



from the desk of the
PRESIDENT



Dear Member,

8 May 2012

As some would describe it, history was created for West Bengal when Mrs. Hillary Rodham Clinton, Secretary of State, United States of America visited Kolkata two days back. This was the first ever visit to the city by a sitting US Secretary of State. She met the Chief Minister and the two had extensive meetings, first one-on-one and then with other officials. Mrs. Clinton had been surely fully briefed about the State of West Bengal and it was very encouraging to hear her speak about her vision of utilizing West Bengal's unique geo-strategic location as the gateway to the East especially for countries like Myanmar and Thailand, reviving the old Silk Route and the possibility of re-inventing the Kolkata Port. Naturally, the focus immediately shifts to the development of infrastructure and there lies a tremendous scope for investments and economic activity. We in industry and commerce can only hope that the visit would lead to some real-time investments with infrastructure showing the way. The State needs to build up on the goodwill and publicity the visit has generated. The visit has thrown open immense possibilities for West Bengal, both in the realms of economic and strategic opportunities and the need of the hour is to take immediate advantage of such potentialities.

I would not go into the details of the events that we have held during the course of the month since each event has been reported in the pages of this newsletter. All I can comment is that what was planned as a four-page monthly newsletter has been transformed into a 8-12 page mini magazine since the Chamber's programmes have not only multiplied in numbers but have become eclectic in variety. From TQM workshops to instituting the National Health Debate and staging the annual Health Quiz to working with organizations like the Employers Federation of India and schools of Kolkata, apart from holding programmes on Finance, CSR and Organizational Strategy, the Chamber has had a very busy, very rewarding month.

We are working to re-cast the Newsletter so that there is a definite take away from it and it can be distributed to a wider cross section in the e-format.

Sd/-

HARSH K JHA
President

MEMBERS' NEWS CORNER

Welcome to the Bengal Chamber family! That's what we would like to convey to Lexmark International (India) Pvt. Ltd. and Skipper Limited whose applications for membership were tabled and approved by the Managing Committee at its meeting on 10th April 2012.

NEWSFLASH



Congratulations to Shri Vivek Gupta, Chairman and Managing Director, SANMARG (the leading Hindi daily of Eastern India) and Member of the Managing Committee of the Bengal Chamber for being nominated to the Rajya Sabha. The Bengal Chamber is proud to have a distinguished personality like Shri Gupta in our Managing Committee and we wish him all the very best in his new role. SANMARG is a key corporate member of the Chamber for many years now and the Chamber and SANMARG are working jointly in many of our activities. Shri Gupta is a Member / Trustee and President / Committee Member of a number of leading organizations including prominent

Chambers of Commerce, Indian Newspaper Society, Hindi Advisory Committee of the Ministry of Railways, the Entrepreneurs Organization, and many others.

NEWSFLASH



We are pleased to inform you that Mr. Shaurya Ahuja has been awarded the Bengal Chamber of Commerce Medal in the area of Human Resource Management at the 47th Annual Convocation of IIM Calcutta on 2nd April 2012 on completion of his two-year Post Graduate Programme in Management 2010-12. Shri Kapil Sibal, Hon'ble Minister of HRD & Minister of C & IT, Government of India, who was present on the above occasion as Chief Guest conferred the medal on Mr. Ahuja.

The Bengal Chamber wishes Shaurya all the very best!

NEWSFLASH



A
book on
Entry Tax

We are delighted to inform you that Mr. T B Chatterjee, Chairperson, Indirect Taxes Committee, The Bengal Chamber and Senior Executive Vice President and Company Secretary, DIC India Ltd has authored a Handbook on "The West Bengal Tax on Entry of Goods into Local Areas Act, 2012" covering all technical and legal issues about the new tax legislation - "The West Bengal Tax on Entry of Goods into Local Areas Act, 2012" which has been introduced effective from 1st April, 2012. A chapter on FAQ has been inserted which would provide the answers of all basic questions about this new tax legislation for compliance. The book is published by Book Corporation, Kolkata.

For more details on this book, please get in touch with Ms. Angana Guha Roy Chowdhury (Cell: +91-9830251019, Email: angana@bengalchamber.com).



THOUGHTS ON THE ECONOMY

We are commencing a special corner where we shall regularly feature articles and commentary by leading professionals and experts on various facets of the economy and issues of contemporary significance. For the current edition, we are featuring an article on "Re-entry of Entry Tax in West Bengal" by Mr. Timir Baran Chatterjee, eminent expert of taxation.

Please let us know (by email : subhodip@bengalchamber.com) which areas / issues you would like us to address through these columns. Please also send us any interesting article that you may have written on economic issues (especially focusing on West Bengal), so that, if appropriate, we can print the same in the Newsletter.

RE-ENTRY OF ENTRY TAX IN WEST BENGAL

By

Timir Baran Chatterjee

*Chairperson, Indirect Taxes Committee, The Bengal Chamber, &
Senior Executive Vice President and Company Secretary, DIC India Limited*

After nearly two decades, the West Bengal Government has re-introduced "entry tax" on goods. The West Bengal Tax on Entry of Goods into Local Areas Act, 2012 ("Act") has been passed effective from 1st April, 2012.

According to this new tax legislation, the tax will be levied on movement of specified goods entering into local area from other States **for consumption, sale or use**. However, goods purchased locally under tax invoice (i.e. intra state sales) would not be subject to payment of entry tax.

Under the legislation, local area includes Corporation, Municipalities, Gram Panchayats etc and tax rate is @ 1% of the invoice value. Virtually, entire West Bengal will be considered as local area. **However, the tax so paid, will not be allowed as credit and hence it is a cost to the organization.**

Other salient features of the Act are as under:

(1) Utilization of the Tax proceeds: Basic purpose of introduction of the new Tax legislation is to set up a Fund to be called the West Bengal Compensatory Entry Tax Fund.

The proceeds of the levy under the Act, net of the cost of collection and incidental expense, shall be utilized exclusively for the development or facilitating the trade, commerce and industry in the State like, construction, development and maintenance of roads and bridges for linking the market and industrial areas, construction of transport hubs, cold storage etc.

(2) Inter-state purchases: All inter-state purchases (specified goods) entering into the local area including imports **for consumption, use or sale** will be subject to payment of tax.

(3) Tax to pay only on Specified Goods: Only specified goods are subject to payment of entry tax provided the rate of tax has been prescribed by the Government.

(4) No tax on exempted Goods: There will be no entry tax on goods specified as **Exempted Goods (Schedule A)** under the VAT Act (Agricultural implements, Bio-fertilisers and micronutrients, Paddy, Rice, Wheat, Flour (including atta, maida, suji, besan and sattu etc.

(5) Tax on Invoice Value: Tax will be paid on the turnover value of imports. Turnover of import means the aggregate of the **import value** of specified goods which the dealer brings or receives in any local area for the purpose of consumption, use or sale therein. To compute the import value, the Invoice value or similar document is to be considered. In case of stock transfer, the stock transfer invoice value is to be considered.

(6) Tax if goods are brought into local area for consumption, sale or use: No tax if there is no consumption, sale or use. In case the materials are brought to the local area in West Bengal simply for storing and thereafter it is transferred to other units of the same company or other organization in the same form outside the state of West Bengal, no tax under the act is applicable.

(7) No payment at Checkpost: There will be no collection of any tax at any checkpost. The tax is to be paid periodically like tax under VAT etc. Hence, there is no question of detention of consignment at the check post point. The earlier system of payment of entry tax/octroi at the Checkpost is not applicable under this new system.

(8) Registration: The existing dealer registered under the WB Vat Act or Sales Tax Act importing goods through Way Bill will be deemed to be a dealer registered under this new Act upon submitting a one page application. There is no need to make any separate application for registration. In the absence of any specific declaration by the dealer, it will be presumed that goods entering into local area are for consumption, use or sale. Since West Bengal is a deficient state in terms of raw materials availability and it mostly depends on inter-state imports to meet the industry's input requirements, the above tax will certainly increase the cost of production to some extent.

PROGRAMMES

DISCUSSION FORUM ON "WEST BENGAL - TOWARDS SUSTAINABLE GROWTH: PERSPECTIVES ON ENERGY POLICY AND ENVIRONMENTAL REALITIES - A BALANCED APPROACH"

**12TH APRIL 2012
CHAMBER PREMISES**

The first programme of the year for the Energy and Environment Committee was an extremely successful event and the general feedback received from delegates, participants and speakers was that it was, indeed, an exercise in value creation. The event was also the curtain-raiser for the Chamber's annual Environment and Energy Conclave, which would be organized on 31st August and 1st September 2012 at the ITC Sonar. The theme for the Conclave, this year, is, "Water Forum - Conserving Energy. Preserving Environment. Towards Tomorrow." Therefore, the programme on 12th April also focused on water and environmental issues confronting industries and best practices adopted in these areas. The programme had a distinguished panel of speakers including Shri M K De, IAS, Principal Secretary, Department of Power and Non-Conventional Energy Sources, Government of West Bengal, Prof. B K Dutta, Chairman, West Bengal Pollution Control Board and Shri Sunil Mitra, IAS (Retd.), Former Revenue

Secretary, Government of India who addressed the programme in his capacity as the Former Principal Secretary, Power, Government of West Bengal. All three Inaugural Session speakers laid out the foundation for the programme, which was all about balancing industrial growth objectives with environmental realities and the need for adopting green technologies. The inaugural session was followed by a technical session, which was chaired by Mr. Aloke Mookherjee, Chairman, Flakt (India) Limited and Past President, The Bengal Chamber. The speakers were Mr. Surojit Bose, Associate Director - Sustainability and Climate Change, PricewaterhouseCoopers Pvt. Ltd.; Mr. Sanjib Bezbaroa, Vice President - Corporate EHS, ITC Limited; Mr. Kushal Bhowmick, Deputy General Manager-Environment, CESC Limited; Mr. Sutanu Ghosh, Managing Director, Ghosh, Bose & Associates Pvt. Ltd. and Mr. Monish Verma, Environment Sector Specialist, European Business and Technology Centre.

12TH APRIL 2012
CHAMBER PREMISES

DISCUSSION FORUM ON "WEST BENGAL - TOWARDS SUSTAINABLE GROWTH: PERSPECTIVES ON ENERGY POLICY AND ENVIRONMENTAL REALITIES - A BALANCED APPROACH"

While some of the speakers shared their experiences in their organizations in the realm of environmental best practices and how vital resources like water and processes in the area of emission control and carbon management were being addressed in a sustained manner; others spoke about the opportunities in clean technology cooperation with overseas companies and how

the Climate negotiations under UNFCCC would affect industries in India and specifically in West Bengal. The programme was a great success and attended by over 100 participants from corporates, NGOs and academia. The success of the programme was evident from the very enthusiastic open house session.



18TH APRIL 2012
CHAMBER PREMISES

SEMINAR ON "PATHWAYS TO EXCELLENCE IN EMPLOYEE RELATIONS" WITH EFI



▲ Mr. Harsh K Jha, President, The Bengal Chamber, during the Inaugural Session.

The day commenced with Mr. Harsh K Jha, President of The Bengal Chamber, inaugurating the session and introducing the members on the dais, namely, Mr. Somesh Dasgupta, Chairperson, The Bengal Chamber HR/ IR Committee; Mr. Rajeev Dubey, President, The Employers

was addressed by eminent personalities in their respective fields, namely, Dr. R Sridhar, Vice President - HR, FMCG Business, ITC (Kolkata); Mr. D U Menon, General Manager-PWP Larsen and Toubro (Mumbai); Mr. K Anjaneyulu, Chief Manager – HRS, Corporate BPCL and Mr. G S Mohor from Mahindra and Mahindra, who focused on best practices and procedures of HR / ER / IR and personnel management respectively.



▲ Mr. Rajeev Dubey, President, Employers Federation of India addressing the delegates

Federation of India; Prof. V Pankajakshan, Dean – Human Resources, WE SCHOOL, Mumbai and Mr. Sharad Patil, Secretary General, Employers Federation of India.

Thereafter, Mr. Dubey took over by speaking about EFI, which stands on the principles of FAIRNESS, INTEGRITY, NATIONAL INTEREST, CREDIBILITY AND INCLUSIVENESS, highlighting its strengths, sources of differentiation, the major initiatives it had taken during 2011-12, and what could be the greatest need of the present times. Later, Mr. Somesh Dasgupta welcomed all present and introduced the speakers and the flow of the programme for the day.

The technical sessions began after a short tea / coffee break. This session



▶ L-R: Mr. Somesh Dasgupta, Chairperson, HR / IR Committee, The Bengal Chamber, Mr. Harsh K Jha and Mr. Rajeev Dubey

PROGRAMMES

THE BENGAL CHAMBER AND BLACK DOG PRESENT, IN ASSOCIATION WITH THE TELEGRAPH, THE NEXT EDITION OF THE "THINK..." SERIES: PROFESSOR (DR.) ANDRE BETEILLE, NATIONAL PROFESSOR OF SOCIOLOGY, DELHI SCHOOL OF ECONOMICS

27TH APRIL 2012
PALLADIAN LOUNGECHAMBER PREMISES



▲ Prof. Andre Beteille addresses the august gathering

the THINK series, by introducing Padma Bhushan Sociologist Prof. Beteille, as one of India's leading sociologists. Prof. Beteille took us all on a rendezvous to his times in school and college at Calcutta. He even looked back on what is actually a civil society and its various perspectives and its varying contexts, where the state and civil society has gone into contradictory relation.

Prof. Beteille spoke about Dr Ambedkar and his concept of how democracy in India is just a top dressing on Indian soil. He also spoke about Dr Ambedkar's views of how the coming of independence has placed a great burden of responsibility and if it goes wrong, it is we who are to be blamed and not any foreign power anymore.

He emphasized that democracy is here to stay in India. The routine squabbles in the Parliament may not inspire confidence, but in fighting out their differences, the Government and the Opposition at least stand between the people and military rule.

He also stated that the civil society is different from the state, and enumerated on how he regards civil society as a set of institutions and not just a matter of public enthusiasm, stating that it presupposes a citizen

This was a talk by Professor Andre Beteille, Padma Bhushan, National Professor of Sociology, Delhi School of Economics on "Civil Society: Nature & Role in a Democracy".

Mr. P Roy, Director General, The Bengal Chamber, inaugurated this month's session of

before any caste or community, unlike the British, which perceived India as only a society of caste based community.

He concluded saying as to how Indians must learn to build constitutional morality in a divided society, and also create viable institutions and not leave it to the people. He was also apprehensive about the effectiveness of mass movements. So team Anna may rest awhile – constitutional democracy may not be so easily dislodged from this country.



▲ Mr. Kallol Datta, Vice President, The Bengal Chamber, handing over a memento to Prof Beteille as a token of appreciation from The Bengal Chamber



◀ Prof. Beteille addresses queries from the gathering

INTERNATIONAL SEMINAR-CUM-WORKSHOP ON "ORGANIZATIONAL STRATEGY – TOWARDS EXCELLENCE"

27TH – 28TH APRIL 2012
EIIILM SALT LAKE CAMPUS



▲ Mr. Harsh Jha, President, The Bengal Chamber and Managing Director, Tata Metaliks Ltd presenting the certificates on completion of the Seminar

The Bengal Chamber of Commerce and Industry in association with DFIC (a German management consulting firm) and EIIILM (a premier B-school) organized an international seminar-cum-workshop on "Organizational Strategy – Towards Excellence" on 27th and 28th April 2012 for professionals and executives.

Prof. Peter Müller, the international strategy consultant and Director of DFIC Management Consultants Pvt. Ltd. and Prof. (Dr.) R. P. Banerjee, Director and Dean of EIIILM, both having decades of experience in training and conducting such programmes, enthralled the audience with various aspects of Organizational Strategy, guiding the participants about how to cope up in their real life situation.

The objective was to equip the middle-level practicing managers with concepts, global best practices, tools and standards on organizational strategy to help them excel in an ever-demanding and dynamic business situation.

Apart from the theoretical inputs, the participants got an opportunity to discuss real life case studies. Mr. Harsh Jha, MD, Tata Metaliks Ltd. was the key speaker of the Panel Discussion and he shared some of his rich practical experiences taking the participants to a wider spectrum of Organizational Strategy.



◀ Prof. Peter P. Müller taking his session

◀ Participants engrossed during the workshop

27TH – 28TH APRIL 2012
EIHLM SALT LAKE CAMPUS

INTERNATIONAL SEMINAR-CUM-WORKSHOP ON
“ORGANIZATIONAL STRATEGY – TOWARDS EXCELLENCE”



▲ Participants in groups preparing for their presentation



▲ Individual groups presenting before the faculty as well as the audience



▲ Prof. (Dr.) R.P. Banerjee during his lecture session

28TH APRIL 2012
SOUTH CITY INTERNATIONAL SCHOOL AUDITORIUM

WORKSHOP ON MANAGING SCHOOL STRESS – CREATING A MIND WITHOUT FEAR AND A HEAD HELD HIGH

The Bengal Chamber of Commerce and Industry, in association with We Can Learning Resources Institute, organized a Workshop on “Managing School Stress - Creating a Mind without Fear and a Head Held High” on Saturday, 28th April 2012 at the South City International School Auditorium.

The mission of the workshop was to draw attention to a very serious concern that is consuming the lives of our future generation – a galloping phenomenon that is affecting children, parents and educators. Competition today has killed the joy of learning. We are faced today with the challenge of curbing “School Stress”. A complicated mix of parental expectations, peer pressure and societal expectations is creating stress in young minds. The resultant stress has many repercussions on the child – right from disruptive behavior to health problems to a breakdown in communication. It also affects the teachers in more ways than one.

This forum was addressed by leading educators and prominent personalities like Mr. P. Roy, Director General, The Bengal Chamber of Commerce and Industry, Mr. Rudrangshu Mukherjee, The Telegraph, Mr. Sanjay Budhia, Managing Director, Patton International Ltd., Mr. John Mason, Educationist, Dr. J Ram, Consultant Psychiatrist, Ms. Gitasree Bishayee, Special Educator, Dr. Reena Sen, Executive Director, Indian Institute of Cerebral Palsy, Ms. Devi Kar, Modern High School and many more in the field of education from all over India who discussed the issues, debated and developed strategies to be implemented by schools independently and thereby initiate an organized effort to combat the challenge of ‘School Stress’

The programme was attended by over 150 delegates from various schools.

A section of the audience.

Workshop on Managing School Stress – Creating a Mind without Fear and a Head Held High



(L-R) Ms. Meenakshi Atal, Convenor, Mr. John Mason, Educationist, Mr. Rudrangshu Mukherjee, The Telegraph, Mr. Sanjay Budhia, Managing Director, Patton International Ltd., Mr. P. Roy, Director General, The Bengal Chamber of Commerce and Industry.

Mr. P. Roy, Director General, The Bengal Chamber of Commerce and Industry delivering the keynote address.



PROGRAMMES

**THE TELEGRAPH BENGAL CHAMBER
NATIONAL HEALTH DEBATE**

28TH APRIL 2012
ST. XAVIER'S COLLEGE AUDITORIUM, KOLKATA



Welcome address by Mr. Harsh Jha, President, ▲
The Bengal Chamber



corporate hospitals made their money through unethical means and so it should be quite all right if they spent some of this in the corporate hospitals they visited. Dr. Sandip Chatterjee sealed the debate by drawing a parallel between the pulses of corporatization with the grey side of IPL and convinced the packed auditorium to carry it.

◀ (From left) In favour of the motion: Dr. Kunal Sarkar, Mrs. Sujata Sen, Dr. Sandip Chatterjee

The Bengal Chamber of Commerce and Industry and The Telegraph jointly organized the first ever National Health Debate on 28th April 2012 at St. Xavier's College auditorium. 'In the opinion of the House, Corporate Hospitals in India have completely compromised all medical ethics' – the subject for the debate, presented by National Insurance and sponsored by Sunfeast, generated passionate arguments from distinguished doctors, a former bureaucrat, a leading political personality and a well-known educator and professional who made up the teams.

Neurosurgeon, Dr. Sandip Chatterjee, cardiac surgeon, Dr. Kunal Sarkar and British Council Director – East India, Mrs. Sujata Sen spoke in favour of the motion. Prasar Bharati CEO, Shri Jawhar Sircar, Dr. Narottam Puri, Chairman NABH, and Shri Mani Shankar Aiyar spoke against the motion. Dr. Amit Ghose, Chairman – Health Committee, The Bengal Chamber was the moderator.



▲ (From left) Against the motion: Shri Jawhar Sircar, Dr. Narottam Puri, Shri Mani Shankar Aiyar



Moderator – Dr. Amit Ghose, Chairperson, Health Committee, The Bengal Chamber

Dr. Chatterjee started by describing how corporate hospitals were driven by 'market and margin'. Shri Jawhar Sircar, opened for the opposition and urged everyone to leave aside the emotion. He asked why do people go to corporate hospitals if they are so bad, whether they can afford the treatment or not. Mrs. Sen of British Council narrated her own experience at a corporate hospital where a receptionist would like to give her a rate chart for OTs. Dr. Narottam Puri, who was speaking against the motion, said that corporatization is not public converted into private. It brings on the table transparency, accountability, service excellence, quality and safety. Dr. Kunal Sarkar stressed on the difference between profit-making and profiteering and commented that corporate hospitals have become profiteering organizations. Shri Aiyar then opposed the motion with his trademark humour and wit and said that 11% of the population who went to the



▲ (From left) Shri Jawhar Sircar, Shri Mani Shankar Aiyar, Dr. Amit Ghose, Mrs. Sujata Sen, Dr. Sandip Chatterjee, Dr. Narottam Puri, Dr. Kunal Sarkar, Mr. P. Roy, Director General, The Bengal Chamber.



▲ Audience in favour of carrying the motion



◀ Mr. Harsh Jha presenting mementos to the speakers

WORKSHOP ON TOTAL QUALITY MANAGEMENT WITH IIT (KHARAGPUR)



▲ L-R: Dr Jitesh J Thakkar, Assistant Professor, Department of Industrial Engineering and Management, Indian Institute of Technology, Kharagpur; Mr Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber; Mr Kallol Datta, Vice President, The Bengal Chamber delivering his speech; Prof Pradip K Ray, Professor, Department of Industrial Engineering and Management, Indian Institute of Technology, Kharagpur and Mr P Roy, Director General, The Bengal Chamber of Commerce and Industry

▼ Mr D P Deshpande, Executive Director, Tata Metaliks Ltd conducting the workshop with the participants

The Bengal Chamber in collaboration with the Indian Institute of Technology, Kharagpur organized a two day "Workshop on Total Quality Management" on 3-4th May, 2012 at the Chamber premises. The workshop was conducted by the faculty of Indian Institute of Technology, Kharagpur and industry experts from Exide Industries Ltd and Tata Metaliks Ltd.

The objective of the workshop was to provide benefits to the stakeholders of the Chamber, which comprised of its members and select non-members, by helping them in understanding the practices and applications of Total Quality Management (TQM), which helps in the improvement of quality of products and services thus leading to overall improvement of productivity in the organization.

The two day workshop started with an Inaugural Session with the speakers being Mr. Kallol Datta, Vice President, The Bengal Chamber of Commerce and Industry; Mr. Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber; Mr P Roy, Director General, The Bengal Chamber; Dr. Jitesh J. Thakkar, Assistant Professor, Department of Industrial Engineering and Management, Indian Institute of Technology, Kharagpur and Prof Pradip K Ray,

Professor, Department of Industrial Engineering and Management, Indian Institute of Technology, Kharagpur.

The workshop was attended by many delegates representing engineering and manufacturing sectors.

▼ Dr Jitesh J Thakkar, Assistant Professor, Department of Industrial Engineering and Management, Indian Institute of Technology, Kharagpur conducting the workshop with the participants



▼ Dr Anjan Ghosh, Vice President – TQM Division, Exide Industries Limited conducting the workshop with the participants



▲ Mr Monojit Chaudhuri, Chairperson, MSME Development and Manufacturing Committee, The Bengal Chamber presenting Certificate of Participation



▲ The audience

PROGRAMMES

SEMINAR ON MANAGING IN UNCERTAIN TIMES

3RD MAY 2012
CHAMBER PREMISES

The Finance and Banking Committee of the Bengal Chamber of Commerce and Industry organized the Seminar on "Managing in Uncertain Times". Mr. Samiran Chakraborty, Marketing Regional Head of Research, India, Standard Chartered Bank, Mr. Rahul Choudhury Manager, Forex Treasury, ITC Ltd and Mr. Anjani Agrawal, Partner, Advisory Services, Ernst & Young were the speakers of the evening. Mr. Samiran Chakraborty talked about the key challenges and the road ahead towards the growth of the Indian economy. Mr. Rahul Choudhury shared his views on managing forex volatility and Mr. Anjani Agrawal on the other hand shared his views on enterprise risk management. The entire seminar was moderated by Mr. Supratim Dutta, Chairperson of the Finance and Banking Committee.

The success of the programme was evidenced by the lively interaction that took place between the delegates and the speakers. The programme was attended by over sixty delegates.



▲ (L-R) Mr. P. Roy, Director General, The Bengal Chamber; Mr. Samiran Chakraborty, Regional Head of Research, India, Standard Chartered Bank; Mr. Rahul Choudhury, Manager, Forex Treasury, ITC Ltd; Mr. Sandip Chatterjee, Co-Chairperson, Finance and Banking Committee, The Bengal Chamber



▲ Mr. Supratim Dutta, Chairperson, Finance and Banking Committee, The Bengal Chamber



▲ A section of the audience

◀ Mr. P. Roy, Director General, The Bengal Chamber



▲ (L-R) Mr. Samiran Chakraborty; Mr. P. Roy; Mr. Supratim Dutta; Mr. Rahul Choudhury; Mr. Sandip Chatterjee



▲ Mr. Anjani Agrawal, Partner, Advisory Services, Ernst & Young

THE FOURTH SUNFEAST HEALTH AND LIFESTYLE QUIZ

The Bengal Chamber of Commerce and Industry organized a high-profile event - the 4th Sunfeast Health & Lifestyle Quiz' on 4th May 2012 in the Chamber premises.

Encouraged by the great responses from quizzers, corporates and the medical fraternity, the Health Quiz has become an annual signature event of the Chamber. The inaugural edition of the Bengal Chamber Sunfeast Health and Lifestyle Quiz was launched in November 2007 and the event was structured to offer infotainment of a high order. Title-sponsored by Sunfeast, the Quiz helps the Kolkata corporate community to connect with

their friends and colleagues. The co-sponsors this year were Zydus Wellness, Woodlands, CMRI, 6, Ballygunge Place and The Walls.

Mr. Anirudh Chari, a promising and young Quiz Master was the QM this year. 35 teams participated. Winner of the event was Calcutta National (WBUHS) Medical College, 1st Runner up was Saturday Club A and 2nd Runner Up was IIMCAA (IIM Calcutta Alumni Association). Prize distribution and thanksgiving was by Dr. Amit Ghose, Chairman – Health Committee. Participants had unlimited fun at the Quiz which was followed by a party at Palladian Lounge.



▲ Registration Counter

▼ Prizes



▲ Welcome Note by Mr. Subhodip Ghosh, Director, The Bengal Chamber



▲ QM, Mr. Anirudh Chari, conducting the Quiz



▲ The Winners (Calcutta National Medical College)



◀ Prize distribution by Dr. Amit Ghose, Chairman – Health Committee, The Bengal Chamber



▲ 2nd Runners Up (IIMCAA)



◀ 1st Runners Up (Saturday Club A)

PROGRAMMES

EXECUTIVE DEVELOPMENT PROGRAMME: TRAINING AND DEVELOPING NEW GENERATION LEADERS IN CSR

5TH MAY 2012
CHAMBER PREMISES

The CSR Committee of The Bengal Chamber organized a most relevant and timely Executive Development Programme on "Training and Developing New Generation Leaders in CSR" in the Chamber premises on 5th May 2012. Mr. Vijay Kapur and Ms. Enakshi Sengupta, both Executive Directors of Kohana - a dedicated CSR Consultancy, Malaysia were the trainers. The programme addressed the aspect of CSR and its correlation to the profit motive. The following topics were discussed:

- Understanding the benefits of CSR for the businesses and the meaning of being responsible.
- Understanding where the organization is now, and how learning best practices in CSR can help.

- Scoping the CSR agenda for the company with effective framework and tools.
- Practical techniques for getting internal buy-in from the stakeholders.
- Designing and delivering an effective community initiative programme.
- Effective ways to communicate and highlight the business benefits of corporate social responsibility.
- Mitigating risks through awareness.

The faculty members used lectures, case analysis and practical exercises in the training sessions. Delegates from various companies participated in the session and the feedback was extremely positive.



◀ The training in progress



▲ Mr. Vijay Kapur, Executive Director, Kohana, Malaysia (standing), instructor for the training, listening to delegates



▲ Ms. Ina Bose, General Manager – Corporate Communications, Infinity Group presenting a memento to Mr. Vijay Kapur, Executive Director, Kohana, Malaysia. Ms. Enakshi Sengupta, Executive Director, Kohana, Malaysia (the other instructor for the training) is standing in the middle



Some members of the group with the faculty members and Ms. Ina Bose ▶

SING ALONG TO THE JIS THEME SONG...

9th May 2012, Kolkata :

Music is a big part of our life – it brightens up its appeal, making life more charming and livable. We can listen to various kinds of music on street crossings, in music shops, at home, and on television – but no matter what the music is, or where we are listening to it - the common factor is there – music makes us feel good, and brings us together.

With this thought in mind, JIS Group Educational Initiatives, the premier educational group, launched its theme song, sung by noted singer Ms. Usha Uthup and composed by Mr. Raja Narayan Deb. “Weaving Memories, Believing Dreams... Our Song and Our Theme” was launched by Ms. Uthup and Mr. Deb at the Palladian Lounge, which was followed by a performance of the song.

Said Mr. Taranjit Singh, Managing Director, JIS Group, on the occasion, “We are extremely happy to be launching this theme song, and are sure that it will find favour with all our students. Music has the known quality of bringing us together, so we are hopeful that this catchy theme song will unite all of us as one and usher in a new dawn.”

About JIS Group Educational Initiatives :

JIS Group Educational Initiatives, a prominent name in West Bengal, provides top-quality college education to young students, by taking in budding minds- moulding them into top-bracket engineers, thereby shaping the skills of the future generation. The highest importance is given to providing quality education, and the courses are accredited by National Assessment Accreditation Council (NAAC), Accreditation along with other approvals and accreditations National Board of Accreditation (NBA), New Delhi, and approved by All India Council for Technical Education (AICTE). JIS has 17 colleges offering 45 courses, and a huge community of 17000 students.

For more information, contact:
Mrs. Mala Dasgupta - +91 9830105433 / Grey Matter PR



▲ [L-R] Mr. Raja Narayan Deb - Music Composer
Mrs. Usha Uthup
Mr. Taranjit Singh- Managing Director, JIS Group



EVENTS AT Poila Celebrations & Spring Fashion - Extravaganza by Century Ply at Palladian Lounge

THE PALLADIAN LOUNGE



UPCOMING PROGRAMMES

- ▶ Book Launch of "To The Cloud" by Raj Biyani, Salil Dave and Pankaj Arora, 10th May 2012, Palladian Lounge
- ▶ "Black Dog presents Bengal Chamber Think series in association with The Telegraph", an interactive session with Mr. Venky Mysore, CEO & MD, Kolkata Knight Riders, on "The Business of Cricket", 11th May 2012, The Palladian Lounge
- ▶ Seminar on "Preparation for Turbulent Times – The Role of HR" in association with NIPM, 12th May 2012, The Oberoi Grand, Kolkata
- ▶ Seminar on Strengthening Roadways in West Bengal, 22nd May 2012, Chamber premises
- ▶ Meeting with Shri Debi Prasad Roy, Hon'ble MLA, Alipurduar towards North Bengal Development Initiative work, 23rd-24th May 2012
- ▶ The Second Annual Bengal Chamber Sit 'n' Draw Competition for Children on the occasion of World Environment Day 2012, 2nd June 2012, Chamber premises
- ▶ The Bengal Chamber partnering the Centre for Contemporary Communications in organizing a Seminar on Sustainability Transition of Urban Space - Our Experiences in West Bengal in Last 25 Years on the occasion of World Environment Day 2012, 4th June 2012, Chamber premises
- ▶ Water, Wastewater and Green Buildings Mission of The European Business and Technology Centre (EBTC), 5th -7th June 2012 (in partnership with the Bengal Chamber)
- ▶ "Black Dog presents Bengal Chamber Think series in association with The Telegraph", an interactive session with Mr. Harsha Bhogle, noted Media Personality, 6th June 2012, Chamber premises