DAY'

1ST JULY 2017,  
CHAMBER PREMISES



The eclectic audience at the programme from various walks of life..



Moderators: Dr. Indrajit Sardar & Dr. Amit Ghose.



Oration by Shri. Jawhar Sircar, IAS (Retd.), Former Culture Secretary, Government of India.



Mr. Sutanu Ghosh presenting a memento to Shri. Jawhar Sircar.



Mr. Sutanu Ghosh, President, The Bengal Chamber presenting a memento to Mr. Paranjay Guha Thakurta, Editor, Economic and Political Weekly.

**5TH JULY 2017, THE BENGAL LOUNGE, CHAMBER PREMISES**      **“THINK...” LECTURE SERIES WITH MR. MARC SAXER, RESIDENT REPRESENTATIVE INDIA, FRIEDRICH-EBERT-STIFTUNG**

The Bengal Chamber of Commerce and Industry in association with Telegraph co-sponsored by ITC, International Combustion and LIC, organized the next edition of its “Think” Lecture series with Mr. Marc Saxer, Resident Representative India, Friedrich-Ebert-Stiftung on 5th July 2017 at The Bengal Lounge.

While Mr. Sutanu Ghosh, President introduced Mr. Marc Saxer to the august audience and delivered the welcome address, Mr. Deb A Mukherjee, Chairperson, Energy & Environment Committee and Emerging Areas Committee, BCC&I also talked briefly about the context of the lecture series, referring to how the previous speakers have left behind food for thought with the Audience.

Speaking at the Session, Mr. Saxer spoke about the consequences of digital economy particularly on the labour force. In the initial part of his talk, he showed how capitalism faces profitability crisis due to sluggish demand. Since the consumption demand falls, he elaborated on the four supply side strategies evolved to tackle this problem - Automation, Globalization, Neo Liberalism and Financialization - which has led to various problems like polarization of the labour market, problem with employability, and the widening of the social gap. According to Mr. Saxer, in India, 69% jobs have a direct effect of digitization. Mr. Saxer spoke about opening of the new automated plant of Maruti Suzuki and BMW in India. While these may not create an immediate crisis in the employment market, according to Mr. Saxer, eventually, a highly population-rich country like India would lose their competitive advantage and even the FDI in manufacturing plants would be shifting towards the West and other lucrative regions. Mr. Saxer clearly mentioned how Automation led to dampening of the competitive advantage of cheap labour, slowdown or off-shoring, premature deindustrialization, jobless growth and end of manufacturing led growth. He observed that De Globalisation also contributed to disintegrated global value chains, slowdown of labour arbitrage, closing of export market and eventual end of export led growth. To create jobs for a country with a huge growing population like India, Mr. Saxer suggested a few paths like leapfrogging into service led growth, green growth, domestic market led growth, blue economy and the importance of human economy. He also suggested that there would not be enough jobs in the digital economy for everyone; humans in the near future will need to collaborate with machines and join hands together in some complementary and supplementary basis which will in turn make way for newer avenues of employment - like jobs arising from energy and natural resources. The human economy will unleash the potential of human capital, he mentioned.

The session concluded with Mr. Deb. A. Mukherjee delivering the formal vote of thanks and Mr. Sandip Chaudhuri, Co-Chairperson, Marketing and Brand Committee, BCC&I presenting the memento to Mr. Marc Saxer.



Mr. Marc Saxer, Resident Representative of the Friedrich-Ebert-Stiftung in India and coordinator of the Asia-Europe Economy of Tomorrow interacting with Mr. Craig Hall, Consul General, US Consulate, Kolkata and Mr. Deb. A. Mukherjee, Chairperson, Energy and Environment and Emerging Areas Committees, BCC&I.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce & Industry delivering the formal welcome address.



Mr. Deb. A. Mukherjee Chairperson, Energy and Environment and Emerging Areas Committees during his speech while introducing the speaker.

## PROGRAMME

**“THINK...” LECTURE SERIES WITH MR. MARC SAXER, RESIDENT REPRESENTATIVE INDIA, FRIEDRICH-EBERT-STIFTUNG**

**5TH JULY 2017, THE BENGAL LOUNGE, CHAMBER PREMISES**



Mr. Marc Saxer, Resident Representative of the Friedrich-Ebert-Stiftung in India and coordinator of the Asia-Europe Economy of Tomorrow addressing the audience.



Audience at the session.



Q/A session in progress.



Mr. Sandip Chaudhuri, Co-Chairperson, Marketing & Brand Committee, The Bengal Chamber of Commerce and Industry presenting a Memento to Mr. Marc Saxer on behalf of the Chamber.

## BUSINESS DELEGATION TO THE UNITED KINGDOM

**10TH JULY 2017 TO 13TH JULY 2017**

The Bengal Chamber of Commerce and Industry took a business delegation to the United Kingdom focusing on Education from 10th July to 13th July 2017. The delegation was led by Dr. Suborno Bose, Chairman Education Committee, BCC&I & Chairman and Chief Mentor, Indismart Group. The delegation comprised of industry representatives from West Bengal. The delegation members were:

Name	Designation	Organization
Dr. Suborno Bose	Chairman of the Education Committee of BCC&I and Chief Mentor	Indismart Group
Mr. Moloy Dutta	Director	Next Generation Career Pvt Ltd
Mr. Dhruv Bhalla	Vice President and Head - International Business, Corporate Strategy and Planning	SREI Infrastructure Finance Limited
Dr. Suman Kumar Mukerjee	Director General	The Bhawanipur Education Society College
Shri. Miraj Digvijay Shah	Vice Chairman-Governing Body	The Bhawanipur Education Society College
Ar. Somali Sinha	Director	PROFEX Institute of Technical Education
Mr. Anish Chakraborty	Chairman	Seacom Engineering College
Ms. Sila Singh Ghosh	Vice President- Corporate Relations	JIS Group
Mr. Simarpreet Singh	Director	JIS Group
Ms. Atrayee Seth	Director	Keya Seth Ayurvedic Solution Pvt Ltd
Ms. Sukanya Bose	Deputy Director	The Bengal Chamber of Commerce & Industry

10TH JULY 2017 TO 13TH JULY 2017

BUSINESS DELEGATION TO THE UNITED KINGDOM

**Day 1: London: 10th July 2017: Visit to Buckinghamshire New University for Discussions and B2B Meetings:**

On 10th July 2017, the delegation members had B2B interaction with the professors, executives and departmental heads of the Buckinghamshire New University. The delegation was received Dr. Lorraine Watkins-Mathys, Dean of Faculty of Design, Media & Management and was welcomed and addressed by Professor Rebecca Bunting, Vice Chancellor of the University. Before the formal meeting, the delegation members had an informal discussion with the representatives of the University, briefing the latter about their sectors of interests and business purposes in the United Kingdom. The Formal B2B meeting was presided by the departmental heads and the faculty members. The Bengal Chamber Delegation was led by Dr. Suborno Bose, Chairman Education Committee of BCC&I, who delivered the opening remarks. Dr. Bose spoke about the close cultural and traditionalties that the two countries share and after highlighting the objectives of the trip to the UK, Dr. Bose requested the members to introduce themselves. In her closing remarks, Professor Rebecca Bunting, Vice Chancellor of the Buckinghamshire New University thanked the Bengal Chamber for bringing such a dynamic and scholarly delegation, which led to a most stimulating and erudite discussion. Dr. Suborno Bose, along with Ms. Sukanya Bose, Deputy Director, The Bengal Chamber, thanked everyone present and expressed the interest of creating partner to partner based collaboration with the University.

**Day 1: 10th July 2017: Visit to Brunel University:**

On the same date, i.e., 10th July 2017, the delegation members had another interaction with the professors, executives and departmental heads of The Brunel University. The delegation was received Prof Andrew Ward, Director of Corporate Relations and was welcomed and addressed by Professor Ashley Braganza, Deputy Dean CBASS and Professor of Organizational Transformation at the University. Before the formal meeting, the delegation members had an informal discussion with the representatives of the University, briefing the latter about their sectors of interests and business purposes in the United Kingdom. The Formal B2B meeting was presided by the departmental heads and the faculty members. Dr. Suborno Bose, Chairman Education Committee of BCC&I, delivered the opening remarks.

**Day 1: 10th July 2017: Meeting with Ambassador Dinesh Patnaik, Deputy High Commissioner of India at the High Commission of India in the UK, London:**

The delegation was received by Shri. Saikat Sen Sharma, Counsellor Economic, High Commission of India and was

welcomed by the Ambassador Dinesh Patnaik, Deputy High Commissioner of India. Shri. Patnaik congratulated the Chamber on bringing such a niche and focused delegation. He discussed about the opportunities and the demand for setting up incubation centres at different Universities especially at Cambridge University. Any Indian Company interested to open up incubation centres would be welcomed by the Universities. He also mentioned about scaling up the startups present in various universities in India, to have an ecosystem where Indian startups could tie up with the startups present in the United Kingdom, as the startup success rate now is 1:50. Universities become crucibles when startups try and test out their products or services. He also shared that India and UK are very close in all aspects. He suggested that for Masters programmes, the Universities should tie-up with the UK Universities so that the students could go through two years' course (one year in India and one year in the UK). In such cases where the VISA Application is genuine and are for studies or short stays, VISA is not a problem in the UK. He also suggested BCC&I Education Committee could communicate with the UK Universities regarding the internship programmes with a concept like KNOW INDIA, where they could send their students for unpaid internship in India for 3 to 4 months and the Chamber could coordinate appropriately. He also suggested the need for looking into FINTECH as after demonetization, he felt India should look into FINTECH more. UK is one of the best in Innovation and FINTECH. Dr. Suborno Bose thanked Shri Patnaik on behalf of the Chamber and the delegation and concluded with a Vote of Thanks to the Chair.

**Day 2: London: 11th July 2017: Meeting with United Kingdom Department for International Trade**

The BCC&I delegation had an excellent interaction with Ms. Caroline Plumb OBE, Prime Minister's Business Ambassador for Professional Services. She stressed on innovation and observed that there are many opportunities for the small scale industries in context of innovation.

Followed by Ms. Caroline Plumb, Mr. Phillip D'Costa, Partner, Commercial Dispute Resolution and India Group at Penningtons Law Firm made a presentation on technology transfer from the United Kingdom to international markets. He also discussed on the trends and opportunities. The session was very useful for some of the members especially those into financial services and financing as they clarified as well as discussed various issues. Thereafter, the delegates had a most engaging session with Mr. Andrew McHallam, Head of FCO Scholarship Unit, UK Export Finance. Mr. McHallam spoke about the Chevening Scholarships programmes as well as the fellowship programme. Following this the delegation met Ms. Julian Lynn, Export Finance Manager of UK Export Finance. SREI took a lead role and Mr. Dhruv Bhalla of SREI interacted with them extensively.

## PROGRAMME

### BUSINESS DELEGATION TO THE UNITED KINGDOM

10TH JULY 2017 TO 13TH JULY 2017

#### Day 2: London: 11th July 2017: Meeting with London Chamber of Commerce and Industry:

The Bengal Chamber officials met the officials of the London Chamber of Commerce and Industry. Dr. Suborno Bose, leader of the BCC&I delegation introduced the Chamber. The Corporate Video of the Bengal Chamber was played for Mr. Peter Bishop, Deputy Chief Executive of London Chamber of Commerce and Industry.

Mr. Peter Bishop expressed his keenness to draw up a Memorandum of Understanding between the Bengal Chamber of Commerce and Industry and London Chamber of Commerce and Industry. Such a partnership was agreed to in-principle.

#### Day 2: London: 11th July 2017: Meeting with Lord Nick Bourne at the House of Lords

The Bengal Chamber of Commerce and Industry had the rare privilege of attending a specially convened meeting at the House of Lords. The Education Committee of the Chamber was invited by Lord Nick Bourne. Apart from Lord Bourne, the meeting was attended by Prof. Dr. Zenobia Nadirshawand Dr. Sanjeev Kanoria, Managing Director Advinia Healthcare and SREI Group. Dr. Suborno Bose, Leader of the BCC&I Delegation introduced the Chamber and shared the various activities of the Chamber. Mr. Simarpreet Singh, Director, JIS Group presented a memento to Lord Nick Bourne.

#### Day 3: Birmingham: 12th July 2017: Visit to the Greater Birmingham Chamber of Commerce:

The delegation first reached the Greater Birmingham Chamber of Commerce and Industry. Mr. Paul Faulkner, Chief Executive, Greater Birmingham Chamber of Commerce and Industry formally welcomed the delegation. Dr. Suborno Bose, leader of the delegation introduced the Bengal Chamber to the University representatives and the Chamber Members. The Birmingham City Council, Birmingham Commonwealth Association and various educational stakeholders in the City were present to meet the BCC&I Delegation.

It was in this forum that the Greater Birmingham Chamber of Commerce and Asian Chamber of Commerce and Industry expressed their eagerness to sign a Memorandum of Understanding between the individual Chambers.

After the formal introduction at the Greater Birmingham Chamber of Commerce, the delegation had to split in order to have B2B meetings with different universities.

The visit concluded on 13th July 2017. The delegation marked the beginning of the international educational tie-ups facilitated by the Chamber and was appreciated by the members comprising the delegation.



Delegation with the Ambassador Dinesh Patnaik, Deputy High Commissioner of India at High Commission of India, India House, London, The United Kingdom.



Professor Rebecca Bunting, Vice Chancellor of the Buckinghamshire New University welcoming the delegation and inviting Dr. Suborno Bose, Chairman, Education Committee, BCC&I to introduce the delegation.



BCC&I Delegation with Professor Ashley Braganza, Deputy Dean CBASS and Professor of Organizational Transformation of the University at the Brunel University.

**10TH JULY 2017 TO 13TH JULY 2017 BUSINESS DELEGATION TO THE UNITED KINGDOM**



Prof. Andrew Ward, Director of Corporate Relations and Professor Ashley Braganza, Deputy Dean CBASS and Professor of Organizational Transformation of the University at the Brunel University addressing the BCC&I Delegation.



Delegation meeting with Ms. Caroline Plumb OBE, Prime Minister's Business Ambassador for Professional Services at UKDIT.



Discussion session with Ms. Natasha Borrourghs, Head of Great Investors, UKDIT (extreme right).



Visit to the London Chamber: L-R – Ms. Atreyee Seth; Ms. Sukanya Bose, Deputy Director, BCC&I; Mr. Peter Bishop, Deputy Chief Executive, London Chamber of Commerce and Industry; Dr. Suborno Bose, Chairman, Education Committee, BCC&I and Mr. Moloy Dutta, Member, Education Committee, BCC&I.



Meeting with Lord Nick Bourne at the House of Lords.



Visit to Greater Birmingham Chamber of Commerce.

## PROGRAMME

### MEETING WITH MR. ARCHIL DZULIASHVILI, AMBASSADOR OF GEORGIA TO INDIA

12TH JULY 2017,  
CHAMBER PREMISES

A meeting with Mr. Archil Dzuliashvili, Ambassador of Georgia to India on 12th July 2017 was held at the Chamber. He interacted with Mr. Sutanu Ghosh, President of the Bengal Chamber along with members of the Chamber Secretariat. This was his first visit to Kolkata. The objective of the meeting was to explore the possibilities of building trade relations between West Bengal and Georgia and to understand Georgia's potentiality as a preferred investment destination. The Ambassador gave a presentation discussing the same in details. Film tourism emerged as a focus area for the Ambassador.



(L-R): Mr. Archil Dzuliashvili, Ambassador of Georgia to India; Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry.



Mr. Archil Dzuliashvili, Ambassador of Georgia being presented a memento by Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry.

### MEETING WITH MR. PETER TRUSWELL, DIRECTOR- INDIAN POLITICAL SECTION, INDIA AND INDIAN SUB-CONTINENT BRANCH, AUSTRALIAN GOVERNMENT- DEPARTMENT OF FOREIGN AFFAIRS AND TRADE, SOUTH AND WEST ASIA DIVISION

20TH JULY 2017,  
CHAMBER PREMISES

A meeting with Mr. Peter Truswell, Director- Indian Political Section, India and Indian Sub-Continent Branch, Australian Government- Department of Foreign Affairs and Trade, South and West Asia Division, was held on 20th July 2017 at the Chamber. Mr. Truswell was accompanied by Dr. Jibby Thomas, Senior Research Officer, Australian High Commission and Mr. Partha Sen, Business Development Manager, Eastern India, Australian Trade Commission, Australian Government.

In Discussion: At Right Mr. Peter Truswell, Director- Indian Political Section, India and Indian Sub-Continent Branch, Australian Government- Department of Foreign Affairs and Trade, South and West Asia Division.



## BRAND STORIES

22ND JULY 2017  
CHAMBER PREMISES

On 22nd July 2017, The Marketing and Brand Committee of The Bengal Chamber of Commerce and Industry organized a mega marketing and brand conclave titled "Brand Stories" where a galaxy of speakers from distinguished brands like Exide, Reliance JIO, NEXA, ITC and Grofers shared their story of from conceptualization to existence to growth to reinvention.

Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry welcomed everyone to the Conclave. He stated that consumer today decide how they expose themselves to brands and their communications. Brands therefore, also keep reinventing themselves as per the changing tastes and preferences of the target group. Brands are conceived as ideas, nourished with value propositions,



nurtured through various mediums, and only then do they attain a certain personality. These brands walk, talk and associate with customers, and help them experience the brand. This brand experience can be on an experimental basis, or can become a habit. The success of a brand, though, is not only measured by the number of associations achieved but also very much by the message that gets communicated through its brand. Hence with time, the brand also ages and the challenge of a brand owner is to keep repositioning and adapting to the changing market dynamics and evolve with time. Similarly new brands also help category evolve by bringing on freshness of ideas and effective execution through innovative, oath breaking and using till then hitherto unexplored marketing techniques. The challenge for any brand owner in such cases is to create a niche for their brand amidst the stiff competition from existing brands. He concluded his speech by looking forward to insights on some cutting edge technologies on how brands are emerging in the current times.

Setting the tone for the day, Mr. Anoop Hoon, Chairman of the Marketing and Brand Committee of The Bengal Chamber of Commerce and Industry presented an insight on the genesis of the Conclave. "Brand Stories" emerged as an inspiration from the book "The Fortune Cookie Principle" written by Bernadette Jiwa and its concept of the journey of the brand as a brand story. He stated that in the journey of the brand the script – writers change, the environment changes, the delivery changes, but it is really fascinating to see where a brand starts, where the dream of the product is and where it finally goes. He says no longer punchlines are important in advertising what is more important is to let consumers create their own stories. He also stated that if the brand are to sustain themselves in the long run the most important thing is to have the concept of that brand story where the consumers keep writing their own stories about the brand, which remain unknown to the brand, but is very close to their hearts of the consumers and they identify with their brand. Mr. Anoop Hoon concluded his speech by stating that he is looking forward to know the unknown about the brands from the illustrious speakers who were to present the story of the brand.

Mr. Jaikishin Chhaproo, Media Head ITC PCPB and Member, Marketing and Brand Committee, The Bengal Chamber of Commerce and Industry who was compereing the Conclave also stated that he looked forward to the stories of valour, inspiration and motivation from the brand stories to be presented. The first brand to present its story was "Exide Batteries".

Mr. Subir Chakrabarty, Executive Director, Exide Industries Limited started his speech tracing the genesis of branding and related it with Nubian slaves who were the brand when slavery was the currency of trade and therefore he stated that in very rudimentary terms branding means gaining little monopoly

for the product over others by making it more desirable than others. He defined battery as a grudge product. He stated that longer it takes to renew the process to get a new battery or to get it repaired, the stronger is the irritation. So once it is possible to understand that, it's easy to be able to go about that clinically trying to dissect and understand what can contribute to the success of a brand like Exide. He also stated that in African countries battery and Exide are synonymous and there has been a huge lot of efforts that has been gone behind creating this monopoly in the market. He further stated that great brands defy the law of gravity. The law states that whatever goes up must come down and great brands only balloon up. So the only way to stay at the top is by understanding the factor which will help consumer retention. The answer to that is serviceability. It was also enlightening to know that Exide is the only unique company in the world which has bought over the number two company and maintained its monopoly in the sector. Providing brand experience in the low involvement category was a challenge which was overcome by providing a step in showroom experience, targeting individuals who love their cars and by providing the Exide app to individuals to help be by their side in terms of emergency. Exide presented an interesting story of how Exide has reinvented itself over the years. The session ended with Mr. Sidhartha Roy, CEO Response India Pvt Limited handing over memento to Mr. Subir Chakraborty

Mr. Kaushik Roy, President, Brand Strategy & Corporate Communications, Reliance Industries Limited was the speaker for Reliance JIO. While presenting the disruptive marketing techniques undertaken by JIO he traced its origin from to the Dhirubhai Ambani philosophy of reinventing brands in each category with affordability at its central point. He stated that the strategic move of Reliance is aimed at making the digital technology available to all by making it affordable and reinventing the existing infrastructure through innovation. The basic focus of JIO is to make data available for all across all categories. Hence the idea is to include data availability in the feature phones as well. He also stated that a study conducted by Kantar IMRB suggested that feature phone users consume more data than the smart phone users despite of their limited accessibility. Currently Jio is aimed at making 4G from aspirational to affordable. Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce handed over the memento to Mr. Kaushik Roy at the end of his captivating presentation.

Mr. Sanjeev Handa, VP Marketing, MUL presented a very interesting story of Nexa. The story shows how old brands can invent or reinvent through brand extensions to remain as a market leader. The journey for Nexa began a couple of years back but the conceptualization started a in 2012-2013 with the market share of Maruti shrinking to 39-37% inspite of having the largest distribution network in the automobile sector. This gave a new challenge to the management who

looked at a new strategy to double up the figures on the next 5 years by winning over the customers who were at that time not looking at Maruti as an option. Their study revealed that “emerging urban middle class” is the segment which required to be tapped and a further study was conducted to ascertain the consumer behaviour. The study revealed that consumer service benchmarks were largely defined by airlines, banking, hotel and restaurant and consumer remembers and differentiates the service quality. The consumer is also well informed, does their homework, digitally savvy and is looking for partner relationship with the sales person. With all the inputs the Nexa experience was formed which is now instrumental for the surging growth of MUL. The session ended with Mr. Anoop Hoon presenting a memento of appreciation to Mr. Handa.

Mr. Mahendra Baid of ITC Aashirwaad brought alive the story of a brand that has revolutionized the staple food of the country with holistic innovation across all spheres of production, branding, procurement and distribution- Aashirwaad Atta. The marketing and branding of the product addressed major concerns like freshness, health hazards, positioning in a fiercely competitive market. The freshness concern was addressed by shorter shelf-life, strong supply chain, self-dependent supply chain and strong quality control. The biggest challenge that evolved was creating a strong positioning in the fiercely competitive market. Studies pertaining to the product also showed changes in the consumer perception of the product over the ages and dwindling aspirational interest in the commodity. ITC Aashirwad conceptualized brand communications in a strategic way to

send the message across of adopting Aashirwaad atta as a way of healthy lifestyle combined with an evolving product line to substantiate the message. Mr. Sutanu Ghosh at the end thanked Mr. Baid for the insightful session by presenting a memento of appreciation to him.

Mr. Arun Shetty, Senior Manager, Grofers presented an enthralling last session with the story of a young brand, Grofers. The presentation sketched the journey of the brand from hyperlocal business shopping model to inventory led marketplace extension. The major difference between the two models is that of product & service quality, value and generating loyalty. The target segment includes stay at home mothers between the age group of 32-36 years with kids who believe in saving and are controller of volume grocery business through planned trip. The brand further desires to build upon its positioning as a source of saving money, time and effort and smarter way of grocery shopping. The message is being communicated through strong advertising proposition of “Grofers ki kharidaari mein hi samajhdari hai” with a cheerful light-hearted conversational tonality celebrating Indian Women. Mr. Shetty further stated that much of the revenue is still generated from the app. based model while they are still trying to work on the web-based model. The session ended with Mr. Sandipan Chaudhuri, Co-Chairperson, Marketing and Brand Committee presenting a memento of appreciation to Mr. Shetty.

The insightful knowledge sharing sessions ended with Mr. Anoop Hoon providing the formal vote of thanks to the participants and the speakers.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry delivering the formal welcome address.



Mr. Anoop Hoon, Chairperson, Marketing and Brand Committee, The Bengal Chamber of Commerce and Industry delivering his Talk.



Mr. Jaikishin Chhaproo, Media Head, ITC & Member, Marketing and Brand Committee, The Bengal Chamber of Commerce and Industry, compering the session.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce presenting a memento to Mr. Kaushik Roy.



Mr. Sidhartha Roy, CEO Response India Pvt. Ltd. presenting a memento to Mr. Subir Chakraborty.



Mr. Kaushik Roy, President, Brand Strategy & Corporate Communications, Reliance Industries Limited.



Mr. Subir Chakraborty, Executive Director – Automotive, EXIDE Industries Limited.



Mr. Sanjeev Handa, VP, Marketing, Maruti Udyog Limited.



Mr. Anoop Hoon, Chairperson, Marketing and Brand Committee, The Bengal Chamber of Commerce & Industry presenting a memento to Mr. Sanjeev Handa.



Mr. Mahendra Baid, Regional Sales Manager, ITC sharing the Ashirwaad Atta Story.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce & Industry presenting a memento to Mr. Mahendra Baid.



Mr. Arun Shetty, Senior Manager, Retail Operations, sharing the Grofers story.



Mr. Sandip Chaudhuri, Co-Chairperson, Marketing and Brand Committee, The Bengal Chamber of Commerce and Industry presenting a memento to Mr. Shetty.



The audience at the session.

**22ND JULY 2017  
CHAMBER PREMISES**



Q & A in progress.



Q & A in progress.

**26TH JULY 2017,  
THE GOLDEN RETREAT, HALDIA**

**DISCUSSION FORUM ON ECOLOGICAL SUSTAINABILITY IN  
THE INDUSTRIAL REGION**

The Bengal Chamber of Commerce and Industry organized the Discussion Forum on Ecological Sustainability in the Industrial Region, with West Bengal Pollution Control Board, on 26th July 2017 at the Golden Retreat, Haldia. This was the sequel of the inaugural edition held in Durgapur on 10th February 2017 at Citi Residenci, focusing on the Durgapur – Asansol Industrial Belt.

The objective of the Discussion Forum was to bring together the stakeholders of the Haldia Industrial Region - Policy Makers and Industry Leaders to brainstorm and share the best practices and cutting edge technologies to take forward the industrial development of the State with adequate fortification towards vulnerability of ecology.

Mr. Mohammed Saiful Islam, First Secretary (Commercial), Bangladesh Deputy High Commission, Kolkata spoke on “Regional Connectivity: Waterway to Bangladesh” during the Inaugural Session. The Inaugural Session included Theme Address by Mr. Alope Mookherjee, Past President, The Bengal Chamber following the Welcome Address, delivered by Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry. Special Address on “Water and Air Pollution: Case Study” was delivered by Mr. Debasis Jana, Director (Planning), Andrew Yule & Co. Ltd. He was joined by his two colleagues, Mr. Sanjoy Bhattacharya, General Manager, Engineering Division and Mr. Pratik Vadher, Senior Manager (Design and Marketing), Air Pollution Control. Mr. Sutanu Ghosh also made a presentation on “Air Quality Analyses towards streamlining development potential”.

There were two Discussion Forums on “Ecological Sustainability in the Industrial Region” and “Sustainability in Industrial Operations”. Mr. Samrat Sarkar, Senior Assistant Manager, West Bengal Waste Management Limited, Ramky Group;

Prof.(Dr.) Manabendra Nath Bandyopadhyay, Director, Haldia Institute of Technology and Dr. S.C Santra, Kalyani University (Environmental Science) joined the first Discussion Forum which was chaired by Mr. Alope Mookherjee, Past President, The Bengal Chamber. Mr. Samrat Sarkar, Senior Assistant Manager, West Bengal Waste Management Limited, Ramky Group delivered a presentation on Solid Waste Management and Treatment. Prof.(Dr.) Manabendra Nath Bandyopadhyay, Director, Haldia Institute of Technology shared his perspective on City Infrastructure. Dr. S.C Santra, Kalyani University (Environmental Science) focused on Marine Water Quality and Ecology. Mr. Dipti Ranjan Behera, Head-CSR, CESC Limited; Mr. Tarun Kr. Pan, Chief Operating Manager, Exide Industries Limited, Haldia; Mr. Amitava Das, General Manager & Head HSEF, Haldia Petrochemicals Ltd.; Mr. G C Kundu, Chief General Manager (H,S&E), Haldia Refinery, Indian Oil Corporation Limited and Mr. Sanjoy Paul, Head-Operation, Tata Steel Limited (HMC Division) joined the latter which was chaired by Mr. Arun Kumar Mukherjee, Chairperson Emeritus, Energy and Environment Committee, The Bengal Chamber.



L-R: Mr. Debasis Jana, Director (Planning), Andrew Yule & Co. Ltd; Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry; Mr. Alope Mookherjee, Past President, The Bengal Chamber of Commerce and Industry; Mr. Mohammed Saiful Islam, First Secretary (Commercial), Bangladesh Deputy High Commission, Kolkata .

## PROGRAMME

### DISCUSSION FORUM ON ECOLOGICAL SUSTAINABILITY IN THE INDUSTRIAL REGION

26TH JULY 2017,  
THE GOLDEN RETREAT, HALDIA



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry delivering the formal Welcome Address.



Mr. Aloke Mookherjea, Past President, The Bengal Chamber of Commerce and Industry delivering the Theme Address.



Mr. Debasis Jana, Director (Planning), Andrew Yule & Co. Ltd delivering the special address.



Mr. Mohammed Saiful Islam, First Secretary (Commercial), Bangladesh Deputy High Commission, Kolkata delivering the special address.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry gracing the audience.



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry presenting a memento to Mr. Debasis Jana, Director (Planning), Andrew Yule & Co. Ltd.

**26TH JULY 2017,  
THE GOLDEN RETREAT, HALDIA**

**DISCUSSION FORUM ON ECOLOGICAL SUSTAINABILITY IN  
THE INDUSTRIAL REGION**



Mr. Sutanu Ghosh, President, The Bengal Chamber of Commerce and Industry presenting a memento to Mr. Mohammed Saiful Islam, First Secretary (Commercial), Bangladesh Deputy High Commission, Kolkata.



L-R: Dr. S.C Santra, Kalyani University (Environmental Science); Mr. Alope Mookherjea, Past President, The Bengal Chamber of Commerce and Industry; Prof.(Dr.) Manabendra Nath Bandyopadhyay, Director, Haldia Institute of Technology; Mr. Samrat Sarkar, Senior Assistant Manager, West Bengal Waste Management Limited, Ramky Group.



Prof.(Dr.) Manabendra Nath Bandyopadhyay, Director, Haldia Institute of Technology during his speech.



Dr. S.C Santra, Kalyani University (Environmental Science) addressing the audience.



Mr. Samrat Sarkar, Senior Assistant Manager, West Bengal Waste Management Limited, Ramky Group delivering the presentation.



Mr. Alope Mookherjea, Past President, The Bengal Chamber of Commerce and Industry presenting a memento to Prof. (Dr.) Manabendra Nath Bandyopadhyay, Director, Haldia Institute of Technology.

## PROGRAMME

### DISCUSSION FORUM ON ECOLOGICAL SUSTAINABILITY IN THE INDUSTRIAL REGION

26TH JULY 2017,  
THE GOLDEN RETREAT, HALDIA



Mr. Sanjoy Paul, Head-Operation, Tata Steel Limited (HMC Division); Mr. Dipti Ranjan Behra, Head-CSR, CESC Limited; Mr. Arun Kumar Mukherjee, Chairperson Emeritus, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry; Mr. G C Kundu, Chief General Manager (H,S&E), Haldia Refinery, Indian Oil Corporation Limited; Mr. Tarun Kr. Pan, Chief Operating Manager, Exide Industries Limited; Mr. Amitava Das, General Manager & Head HSEF, Haldia Petrochemicals Ltd.



Mr. Dipti Ranjan Behra, Head-CSR, CESC Limited addressing the audience.



Mr. Amitava Das, General Manager & Head HSEF, Haldia Petrochemicals Ltd. delivering his presentation.



Mr. Tarun Kr. Pan, Chief Operating Manager, Exide Industries Limited during his speech.



Mr. Sanjoy Paul, Head-Operation, Tata Steel Limited (HMC Division) addressing the audience.



Mr. G C Kundu, Chief General Manager (H,S&E), Haldia Refinery, Indian Oil Corporation Limited addressing the audience.

Mr. Arun Kumar Mukherjee, Chairperson Emeritus, Energy and Environment Committee, The Bengal Chamber of Commerce and Industry presenting a memento to Mr. Dipti Ranjan Behra, Head-CSR, CESC Limited.





**26TH JULY 2017, THE GOLDEN RETREAT, HALDIA**      **DISCUSSION FORUM ON ECOLOGICAL SUSTAINABILITY IN THE INDUSTRIAL REGION**



A section of audience.



A section of audience.

**11TH AUGUST 2017, HOTEL DE SOVRANI, SALT LAKE, KOLKATA**      **WORKSHOP ON “GET BIG FAST – FOR MANAGER AND ENTREPRENEURS”**

The Bengal Chamber of Commerce and Industry organized a workshop on “Get Big Fast – For Manager and Entrepreneurs” on 11th August 2017 at Hotel De Sovrani, Salt Lake, Kolkata.

The workshop was designed by Prof. Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership & Founder – The Strategy Academy who was also the sole faculty.

The workshop was designed for managers and executives at middle and senior levels of the organization and from various functional areas who are involved in [or provide support to] development of business level strategies, formulating and implementing marketing and sales strategies, and strategic analysis of markets and their re-segmentation. The programme was also meant for self-employed persons and consultants planning to make a career transition and start a new venture in the near future.

The objective was to help the participants understand the importance of achieving success in whatever field they are in or wish to be in and also to overcome their “impossibility thinking” to achieve their goals.

Key topics of the workshop which were explained by Prof. Ranjan Das were:

- Essence of success and characteristics and styles of successful people
- Meaning of outstanding performance and ways to achieve the same
- Entrepreneurs vs. Intrapreneurs
- Finding and sizing the opportunity

- Putting it together – The BUSINESS PLAN
- Financing the New Business - Risks and Options
- Organizing the enterprise for execution
- Growing the business...FAST

This workshop helped the participants to understand the essence of outstanding performance and why it is important to take charge of one’s own destiny instead of letting others to control the same. It also helped participants to understand the entrepreneurial process including steps to be taken to become an entrepreneur / a successful leader.



Welcome Address by Mr. Abhijit Hazra, Chairperson, The Entrepreneurs’ Committee, The Bengal Chamber of Commerce and Industry and Director, Touchstone Tie-up Pvt. Ltd.



## PROGRAMME

### WORKSHOP ON “GET BIG FAST – FOR MANAGER AND ENTREPRENEURS”

11TH AUGUST 2017, HOTEL DE SOVRANI, SALT LAKE, KOLKATA



Session in progress with Prof Ranjan Das, Professor of Strategy, Innovation, Entrepreneurship and Leadership & Founder – The Strategy Academy.



Participants attending the session.

### MEETING WITH THE ADDITIONAL CHIEF SECRETARY, DEPARTMENT OF INFORMATION TECHNOLOGY & ELECTRONICS, GOVERNMENT OF WEST BENGAL

11TH AUGUST 2017, CHAMBER PREMISES

Shri. Debashis Sen, IAS, Additional Chief Secretary, Department of Information Technology & Electronics, Government of West Bengal met the Members of the IT Committee of The Bengal Chamber of Commerce and Industry on 11th August 2017 in the Chamber premises.

It was an interactive session with thoughts being exchanged with the Additional Chief Secretary. The Additional Chief Secretary shared with the Members that the focus of the State Government for exploring the potentiality of West Bengal as an IT destination has two tiers:

- Promoting investment in emerging areas like Analytics, Big Data, IoT, Artificial Intelligence, Robotics and others
- Promoting IT Start Ups in the State to empower the youths

The meeting was attended by Mr. Arnab Basu, Chairperson, IT Committee; Mr. Sanjoy Sen, Co-Chairperson, IT Committee; Mr. R N Lahiri, Chairperson Emeritus, IT Committee; Mr. S Radhakrishnan, Past President, The Bengal Chamber; Mr. Deb A Mukherjee, Chairperson, Energy and Environment and Emerging Areas Committees, The Bengal Chamber and other Members of the IT Committee of the Chamber.



Meeting in progress.

**11TH AUGUST 2017, CHAMBER PREMISES**      **MEETING WITH THE ADDITIONAL CHIEF SECRETARY, DEPARTMENT OF INFORMATION TECHNOLOGY & ELECTRONICS, GOVERNMENT OF WEST BENGAL**



Meeting in progress.



Meeting in progress.

Annual Manufacturing Workshop on “Introduction to Engineering Materials for Industry”, 17th, 18th August, 2017, Williamson Magor Hall, Chamber premises
FIRST EXPERIENCE WITH GST - IMPORTANT ISSUE BASED DISCUSSIONS - Workshop on Issues related to GST, Learnings & Future Road Map, 23rd August, 2017, Williamson Magor Hall, Chamber premises
10th Edition of Environment and Energy Conclave, 23rd, 24th August 2017 , ITC Sonar, Kolkata
Tourism Quiz, 8th September, 2017, Williamson Magor Hall, Chamber premises
BCC&I Infrastructure Summit, 8th September, 2017, Hotel Novotel
Bengal Accelerating Growth, 8th and 9th September, 2017, Uttirno
Workshop on International Trade Documentation – Post GST, 16th September, 2017, ITC Room, Chamber premises
The Business Conclave on Entrepreneurship and Start-Ups, 27th October, 2017, Williamson Magor Hall, Chamber premises
Bengal Chamber Golf, 2nd , 3rd November, 2017, Kaziranga
Financial Market Conclave, 9th, 10th November, 2017, Williamson Magor Hall, Chamber premises



# NEWS FROM THE JIS GROUP



The new batch of students (of all streams) of GNIT received a warm welcome as part of the family during the day long Orientation programme for First Year Students on 2nd August 2017 attended by more than 700 students.

The Orientation Programme is designed to facilitate the academic, cultural and social adjustment of the first year commencing students. The programme activities are linked to the key strategic goals of GNIT, namely, enhancing the Student Experience, developing excellence in learning and teaching, and encouraging participation of students from diverse cultural and social backgrounds.

The Director, Dean and all HODs attended the session and extended a hearty welcome to the students.

The Principal, GNIT portrayed the ethos, culture, regulations, prospects and attributes in the two consecutive sessions through exhaustive presentations.

The packed sessions were vibrant and echoed with the passion of the young new members of the family.



# NEWS FROM THE JIS GROUP



# NEWS FROM THE JIS GROUP



Guru Nanak Institute of Hotel Management organized a five days Students Orientation programme for around 750 plus students where eminent personalities were invited from the Hospitality Industry. Also very popular celebrity chefs Kunal Kapur and Sanjeev Kapoor graced the occasion and spoke about what it takes to be successful in one's career. In addition leading Training Managers, HR Managers and others also joined the session, who motivated the students with their rich bouquet of experiences.





**JIS College of Engineering organized three days Orientation Programme for the freshers of the 2017 batch.**

**The Orientation Programme was scheduled from 2nd August to 4th August 2017 at Dr. B. C. Roy Auditorium.**

**Day 1 – 02/08/17**

The programme commenced with the welcome address by the Principal. Followed by Blessings by Swami Bhalabhadrananda, Asst. Secretary, Ramkrishna Mission, the Registrar briefed the students about JIS College of Engineering. The students were briefed about the value-added centres by the nominated students from each value added centre like NPTEL, CII, TATA, British Council.

**Day 2 – 03/08/17**

Mr. Mikhail Gusev from the Russian Consulate General was the guest of honour and he interacted with the students and shared the best practices in Russia. Mrs. Priya Kantam, Motivational speaker from Art of Living motivated the students and took them through a 5 minutes meditation session. Mr. Indranil Sarkar Principal Consultant, TCS (Communication & IT vertical CII) and Mr. Raj Tiwari from British Council addressed the students on the theme of 'Various dimensions of the future for Engineering Graduates'.

**Day 3 – 04/08/17**

Presentation was made by the Deans and COE-'Briefing about Autonomous system including examination' and Briefing about SLC activities by the students' coordinator.





## Swagatam 2017

A week long Orientation Programme for the 1st year Undergraduates and Diploma students commenced with the vow to empower the leaders of tomorrow. The inaugural session of the event was addressed by Prof. Dr. N. R. Banerjee, First Vice Chancellor, IEST, Shibpur which was followed by the motivational session "Life is a sport: Make It Happen". The technical and management students listened to the inspirational talk by the Indian footballer, Mehtab Hossain. The gathering was enlightened by the inspirational words from the Principal, Registrar, HODs and senior professors. The new entrants also got the chance to connect with the alumni who are successful professionals today.

The second day of the programme was designed on the theme, "Know your campus" –for acclimatization with the academic and social environment of the institute. The session was addressed by the subject experts who enlightened the young minds through their scholarly presentations. This was followed by the demonstration of the senior students regarding the different



academic and co-curricular facilities available in the campus. The students also highlighted the menace of ragging and made them understand that NiT is a ragging free campus.

Day 3 was based on the theme, "Chase your Dream and Shape your Future". The Session was addressed by the motivational speakers who focused on Positive thinking. Mr. Goutam Aich, British Council spoke about the importance of time management in professional life. The students gained knowledge about the scope and opportunity of Race Engineering which is an emerging field for the 21st century engineers. This was followed by the session on "The Value Crisis in Contemporary Society" which captivated the minds of the young students. Finally the programme was concluded by Mr. Vijay Pandey, Chief Planning officer, Shrachi Group Who threw light on the "HR Expectations from Young Graduates". In the evening a presentation was delivered by an organization named Humane Society International. The presentation titled, "Where The Food Comes From" was very informative and thought provoking .This session was followed by poster

making and caption writing competition which inculcated the creativity of the young learners.

Day 4 of the Orientation Program was titled as "Industry Pulse: A Glimpse of Corporate Life". Mr. Harsh Jha, former MD, Tata Metaliks greeted the students with his scholarly address. The resource persons from companies like Ericson, Simplex, Faul and Relay etc. presented their views on how to be industry ready.

Day 5 was a confluence of NIT notable alumni who are successful professionals today. The session was on "Connect Today, Transform Tomorrow". The effort was to connect the new entrants with the challenges of the professional sphere which they would face in the coming days.

The final day of the Orientation Programme was on a lighter note and the objective was to give the students an idea about the "Art and Culture" of the institute. The senior students and the newcomers came forward together to participate in the cultural activities.

