



**from the desk of the
PRESIDENT**

Dear Member, 16 September, 2013

The term of the current Managing Committee will be over on 23rd September 2013 with the Business Session of the Annual General Meeting 2013. In the past year, with your support, encouragement and participation, your Chamber has achieved a great deal, broken new ground, engaged new partners, strengthened existing partnerships and opened new vistas like setting up the first ever Indian Iron and Steel Sector Skill Council with INSDAG under the aegis of the NSDC.

For the first time ever in the 180 year long history of the Chamber, which commenced its operations with the signing of a charter by 25 merchants of Calcutta on 19th December 1833, the Chamber had the President of India honouring the Chamber as its Chief Guest at the public session of its Annual General Meeting to commemorate its 160th year of its present avatar, on Saturday, 14th September, 2013. This was a historic moment for the Chamber and for Commerce and Industry of West Bengal. The Governor, Shri M.K. Narayanan was also in attendance. The President observed that although he did not, as a matter of practice, address Chambers of Commerce on the occasion of their AGMs, he had made an exception because of his love and nostalgia for the city and the Bengal Chamber, the oldest such institution in India. Shri Mukherjee said that the Chamber had provided yeoman's service to the nation for 180 years and wished it continued to do so for the next 180 years. Shri Pranab Mukherjee also unveiled a plaque commemorating the 160th year of the Chamber.

We have also launched a modernized logo of the Bengal Chamber. The Chamber would henceforth be called BCC&I to enable it to expand its footprint to the national arena to be able to contribute more efficiently to the economic activities of the nation while retaining its focus and roots in the State of West Bengal.

We have every reason to believe that the "Old Lady of the Royal Exchange" will serve the nation for centuries to come with your continued support and patronage.

Sd/-
Kallol Datta
President

PROGRAMMES

13TH AUGUST 2013,
THE PALLADIAN LOUNGE,
CHAMBER PREMISES

THE BENGAL CHAMBER PRESENTED ITS NEXT "THINK..." SERIES LECTURE BY ECONOMIST DR. OMKAR GOSWAMI PRESENTED BY BLENDERS PRIDE IN ASSOCIATION WITH FUTURE BUSINESS SCHOOL AND THE TELEGRAPH

Speaking at the 24th 'Think Session' of the Bengal Chamber on 13th August, economist Dr. Omkar Goswami focused on three sets of unresolved issues that are plaguing the Indian economy. He was speaking on 'Prospects of Global and Indian economy'. According to him, the three sets are water, natural resource and geopolitical abilities. He spoke on how riparian treaties, utilization of natural resources and geopolitical aspects affect economies. Dr. Goswami stressed that on each aspect the government could not achieve its desired goal. He supplemented geopolitical abilities with a local approach of 'Zamin, Zamin Ka Neeche aur Aasman'. He said 'this led to creation of crony capital and making way for corruption.' In India all the three realms of geopolitics are filled with corruption. They are corruption in land, minerals and mining and spectrum allocation.



▲ Mr. P Roy, Director General, The Bengal Chamber; Dr. Omkar Goswami and Mr. Ambarish Dasgupta, Vice President, The Bengal Chamber on the dais



▲ Dr. Goswami being presented a Welcome Memento by The Chamber

MEMBERS' NEWS CORNER

Welcome to the Bengal Chamber family! That's what we would like to convey to Lord Realty Pvt. Ltd. and Mission of Mercy Hospital and Research Centre whose applications for membership were tabled and approved by the Managing Committee at its meeting on 22nd August 2013

PROGRAMMES

THE BENGAL CHAMBER PRESENTED ITS NEXT "THINK..." SERIES LECTURE BY ECONOMIST DR. OMKAR GOSWAMI PRESENTED BY BLENDERS PRIDE IN ASSOCIATION WITH FUTURE BUSINESS SCHOOL AND THE TELEGRAPH

13TH AUGUST 2013,
THE PALLADIAN LOUNGE,
CHAMBER PREMISES



▲ Dr. Omkar Goswami during his address

According to Dr. Goswami, most nations have either succeeded or tried to stabilize their economy on the three sets of issues. In India that has not happened. Therefore it resulted in a fall in growth, investments and rise of deficits and inflation. Dr. Goswami exhaustively dealt on the present position of the Indian economy in relation to the global situation. He focused on "why was growth falling and inflation rising?" According to him, most economies including China are suffering. However, there are indications of a bounce back. People in India are feeling hopeless. The ensuing elections of 2014, according to him, has worsened matters. Those responsible for framing current and future policies are engaged in having their share of the pie. The fall in manufacturing output and agriculture growth have ruined the Indian economy. The country is facing a total policy paralysis as the Parliament has stopped functioning. Without infrastructure and manufacturing growth the economy might not also advance. According to him, services sector advancement and FMCG operations were also likely to have long term impacts.

The session was presented by Blenders Pride, in association with Future Business School and The Telegraph.

FACTORY VISIT AT LINDE INDIA LIMITED

20TH AUGUST 2013,
ULUBERIA FACTORY



The Bengal Chamber of Commerce and Industry in collaboration with Linde India Limited, organized a plant visit at the Uluberia factory of Linde India Limited on 20th August 2013.

The visit was conducted to provide an exposure to industries, especially the MSMEs, to the best practices which are followed within a factory belonging to a world-class organization like Linde. The focus was in the realms of policies or practices like Safety, Health, Environment and Quality (SHEQ), Total Quality Management (TQM), Total Productive Maintenance (TPM), Total Cost Management (TCM), Lean Manufacturing, Six Sigma, etc. and on overall factory operations which would encourage or help the MSMEs in imbibing similar cultures and practices in their own factories. The visit was well attended by industry representatives coming from the MSME sector and also large organizations and the total number of delegates present was 40 approximately.

◀ The delegates present in the factory visit at Linde India Ltd, Uluberia Plant



20TH AUGUST 2013,
ULUBERIA FACTORY

FACTORY VISIT AT LINDE INDIA LIMITED



22ND AUGUST 2013,
JADAVPUR UNIVERSITY CAMPUS

JADAVPUR UNIVERSITY IN ASSOCIATION WITH THE BENGAL CHAMBER AND THE EUROPEAN BUSINESS AND TECHNOLOGY CENTRE (EBTC) PRESENTED THE NEXT PROGRAMME OF THE LECTURE SERIES ON "SUSTAINABILITY OF INDIAN ENERGY SECTOR: PROSPECTS AND CHALLENGES": A LECTURE ON "ENERGY CHALLENGES OF INDIA: CONTRIBUTIONS OF MATERIAL SCIENTIST AND TECHNOLOGIST" BY MR. BALDEV RAJ, PRESIDENT, INTERNATIONAL INSTITUTE OF WELDING, PRESIDENT, INDIAN NATIONAL ACADEMY OF ENGINEERING, PAST PRESIDENT, INDIAN INSTITUTE OF METALS, JC BOSE FELLOW, DST

30TH-31ST AUGUST 2013,
ITC SONAR, KOLKATA

ENERGY SUSTAINABILITY CONCLAVE 2013
(ENERGY SECURITY – EMPOWERING THE ENERGY FUTURE)



The Bengal Chamber presented the sixth edition of the annual Environment and Energy Conclave on 30th and 31st August 2013 at the ITC Sonar, Kolkata. Titled, "The Energy Sustainability Conclave 2013", the focus this year was, "Energy Security – Empowering the Energy Future". The Conclave, over the years, has become one of the leading annual platforms in the country for discussing and brainstorming environmental challenges and the response of Business, the Government, the Academia and the Civil Society.

The focus of the Conclave is and has always been Climate Change mitigation and action on the ground in the context of burgeoning needs of incremental energy consumption (albeit efficiently) and the need to adopt sound environmental management practices so as to minimize the environmental footprint, especially in business and industrial operations. A melting pot of experiences and best practices, the Conclave is addressed by thought leaders in energy and environment policy, senior officials of the Government, overseas Governments and Embassies, leading academics and CEOs from all over the country with delegates and speakers from India and abroad. This year apart from CEOs from leading players in energy and senior Government minister and officials, speakers from 4 overseas countries participated.

Worldwide, in the context of a global slowdown and the impasse over Climate negotiations, the need is more than ever to devise strategies,



▲ The packed hall on Day 1

practices and technologies at the micro and macro level, which will help us get over the problem of supply side constraints in energy, the most essential driver of growth. Both conventional and unconventional and



▲ Mr. Kallol Datta, President, The Bengal Chamber (R) in conversation with Shri Manish Gupta, Hon'ble Minister-in-Charge, Power and Non-Conventional Energy Sources, Government of West Bengal

renewable sources of energy have their pluses and bottlenecks. In this scenario, to talk about sustainability in the Indian energy sector is to talk about Energy Security of India, an issue of paramount importance for the nation both in the realms of economic and strategic contexts. Each day presented a different theme and the discussions for the Day focused on the chosen theme for the Day. Day 1 (30th August) had the theme, "Sustainable Energy – An interplay of source diversification, uninterrupted supply, and low carbon cost effective technology". The



▲ The packed hall on Day 1

Conclave was inaugurated by Shri Manish Gupta, Hon'ble Minister-in-Charge, Power & Non-Conventional Energy Sources, Government of West Bengal following which the audience was captivated with the Inaugural Panel Discussion on "Energy Security: The intersection of demand, energy markets, and supply routes", which was addressed by Dr. Kirit S Parikh, Former Member, Planning Commission and Chairman, Integrated Research and Action for Development (IRADe); Shri Sunil Mitra, Former Revenue and Finance Secretary, Government of India and Former Power Secretary, Government of West Bengal and Mr. Phil Marker, Counselor and Head, Energy, Climate and Growth Unit, British High Commission, New Delhi.

Plenary Session 1 was a first-of-its-kind Business

Mr. Arun Kumar Mukherjee, Chairperson, Energy and Environment Committee, The Bengal Chamber ▶ introducing the speakers

Leaders' Panel Discussion on "Energy as corporate security measure: Experiences and insights". The focus was on the fact that while energy efficiency and cost management continue to be the rallying cry for large companies that have created some sort of energy management strategy, the issue of energy security is becoming a larger factor among companies developing a corporate energy strategy. The discussion was chaired by Mr. Sumit Mazumder, Vice Chairman and Managing Director, TIL Limited and Past President, The Bengal Chamber. The high-powered panel

comprised of Ms. Nicola Watkinson, Senior Trade & Investment Commissioner, South Asia, Australian Trade Commission; Mr. Sanjib Bezbaroa, Vice President - Corporate EHS, ITC Limited; Mr. Shishir Joshipura, Managing Director & Country Manager, SKF India Limited and Mr. Sandipan Chakravorty, Managing Director, Tata Steel Processing and Distribution Limited.

The next Plenary Session was an Expert Panel Discussion on "Energy, the Environment and Economic

Growth". The cultivation of sustainable markets for energy including renewable energy, energy efficiency and natural gas solutions requires an integrated policy approach that includes incentives, standards, stable investment climates, research and development and public education. It also requires a wholesome approach to renewing the way we think about energy, from a perspective of economic growth, environmental protection, national security and quality of life. The focus of the panel discussion was to bring to board the interplay of energy elasticity of GDP

with economic growth trends, the need for and status of evolving environmental regulations and environmental management norms in industrial projects. This unique session was chaired by Mr. Alope Mookherjee, Chairman, Solyvent Flakt (India) Private Limited & Past President, The Bengal Chamber with the panelists being Dr. Suman K Mukerjee, USAEP Environmental Fellow; & Principal, Dean and Senior Professor, Bhavans Institute of Management Studies and Dr. Ketan Shukla, IFS, Deputy Director General, Mahatma Gandhi Labour Institute; Former Secretary, Gujarat Electricity Regulatory Commission. Dr. Mukerjee spoke from the perspective

of an environmental economist, while Dr. Shukla addressed in his capacity as a former bureaucrat in a key office in India's leading State in terms of economic development.

Plenary Session 3 was the bridge between Day 1 and Day 2 (31st August) for which the theme was, "Technology for energy security – Making the conventional out of the unconventional". Since the focus of Day 2 was largely on technology issues, Plenary Session 3 dealt with "Power from conventional and renewable sources in a world still dominated by fossil fuels". It is estimated that USD 30 trillion worth of fossil fuels are still buried in the earth and almost 2800 gigatonnes of carbon locked up in fossil fuels underground. Many are saying we can emit another 565



▲ Shri Manish Gupta addressing the audience. Seen on the dais (L-R): Mr. Kallol Datta; Shri Sunil Mitra, Former Revenue and Finance Secretary, Government of India and Former Power Secretary, Government of West Bengal; Mr. P Roy, Director General, The Bengal Chamber

gigatonnes of CO2 and still keep the warming to 2° C. In the year 2011-12, approximately 31.6 gigatonnes of CO2 were emitted worldwide. Atmospheric CO2 concentration during pre-industrial times was 280 ppm, which has risen to above 400 ppm currently. Almost 26% of this increase is attributed to the energy (generation) sector (with 19.4% from industry and 13.1% from transport). Although electricity generation from hydro plants have exceeded expectations due to improved rains, the social cost and the human displacement and high gestation period of hydel projects are bottlenecks at times. This leaves nuclear and renewables. If the former is always embroiled in controversies on safety and



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technology, the latter is still governed by relatively higher costs. On the brighter side, India has an installed renewable generation capacity of around 12.5% representing almost 400% increase in the past 5 years alone. The renewable energy sector



▲ During the Inaugural Session on the dais (L-R): Mr. Phil Marker, Counselor and Head, Energy, Climate and Growth Unit, British High Commission, New Delhi; Shri Manish Gupta; Mr. Kallol Datta; Dr. Kirit S Parikh, Former Member, Planning Commission and Chairman, Integrated Research and Action for Development (IRADe); Shri Sunil Mitra and Mr. P Roy

is seen as a significant player in grid-connected power generation and investments in renewable energy grew by 25% last year. In this background, Mr. Sutanu Ghosh, Managing Director, Ghosh Bose and Associates Pvt. Ltd. made a presentation on, “Mitigation options in Indian power generation”, while Mr. Saunak Saha, Manager – Climate Change and Sustainability Service, Ernst & Young LLP talked about “Renewable energy in India – Options, technology and a cost-benefit analysis”. The session was chaired by Prof. B K Dutta, Chairman, West Bengal Pollution Control Board.

The Inaugural Session for Day 2 commenced with an address by Dr. Ajay Mathur, Director General, Bureau of Energy Efficiency, Ministry of Power, Government of India who, in keeping with the theme, spoke about “Energy security through innovative technologies in the context of Indian needs and circumstances”.

Dr. Mathur’s engrossing theme address was followed by the presentation of the Chamber’s first ever Young Energy Researcher Award. This year, the Chamber launched this special initiative, through which we would be acknowledging and facilitating the achievements of a Young Energy Researcher for his or her outstanding work at the grass-roots. In 2013, “The Bengal Chamber Young Energy Researcher Award” went to Shri Senthil A Kumar, an outgoing student in the Master of Public Systems Management programme at the Indian Institute of Social Welfare and Business Management (IISWBM). The award was presented to Shri Senthil Kumar for his outstanding achievements in grass-roots energy technology adaptation. Senthil, during his Summer Project, worked at Tirla Kocha, a

remote un-electrified village about 26 km from Ranchi. He went to Ramakrishna Mission, Morabadi and met Swami Shashankananda Maharaj, the sevak Secretary of the Ashram. He was guided to choose his Summer Project topic as he was looking for some application work that would bring direct benefits to its users. The plight of the villagers of Tirla Kocha, particularly the children, moved his heart to find a solution and he could implement it by his own efforts and resources. His friends, faculty and Ramakrishna Mission, Morabadi provided him with moral support and guidance, when necessary. He identified a community centre at Tirla Kocha, estimated the demand, designed a suitable Solar Photovoltaic (SPV) System, purchased the major components from Kolkata, purchased some components, such as sulfuric acid from the nearest market, took them to the site, fabricated and commissioned the SPV system with lights and fans. The system was working in the community centre (a single room hut) and helped the children with light and little amount of air at night and other times when needed in building their character and capacity through studies, yoga, cultural programmes, etc. The monks of the Mission, Professors from IISWBM who visited the site and faculty examiners who evaluated his Summer Project report were all in praise for this extraordinary work.

On the heels of the presentation ceremony came the Power Sector CEO Panel Discussion on, “Power in India – Growth amidst constraints” chaired by Dr. Mathur. The focus was on cost of energy, reliability of energy supply, carbon emissions, regulatory compliance, energy price volatility, predictability and the coming of age of utilities. The bottom line is, because of their energy density and ease of use, fossil fuels remain the best energy source. As opposed to an installed generating capacity addition of 69231 MW target for the 11th Plan, that for the 12th Plan is 118536.6 MW of which 72,340 MW (61%) would be thermal. It is also estimated that in 2012, 2017 and 2030 thermal electricity generation would have a share of 70%, 69% and 58% respectively. India, as we all know, depends greatly on fossil fuel sources, mostly coal. The problem of efficiency, including that of below-average PLF, is omnipresent. In fact, up to December 2012, the all-India thermal PLF (based on coal / lignite based thermal power stations only) for 2012-13 was 69.63% down from 73.32% achieved in 2011-12. Added to this, the problem of availability of coal, the volatile price and the increased dependence on the import of coal are grim reminders of the fact that electricity in India is anything but sustainable. Both the panelists, namely, Dr. Rajiv Mishra, Executive Director, PTC India Limited and Mr. Siddharth Mehta, CEO,

India Power Corporation Limited spoke from their personal experiences and apart from generation, focused on distribution and power trading.

Plenary Session 4 was all about “Experiences in Technology and Energy Efficiency”. Chaired by Mr. P S Bhattacharyya, Former Chairman, Coal India Ltd; currently Executive Director Deepak Fertilisers & Petrochemicals Corporation Ltd, Pune, the session explored best practices in technology development across the world. The speakers were Dr. Ing. Jörg-W. Fromme, Managing Partner, DFIC, Germany (Former Head of International Division WestLB Group; Former Chairman of Board of German Russian Consultant Nishinovgorod; Former Advisor of Jordanian Ministry of Energy and Mineral Resources) who spoke on “Energy efficiency and renewable energy: German experience with increasing competitiveness of industries”; Mr. Alok Goel, Country Manager, India & South Asia Region, Ballard Power Systems, Canada (Techno economic feasibility of hydrogen fuel cells); Shri A K Debnath, Chairman-cum-Managing Director, Central Mine Planning & Design Institute Limited (CMPDI) (Sustainable mining in India); and Mr. Saibal Sen, General Manager and Head of Business Development for India, Steel Plantech India Pvt. Ltd. (Utilization of waste heat recovery in steel industry).

Plenary Session 5 was also the Concluding and the Valedictory Session on “The future of Power in India”, which was moderated by Mr. Deb A Mukherjee, Managing Director, Enfragy Solutions India Pvt. Ltd. The Valedictory speaker was Dr. Bikash Sinha, Homi Bhabha Professor, DAE, Former Director, Saha Institute of Nuclear Physics and Variable Energy Cyclotron Centre, Department of Atomic Energy, Government of India. The session discussed the technology, economics and safety aspects of nuclear power with focus on India – from fission to fusion; from reactor to fast breeder technology and the realities and myths of nuclear safety. The session also covered the latest groundbreaking technologies as well as on-the-ground applications, which could be escalated even at the rural level and reduce dependency on conventional fuels. Dr. Sinha spoke from the heart and from his experience as one of the leading physicists in the world. He dispelled the myths surrounding nuclear energy and spoke about the desired fuel mix incorporating renewables and nuclear energy.

The Conclave which was attended by over 250 participants from industries, government agencies, academia, researchers, NGOs and students on each day, concluded with the presentation of special merit certificates to select schoolchildren (including underprivileged children) who had participated in the annual Bengal Chamber Sit n Draw Competition, held on 27th April 2013 on the occasion of Earth Day and World Environment Day.

PROGRAMMES

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◀ Mr. Alok Mookherjee, Chairman, Solyvent Flakt (India) Private Limited; & Past President, The Bengal Chamber (third from the left) joined the Panel later on

▶ The packed hall on Day 1



◀ Shri Sunil Mitra addressing the audience. Seated on the dais (L-R): Mr. Arun Kumar Mukherjee, Mr. Phil Marker, Shri Manish Gupta; Mr. Alok Mookherjee; Dr. Kirit S Parikh; Mr. P Roy

◀ Dr. Kirit S Parikh addressing the audience



▶ Mr. Arun Kumar Mukherjee (L) presenting a memento to Dr. Kirit S Parikh (R)



◀ Mr. P Roy delivering the Vote of Thanks

▶ Mr. Sumit Mazumder, Vice Chairman and Managing Director, TIL Limited; Past President, The Bengal Chamber commencing Plenary Session 1



◀ Ms. Nicola Watkinson, Senior Trade & Investment Commissioner, South Asia, Australian Trade Commission addressing the audience

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◀ Mr. Sanjib Bezbaroa, Vice President - Corporate EHS, ITC Limited addressing. Seated on the dais (L-R): Mr. Sumit Mazumder; Ms. Nicola Watkinson; Mr. Shishir Joshipura, Managing Director & Country Manager, SKF India Limited and Mr. Sandipan Chakravorty, Managing Director, Tata Steel Processing and Distribution Limited



◀ Mr. Shishir Joshipura addressing. Seated on the dais (L-R): Mr. Sumit Mazumder; Ms. Nicola Watkinson; Mr. Sanjib Bezbaroa and Mr. Sandipan Chakravorty



▶ Mr. Sandipan Chakravorty addressing



◀ Mr. Alope Mookherjea (standing and making a point) during the Interactive Session



◀ Mr. Sumit Mazumder (L) presenting a memento to Mr. Sandipan Chakravorty



◀ (L-R): Mr. Alope Mookherjea; Dr. Ketan Shukla and Dr. Suman K Mukerjee, USAEP Environmental Fellow; & Principal, Dean and Senior Professor, Bhavans Institute of Management Studies during Plenary Session 2



◀ Dr. Ketan Shukla, IFS, Deputy Director General, Mahatma Gandhi Labour Institute; Former Secretary, Gujarat Electricity Regulatory Commission looking at the drawings by school children drawn at the Bengal Chamber Sit n Draw Competition, organized on the occasion of Earth Day and World Environment Day

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(L-R): Prof. B K Dutta, Chairman, West Bengal Pollution Control Board; Mr. Sutanu Ghosh and Mr. Saunak Saha, Manager – Climate Change and Sustainability Service, Ernst & Young LLP



▲ Mr. Sutanu Ghosh, Managing Director, Ghosh Bose and Associates Pvt. Ltd. during Plenary Session 3



▲ Dr. Ajay Mathur, Director General, Bureau of Energy Efficiency, Ministry of Power, Government of India addressing during Inaugural Session of Day 2



▲ Mr. Arun Kumar Mukherjee (L) presenting a memento to Prof. B K Dutta



▲ Mr. Arun Kumar Mukherjee (L) and Dr. Ajay Mathur (R)



▲ Dr. B K Choudhury, Professor, Energy Management Dept., Indian Institute of Social Welfare and Business Management (L) receiving the award from Dr. Ajay Mathur (R) on behalf of Shri Senthil A Kumar who was conferred "The Bengal Chamber Young Energy Researcher Award" for his outstanding achievements in grass-roots energy technology adaptation



▲ (L-R): Mr. Arun Kumar Mukherjee; Dr. Ajay Mathur; Dr. Rajiv Mishra, Executive Director, PTC India Limited and Mr. Siddharth Mehta, CEO, India Power Corporation Limited

▲ Mr. Siddharth Mehta addressing the Conclave

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▲ Mr. P S Bhattacharyya, Former Chairman, Coal India Ltd; Currently Executive Director Deepak Fertilisers & Petrochemicals Corporation Ltd, Pune commencing Plenary Session 4



▲ (L-R): Mr. P S Bhattacharyya; Dr. Ing.Jörg-W. Fromme, Geschäftsführender Partner (Managing Partner), DFIC, Germany (Former Head of International Division WestLB Group; Former Chairman of Board of German Russian Consultant Nishinovgorod; Former Advisor of Jordanian Ministry of Energy and Mineral Resources); Mr. Alok Goel, Country Manager, India & South Asia Region, Ballard Power Systems, Canada; Shri A K Debnath, Chairman-cum-Managing Director, Central Mine Planning & Design Institute Limited (CMPDI) and Mr. Saibal Sen, General Manager and Head of Business Development for India, Steel Plantech India Pvt. Ltd



▲ Mr. P S Bhattacharyya (L) presenting a memento to Shri A K Debnath (R)



▲ Mr. Arun Kumar Mukherjee (L) presenting memento to Mr. P S Bhattacharyya (R)



▲ Mr. Deb A Mukherjee, Managing Director, Enfragy Solutions India Pvt. Ltd. (at the podium) introducing Dr. Bikash Sinha, Homi Bhabha Professor, DAE, Former Director, Saha Institute of Nuclear Physics and Variable Energy Cyclotron Centre, Department of Atomic Energy, Government of India (on the dais) during the Valedictory Session



▲ Dr. Bikash Sinha addressing during the Valedictory Session



▲ Mrs. Nilanjana Datta presenting special certificates to school children who secured positions of merit in the Bengal Chamber Sit n Draw Competition, organized on the occasion of Earth Day and World Environment Day

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▲ Mr. Kallol Datta presenting certificates to school children



◀ Mr. P S Bhattacharyya presenting certificates to school children. Mr. Kallol Datta standing next to him (R)

Mr. Kallol Datta presenting certificates to school children. Mrs. Nilanjana Datta standing next to him (R)



▲ Mr. Arun Kumar Mukherjee presenting certificates



▶ The children posing with dignitaries



THE BENGAL CHAMBER SUPPORTED “RAAG ANURAAG”, A CULTURAL PROGRAMME, SHRI M K NARAYANAN, GOVERNOR OF WEST BENGAL WAS THE CHIEF GUEST

**31ST AUGUST 2013,
G D BIRLA SABHAGHAR, KOLKATA**

THE BENGAL CHAMBER AWARD FOR BEST YOUNG HR PROFESSIONAL

**6TH SEPTEMBER 2013,
CHAMBER PREMISES**

The award ceremony for Best Young HR Professional was held on 6th September, 2013 at the Williamson Magor Hall at 4 p.m. There were six finalists viz., Mr. Vijay Prakash Singh, ITC Kidderpore Factory; Ms. Prakiti Ojha, Balmer Lawrie & Co. Ltd.; Mr. Arijit Majumdar, Tata Steel Processing & Distribution Limited.; Mr. Rahul Shankar, Tata Consultancy Services Limited; Mr. Abhishek Dutta, Quaker Chemicals Ltd. and Mr. Devi Prasad Panthala, Tata Steel Processing & Distribution Ltd. Four judges viz., Mr. Dipankar Banerjee, Professor, Eastern Institute of Management; Mr. Sujoy Banerjee, President – Group HR & OD, McNally Bharat Engineering Co. Ltd.; Mr. Anupam Anand, Director (Personnel), Hindusthan Copper Limited and Mr. Arunava Bhattacharya, Director – HR, Cognizant Technology Solutions Pvt. Ltd., viewed the presentations. Mr. Rahul Shankar of Tata Consultancy Services Ltd. was adjudged the winner and Mr. Arijit Majumdar and Mr. Devi Prasad Panthala both from Tata Steel Processing and Distribution Ltd., become 1st Runner-Up and 2nd Runner-Up respectively. The winner and runners-up trophies were handed over to the recipients by Mr. P. Roy, Director General while Mr. Somesh Dasgupta, Chairperson, HR/IR Committee presented mementos to the judges. There were all together 14 participants, so all the eight other participants were also handed over mementos and certificates of participation by the Chief Judge, Mr. Dipankar Banerjee, Professor, Eastern Institute of Management.



▲ Mr. Rahul Shankar receiving the Winner's Trophy from Mr. P Roy, Director General

6TH SEPTEMBER 2013,
CHAMBER PREMISES

THE BENGAL CHAMBER AWARD FOR BEST YOUNG HR PROFESSIONAL



▲ Mr. Arijit Majumdar receiving the 1st Runners-Up Trophy



▲ Mr. Devi Prasad Panthala receiving the 2nd Runners-Up Trophy



▲ Mr. Somesh Dasgupta, Chairperson, HR/IR Committee presenting a memento to Mr. Anupam Anand, Director (Personnel), Hindusthan Copper Limited

7TH SEPTEMBER 2013,
CHAMBER PREMISES

MEDIA MARKETING CONCLAVE – MEDIAMORPHOSIS :
CHANGING TRENDS, ENGAGING MINDS

The Bengal Chamber organized yet another Flagship Marketing Conclave titled Mediamorphosis | Changing Trends. Engaging Minds - a unique Media Conclave on September 07 2013, at Kolkata.



▲ Mr. Sidhartha Roy, Chairperson of the Marketing & Brand Committee, kicks off the event, welcoming Mr. Sam Balsara



▲ Members of the first panel, starting left: Abhijit Saxena, Founder, Mobilux technologies; Abhijit Dasgupta; Dnyanada Chaudhuri - COO, Madison Media – Moderator; Suresh Balakrishna, CEO, Lintas; Sumit Roy, Founder Director – UNIVBRANDS; Mohit Hira - JWT India, deliberate on New Trends, New Preferences

Today, brand building is turning on its head. The consumers are savvy and choose what they wish

to see or hear, as well as when and how they would like to see and hear. In short, they decide how they expose themselves to marketing communication and choose media judiciously.

The whole brand communication process is therefore undergoing a sea change. From the one-way messages and mediums, consumers are seeking interactivity with brands, as they would with their friends and acquaintances. They look for ways and means of expressing their opinions and receiving inputs relevant to their needs. In short, both communication methods and media habits are on the threshold of major changes in India.

The Indian Media scenario today is at a state of flux. While the advent of the independent TV channels was first denounced as 'invasion from the skies', it is now accepted as an integral part of the Indian Media scene. It is standing at an inflexion point with 'digital' being the buzzword. Every segment across the industry (television, radio, advertisement, films, print) is getting digitized in its own way and thereby leading to development of new media.

Globalization of Media, changing landscapes and political environment also had a key role in face-lifting the Indian media a little further. One may also mention of how the launch of Hong Kong based Star TV with its 39-nation footprint transformed the face of Indian television, with its multiple channels and aggressive marketing. Every epoch in media has a different story to say, a different approach to keep the viewer engaged.

We therefore conceived this Media Conclave,

where we had eminent Media, Marketing and Advertising professionals delving deep into India's Media Marketing scenario – and talking on the changes in Indian Media Scenario – from a conventional Media Plan to a Media Plan of tomorrow. Sharing knowledge on how brands are better engaging or are planning to engage with their consumers across different Media.

Post the Welcome Address by Dr. Alok Roy, Senior Vice President, The Bengal Chamber, Mr. Sidhartha Roy, Chairperson of the Brand & Marketing committee, started off the proceedings, which was followed by the Opening Keynote Address by Mr. Sam Balsara – Chairman & MD of Madison World. Mr. Balsara embarked on his speech with a **10 pointer plan to face challenges of today's marketing world** - "There are tremendous changes in the consumer behavior, consumer thinking & therefore in the media world. What should advertisers do in order to win in spite of the massive changes that are happening? The bottomline is slowdown or no slowdown, recession or no recession, whatever the oil price may be, the most risky decision is to slowdown on advertng. That is an honest



▲ Keynote speaker Mr. Sam Balsara, CEO of Madison, discusses the 10 point challenges faced by the advertisers today

home truth that fortunately a lot of our enlightened advertisers learnt the hard way in earlier recessions that India passed through.

Therefore they are wiser for it". He recommended the use of multimedia effectively, which increases both the effectiveness & efficiency of advertising. Exposure, according to him, must be augmented with experience, because reach alone cannot influence the purchase decision. "We are beginning to see there is a softening of demand in the FMCG market also. You can postpone buying a car or a fridge, but you generally buy toilet soaps or toothpaste. The demand has not gone down but early signs of softening are



▲ Mr. Sumit Roy introduces new advertising words & new ideas to the disillusioned audiences

showing up" – Mr Balsara reiterated. He also stressed on more focus on earned media - word of mouth, YouTube, social networking, etc. Advising advertisers to support those categories which show high responsiveness to the media spent, he advised marketers to focus on impact properties to break the clutter. Sighting example of different Indian states, he suggested to take advantage of states like Jharkhand & Bihar which are gaining higher literacy levels, and concentrate more on print & television in those Markets.

According to him, a good advertising decision is a mix of data & gut.

The first Panel, which deliberated on "New Trends. New Preferences" had Abhijit Saxena CEO Mobilux, Adhijit Dasgupta, former station director, Doordarshan Kendra Kolkata, Dnyanada Chaudhuri, COO Madison Media, Suresh Balakrishna - CEO Lintas Media, Sumit Roy, founder director Unibrands & Mohit Hira - Senior VP and Head of digital, JWT.

The moderator – Ms. Dnyanada Chaudhari prefaced the discussions with examples of the advertiser's disorientations with changing mindsets of the consumers.

Mr. Abhijit Saxena took the stage endorsing advertising through "social media via mobile – socially mobile". India being the 3rd amongst the Facebook users & second in terms of Twitter user base, mobile applications play a very important part in the lives of today's youth, who are mainly the decision makers. It is important to know that social media & mobile apps are the

responsive media, be it a mood, a problem of a happy moment, each of which finds a home in the platform. By advertising more in these media, the brand delves more into the conversation of the youth and thereby how a brand is established.

Dasgupta, who followed Mr Saxena, mainly focused on the ethics of media trade. The discussion was mainly where today's media is heading, how is it exploiting as well as exploring the platforms of today & tomorrow.

Sumit Roy Founder Of Unibrands introduced a very interesting concept of word of mouth as a media, sighting examples of Google & Harley Davidson. An enlightened discussion was on the word "prosumer" created by author Aldous Huxley referring to the professional consumers. The word has inquired two meanings- "there is a prosumer camera, which both professional & the consumer can happily use. **The word is very important to the world of word of mouth**". In America, there are word of mouth practitioners who

recommend brands without being paid for it. Prosumer is the strongest influencer, who can be a friend, relative or an associate. Recalling David Ogilvy's famous saying "unless your brand has an idea it will pass like a ship in the night", he said that unless the brand has an idea, it will sink like a ship in the night.

Mohit Hira chose the title- "**Disintermediation: Interruption and the internet**". Mohit elaborated on the lines of past & present saying "there was a time when roti kaapda, makan were needed. Today it is about mobile, internet & free wifi & ho sake toh thora free apps bhi de dena." Internet has changed our behavior & our interaction with the brand, so no brand can be built without the digital component. Infact, according to Mohit, brands can be destroyed simply by an overnight conversation on the social media. The internet has interrupted the conventional marketing & advertising & will continue to do so.

Mr Suresh Balakrishnan, while agreeing with Mr Hira, added that **the traditional media would flourish, along with the growth of digital media**. Digital media will sway, by embracing the technology. According to him, today you have ad breaks which are measured. And now you also have IPTV coming in with movies on demand & movies without ad breaks. Digitalization, according to him, enables precise targeting, as the advertisers can focus on the market, by



▲ Mr. Mohit Hira - JWT India, the rock star of the advertising world, speaks on the significance of interruption & dis-interruption of advertisements

choosing whether the ad will be played in Delhi, Hyderabad, Bangalore or nationally.

The Second panel, which elaborated on "Reaching Consumers When They Are Most Receptive" featured Mr Amit Kumar Gope, National Head – Marketing, Century Ply, DD Purkayastha, MD & CEO of ABP, Sumit Roy & Rohit Ohri, Chairman Dentsu India Group. The Session was again Moderated by Dnyanada Chaudhuri.



▲ Mr. Balsara takes up the Q/As from the crowd

Speaking on the occasion, Mr Rohit Ohri, Chairman, Dentsu India, spoke about Candian Communication theorist Marsall Mc Luhan, who coined the phrase "the media is the message, today the message is the medium". In a multi screen media environment with the consumers holding the reins to each of the multiple screens, there is no predicting the most opportune moment or location to connect to the consumers. "**You should create a message that scores an engagement, interest & revelance**". It is how a 5 minutes 21 second British airways ad "Visit Mum" created a wave amongst Indians, without ever being on air, even once. According to Rohit, a connect to the emotional plane of the consumer is very important. A brand like Aamir Khan who

7TH SEPTEMBER 2013,
CHAMBER PREMISES

MEDIA MARKETING CONCLAVE – MEDIAMORPHOSIS :
CHANGING TRENDS, ENGAGING MINDS

could make hordes of Indians watch television on 11am Sunday. Communication is important, but it should be finely crafted. So advertisers should stop interrupting & be what consumers are interested in.

Mr DD Purkayastha defined the route to success of ABP brand. "We have been successful in reaching out to readers, viewers, listeners & advertisers". As the MD of the most diversified media house in the country he said " **I often say we are not in the print business we are in the business of content**". He talked about the boutique of offerings from the ABP group & pointed out how the distribution routes are. The customization of the product is based on the consumer lifecycle & preferences— telekids , young metro for school kids, Businessworld catering to the business segment of the industry, TV channels like ABP news, ABP Ananda & ABP Majha. Sananda, according to him, is a supplement targeted to every member of the family based on what matters the most.

The last speaker on this Panel, Mr Amit Kumar Gope, came up with on ground

examples & challenges which is faced by a brand. **He felt most of the advertisements are urban , to which the semi urban population cannot relate to.** Hamilton drives a car that has more logos than fuel in it", SRK swears by Lux, Amitabh Bachchan has Navratna Hair Oil & Akshay Kumar fights for undergarment. Mr Gope raised the question whether a Vodafone logo on a Hamilton evokes sales & numbers in semi urban areas? He also questioned the role TV plays in deciding whether we want Surf or Tide as a brand preference? The advertisers, according to him, are concentrating more on urban consumers than on the rural consumers. He provided three hypotheses-

1. Point of purchase is grossly underutilized as a consumer contact point when they are most receptive.
2. Mom & pop stores provide amazing scope of reaching the consumer when most receptive
3. Internet & mobile will drive the consumer interaction in a major way in near future.



▲ Left : Panel 2 members - Amit Gope, Head - Marketing, Century Ply; Dnyanada Chaudhuri - COO, Madison Media – Moderator; DD Purkayastha, MD &CEO, ABP Group; Sumit Roy, Founder Director – UNIVBRANDS; Rohit Ohri - Chairman, Dentsu India. They spoke on reaching consumers when they are most receptive

Mr. DD Purkayastha, MD &CEO, ABP Group, speaks on ABP being the number one Media Group in East India



◀ Mr. Rohit Ohri - Chairman, Dentsu India, says the best breakthrough ads are the ones which touch the heart of the Indian viewers



▲ People from the advertising circle, advertising school, stalwarts in marketing & event management, formed a spontaneous crowd to the event

◀ Meet the young Minds!

PROGRAMMES

MEETING ON COLLABORATIVE PARTNERSHIP WITH SKILLSTECH, TAFE, QUEENSLAND, AUSTRALIA AND SIGNING OF LETTER OF INTENT BY THE BENGAL CHAMBER AND SKILLSTECH

9TH SEPTEMBER 2013,
CHAMBER PREMISES

The Skill Development Task Force of the Bengal Chamber of Commerce and Industry organized a meeting on Collaborative partnership with SkillsTech, TAFE, Queensland, Australia on 9th September 2013 in the Chamber premises. The meeting was attended by the members of the Skill Development Task Force and executives from the Steel, Mining and Ferro Alloys industry. The meeting focused on Skill Development and vocational training opportunities in mining operations and mining technology in India especially in the Eastern part of the country. SkillsTech, Australia was represented by Mr. Ian Lawrence, Director, SkillsTech and Mr. Willl Brakels,

Business Development Head, SkillsTech. Their presentation focused on Australian skill projects through which an educational pathway is created, training on various skills are imparted and employment created through strong industry partnerships. The meeting also witnessed the signing of a Letter of Intent by Mr. P Roy, Director General, The Bengal Chamber of Commerce and Industry and Mr. Ian Lawrence, Director SkillsTech, Australia for mutual cooperation and development in areas of Vocational Education and training (VET) & Skill Development.



▲ Skill Development Task Force members at the meeting with SkillsTech, TAFE, Queensland, Australia



▲ Presentation by SkillsTech, TAFE, Queensland Australia.

EAST AND NORTH EAST INDIA SUPPLY CHAIN AND LOGISTICS SUMMIT AND EXCELLENCE AWARD 2013

10TH SEPTEMBER 2013,
CHAMBER PREMISES

BCC&I organized E & NE India Supply Chain & Logistics Summit and Excellence Award 2013 on 10th of September, 2013 at WM Hall, Chamber premises. The daylong event witnessed the deliberations of various industry captains across the country in this sector. With the apt theme, "New Challenges and Prospects" all the sessions were very relevant for current times. The Inaugural session was titled "Indian Supply Chain & Logistics sector: Role of Government in creating better infrastructure", where the KPMG report was released and Excellence Awards presented. BCC&I introduced an Excellence Award in Supply Chain and Logistics sector from this year to felicitate those companies working in this region and providing best services to their clients in this field. In the government sector, in large enterprise category the best logistics company of the year 2013 award went to Container Corporation of India. In Government sector in small enterprise category the best logistics company of the year 2013 award went to Central Railside Warehouse Company Ltd. The winner of the best Supply Chain Company of the year 2013 was Safexpress Pvt Ltd. In the 3PL sector in large enterprise category the best 3PL company award went to Gati Kintetsu Express Pvt. Ltd and in the 3PL sector in Medium Enterprise category the best 3PL company award went to Siddhartha Logistics Pvt Ltd. There were two technical sessions after the Inaugural session - Indian Supply Chain & Logistics Sector: Changing Dynamics & the adaptation towards the new paradigm and Expert's Roundtable on "Indian Supply Chain & Logistics Sector: Addressing key issues like project logistics, connectivity and technology. Various important issues were discussed such as creating better

infrastructure, Free Trade Warehousing Zone, IT solutions available for the industry, etc. Eminent speakers like Mr. Vinod Asthana, MD, Central Railside Warehouse Co. Ltd.; Mr. Prahlad Tanwar, Associate Director - Transport & Logistics, KPMG; Mr. Siddhartha Sen, MD, Siddhartha Logistics Co. Pvt. Ltd.; Mr. Sharad Verma, Chief General Manager (ER), Container Corporation of India, Mr. Yogesh Pathak, Director and Head PALMS Division, Technoforte Software Pvt. Ltd. and many others participated in this prestigious conclave.



▲ Awardees of the Excellence Award 2013

Mr. Vinod Asthana, MD, Central Railside Warehouse Co. Ltd.; Mr. Prahlad Tanwar, Associate Director - Transport & Logistics, KPMG; Mr. Vikash Khatri, Head - Product Development & Marketing, Gati Kintetsu Express Pvt. Ltd.; Mr. Samik Chakraborty, Zonal Business Head (East), DIESL and Dr. Sunil Giri, Associate Professor (Operations), MDI are addressing the session titled "Indian Supply Chain & Logistics Sector: Changing Dynamics & the adaptation towards the new paradigm"

Mr. Siddhartha Sen, MD, Siddhartha Logistics Co. Pvt. Ltd.; Mr. Sharad Verma, Chief General Manager (ER), Container Corporation of India Ltd.; Mr. Yogesh Pathak, Director and Head PALMS Division, Technoforte Software Pvt. Ltd. and Mr. Pradeep Chatterjee, General Manager- Commercial & Supply Chain Management, Tirumala Seven Hills (P) Limited are addressing the session titled "Expert's Roundtable on "Indian Supply Chain & Logistics Sector: Addressing key issues like project logistics, connectivity and technology"



**10TH SEPTEMBER 2013,
CHAMBER PREMISES**

His Excellency Benito B. Valeriano, Philippine Ambassador to India and his wife; Mr. Edwin Gil Q. Mendoza, Second Secretary and Consul, Mr. John Paul B. Inigo, Commercial Attache, and other representatives from the Embassy of Philippines, New Delhi visited The Bengal Chamber on 10th September 2013. The meeting was chaired by Mr. Arun Kumar Mukherjee, Chairperson – Energy



▲ Meeting in progress

& Environment Committee of The Bengal Chamber and was attended by the representatives from different sectors of industry. Mr. John Paul B. Inigo, Commercial Attache made a presentation on enhancing the economic relations between Philippines and India. He focused on the areas of investment in Philippines and how to increase exports from Philippines to



▲ Mr. Arun Mukherjee, Chairperson – Energy & Environment Committee; His Excellency Benito B. Valeriano, Ambassador of Philippines and other delegates from Philippines.

India. The objective of the meeting was to discuss how to improve trade and investments between the two countries. Mr. John Paul B. Inigo invited all the members present at the meeting to visit Philippines particularly the IFEX, the exhibition organized by the Department of Trade and Industry (DTI) of Philippines.



▲ Mr. John Paul B. Inigo, Commercial Attache, Embassy of Philippines making his presentation

**14TH SEPTEMBER 2013,
CHAMBER PREMISES**

For the very first time in the 180 year long history of The Bengal Chamber of Commerce and Industry, which commenced its operations with the signing of a charter by 25 merchants of Calcutta on 19th December 1833, we had the President of India honouring the Chamber as its Chief Guest at the public session of its Annual General Meeting to commemorate its 160th year of its present avatar, The Bengal Chamber of Commerce and Industry, on Saturday, 14th September, 2013. This was a historic moment for the Chamber and for Commerce and Industry of West Bengal. The Governor, Shri M.K. Narayanan was also in attendance.



▲ Some of the Past Presidents of the Bengal Chamber seated with the other members of the distinguished audience. L-R: Mr. B D Bose; Mr. S K Dhall; Mr. Bhaskar Mitter; Mr. S Radhakrishnan

Shri Pranab Mukherjee spoke from his heart and observed that although he did not, as a matter of practice, address Chambers of Commerce on the occasion of their AGMs, he had made an exception because of his love and nostalgia for the city and the Bengal Chamber, the oldest such institution in India. In fact, Shri Mukherjee had

PUBLIC SESSION OF THE BENGAL CHAMBER AGM COMMEMORATING THE 160TH YEAR OF THE BENGAL CHAMBER AND THE 180TH YEAR SINCE ITS INCEPTION – CHIEF GUEST: SHRI PRANAB MUKHERJEE, PRESIDENT OF INDIA



◀ Mr. P Roy, Director General of the Bengal Chamber, the Master of Ceremonies during his address of welcome

recovery in North America and Japan. He described the rapid depreciation in the rupee, fiscal and current account deficit and inflation as beyond the normal prudence, but expected the good monsoon to have a positive impact on the economy.

Earlier as part of the proceedings, the Bengal Chamber also launched its modernized logo, which was displayed on the backdrop. The Chamber would

addressed the Chamber on a number of occasions in the recent past when he was the Minister of External Affairs and the Finance Minister of India. Shri Mukherjee said that the Chamber had provided yeoman's service to the nation for 180 years and wished it continued to do so for the next 180 years. Shri Pranab Mukherjee also unveiled a plaque commemorating the 160th year of the Chamber.

While noting that the President of India is not a policymaker, Shri Mukherjee nevertheless shared some of his observations about the Indian economy. He spoke about the upward movement of the GDP (in 2009-10 and 2010-11) immediately after the recession and then the downward trend in recent

times. It was evident from the President's speech that it would not be correct to blame past domestic policy initiatives influencing the current downward trend in GDP.

The President also observed that although there were areas of concern, there was no room for gloom and despondency. There was sign of



▲ Mr. Kallol Datta, President, The Bengal Chamber presenting Shri Pranab Mukherjee, President of India a copy of "A Centenary Survey of The Bengal Chamber of Commerce and Industry (1853-1953)" by Geoffrey. W. Tyson, C.I.E., which is a definitive history of the Chamber. Dr. Alok Roy, Senior Vice President of the Chamber (extreme right) looks on

henceforth be called BCC&I to enable it to expand its footprint to the national arena to be able to contribute more efficiently to the economic activities of the nation while retaining its focus and roots in the State of West Bengal.

PROGRAMMES

PUBLIC SESSION OF THE BENGAL CHAMBER AGM COMMEMORATING THE 160TH YEAR OF THE BENGAL CHAMBER AND THE 180TH YEAR SINCE ITS INCEPTION – CHIEF GUEST: SHRI PRANAB MUKHERJEE, PRESIDENT OF INDIA

14TH SEPTEMBER 2013, CHAMBER PREMISES



◀ Mr. Kallol Datta presenting to the President of India a copy of the circular letter to Merchants of Calcutta, dated 19th December 1833, formalizing their association as a Chamber (the original document surviving to this day), which went on to become the Bengal Chamber of Commerce in 1853

▶ Mr. Kallol Datta presenting a replica of the Bengal Chamber heritage building to Shri Pranab Mukherjee



◀ Mr. Kallol Datta presenting a copy of the Centenary Survey by Geoffrey W. Tyson, C.I.E. to Shri M K Narayanan, Governor of West Bengal



◀ Mr. Kallol Datta delivering his Felicitation Address

▶ The plaque commemorating the 160th year of the Chamber after being unveiled by the President of India by the push of a button



▶ Mr. Anirudhya Kumar (Sasha) Ghoshal noted singer rendering the National Anthem

▶ Shri Pranab Mukherjee, President of India during the Presidential Address



◀ The President of India speaks extempore

UPCOMING PROGRAMMES

- Interaction on “India-Sri Lanka Relations: Opportunities for Both Countries” with His Excellency Prasad Keriyawasam, High Commissioner of Sri Lanka in New Delhi, 17th September 2013, Chamber premises
- Business Session of the Annual General Meeting 2013, 23rd September 2013, Chamber premises
- Application of Technology for Healthcare, 29th November 2013, Chamber premises
- The Bengal Chamber Golf Trophy, 29th-30th November 2013, The Tollygune Club
- The Bengal Chamber Award for Excellence in Best Practices in MSMEs, 6th December 2013, Chamber premises

14TH SEPTEMBER 2013,
CHAMBER PREMISES

PUBLIC SESSION OF THE BENGAL CHAMBER AGM COMMEMORATING THE 160TH YEAR OF THE BENGAL CHAMBER AND THE 180TH YEAR SINCE ITS INCEPTION - CHIEF GUEST: SHRI PRANAB MUKHERJEE, PRESIDENT OF INDIA



◀ Mr. P Roy sharing a note with Shri M K Narayanan, Governor of West Bengal



▶ Dr. Alok Roy during his Vote of Thanks



◀ Mr. Kallol Datta sharing an anecdote with the President of India



▶ The National Anthem being sung

EVENTS AT

THE PALLADIAN LOUNGE

● 25th August 2013

The Palladian Lounge organized a special **Bingo Brunch** for the Members to celebrate 67th Independence Day of India along with exciting games and mouthwatering lunch spread followed by an evening with members of Internations, group of Expats.



NEWS FROM THE JIS GROUP

TEQIP Sponsored National Seminar on “APPLICATION OF ENGINEERING IN MEDICAL SCIENCE” (NSAEMS-2013), 21st August, 2013

A TEQIP sponsored national seminar on “Application of Engineering in Medical Science” (NSAEMS-2013) was organized by the Department of Biomedical Engineering, JISCE on 21st August 2013.

The objective of NSAEMS 2013 was to strengthen the bonding between engineering and medical science to provide effective and better care to mankind.

The resource persons of the seminar were:

1. **Dr. Sucharita Chakravarti**, HOD, Dept. of Anaesthesiology, Fortis Hospital, Kolkata
2. **Dr. Debashis Das**, Ophthalmologist & Vitreo-Retinal Surgeon, Eye Foundation and Research Centre, Kolkata
3. **Dr. Nirjhar Bhattacharya**, Professor, Dept. of General Surgery, Nilratan Sarkar



Medical College & Hospital, Kolkata.

The seminar commenced at 11:00 am with the lighting of lamp by Prof. (Dr.) A Guha, Director of JIS Group and other dignitaries. Prof. Guha extended a warm welcome to all the participants in the seminar and delivered a wonderful lecture on the awareness of Biomedical Engineering education. The inaugural speech was delivered by Prof. U. Bandyopadhyay, Principal, JISCE. The theme of the seminar was discussed by Dr. Meghamala Dutta, Organizing Chair and HOD of BME Department. Prof. D N Tibarewala presented some important aspects of Biomedical Engineering research related to medical science and conducted the whole technical session as the Honourable Session Chair. Mr. U. S. Mukherjee, Deputy Director,



JIS Group highlighted the importance of bridging the two different worlds of Medicine and Engineering for the benefit of future Biomedical engineers.

Dr. Sucharita Chakravarti presented a resourceful overview on “Several Engineering Applications in the Medical Science Specially in the Field of Anaesthesiology”.

Dr. Debashis Das delivered his lecture on “Engineering Applications in the Field of Ophthalmology & Vitreo-Retinal Surgery”.

An inspiring lecture was delivered by **Dr. Nirjhar Bhattacharya** on “Several New Engineering Approaches in the Field of General Surgery”.

The seminar concluded with a vote of thanks and certificate distribution.



2 days TEQIP Sponsored Industrial Seminar on EMERGING TRENDS IN TECHNOLOGY, INNOVATION AND EMPLOYABILITY IN ENGINEERING INDUSTRIES IN INDIA IN COLLABORATION WITH NPIU, World Bank and The Bengal Chamber of Commerce and Industry

Narula Institute of Technology, a premier educational initiative of JIS Group, Kolkata, organized a two-day seminar on “EMERGING TRENDS IN TECHNOLOGY, INNOVATION AND EMPLOYABILITY IN ENGINEERING INDUSTRIES IN INDIA” on 23rd and 24th August 2013 at the Seminar Hall of the Institute. The seminar created a platform for exchanging thoughts and information towards technology, innovation and employability in the following sectors---

Software Industries, Electronics and Communication Industries, Electrical and Instrumentation Engineering Industries and Civil Engineering Industries

Objectives:

In pursuance to the objective of Industry Institute Interaction Cell, the programme was organized to achieve the following objectives-

- 1) To formally inaugurate IIPC Cell
- 2) To establish the foundation of sector wise Industry Interaction
- 3) To enhance the knowledge base of faculty, staff and students about latest Technology, Innovation.
- 4) To inform the Narulites about the latest trend in employability in engineering sectors and

5) The way to make oneself employable in the real sense.

Day 1 -

Keynote Address was presented by Mr. Harsh Kumar Jha Former MD, Tata Metaliks Ltd.; Immediate Past President, BCC&I and by **Dr. A. B. Samaddar** Director, NIT-Sikkim; Ex. Director MNNIT Allahabad.

The Technical Session I for Software Industries was chaired by Dr. A. B. Samaddar and the panelist members were **Mr. Debojit Chakraborty**, Vice President Eastern Region, Tech Mahindra; **Mr. Goutam Mukherjee** General Manager, Wipro Technologies Ltd.; **Mr. Rashid Ahmed**, Resource Management, Eastern Region, Tech Mahindra, **Dr. Bhupesh Deka** Principal, Campus Connect, E&R Infosys Limited, Bhubaneswar.

The Technical Session II for Electronics & Communication Sector was chaired by Dr B P Sinha Professor, Indian Statistical Institute Kolkata and the panelists were **Mr. Gourav Banerjee** Sr. Systems Engineer, IBM; **Mr. Debasish Chakraborty**, Director, Synergy Measurement Technologies Pvt. Ltd., Director of Elmax Projects and Services.

Day2-

Dr. P. K. Ghosh Ex. Director, Core Consultancy Professor of Management and **Dr. D. K.**

Ghosh Chairman, Radiolink Communications, Ex. CMD, ZTE Telecom Ltd., Ex. Director & Board Member, Siemens PCN Ltd addressed the occasion and shared their thoughts with the audience about recent market trends.

The Technical Session I for Electrical and Instrumentation Industries was chaired by Dr. Samiran Chowdhury Retd. Professor and Head, Electrical Engineering, Jadavpur University, Ex. President, Institution of Engineers (India) and the panel members were **Mr. Amalendu Kumar** General Manager, Haldia Refinery, IOC, Sr. Manager-HR, EMP Power Ltd., **Mr. Partha Haldar** Manager (Automation and Control), Andritz Bricmont Inc.

The Technical Session II for Civil Industries was chaired by Mr. Sunil Roy, Former Director General, Planning & Development, Govt. of West Bengal, Former Principal Consultant, HIDCO and the Panelists were Mr Arkoprabho Ray- HR Manager –ACC Ltd., Mr Amitava Ghosh, Executive Director, CIMMCO Ltd. and Mr. Tapas Gupta Chief Engineer, Pollution Control Board (Malda).

The seminar was well attended by around 1000 students and around 50 faculty members from various departments.



A Report On
TEQIP Sponsored National Seminar
on Power System Monitoring, Control and Stability (PSMCS-2013)
16th September, 2013



Organized by
Department of Electrical Engineering
JIS College of Engineering
(An Autonomous Institution)
Block-A, Phase-III, Kalyani, Nadia, West Bengal, India.
Venue: Dr.B.C.Roy Auditorium

ABOUT THE SEMINAR:

The seminar covered a wide perspective of electric power system analysis, operation, monitoring, control and stability. With the development of electricity market, electricity companies engage in as many transactions in one hour as they used to conduct in an entire day. Such increased load demand along with uncertainty of transactions will further strain electric power systems operation and control. Thus it is a real challenge to ensure that the transmission system is flexible enough to meet new and less predictable supply and demand conditions in competitive electricity markets. This event provided a wide exposure and exchange of valuable ideas on emerging areas of Power System Stability, Smart Grid, Condition based Monitoring of Equipments and ERP (Enterprise Resource Planning) and had a huge impact on researchers, academicians and students working in the relevant topics of Power System.

RESOURCE PERSONS:

1.**Prof.(Dr.)Swapan Kumar Goswami**,
Professor, Department of Electrical
Engineering, Jadavpur University (JU).

2.**Mr.Sajal Kumar Roy**, Superintending
Engineering (E), WBSETCL, Kolkata.

CHIEF PATRON: Mr. Taranjit Singh, MD, JIS
Group.

ADVISOR:

Prof.(Dr.) Asit Guha, Director, JIS Group

Mr.U.S.Mukherjee, Deputy Director, JIS Group

Prof.(Dr.) U. Bandhopadhaya, Principal, JISCE

Prof.(Dr.) A.Bhattacharyya, Dean, JISCE

Prof.R.P.Duari, Registrar, JISCE

Mrs.S.S.Ghosh, G.M.Corporate Relations, JIS
Group

ORGANIZING CHAIR:

Prof.(Dr.) Subrata Kumar Mitra, HOD, Electrical
Engineering Department, JISCE

CONVENER:

Reetam Mondal, Asst. Professor, Electrical
Engineering Department, JISCE

CO-CONVENER:

Basudeb Dey, Asst. Professor, Electrical
Engineering Department, JISCE

FINANCE:

Partha Das, Asst. Professor, Electrical

Engineering Department, JISCE

RECEPTION & REGISTRATION:

Mrs.Suparna Pal, Mrs.Lusika Roy, Mr. Rakesh
Naskar

Asst. Professors, Department of Electrical
Engineering, JISCE

ORGANIZING COMMITTEE:

Prof.Ajoy Chanda

Prof.Soma Biswas

Prof.Snehashis Pal

Prof.Papun Biswas

Prof.Partha Ray

Prof.Rajat Bhattacharyya

Prof.Sudip Das

Mr.S.K.Pal

Mr.Sanjoy Das

Mr.D.Chakraborty

Mr.B.Barai

Mr.S.Sarkar

Miss. Tanusree Adhikary



Workshop on “Electronics Circuit Design”, 17th to 19th July 2013

The AEIE Department organized three days workshop on “Electronics Circuit Design” during 17th - 19th July 2013 for the second year appeared students. 28 students participated in this workshop.

This workshop mainly concentrated on design and fabrication of several electronic



projects such as regulated power supply, function generator (sinewave, triangular and squarewave) and its applications, PWM controlled D.C.Motor.

The workshop was intended to impart hands-on-experience to the students so that they could familiarize themselves with the design and testing process utilized in industrial environment. The two teachers of the department, Ms. Uma Ghosh and Mrs. Santana Das were the teacher-in-charges of this workshop.



Student Orientation Program held on 01.08.13 at GNIT Campus



On 1st August 2013, GNIT greeted all their new coming students of B.Tech and other UG branches followed by a student orientation programme. In the said programme, the Principal of GNIT addressed the audience with a Welcome note followed by his observations on what the students can expect in this new engineering world. The Principal also emphasized to make them understand the culture of the engineering college and how to excel in academic activities. After that all the HODs delivered speeches one after another and all welcomed the students to their new lives. The speech was followed by distribution

of food packets to all and then a GNIT tour was organized where all the students were taken to visit different labs, R&D cell, Library, Canteen, Seminar hall etc. to get them acquainted with the system. Overall, the programme was excellent and students also enjoyed their first day.



Special Guest Lecture of Prof. E. Balaguruswamy



On 14th August a Special Guest Lecture was held at the Seminar Hall-1 at GNIT. The speaker was the famous academician of international repute, Prof. E. BALAGURUSWAMY. Prof. Balaguruswamy addressed the whole faculty community of GNIT primarily focusing on the teaching learning process. The Professor emphasized in his lecture the influence of a teacher as a role model in the life of a student and thus making a student a good citizen. Above all, the lecture

was highly motivating and encouraging with lots of potential ideas on modern teaching learning process. The faculty enjoyed the session to the fullest extent.

