



# Newsletter



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December, 2011

from the desk of the

## PRESIDENT

10th December, 2011



Dear Member,

As you go through this edition of the newsletter, two realities will emerge. Firstly, the Chamber's calendar of activities has become so crowded that it is becoming difficult to report all of them in the constrained space of this newsletter. In fact, in a span of around 30 days, we have held and co-branded seven events and partnered a show-piece event on ICT in Kolkata in addition to holding important meetings with corporate leaders. Secondly, the Chamber is focusing a great deal on issues and activities, which if addressed properly and worked upon in earnest with the State Government, can result in significantly increasing employment generation in the State, raise the income levels and support industrial activities in a significant manner.

We have also mixed our corporate seminars and discussions with sports meets like the annual Bengal Chamber Trophy golf meet, which meets the two objectives of promoting networking and enabling members to come together in a spirit of comradeship. The New Year will be a busy one for the Chamber and we shall bring to you many activities of interest and relevance.

I wish you and your families a  
**Very Happy and  
Prosperous New Year!**

Sd/-  
**HARSH K JHA**  
President



## NEWS FLASH

### DISSEMINATION OF CLIMATE TECHNOLOGIES FOR MITIGATION AND ADAPTATION WITH THE PRIVATE SECTOR – TRANSFER AND APPLICATION OF ENERGY EFFICIENCY TECHNOLOGIES: PROGRAMME EXPOSURE TOUR TO GERMANY, 27TH NOVEMBER – 3RD DECEMBER 2011, GERMANY

As part of the global effort to combat climate change, the German Government has developed a programme to promote low carbon technologies. Energy efficiency industry has been selected as one of the key fields of action. More specifically, technologies which have been successfully saving energy and lowered CO2 emissions in Europe shall be promoted and encouraged to apply in emerging economies.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations. It supports the German Government in international cooperation for sustainable development and in international education work. Most of GIZ's work is commissioned by the German Federal Ministry for Economic Cooperation and Development. In this context, GIZ ([www.GIZ.de](http://www.GIZ.de)) has entrusted DFIC ([www.dfic.de](http://www.dfic.de)) to develop a series of training measures in the fields of Energy Efficiency – especially cogeneration and energy management – in the industry for Indian companies.

DFIC Germany has, together with specialized partners, established DFIC India in order to build a bridge between the two continents and to combine the comparative advantages. DFIC provides consulting services also focusing on promoting investments and PPPs. The focus areas are, marketing and promoting governments for their investment activities, advanced technical talents/ skills at reasonable cost, promoting Indian firms and institutions and State Governments in Europe and facilitating cross border trades with acquisitions and investment issues.

As a first step DFIC organized an exposure tour to Germany to visit manufacturers and relevant projects in cogeneration and energy management. This tour was fully sponsored by the German Government. The project focused on the development of capacity building approaches in the field of innovative climate technologies for mitigation and adaptation in cooperation with and for business. Participants got to know practical business approaches and business opportunities, analyzed good practices and initiated joint activities in the fields of cogeneration of heat and power, trigeneration of heat and power and cold as well as energy management systems. The occasion was also used to discuss technology and training needs to be implemented thereafter.

Dr. Joerg-W. Fromme, Managing Director, DFIC met the Bengal Chamber Director General and Director and had requested the Bengal Chamber's help in short-listing suitable senior executives from the energy sector who could participate in the tour. As only 15 seats were available, the Chamber undertook a detailed and in-depth outreach activity with its membership and forwarded some names to DFIC / GIZ, out of which the following five executives were selected:

1. Mr. Sanjoy Chakraborti, Executive Director, CESC Limited
2. Mr. Jyotirmay Bhaumik, Chief Executive Officer, DPSC Limited
3. Mr. Arun Kumar Mukherjee, Business Head (Boiler), Hari Machines Limited, and, Chairperson, Energy and Environment Committee, The Bengal Chamber
4. Mr. Anurag Krishan, Chief Manager – Business Strategy, Phillips Carbon Black Limited
5. Dr. Krishna Gupta, IAS, Managing Director, The West Bengal Power Development Corporation Limited

All the above, except Dr. Gupta, who could not go because of health problems, participated in the tour. The Bengal Chamber's stellar support has brought the two organizations closer and new projects are being conceptualized.

## NEWS FLASH

### CONGRATULATIONS TO ANDREW YULE AND MR. KALLOL DATTA

148 year old Andrew Yule & Co. Ltd. awarded Turnaround Award 2011 by BRPSE

Very recently, Board for Reconstruction of Public Sector Enterprises (BRPSE) in a function at New Delhi presented an award to Andrew Yule & Co. Ltd. for turning around and becoming a profit making unit.

BRPSE since its inception in the year 2004 has been trying to revive sick CPSEs and has already awarded 11 CPSEs earlier for turning around and making profit.



▲ At the felicitation ceremony, Mr. Kallol Datta, CMD of Andrew Yule & Co. Ltd. and Vice President of the Bengal Chamber received the coveted award from Dr. Nitish Gupta, Chairman, BRPSE



MONTHLY PUBLICATION OF THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY

**PROGRAMMES**

**THE BENGAL CHAMBER TROPHY GOLF, SEASON 2**

12TH NOVEMBER 2011, THE TOLLYGUNGE CLUB

It is a popular saying that, "There's no game like golf: you go out with three friends, play eighteen holes, and return with three enemies." As far as Golf is concerned, the pleasure of playing the 18 holes far outstrips the "displeasure" of beating the other three in the group! Golf, as a sport, has captured the fancy of teeming millions – men and women, the amateur, the professional, the one with a handicap of 25 or a handicap of 9, the businessman, the bureaucrat and the executive. Truth is, a good round of golf is always a great round of golf.

In keeping with this idea, The Bengal Chamber of Commerce and Industry and Protouch Sports, organized on Saturday, 12th November 2011, the second edition of the annual, "Ideal - Bengal Chamber Trophy Golf", in association with Callaway, a golfing extravaganza for corporates, at the Tollygunge Club, Kolkata. We had a very simple objective – providing corporate leaders an opportunity to showcase their skills with the club, meet new players and develop new friendships. Many a golfer prefers a golf cart to

a caddy because the cart cannot count, criticize, or laugh. On the contrary, our event was an excellent opportunity for all the keen amateurs to not worry about scores, but just have a lot of fun. Close to 170 golfers participated. Leading city-based corporates participated in the event which was played in a Four Ball Better Ball Format. The noted actor, June was the Chief Guest of the evening and presented the trophies to the winning teams. The winners were McLeod Russel followed by Namrata International, Ideal Group and Cognizant Technologies. Mr. Harsh Jha, President, The Bengal Chamber; Mr. Vivek Mehta, Country Head, Callaway, Mr. Shraavan Himatsingka, Chairman, Ideal Group, June and Mr. Hironmoy Chatterjee, Chairman, Sports and Leisure Committee, The Bengal Chamber presented the awards. Apart from these, prizes were also handed over to the players who won the closest to the pin and longest drive contests. Mr. B. B. Chatterjee, the Chairperson of the Chamber's Company Affairs Committee won the Closest to the Pin award and Mr. Gaurav Ghosh won the Longest Drive award.



Section of participants during registration of teams.



The gate.



(L-R) Mr. Hironmoy Chatterjee, Chairman, Sports and Leisure Committee, The Bengal Chamber; Mr. Vivek Mehta, Country Head, Callaway; Ms. June; Mr. Shraavan Himatsingka, Chairman, Ideal Group, Mr. Harsh Jha, President, The Bengal Chamber.



(L-R) Mr. Vivek Mehta, Country Head, Callaway handing over The Closest to the Pin award to Mr. B B Chatterjee, Chairperson, Company Affairs Committee, The Bengal Chamber.



A team before tee off.



Mr. Harsh Jha with one of the winning teams



Golfer teeing off.



(L-R) Mr. Vivek Mehta, Country Head, Callaway, Mr. Shraavan Himatsingka, Chairman, Ideal Group handing over the Trophy to the Winner of the Ideal Bengal Chamber Trophy Golf won by McLeod Russel.



LECTURE BY DR. M GOSWAMI, DEPUTY DIRECTOR, IMF SINGAPORE ON “EMERGING MARKET ASIA: OUTLOOK, RISKS AND POLICY CHANGES”

14TH NOVEMBER 2011, CHAMBER PREMISES



▲ Dr M Goswami making a point to the audience



A section of the audience ▲

Dr Mangal Goswami, Deputy Director, IMF Training Centre at Singapore, addressed the Chamber members on “Emerging Market Asia: outlook, risks and policy challenges”. He spoke about the downside risks to the near-term outlook for the Emerging Market that is Asia. However, Asia, Dr Goswami stressed, is expected to continue to stay on the course towards economic prosperity. The persistent weakness in advanced economies means that Asia needs to increasingly become the engine of global growth. That said the durability of the Asian growth story will hinge on its ability to further diversify its growth drivers and broaden its financial system.

► P Roy, Director General, The Bengal Chamber, presenting a memento to Dr Goswami



CET SYMPOSIUM

17TH NOVEMBER 2011, CHAMBER PREMISES



▲ Dr. Amit Ghose, Chairman, Health Committee of the Bengal Chamber moderating the symposium.

The Health Committee of the Bengal Chamber of Commerce and Industry organized a Symposium on CET on 17th November 2011 in the Chamber premises.

India has made remarkable progress in the field of healthcare. A large portion of the progress is certainly attributable to the skills of the medical professionals. India produces 30000 doctors per annum to meet these immensely growing demands of healthcare. It is imperative that admission to medical institutions also is in keeping with modern times. Traditionally

► (L-R) Dr. Bhabatosh Biswas, Dr. Sudipto Roy, Dr. Amit Ghose, Dr. Ashok Kumar Gupta, Member, Board of Governors, Medical Council of India, Prof Bhaskar Gupta, Head of the Department of Electronics & Telecommunication Engineering, Jadavpur University.



## PROGRAMMES

### CET SYMPOSIUM

17TH NOVEMBER 2011, CHAMBER PREMISES

admissions into undergraduate medical curriculum have been of diverse nature. The Government of India and MCI had recently reacted to the problems faced by the variety of entrance test for the students. In an attempt to implement good systems, a Common Entrance Tests (CET) was conceptualized. The Health Committee of the Bengal Chamber took an initiative to organize an open forum with the presence of eminent speakers like Dr. Ashok Kumar Gupta, Member, Board of Governors, Medical Council of India, Prof Bhaskar Gupta, Head of the Department of Electronics & Telecommunication Engineering, Jadavpur University, Dr. Bhabatosh Biswas, Dr. Subrata Maitra and Dr. Sudipto Roy. The speakers interacted with the teachers, students and parents and discussed the final framework of the

CET system as a whole.

The session was well attended by doctors, teachers, students, parents and also by the officials of the Health Department of the Government of West Bengal. **The symposium was a highly successful and it was after this symposium the news of deferment of the CET in West Bengal was announced by the Government of West Bengal.**



▲ A section of audience.



◀ A section of audience during interaction

## PROGRAMMES

### THE BENGAL CHAMBER PARTNERING CMA IN THE TALK BY DR. C R RANGARAJAN, CHAIRMAN, ECONOMIC ADVISORY COUNCIL TO THE PRIME MINISTER TOPIC: CURRENT ECONOMIC SCENE AND POLICY CHOICES

18TH NOVEMBER 2011, CHAMBER PREMISES

The Calcutta Management Association, in association with The Bengal Chamber, organized the "CMA Profit the Mind Orator" programme on November 18, 2011 at the Williamson Magor Hall. Dr. C Rangarajan, Chairman, Economic Advisory Council to the Prime Minister, delivered the oration on "Current Economic Scene and Policy Choices". The programme drew a full house with more than 150 delegates and attracted wide coverage by the media, both electronic and print. While Mr. Sanjay Budhia, Managing Director of Patton Group of Industries welcomed Dr Rangarajan with a bouquet of flowers, Mr. Sidhartha Roy, President, CMA, who is also Chairperson of the Chamber's Marketing and Brand Committee, delivered the welcome address and Mr. Rajarshi Sengupta, Past President, proposed the Vote of Thanks. Mr. Sumit Ray, Past President, CMA conducted the programme as Master of Ceremony. Mementos and gifts were presented to Dr. Rangarajan by Mr Sidhartha Roy and Mr. Jahan Mehta, Vice President, CMA; to Mrs. Rangarajan by Mrs. Madhumita Basu, Past President, CMA and to Mrs. Sushila Panjwani, P.S. to Dr Rangarajan by Mrs. Nandita Sen, Past President, CMA. The programme was supported by National Jute Board, ITC, Patton Industries, The Telegraph, United Spirits, Jyotirmoy School of Business, Eastern Institute for Integrated Learning in Management, United Bank of India, Anderson Printing, Response India, The Palladian Lounge and Darjeeling Tea Association.



▲ Dr. Rangarajan delivering his speech

## PROGRAMMES

### WORKSHOP ON SKILL DEVELOPMENT DEFINE THE CLUSTER DESIGN

22ND NOVEMBER 2011, CHAMBER PREMISES

In his opening remarks, Mr. Sourav Daspatnaik, Chairperson, Skill Development Task Force mentioned that the objective of the Task Force was,

- To create an enabling environment in the State of West Bengal using partnership from Industry and Academic Institutions to set up as well as enhance Skill Development Programmes for youths in the State.

- To provide useful suggestions and advice on policy matters of the Government and to create an effective mechanism to contribute towards skill development in the State.
- To invite partners from across the country and abroad to promote skill development and in turn generating employment to the youth of West Bengal.

The Bengal Chamber would strive to create a partnership where the industry



## WORKSHOP ON SKILL DEVELOPMENT DEFINE THE CLUSTER DESIGN

22ND NOVEMBER 2011, CHAMBER PREMISES



Dr. Parijat De, Director, Technical Training and Education, GoWB during his presentation. ▲

would come forward to provide such experts as well as provide an opportunity for private partnership in adopting ITIs as well as setting up a vocational Training Institute as per the norms of NCVT or State Council for Vocational Training. The Bengal Chamber would encourage the Government of West Bengal to upgrade the major Employment Exchanges in the State of West Bengal and convert them into Facilitation Centres for skill development as well as Counseling Centres for prospective employees. The Employment Exchange should ideally act as a platform for employers and prospective employees to be mapped and provide opportunity for employers to select the talent.

Thereafter, Dr. P De, Director, Technical Training & Education, made a presentation on building a new Bengal with industry participation in Skill Development Training Programme through Cluster Development approach. He mentioned that the mission was to reorient skill development of rural communities and the urban poor by Community Development through Polytechnic (CDTP) scheme of MHRD, some salient points of which are:

- Utilize polytechnics having strong physical facilities as skill centres.
- Involve qualified and trained faculty for formulation, implementation and monitoring the programmes.
- Provide service of technicians and craftsmen for imparting skill training and select right technology.
- Contribute through students.
- Utilize fund that will be available from MHRD and forge a link with industries to augment 110 skill centres to 300+ in 31 Polytechnics.



▲ During the programme.



▲ L-R: Mr. Sourav Daspatnaik, Chairperson, Skill Development Task Force, The Bengal Chamber; Dr. Parijat De; Mr. Jayesh Pandey, Partner, Accenture

He also clarified the following:

- Objectives of CDTP Scheme.
- Activities envisaged under CDTP.
- Suggestive skill programme under CDTP.
- District-wise Polytechnics engaged in CDTP activities.
- District-wise Skill, Resource and Prospective Industries.

After explaining the above in details, Dr. De mentioned that some immediate action plan had been prepared:

- Hand holding with industries in identified clusters.
- Plan skill training programmes in discussion with industries.
- Formulate Trainers Training Programme with industry advice.
- Setting up Common Facility Centre (CFC) in collaboration with industries.
- Efforts to enhance employability and entrepreneurship development
- Augmentation of extension centres.

Dr. De, thereafter, made a presentation on the success of China in Cluster approach and some experiences in India. The common factors behind a successful Cluster model were:

- Clarity of Vision and Mission.
- Endowed with an abundance of locally available raw materials.
- Highly homogeneous and less dispersed clusters.
- Well-established and active associations with industries.



▲ Q/A session in progress.

## PROGRAMMES

### WORKSHOP ON SKILL DEVELOPMENT DEFINE THE CLUSTER DESIGN

12TH NOVEMBER 2011, THE TOLLYGUNGE CLUB

- Greater access to information.
- Greater access to research and development.

Thereafter, the scope for PPP in Polytechnics was also explained:

- Joint projects in polytechnics.
- Participate in training activities.
- Allow trainees to do project work in industries.
- Ability to co-create programmes within the polytechnics.
- Facilitate placement and entrepreneurial opportunities for the trainees.

After detailed discussions it was decided that on the basis of the above, some action plan should be identified by the participants present and the same should be sent to the Directorate office or to the Bengal Chamber Secretariat within 15 days. On receipt of the suggestions, both the Bengal Chamber and the Directorate of Training would meet and finalize the action plan. The next discussion would take place in the Chamber premises at 3.00 p.m. on 22nd December 2011.

## PROGRAMMES

### ONE-DAY WORKSHOP ON DAILY WORK MANAGEMENT WITH QCFI

7TH DECEMBER 2011, THE CHAMBER PREMISES

The Bengal Chamber of Commerce and Industry, partnering the Quality Circle Forum of India, organized a full day "Workshop on Daily Work Management" on 7th December, 2011 in the Chamber premises. The workshop was conducted by eminent faculties from QCFI like Mr. P. K. Maitra, Senior Faculty & Vice Chairman, Quality Circle Forum of India (QCFI), Kolkata Chapter and Former Director-HRD, Ordnance Factory Board, Ministry of Defence, Government of India and Mr. Joydev Sengupta, Lead Assessor: OHSAS-18001 and Senior Faculty & Honorary Joint Secretary, QCFI, Kolkata Chapter and Head – Quality, Hindustan Engineering & Industries Limited.

The objective of the workshop was to enhance the knowledge and the capability for implementation of various statistical tools and techniques vis-a-vis "Cause and Effect Diagram – Man, Machine, Method and Materials", "Pareto Analysis – Major causes and vital few", etc. applied in day-to-day business operations. This would help in furthering development and growth in organizations, pertaining to manufacturing, services and other sectors as well especially in areas like Organizational Behaviour, Housekeeping – 5S and its applications, Application of Problem Solving Tools and Techniques – in respect of Quality of the products/services, Group Dynamics of Small Group Activities (SGA), Production/Process and Productivity, etc and it would help business entities to run smoothly and get maximum productivity at lower cost.

The workshop started with a brief Inaugural Session. The speakers of the inaugural session were Mr. P. K. Maitra, Dr. Goutam Sengupta, Chairman, QCFI, Kolkata Chapter and Chief Operating Officer, KAIL Limited & Director, Videocon Infinity Infrastructure Pvt. Ltd., Mr. Monojit Chaudhuri, Chairman, MSME Development and Manufacturing Committee, The Bengal Chamber and Mr. Subhodip Ghosh, Director, The Bengal Chamber. The workshop was attended by delegates from the manufacturing industries.



L-R: Mr. Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber addressing the Inaugural Session. On the dais seated (L-R): Mr Subhodip Ghosh, Director, The Bengal Chamber; Mr P K Maitra, Senior Faculty & Vice Chairman, Quality Circle Forum of India (QCFI), Kolkata Chapter and Dr. Goutam Sengupta, Chairman, Quality Circle Forum of India(QCFI), Kolkata Chapter



▲ Mr. Monojit Chaudhuri addressing the Workshop.



▲ The participants.

▶ Mr. P K Maitra conducting the Workshop.





## PRESENTATION ON ION, A CLOUD SERVICES SOFTWARE FOR SMALL AND MEDIUM BUSINESS SOLUTIONS

7TH DECEMBER 2011, CHAMBER PREMISES

The Information Technology Committee of The Bengal Chamber of Commerce and Industry and Tata Consultancy Services Ltd organized a 'Presentation on iON – A Cloud Services Software for Small and Medium Businesses' on 7th December 2011, from 7.00 pm at the Palladian Lounge in The Bengal Chamber of Commerce and Industry. iON is Tata Consultancy Services' strategic unit for Small and Medium Businesses. It is the world's first fully integrated Information and Communication Technology (ICT) solution for Small and Medium Businesses (SMB) built by understanding the unique needs of emerging organizations. The iON platform delivers IT-as-a-Service, using a pay-per-use model. iON makes IT available as a fully managed and hosted service helping businesses access Hardware, Network, Software and Services without having to setup their own IT infrastructure. The programme brought together IT users and developers to learn about this recently launched cloud software. The programme was a huge success – over 100 delegates from small and medium organizations participated. The industries represented were from Education to Manufacturing.



▲ (L-R): Mr. Subhodip Ghosh, Director, The Bengal Chamber and Mr. Venguswamy Ramaswamy, Global Head iON, Tata Consultancy Services Limited on the dais.



▲ Audience



▲ Delegates visiting iON kiosk for demonstration

## PROGRAMMES

### THE BENGAL CHAMBER SUPPORTED INFOCOM 2011

8TH - 11TH DECEMBER 2011,  
ITC SONAR AND MILAN MELA GROUNDS

## PROGRAMMES

MR. BHASKAR PRAMANIK, CHAIRMAN, MICROSOFT INDIA, DURING A RECENT VISIT TO THE CITY, HAD AN EXCLUSIVE MEETING WITH MR. P ROY, DIRECTOR GENERAL OF THE CHAMBER TO DISCUSS NEW POSSIBILITIES IN EXTENDING FAR REACHING VALUE-ADDED SERVICES IN THE STATE. THE BENGAL CHAMBER IS PLAYING THE ROLE OF THE KEY ENABLER AND CATALYST IN THIS ENDEAVOUR. MR. PRAMANIK HAD ALSO ADDRESSED THE CHAMBER AT ITS BUSINESS IT CONCLAVE EARLIER THIS YEAR.

Right: Mr. Bhaskar Pramanik, Chairman, Microsoft India explaining a point to Mr. P Roy, Director General of the Bengal Chamber. ▶



## UPCOMING PROGRAMMES

- ▶ Interview of Mr. P Roy by Mr. Patrick Foulis, India Business and Finance Editor of the Economist magazine, 12th December 2011, Chamber premises
- ▶ The Bengal Chamber and Ballantines to present, in association with The Telegraph, the next edition of Think Series of Lectures – A talk by Mr. Dean R Thompson, Consul General of the United States in Kolkata on “India and the US: G2G, B2B, P2P”, 13th December 2011, Chamber premises
- ▶ Certificate Course in Safety, Health and Environment along with Emergency Management, 13th-16th December 2011, Chamber premises
- ▶ India International Mega Trade Fair with G S Marketing Associates, 15th-25th December 2011, Science City
- ▶ Interactive Session with Janab Firhad Hakim, Hon’ble Minister-in-Charge, Urban Development and Town and Country Planning & Municipal Affairs, Government of West Bengal on “Development of Taratala”, 15th December 2011, Vesuvius India Limited, Taratala
- ▶ Lecture by Dr. Harminder Singh, Deakin University (Australia) on “Financial Turmoil in Eurozone and its impact on Asian Capital Markets”, 16th December 2011, Chamber premises
- ▶ Programme on Direct Taxes, 22nd December 2011, Chamber premises
- ▶ Discussion on Skill Development – Focus Polytechnics, 22nd December 2011, Chamber premises
- ▶ Lecture by Prof. R P Srivastava, Ernst & Young Professor and Director, Center for Auditing Research and Advanced Technology, University of Kansas, School of Business on “Balanced Scorecard for Indian Business - Scope of Application”, 6th January 2012, Chamber premises
- ▶ Interaction with Mr. David Kong, President and CEO, Best Western International, 7th January 2012, Chamber premises
- ▶ Adda Session with Heroes of Satyajit Ray organized with Onnomon in association with EILM, 9th January 2012, Chamber premises
- ▶ The Bengal Chamber taking a Business Delegation as the exclusive Chamber of Commerce partner of the ‘Second Prabashi Bangiya Sammelan’, to be organized by Non Residents Overseas Association of Bengal (NROAB) on 20th and 21st January, 2012 in Dubai (Dhow Palace Hotel Ballroom)
- ▶ The Third Annual Bengal Chamber IT Quiz 2012, 2nd February 2012, Chamber premises
- ▶ Seminar on Environment Management, Industrial Infrastructure and Entrepreneur and Redeployment Opportunities, Haldia, 3rd-4th February 2012
- ▶ National Health Debate: In the Opinion of the House, Indian Corporate Hospitals have destroyed the backbone of Medical Ethics, - (Winter month - to be scheduled)

## PROGRAMMES

## EVENTS AT

9TH NOVEMBER 2011, TAJ BENGAL, KOLKATA

## THE PALLADIAN LOUNGE

### INDO NORWEGIAN JAZZ MEET PALLADIAN ON 9TH DECEMBER 2011



### JOURNEY OF ART - A BRIEF HISTORY



In the year 2010, \*Bodhi Tree Monastery of Art\* (BTMOA) initiated and organized the first and the only All Bengal & National Level Event for Young & Emerging Artists from Bengal, called \*Journey of Art\*.

22 artists, including 4 women artists under a special reserved category, were declared winners of the \*Bengal Art Talent Hunt\*, after a process of selection and interviews. The Winners were given the opportunity to travel to Jodhpur, Rajasthan to attend a 14 day \*Jodhpur Art Camp\*, sponsored by renowned art collector and Patron, Shri Manekraj Goliya.

The Kolkata Exhibition of The Winners of Bengal Art Talent Hunt 2010 & 2011 is being held from 3-17 December 2011 at The Palladian Lounge. The exhibition was inaugurated by Shri Manekraj Goliya.