



Newsletter

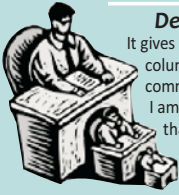


VOL 7 | No. 10

October, 2011

from the desk of the PRESIDENT

10th October, 2011



Dear Member,

It gives me immense pleasure to address you through the columns of this Newsletter for the first time since commencing my term as the President of the Chamber. I am grateful to all of you for the confidence and trust that you have reposed in me by electing me as the President. I look forward to your continued support and guidance in cementing our position as one of the leading Chambers of Commerce in the country.

The Bengal Chamber, of course, continues its events and activities with great fervour and as has been the flavour during recent times, all our programmes and endeavours have brought to you an eclectic mix of themes, ideas and new directions. During the month, apart from hosting a unique Panel Discussion on "West Bengal - Walking the Manifesto Talk" bringing to board a model for "alternative development" for Bengal, your Chamber has also organized its annual Awards for Excellence in Manufacturing Practices in MSMEs and the refreshingly new, "Banga Shilpa Sammelan". While the former was all about acknowledging, recognizing and encouraging manufacturing best practices in MSMEs, the latter was a unique management conclave focusing on success stories of Bengali entrepreneurs in the State, on the occasion of the 150th birth anniversary of Acharya Prafulla Chandra Roy, a pioneering scholar and entrepreneur and a leader of modern India. The monthly "Think..." series of lectures continued with a talk by Prof. (Dr.) Sharad Sarin of XLRI, a doyen of strategic brand management in the country.

We have many more such interesting and thought-provoking programmes lined up and during the course of the year, we shall, with your support and good wishes, leave our footprints in many new areas.

However we need to ask ourselves: **Are we doing enough and in the right direction as individuals and collectively as the Chamber to "provide the superior insights and services and connect opportunities in the Eastern India"?** We need to revisit our goals and objectives in the light of our achievements; define new deliverables for the future and accelerate further our pace of development. I urge you to undertake the task of rejuvenating the Bengal Chamber and enjoy every moment of this journey.

On behalf of the Chamber, I take this opportunity to extend to you and your families my greetings and best wishes for the festive season.

Sd/-
HARSH K JHA
President

NEWS FLASH

Mr. P Roy, Director General of the Bengal Chamber addressed the 24th Quality Circle Forum of India (QCFI) Kolkata Chapter Annual Convention (Chapter Convention on Quality Circles and Other Quality Initiatives, CCQC 2011) on 20th September 2011 at the Taj Bengal. The theme of the convention was, "Enhancement of Quality of Work Life".

The Bengal Chamber has a MoU with QCFI with a focus to propagate Quality Circle movement amongst industries in the State of West Bengal by synergizing the capabilities of both the Bengal Chamber and QCFI. Stress is on enhancement of productivity in industries. The MOU should facilitate the Chamber and QCFI to propagate QC programmes jointly at different locations in West Bengal.



Extreme right, Mr. P Roy, Director General, The Bengal Chamber. Extreme left, Dr. Goutam Sengupta, Chairperson, QCFI (ER), Director, Videocon Infinity Infrastructure Pvt. Ltd., & Chief Operating Officer, KAIL Limited.



Mr. P Roy during his address.

MEMBERS' NEWS CORNER

Welcome to the Bengal Chamber family! That's what we would like to convey to **Central Bank of India, G S Marketing Associates, JPM Exports Pvt. Ltd., National Stock Exchange of India Limited, West Bengal Consultancy Organisation Limited and Mr. Suman Jyoti Khaitan** whose applications for membership were tabled and approved by the Managing Committee at its meeting on 13th September 2011.



শুভ

বিজয়া!



HAPPY
DUSSEHRA



Lighting the inaugural lamp.



MONTHLY PUBLICATION OF THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY

PROGRAMMES

THE BENGAL CHAMBER WAS A CORPORATE PARTNER OF "SHANTI SUMAHAAN", A MUSICAL PROGRAMME

11TH SEPTEMBER 2011, TOWN HALL

PROGRAMMES

THE BENGAL CHAMBER AND KKN GROUP PRESENTED, IN ASSOCIATION WITH THE TELEGRAPH POWERED BY BALLANTINES, THE NEXT EDITION OF THINK SERIES OF LECTURES – A TALK ON "STRATEGIC BRAND MANAGEMENT FOR B-2-B MARKETS" BY PROF. (DR.) SHARAD SARIN, XLRI

13TH SEPTEMBER 2011, CHAMBER PREMISES

Business jargons were broken down to simple nuggets of wisdom during the 8th "Think" session, presented by The Bengal Chamber & KKN Group in association with The Telegraph and Ballantines.

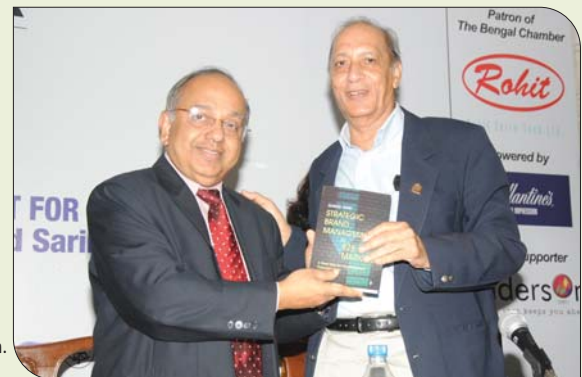
Speaking on the occasion, Prof Sharad Sarin, Head & Professor of Marketing & Strategic Management at XLRI shared that Brand was the soul of any organization, and is created over a period of time through satisfactory service. Peppering his "Business 2 Business" lecture with examples of successful brands like Tata, L&T, Infosys, etc, Prof Sarin spoke about the kind of efforts needed to develop consumer faith on a particular brand. The talk was followed by an engaging Q&A session.



Prof. S Sarin in the midst of his lecture.



The audience in rapt attention. ▶ The President of The Bengal Chamber, Mr. Sandipan Chakravorty, unveils the book written by Prof. (Dr.) Sarin.



THE BENGAL CHAMBER AWARD FOR EXCELLENCE IN MANUFACTURING PRACTICES IN MSMEs

14TH SEPTEMBER 2011, CHAMBER PREMISES



▶ Dr. Manas Ranjan Bhunia, Hon'ble Minister-in-Charge, Department of Irrigation & Waterways, Micro & Small Scale Enterprises & Textiles, Government of West Bengal addressing the Chamber's Award for Excellence in Manufacturing Practices in MSMEs. Sitting on the dais is, Mr. Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber.

L-R: Dr. Manas Ranjan Bhunia, Hon'ble Minister-in-Charge, Department of Irrigation & Waterways, Micro & Small Scale Enterprises & Textiles, Government of West Bengal at the podium. Seated (L-R): Mr P Roy, Director General, The Bengal Chamber (not in picture), Mr. Monojit Chaudhuri, Dr. Anup Kr Chanda, IAS, Additional Chief Secretary to the Government of West Bengal, Department of Micro and Small Scale Enterprises and Textiles, Mr. Harsh K Jha, Senior Vice President, The Bengal Chamber and Shri Prasanta Bhattacharyya, IAS, Managing Director, West Bengal Small Industries Development Corporation (WBSIDC), Government of West Bengal (not in picture). ▶

The Bengal Chamber of Commerce and Industry with the help of its MSME Development and Manufacturing Committee organized its fourth annual "The Bengal Chamber Award for Excellence in Manufacturing Practices in MSMEs" with participation from senior representatives from the Government, Industry, comprising of mainly of MSMEs and larger Corporates, Academia and others on Wednesday, 14th September 2011 at the Williamson Magor Hall in the Chamber premises.

The Bengal Chamber Award for Excellence in Manufacturing Practices in MSMEs is an annual and a prestigious event of The Bengal Chamber and it is being organized on a yearly basis by the MSME Development and Manufacturing Committee of the Chamber. The focus of the event is to help the MSMEs in reaching the next level in business growth and expansion. The objective is also to acknowledge the MSMEs for their "Excellence in

Manufacturing Practices" in spite of the severe logistical and infrastructural constraints they come across and to give exposure to the MSME best practices. Besides, the event helps in creating a platform for interaction, which helps the MSMEs in developing and expanding their business network through interfaces with business leaders.

This year, the Award programme was presided over by Mr. Harsh K Jha, Senior Vice President of the Bengal Chamber of Commerce and Industry, who commenced the session with his Welcome Speech. Mr. P Roy, Director General of the Chamber was the Master of Ceremonies.



14TH SEPTEMBER 2011, CHAMBER PREMISES

THE BENGAL CHAMBER AWARD FOR EXCELLENCE IN MANUFACTURING PRACTICES IN MSMEs



▲ Mr. Harsh K Jha presenting a memento to Dr. Manas Ranjan Bhunia.

The other speakers were,

- Dr. Manas Ranjan Bhunia, Hon'ble Minister-in-Charge, Department of Irrigation & Waterways, Micro & Small Scale Enterprises & Textiles, Government of West Bengal, who was the Chief Guest;
- Dr. Anup K Chanda, IAS, Additional Chief Secretary to the Government of West Bengal, Department of Micro and Small Scale Enterprises and Textiles, who was the Special Guest of Honour;
- Shri Prasanta Bhattacharyya, IAS, Managing Director, West Bengal Small Industries Development Corporation (WBSIDC), Government of West Bengal, who was the Guest of Honour;
- Shri Suriender Kumar, Chief General Manager, State Bank of India, who spoke on "Role of SBI in SME Sector"; and
- Mr. Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber of Commerce and Industry, who was the Theme Speaker.



The audience.

Dr. Manas Ranjan Bhunia observed that special emphasis should be given to the MSME sector as this was the backbone of the Indian industry in the age of globalization.

The MSME sector plays a leading role in industrialization and therefore, the focus should be on maximizing profitability, introducing latest technological developments as well as introducing integrated business networks for this sector. Dr. Anup K Chanda echoed the voice of the Hon'ble Minister and said that it was the



responsibility of the society at large and industries, especially the large scale industries, to help the MSMEs and to encourage them in developing and expanding their business setup. Dr. Chanda also observed that without MSMEs, industrial development would not be possible and without their existence industry could not flourish. So, keeping all these in mind, we have to drive ahead to keep the small scale industries rolling and it would help the larger corporates in developing and expanding their businesses (as these MSMEs are their ancillary units) and ultimately all these would lead to the economic prosperity of our country.

The Panel of Judges (for selecting the best case study presentations) comprised of experts and eminent personalities in industry. The Panel was headed by Mr. Alope Mookherjee, Past President of The Bengal Chamber, Hon. Consul of Sweden and Chairman, Flakt India Limited. The following MSMEs were selected for special recognition by the Judges.

- Metal Engineering & Treatment Company Private Limited
- M/s. Ghosh Bricks Mfg. Co.
- PREMUR IMPEX LIMITED



L-R: Dr. Anup Kr Chanda during his address. Seated (L-R): Mr. P Roy, Director General, The Bengal Chamber, Mr Monojit Chaudhuri, Mr. Harsh K Jha and Shri Prasanta Bhattacharyya. ▲

The feedback from the session was very positive as it helped the delegates present to take back a great deal of learning on best practices in management and technologies.



Mr. P Roy and Mr. Monojit Chaudhuri presenting the Bengal Chamber Award and the Certificate for Best Case Study presentation to Mr. Bishnu Chakraborty, Managing Director, Premur Impex Limited ▲

◀ Mr. P Roy and Mr. Monojit Chaudhuri presenting the "Certificate of Participation" to Mrs. Supriya Roy, Managing Director, Creative Bakers & Confectioners (P) Ltd for participating in The Bengal Chamber Award for Excellence in Manufacturing Practices in MSMEs.

PROGRAMMES

THE BENGAL CHAMBER AWARD FOR EXCELLENCE IN MANUFACTURING PRACTICES IN MSMEs



The panel of judges in The Bengal Chamber Award for Excellence in Manufacturing Practices in MSMEs. L-R: Mr. Asim Basu, Head –Business Excellence, TSPDL; Mr. Aloke Mookherjea, Hon. Consul of Sweden, Past President, The Bengal Chamber and Chairman Flakt (India) Limited; Dr. Anjan Ghosh, Vice President, Total Quality Management, Exide Industries Limited and Mr. Debkumar Basu, Director, ZETADEL Technologies P. Ltd.

14TH SEPTEMBER 2011, CHAMBER PREMISES



Mr. Monojit Chaudhuri presenting a memento to a participant in The Bengal Chamber Award for Excellence in Manufacturing Practices in MSMEs.



L-R: Mr. Asim Basu, Head-Business Excellence, Tata Steel Processing and Distribution Limited receiving a memento from Mr. P Roy.

Mr. P Roy and Mr. Monojit Chaudhuri presenting the Bengal Chamber Award and the Certificate for Best Case Study presentation to Mr. Atul Chandra Ghosh, Technical Director, M/s. Ghosh Bricks Mfg. Co.

PROGRAMMES

THE BENGAL CHAMBER 157TH ANNUAL GENERAL MEETING AND PANEL DISCUSSION ON "WALKING THE MANIFESTO TALK" AND ANNUAL DINNER WITH CULTURAL PROGRAMME

23RD SEPTEMBER 2011, CHAMBER PREMISES



Mr. P Roy, Director General of the Chamber as the Master of Ceremonies during the 157th AGM of the Bengal Chamber.

The Bengal Chamber of Commerce and Industry, one of the oldest institutions of its kind, held its 157th Annual General Meeting and a Panel Discussion on 23rd September 2011 in the

Chamber premises. PricewaterhouseCoopers Pvt. Ltd. (PwC) was the Chamber's Knowledge Partner for the AGM and also the Panel Discussion, which had a special theme, namely, "West Bengal - Walking the Manifesto Talk".

Shri Partha Chatterjee, Hon'ble Minister-in-Charge, Commerce and Industries, Public Enterprises, Information Technology, Parliamentary Affairs & Industrial Reconstruction, Government of West Bengal graced the AGM as the Chief Guest. The Bengal Chamber also felicitated Prof. S S Chakraborty, Chairman-cum-Managing Director,

Consulting Engineering Services (India) Private Limited on his being nominated to receive 'The Life Time Contributions Award in Engineering' for 2011 from the Indian National Academy of Engineers, an award which has been previously conferred on personalities like Dr. A P J Abdul Kalam, Dr. Sam Pitroda and Mr. N.R. Narayana Murthy.

Furthermore, the Resurgent Bengal Committee of the Bengal Chamber released a Report on "A Resurgent Bengal". The report focused on the aspirations of the people at the grassroots, the prospects for industrial development by pinpointing the areas of focus and the recommendations and roll-out action plan. The Hon'ble Minister released the report with the Chairperson of the Resurgent Bengal Committee, Dr. Goutam Sengupta and Prof. Ishita Datta Ray from EILM, who was representing Dr. R P Banerjee, Co-Chairperson of the Committee, who was not in Kolkata on that date. The study, which

23RD SEPTEMBER 2011, CHAMBER PREMISES

THE BENGAL CHAMBER 157TH ANNUAL GENERAL MEETING AND PANEL DISCUSSION ON "WALKING THE MANIFESTO TALK" AND ANNUAL DINNER WITH CULTURAL PROGRAMME



Mr. Sandipan Chakravortty, President of the Bengal Chamber (left) greeting Shri Partha Chatterjee, Hon'ble Minister-in-Charge, Commerce and Industries, Public Enterprises, Information Technology, Parliamentary Affairs & Industrial Reconstruction, Government of West Bengal, with a bouquet of flowers.

was initiated in the previous year, took over 6 months for completion and it was the outcome of an extensive survey in villages across several districts in Bengal ranging from the affluent to the less-developed. Industrialists were also interviewed and industry linkages established.

The Public Session of the AGM was also witness to the release of another publication authored by PwC, the Chamber's Knowledge Partner for the



Mr. Sandipan Chakravortty and Shri Partha Chatterjee in conversation.

Annual General Meeting. Titled, 'Paschim Banga Beyond Inflexion – The Shape of Things to Come', the focus of this strategy paper was in sync with

the theme of the panel discussion scheduled thereafter and the objective was to highlight the routes to growth in the context of a contemporary West Bengal. Social sector development was a focus along with sectoral industry growth strategies. Mr. Ambarish Dasgupta, Director, PricewaterhouseCoopers released the paper with the Hon'ble Minister.

Shri Partha Chatterjee, during his speech, spoke briefly about the challenge



Shri Partha Chatterjee addressing the meeting.

ahead to arrest the State's economic decline and stressed on the development of MSMEs especially concentrating on the traditional areas of strength for Bengal, cluster development, importance of education and skill development and the need for e-governance, some of which were already being implemented by the State Government. He also observed



Shri Partha Chatterjee presenting the Chamber's felicitation to Prof. S S Chakraborty, Chairman-cum-Managing Director, Consulting Engineering Services (India) Private Limited (middle). To the left is Mr. Sandipan Chakravortty.



Mr. Sandipan Chakravortty addressing the 157th Annual General Meeting. Mr. Harsh K Jha, Senior Vice President of the Chamber is at the extreme right.

PROGRAMMES

THE BENGAL CHAMBER 157TH ANNUAL GENERAL MEETING AND PANEL DISCUSSION ON "WALKING THE MANIFESTO TALK" AND ANNUAL DINNER WITH CULTURAL PROGRAMME

23RD SEPTEMBER 2011, CHAMBER PREMISES



Mr. Sandipan Chakravorty (left) with Shri Partha Chatterjee releasing the study on "Resurgent Bengal". Beside Shri Chatterjee (L-R): Chairperson of the Resurgent Bengal Committee, Dr. Goutam Sengupta, Prof. Ishita Datta Ray from EILM and Mr. Harsh K Jha ▲

that the State Government was very keen to simplify the norms and procedures for businesses especially the paperwork required while commencing a new business. In this respect, the number of forms required



Shri Partha Chatterjee releasing the Strategy Paper, "Paschim Banga Beyond Inflexion - The Shape of Things to Come". Mr. Ambarish Dasgupta, Director, PwC is third from left. ▲

to be filled-up had been reduced from a high 99 to only 7 and this was a significant breakthrough.



Mr. Harsh K Jha, Senior Vice President of the Bengal Chamber presenting his formal Vote of Thanks to the Hon'ble Minister. ▲

Earlier, the President of the Chamber, Mr. Sandipan Chakravorty, during his speech, spoke about the achievements of the Chamber during the year and highlighted that all business activities were focused on the progress and economic development and prosperity of West Bengal.



Shri Partha Chatterjee, with the President of the Chamber, Mr. Sandipan Chakravorty at the Media Meet following the Hon'ble Minister's speech. ▲

Following the Minister's speech, the Chamber hosted the Panel Discussion on "West Bengal - Walking the Manifesto Talk", with the panelists being leading lights from their respective walks of life discussing the socio economic issues of concern like Health, Education, Agriculture, Knowledge based Industries, Land Reforms, Manufacturing Industries, etc. The objective of the Panel Discussion was to generate an agenda, which touched upon



The Media Meet in progress. Prof. S S Chakraborty, Chairman-cum-Managing Director, Consulting Engineering Services (India) Private Limited is at the right (beside Shri Chatterjee). ▲

different key issues relating to the socio economic canvas of the State to help a much faster, balanced and inclusive growth path through a successful model of "Alternative Development".

The panelists were,

- On Health: Dr. Bhabatos Biswas, Head of the Department, Cardiothoracic Vascular Surgery, RG Kar Medical College & Hospital
- On Education: Prof. Swapan Chakraborty, Director, National Library
- On Agriculture: Prof. Anup Kumar Sinha, Professor, Economics, IIM Calcutta
- On Knowledge Based Industries: Mr. A Lahiri, President, The Chatterjee Group (TCG)

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THE BENGAL CHAMBER 157TH ANNUAL GENERAL MEETING AND PANEL DISCUSSION ON "WALKING THE MANIFESTO TALK" AND ANNUAL DINNER WITH CULTURAL PROGRAMME



▲ Mr. Sandipan Chakravorty presenting a special memento to Shri Partha Chatterjee.



▲ Shri Partha Chatterjee listening to the panel discussion with other distinguished guests.



◀ The panelists (L-R): Mr. A Lahiri, President, The Chatterjee Group (TCG); Mr. Bikram Dasgupta, Chairman & CEO, Globsyn Technologies; Mr. Sumit Mazumder, Vice Chairman & Managing Director, TIL Limited; Mr. Ambarish Dasgupta; Dr. Bhabatos Biswas, Head of the Department, Cardiothoracic Vascular Surgery, RG Kar Medical College & Hospital; Prof. Swapan Chakraborty, Director, National Library; Prof. Anup Kumar Sinha, Professor, Economics, IIM Calcutta; Shri D N Mitra, Senior Partner, Victor Moses & Company

- On Knowledge Based Industries: Mr. Bikram Dasgupta, Chairman & CEO, Globsyn Technologies
- On Land Reforms: Shri D N Mitra, Senior Partner, Victor Moses & Company
- On Manufacturing: Mr. Sumit Mazumder, Vice Chairman & Managing Director, TIL Limited

The session was moderated by Mr. Ambarish Dasgupta, Director, PricewaterhouseCoopers Pvt. Ltd. The panelists had a lot to share and discuss and their deliberations were to be compiled and the recommendations sent to the State Government.

In the evening, the Bengal Chamber, in association with Sanchari Kala Kendra, a non-profit organization, propagating Tagore Culture, with an aim to creating cultural and social awareness on Gurudev Tagore and his works, hosted a performance titled "Rashik Rabindranath", a collection of chhoras, poems, songs, dance, drama and letters – all depicting Tagore's humorous writings in an innovative form. The Annual Dinner followed thereafter in the Palladian Lounge.

Earlier during the day, at the Business Session of the Chamber's AGM, Mr. Harsh K Jha, Managing Director, Tata Metaliks Limited was elected President of the Chamber taking over from Mr. Sandipan Chakravortty, Managing Director, Tata Steel Processing and Distribution Limited. Mr. Partha S Bhattacharyya, Managing Director, Haldia Petrochemicals Limited was elected the Senior Vice President and Mr. Kallol Datta, Chairman and Managing Director, Andrew Yule and Company Limited was elected the Vice President of the Chamber for the current year.



◀ Mr. P Roy, Director General of the Bengal Chamber presenting a memento to Mr. Sandipan Chakravortty at the conclusion of the AGM.

PROGRAMMES

23RD SEPTEMBER 2011, CHAMBER PREMISES

THE BENGAL CHAMBER 157TH ANNUAL GENERAL MEETING AND PANEL DISCUSSION ON "WALKING THE MANIFESTO TALK" AND ANNUAL DINNER WITH CULTURAL PROGRAMME



A section of the audience. ▲

▲ A full house.

UPCOMING PROGRAMMES

Interactive Session with Zambia Development Agency, 20th October 2011, Chamber premises

Interactive Session with Janab Fihrah (Bobby) Hakim, Hon'ble Minister-In-Charge, Urban Development and Town and Country Planning & Municipal Affairs, Government of West Bengal on "The Development of the Taratolla Industrial Belt", 21st October 2011, Chamber premises

Seminar on XBRL, 31st October 2011, Chamber premises

The Bengal Chamber Trophy Golf, Season 2, 12th November 2011, The Tollygunge Club

The Bengal Chamber Trade Delegation to Dubai on the occasion of the International Convention of NRI/PIO/OICs of Bengal Origin – 'Second Prabashi Bangiya Sammelan' on 18th and 19th November, 2011 in Dubai (Dhow Palace Hotel Ballroom) organized by the Non Resident Overseas Association of Bengal (NROAB)

The Bengal Chamber partnering CMA in the Talk by Dr. C Rangarajan, Chairman, Prime Minister's Economic Advisory Council, on "Current economic scenario and the policy choices", 18th November 2011, Chamber premises

BANGA SHILPA SAMMELAN

(FIRST TIME EVER MANAGEMENT CONCLAVE IN BENGALI)

28TH SEPTEMBER 2011, TOWN HALL

The Bengal Chamber & Anandabazar Patrika organized Banga Shilpa Sammelan, commemorating the 150th Birth Anniversary of Acharya Prafulla Chandra Roy. The seminar brought together various Bengali Industrialists and Entrepreneurs for the first time under a common platform, where they shared their views, concerns, best practices, etc about the Business Environment in the State.

Addressing the audience, Hon'ble



Shri Partha Chatterjee, Hon'ble Minister in Charge for Commerce & Industries, Government of West Bengal, delivers the Inaugural Address

Section of the audience at the Management Conclave ▶

◀ Mr Suparna Pathak, Business Editor, Anandabazar Patrika, speaks on the occasion

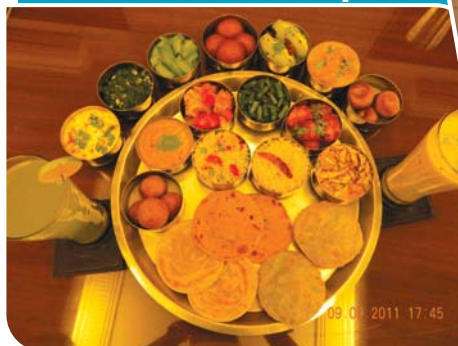


Minister of Commerce & Industries, Government of West Bengal, Shri Partha Chatterjee said there was an urgent need to understand the reasons of indifference that the Bengalis have towards business. He however, refused to accept that all is lost, and was of the opinion that "Bengal has lost time, but has not missed the bus". The uneasy relationship between Bengalis and Business was truly in focus at the Banga Shilpa Sammelan.

The Bengal Chamber has solicited the help of renowned Management Consultancy firm IL&FS to prepare a White Paper from the Conclave, which would detail the concerns / voices of Industry currently. The same would be handed over to the relevant department subsequently.

EVENTS AT THE PALLADIAN LOUNGE

MARWAR FOOD FESTIVAL
on 12-14 Sept. 2011



SHARAD ARGHYA
on 27 Sept. 2011