



Newsletter



Look East

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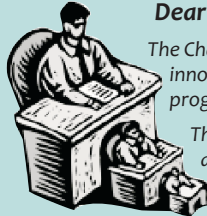
JANUARY, 2010

from the desk of the PRESIDENT

12th January 2010

Dear Member,

The Chamber continues to organize innovative and thought-provoking programmes.



The highlight of the Chamber's activities during the last month was undoubtedly the high-profile Summit on 'West Bengal

— The Investment Destination' organized by ASSOCHAM in association with our Chamber. The programme was addressed by Shri Nirupam Sen, Hon'ble Minister, Commerce and Industries, Government of West Bengal. It was a unique endeavour in the sense that it provided a common platform to the representatives from the chemicals, petroleum and downstream industries, iron & steel, power, agriculture, food processing and related sectors for a meaningful B2B dialogue. The Summit also provided an excellent networking platform for local and international industry to explore the possibility of augmenting investments in the crux areas.

Following the programme, a delegation from ASSOCHAM and our Chamber met the Hon'ble Chief Minister, Government of West Bengal for a useful dialogue on the investment prospects and infrastructural deficiencies in the State.

During the month of December, the Chamber also organized an innovative IT Quiz. Structured to offer infotainment of a high order, the quiz had a unique positioning of its own. More than 40 teams participated in the Quiz, which was conducted by the renowned Quizmaster, Mr Barun Das.

The Chamber also organized a talk by Mr Shardul S.Shroff, Managing Partner, Amarchand Mangaldas on 'Satyam—Its Lessons for Indian Industry'. Mr Shroff, who spoke with his trademark incisiveness, covered in detail the lessons learnt from Satyam, particularly in the area of corporate governance.

Let me assure that you will enjoy and be able to participate in many such programmes, in the coming months.

Sd/-
SANDIPAN CHAKRAVORTY
President

NEWSFLASH

Meeting with Trade Commissioner of High Commission of New Zealand in India, 10th December 2009, Chamber premises



Mr. Cliff Fuller, Trade Commissioner of New Zealand High Commission in New Delhi met Mr. Khokan Mookerji, Chief Mentor and Mr. P Roy, Secretary General in the Chamber on 10th December 2009. The focus of Mr. Fuller's visit was on deepening of trade and bilateral relations between New Zealand and India and especially, the prospects of economic collaboration with West Bengal and the Eastern Region. Since the Bengal Chamber is a leading Chamber of Commerce in the East, Mr. Fuller met with the CEO and the Chief Mentor of the Chamber to understand the possible contours of such a collaboration. The history and background of Bengal Chamber was explained to Mr. Fuller. During the discussions, he showed special interest in promoting tourism.

Meeting with H.E. Peter Varghese, High Commissioner of Australia in India, 11th January 2010, Chamber premises



His Excellency Peter Varghese, High Commissioner of Australia in India and Mr. Partha Sen, representative, Austrade, met Mr. Khokan Mookerji, Chief Mentor and Mr. P. Roy, Secretary General for informal discussions at the Palladian Lounge on 11th January 2010.

Meeting with Australian High Commissioner in progress.

The discussions revolved around the prospects of bilateral trade between Australia and India and the High Commissioner made enquiries about the investment prospects in West Bengal. Energy and environment management and related practices

surfaced as important offerings from Australia. The Chamber's extensive foray into environment and energy management in the realm of Climate Change was explained to the High Commissioner and he was also invited to address the Chamber's signature event, Environment and Energy Conclave 2010 in August this year.

PROGRAMMES

Bengal Chamber IT Quiz, 10th December 2009, Chamber premises

Kolkata's premier inter-corporate IT Quiz was organized by the Information Technology Sub-Committee of the Bengal Chamber on 10th December 2009 in the Chamber premises. The inaugural edition of the Bengal Chamber IT Quiz was structured to offer infotainment of a high order.

The Preliminary Round consisted of written questions and the top six teams qualified for the Finals. While the theme for the Quiz was 'IT', the questions covered a wide spectrum of interest areas — with each question having an IT angle but not necessarily technically oriented to IT technical issues/processes. This quiz had a unique positioning of its own — a little away from the more familiar general and business quizzes, which made it all the more interesting and enjoyable.

The Bengal Chamber IT Quiz opened to a packed hall, with the participants and audience brimming with excitement and expectations. The teams were an interesting mix of IT developers, corporates, hard-core quizzers and premier engineering and management institutions.



"The Bengal Chamber wishes you all a very happy and prosperous New Year"



MONTHLY PUBLICATION OF THE BENGAL CHAMBER OF COMMERCE AND INDUSTRY



The participants and guests during the Preliminary Round.



The Finals



Mr. Barun Das asking a question to one of the teams.

The preliminary round consisted of written questions testing the teams' knowledge on IT along with interesting connections to personalities, films, commercials, even cartoons. The questions ranged from elementary, to scientific, to brain-stormers. Six teams proceeded to the final, which consisted of highly witty buzzer rounds, slides and audio-visual questions. The teams came up with some spectacular answers, along with regular humorous interventions made by the quizmaster, making the event very interesting.

41 teams participated in the Quiz including those from HSBC, Cognizant, IBM, Capgemini, Genpact, TCS, ITC Infotech, ArcelorMittal Design and Engineering, BOC India, Tata Ryerson, CMC, Descon, Balmer Lawrie, McNally Bharat, Exide, CESC, etc.

The winners were Enquiry JU Quiz Club from Jadavpur University (Kunal Mondal and Prithwish Datta), with each member winning a HP Mini 110-1045 TU netbook, movie DVDs and high-performance pen drives. The 1st Runner-up was Answering Services (a team comprising the quizzers,

Charanpreet Singh and Supratik Chaudhuri). The prizes included Nokia 5800 Xpress Music mobile phones for both team members. The 2nd Runner Up was IT's Elementary from Tata Consultancy Services Limited (the team comprising Biswabijoy Sen and Anindya Bhattacharjee). The prizes included Sony Cyber-shot DSC-S930 Digital Cameras for each team member. There were also very attractive prizes for the audience. Mr. V V R Babu, CIO, ITC Limited and Mr. P Roy, Secretary General of the Chamber gave away the prizes to the winning teams.



Introducing the Bengal Chamber IT Quiz - Left to right: Mr. Barun Das, Quiz Master; Mr. Sandipan Chakravorty, President, BCCI and Mr. R N Lahiri, Chairperson, IT Sub-Committee, BCCI.

Mr. Barun Das, the well-known Quiz Master conducted the BCCI IT Quiz 2009. Mr. Das, a Chartered Accountant, Chartered Secretary and Cost & Management Accountant from U.K. was

the Vice President and Company Secretary of Exide Industries Limited and an active member of the Bengal Chamber of Commerce and Industry, Chairman of its Insurance Sub Committee and Past President of the Calcutta Management Association, besides being Past President of the Rotary Club of Calcutta Inner City and Calcutta Debating Society. He has also conducted a number of corporate quiz events.



Enquiry JU Quiz Club, winners of the Bengal Chamber IT Quiz 2009 accepting the trophy from Mr. V V R Babu, CIO, ITC Limited.



1st Runner Up team, Answering Services accepting the trophy from Mr. P Roy, Secretary General, BCCI.



Mr. V V R Babu presenting the trophy to the 2nd Runner Up team, IT's Elementary from Tata Consultancy Services Limited.



Mr. R N Lahiri presenting a memento to Mr. Barun Das.

15TH DECEMBER, 2009, CHAMBER PREMISES

TALK ON "SATYAM - ITS LESSONS FOR INDIAN INDUSTRY" BY MR. SHARDUL S SHROFF, MANAGING PARTNER, AMARCHAND MANGALDAS



Mr. Shardul S Shroff, Managing Partner, Amarchand Mangaldas during his talk on the Satyam story.

Mr. Shardul Shroff spoke about the 'Satyam saga' and the 100 days of transition from the largest corporate fraud in India to a new beginning. Mr. Shroff's talk was immensely enlightening for the audience and provided a rare opportunity to learn about and discuss the practical aspects of crisis management and corporate governance during times of need. The most fascinating aspect was that the

earlier Satyam Board had very distinguished personalities on it and yet the company crashed because of internal fraud. Mr. Shroff made a chronological narration of the incidents till the surfacing of the inflated final accounts followed by Mr. Ramalinga Raju's confession. He pointed out that the major problem of Satyam was that Mr. Ramalinga Raju was the only person behind each transaction of the company. However, Mr. Shroff also mentioned that the Government was extremely quick with its action after Mr. Raju's confession and that the dissolution of the old board and constitution of six new board members was very quick. The immediate challenge for the Board was the salary overhead. The company was on a firmer footing with respect to receivables and timely payment of dues made salary payments possible and this increased the morale of the employees. Recovery of receivables was a very encouraging development. The main challenge was to improve

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- Global Business Coalition Award for Business Excellence in the Community for pioneering work in HIV/AIDS awareness

client relations, contracting, cash flow management, working capital and term loans, HR issues etc. Mr. Shroff stated that the Central Government played an important role while selecting the bidders for the auction of the company and spoke about the auction process in details.

The programme was attended by senior corporate executives and members of the media and concluded with an Open House Session.



The Q/A in progress.



Mr. Shardul Shroff (second from left) taking a question from the audience. At the extreme left is Mr. S Radhakrishnan, Past President of the Bengal Chamber and second from right is Mr. Sandipan Chakravorty, President of the Chamber. Mr. Kalpataru Tripathy, Partner, Amarchand Mangaldas is at the extreme right.

UPCOMING PROGRAMMES

Interactive Session on Compliance of Labour Laws in IT and ITeS Industry, 15th January 2010, Descon Auditorium in Salt Lake

Interactive Seminar on "Climate and India - Beyond Copenhagen", 20th February 2010, Chamber premises

Interactive Session on Expanding Employment Opportunities for Visually Impaired Manpower Resource, 13th March 2010, Chamber premises

16TH DECEMBER, 2009, CHAMBER PREMISES

WORKSHOP ON WHY WORKERS ARE IMPORTANT IN THE ORGANIZATION - BEHAVIOURAL AND ATTITUDINAL PERSPECTIVES



Mrs. Suchitra Guha, Chairperson, HR / IR S/C welcoming the participants.



Mr. P. Roy, Secretary General, BCCI during his Keynote Address.



Mr. Somesh Dasgupta, Co-Chairperson, HR / IR S/C addressing the audience.



Dr. H.N. Gupta, Consultant on Industrial Psychology during his session.

It was the first time ever that such a workshop was organized by the Chamber for the frontline workers and supervisors. The programme commenced with the Welcome Address by Mrs. Suchitra Guha, Chairperson, HR and IR Sub-Committee of the Chamber. Mrs. Guha stressed upon the importance of workers, who work at the grass root level, in every organization and also in society.



Mr. P. K. Sahu, General Manager- HR and IR, Tata Ryerson Ltd. speaking on Productivity Improvement.

Mr. P. Roy, Secretary General, the Bengal Chamber was the Keynote Speaker. He mentioned that economic growth of a country was co-related with growth of the manufacturing sector. India, with its huge workforce, had great potential to be a manufacturing powerhouse. He mentioned that right technology and training to the workers would deliver quality work with minimum cost and time. This was the need of the hour to position the country in the global market. He cited the example of China

and how the country had developed its economy through manufacturing activities. He also spoke about the Industrial Revolution and its positive impact on the working conditions of industry workers.

Mr. Somesh Dasgupta, Co-Chairperson made a Vote of Thanks to the Chair. The Inaugural Session was followed by the session, 'Why the Workmen are important in the organization - Behavioural & Attitudinal Perspective'. Dr. H.N. Gupta, former HOD of Applied Psychology Department, Calcutta University and Consultant on Industrial Psychology was the faculty for the session. Dr. Gupta interacted extensively with the participants analyzing their expectations from their organizations and focused on the importance of workers in their respective organizations. Issues like communication skill, gender bias, keeping pace with the change in the work culture were addressed along with social responsibility and handling psychological stress. After the

session, there were two case study presentations on Productivity Improvement by Mr. Shakti Prasad Sharma, Quality Circle (QC) Team Leader, Tata Ryerson Ltd and the QC Team of Exide Industries Ltd. Mr. P. K. Sahu, General Manager- HR and IR, Tata Ryerson Ltd addressed a session on '5s' as a part of Productivity Improvement, which was followed by case study presentations by the QC Team of his organization and the employees of Castrol India Ltd, led by Mr. S Majumdar, Manager- HR and Admn, Castrol India Ltd.

Seventy two participants attended the Workshop from forty one organizations including the Chamber. All participants were awarded with certificates. The certificates were handed over by Mr. Somesh Dasgupta.



QC Team of Exide, Haldia after their presentation.



Mr. S Majumdar, Manager- HR and Admn, Castrol India Ltd. (at the podium) with his team.

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EVENTS AT THE PALLADIAN LOUNGE



Lighting the ceremonial lamp. From R-L: Dr (Mrs.) Swati Piramal, President, ASSOCHAM; Shri V.N.Dhoot, Past President, ASSOCHAM and Chairman & MD, Videocon Industries; Shri Nirupam Sen, Hon'ble Minister-in-Charge, Commerce and Industries, Government of West Bengal; Shri S.S.Beriwala, President, MCC; Dr. Sabyasachi Sen, IAS, Principal Secretary, Commerce and Industries, GoWB; Mr. D S Rawat, Secretary General, ASSOCHAM.



18th December 2009

Special Christmas Programme for underprivileged children



6TH JANUARY 2010,
TAJ BENGAL, KOLKATA

SUMMIT ON WEST BENGAL- THE INVESTMENT DESTINATION: PARTNERS IN PROGRESS,

The Associated Chambers of Commerce and Industry of India (ASSOCHAM) in association with The Bengal Chamber of Commerce and Industry, Merchants' Chamber of Commerce and Department of Commerce and Industries, Government of West Bengal organized a high profile Summit on 'West Bengal – The Investment Destination' on Wednesday, 6th January 2010 at the Taj Bengal, Kolkata.

Shri Nirupam Sen, Hon'ble Minister-in-Charge, Commerce and Industries, Government of West Bengal inaugurated the programme. Dr. Sabyasachi Sen, IAS, Principal Secretary, Department of Commerce and Industries, Government of West Bengal was also present. Mr. D.S. Rawat, Secretary General, ASSOCHAM made the Introductory Address. Dr. Swati Piramal, President, ASSOCHAM delivered the Welcome Address. Dr. Piramal highlighted that the State had a strong potential in health, education and agro industries. In her address, Dr. Piramal talked about the research conducted by ASSOCHAM on the investment scenario in West Bengal. Mr. V.N. Dhoot, Past President, ASSOCHAM made a Special Address. The 'Industry Perspective' was delivered by Mr. P. Roy, Secretary General, The Bengal Chamber of Commerce and Industry and also by Mr. S.S. Beriwal, President, Merchants' Chamber of Commerce. Mr. Tushar Pandey, Country Head (SIG), Yes Bank made a Theme Presentation on the opportunities of banks and financial institutes in the State.

Dr. Sabyasachi Sen delivered the Keynote Address. Shri Nirupam Sen was the Inaugural Speaker. He mentioned that though a 'gloomy picture' of the State had been drawn on the industry front, there was a lot of development as well. The Government had received proposals for sixty-five medium sector units with an investment of Rs. 13,000 crores. Establishment of these units would require nearly 1400 acres of land, which the Government had acquired. He also mentioned that the Government appreciated direct acquisition of land from the owners by the industry. But he requested the Chambers of Commerce to conduct a survey on this issue. He said that the Centre had been requested to allot coal

blocks to the organizations that would add value to the State, where the block was located. He also emphasized the importance of CSR and requested industry to actively engage itself in societal developmental work.

The first Technical Session was chaired by Dr. Sabyasachi Sen and Mr. Sumit Mazumder, Managing Director, TIL Ltd. and Chairperson, ASSOCHAM Eastern Region Development Council was the co-chairperson. The speakers included Mr. S. Kanoria, Vice Chairman, SREI Infrastructure (speaking on Infrastructure); Mr. Amit Dev, Co-Founder and Chief Information Officer, Third Generation Mobile Pvt Ltd and Mr. Bikas Chandra Goenka, Chief Executive, Progressive Solutions (speaking on IT and ITes). Mr. Biswadip Gupta, Joint Managing Director and CEO, JSW Bengal Steel spoke on Manufacturing / Allied Sector development.

The second Technical Session was on 'Power and Non-Conventional Energy Sources'. Dr. G.D. Gautama, IAS, Principal Secretary, Department of Power and Non-Conventional Energy Sources, Government of West Bengal chaired the Session. Mr. Sanjay Jhunjhunwala, CEO, Mani Group and Chairperson, Eastern Region Development Council, ASSOCHAM was the Co-Chairperson. The speakers included Mr. P. Dasgupta, Managing Director, Petronet LNG; Mr. S.K. Dasgupta, Vice Chairman, Development Consultants; Mr. S. Radhakrishnan, Managing Director, DPSC Ltd and Mr. D.P. Patra, Managing Director, DSP Power.

The last session was on 'Agriculture and Food Processing'. Mr. Animesh Banerjee, Senior Vice President, Hindustan National Glass and Industries Ltd addressed the session. Mr. Khokan Mookerji, Chief Mentor, The Bengal Chamber of Commerce and Industry chaired the Session.

Later, in the afternoon, a delegation from ASSOCHAM, The Bengal Chamber of Commerce and Industry and Merchants' Chamber of Commerce met Shri Buddhadeb Bhattacharjee, Hon'ble Chief Minister of West Bengal to discuss some important issues related to the State's industrial development.



Mr. P. Roy, Secretary General, the Bengal Chamber at the podium addressing the Summit.



At the left, Mr. Sumit Mazumder, Chairperson, ASSOCHAM Eastern Region Development Council and Past President, the Bengal Chamber. Beside him is Mr. Biswadip Gupta, Joint Managing Director and CEO, JSW Bengal Steel and Past President, the Bengal Chamber.



Mr. S Radhakrishnan, Managing Director, DPSC Limited and Past President, the Bengal Chamber.

Dr. G D Gautama, IAS, Principal Secretary, Department of Power and Non-Conventional Energy Sources, GoWB



Mr. Khokan Mookerji, Chief Mentor, the Bengal Chamber.



The audience