

IACC 

The only bi-lateral Chamber for Indo-US business

# INDO-AMERICAN CHAMBER OF COMMERCE

## Engagements

June 2014

Indo American Chamber of Commerce

Locations: Mumbai Pune Ahmedabad | New Delhi Varanasi | Kolkata Bhubaneswar | Chennai Bangalore Hyderabad Kochi



In the past month, IACC has engaged in activities with experts in the fields of International Trade Development, Manufacturing, Finance, Taxation & Corporate Affairs, Aerospace & Defence, Food processing and Human Resource Development sectors. The following is a brief synopsis of our activities in these fields.

### International Trade Development

IACC held a session on **“Guidance to Establish Business in USA”** on May 9 in Rajkot in association with Greater Rajkot Chamber of Commerce. Dr. Sudhir Shah, a renowned advocate and expert on U.S. Visa was the keynote speaker. Dr. Shah is the author of a theory of migration which he has termed as **“Theory of Legislative Restraint”** and has more than 30 titles on the subject of USA Immigration Laws to his credit. Mr. Shah shared his knowledge and experience in many areas, including immigration, taxation, corporations, agency partnership, contract preparation transactions, trusts and estate laws. He also briefed on certain issues that should be clear before going for a visa interview and the difference between immigrant & nonimmigrant visa. US is a great market for those Indian companies globalizing their operations. He explained ways by which a corporation can have their employees’ placement in the US through L-1 visa, N-1 visa, H-1, B1/ B2 and the most important visa EB-5 visa.



*(L-R) On the mike Mr. Pankaj Bohra, Branch Chairman, IACC-Gujarat, Mr. Dhanshuk Vohra, President GRCC, Mr. Sudhir Shah, Ms. Krishna Israni, Branch Secretary, IACC-Gujarat*

IACC organized a program on **“Investing in the US”** in association with Ashok Maheshwary & Associates in New Delhi, Ahmedabad, Mumbai and Bangalore on May 12, 13, 14 and 20 respectively. Mr. Amit Maheshwari, Managing Partner at Ashok Maheshwary & Associates, an accounting firm in India with International presence and Mr. Thiru Govender, Shareholder at Elliott Davis, one of the largest accounting, tax and consulting services firms in Carolina that ranks among the Top 50 CPA firms in the U.S. led this session.

Mr. Maheshwari spoke about Indo-American relationships that have intensified in recent years, and described the opportunities of doing business in the U.S. The workshop was then addressed by Mr. Thiru Govender who provided an overview of his company and gave a presentation on **“Investing in the US”** which focused on the US market, reasons to enter US and exit strategies. He also talked about the considerations to keep in mind while planning expansion in the US. The speaker gave information about Charlotte- the largest city in the U.S. state of North Carolina, relating to demographics, labor force, logistics, accessibility, business costs and sector wise information as IT, manufacturing, education, training & research. The session gave complete insight on tax structure. The workshop was initiated to allow attendees to get firsthand information on their queries related to investments in the US.

The sessions were led by Mr. S. K. Sarkar, Chairman, Financial Services Committee, IACC-NIC in Delhi, Mr. Pankaj Bohra, Branch Chairman, IACC-Gujarat, in Gujarat, Mr. Nishith Desai, Founder & Managing Partner of Nishith Desai & Associates and Mr. Rukshad Davar, Managing Partner at Majmudar & Partners, in Mumbai, and Mr. N. Raja Sujith, Partner and Head of South India, Majmudar & Partners, International Lawyers, in Bangalore.



(L-R) Mr. Thiru Govender, Mr. S K Sarkar, Mr. Amit Maheshwari in New Delhi



(L-R) Mr. Jaimin Shah, Branch Vice Chairman, IACC-Gujarat, Mr. Amit Maheshwari, Mr. Pankaj Bohra, Branch Chairman, IACC Gujarat, Mr. Thiru Govender, Ms. Krishna Israni, Branch Secretary, IACC-Gujarat



(L-R) Ms. Rakhi Panda, Regional Director, IACC-WIC, Mr. Amit Maheshwari, Managing Partner, Ashok Maheshwari & Associates, Mr. Nishith Desai, Founder & Managing Partner, Nishith Desai & Associates, Mr. Thiru Govender, Shareholder, Elliott Davis, and Mr. Rukshad Davar, Managing Partner at Majmudar & Partners in Mumbai



Mr. Amit Maheshwari, Managing Partner, Ashok Maheshwari & Associates; Mr. N. Raja Sujith, Partner and Head of South India, Majmudar & Partners and Mr. Thiru Govender, CPA, Shareholder - International Practice, US India Practice Leader - Elliott Davis in Bangalore

## Finance, Taxation & Corporate Affairs

IACC held an **interactive meeting with Chief Commissioner - Customs, Central Excise & Service Tax** jointly with the Federation of India Export Organization (FIEO), All India Carpet Manufacturers' Association (AICMA), Bhadohi and Carpet Export Promotion Council (CEPC), Bhadohi on May 29 in Bhadohi District Varanasi. Sri Chander Bhan, Chief Commissioner of Customs, Central Excise and Service Tax (Lucknow Zone) was the Chief Guest and key-note speaker. Sri Sanjay Rathi, Commissioner of Customs, Central Excise and Service Tax, Allahabad, Sri Onkar Nath Mishra,



(L-R) Mr. Siddh Nath Singh, Chairman, CEPC, Chief Guest Mr. Chander Bhan, Chief Commissioner of Custom, Central Excise and Service Tax (Lucknow Zone), Mr. Sanjay Rathi, Commissioner of Custom, Central Excise and Service Tax, Allahabad, Mr. Onkar Nath Mishra, All India Carpet Manufacturers' Association, Bhadohi, Mr. Arun Kumar Agrawal, Chairman, IACC, U.P. Branch, Varanasi

President of the AICMA, Bhadohi, Sri Arun Agrawal, Branch Chairman, IACC-Varanasi, and Shri. Siddh Nath Singh, President of CEPC also addressed the audience. A memorandum was submitted to Shri Bhan that detailed the various issues faced by carpet exporters. Shri Bhan assured those in attendance that the memorandum will be sent for due consideration and that they should continue to present a collective voice in an effort to save on time and resources. Shri Bhan however stressed on the importance of submitting necessary documents to the Department and to fully comply with official procedures of service tax. Mr. Bhan assured the exporters that the Department is there to help, assist and encourage exporters in their activities and not to create hurdles in the path of their progress.

## Human Resource Development

IACC has been organizing sessions on “**Prevention of Sexual Harassment (POSH): Litigation versus Mitigation**” in the last few months. One such event was held in Bangalore on May 9 at SAP Labs India Pvt. Ltd, Whitefield. Speakers from Trilegal - Ms. Swarnima and Ms. Aathira Menon continued the session on analysis of Sexual harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013. The session made the participants aware of how to deal with the complaints based on the days of incident or inquiry. POSH committee of every organization should focus on few additional requirements: Time bound enquiry, modify service rules, monetary compensation for victim, punishment for false complaints, penalties for noncompliance. The companies should concentrate on formulating a policy; Including sexual harassment as a misconduct under service rules; Setting up an internal complaints committee and displaying the order constituting the committee; displaying the penal consequences of sexual harassment; conducting training programmes for committee members; organizing workshops and awareness programmes for employees; setting up processes to ensure annual reports have mandatory disclosures and that they are submitted on time.



*Ms. Swarnima and Ms. Aathira Menon from Trilegal*

## Aviation, Aerospace & Defence



*Dr. K. Tamilmani, DG (Aero) DRDO & keynote speaker inaugurating ADMS 2014 by lighting the lamp. Wg.Cdr (Retd) Venugopal Menon, Air.Cmdr.(Retd) Joseph Varkey, Dr. Mike Hennell are also seen*

IACC was a supporting partner for the **Aerospace and Defence Manufacturing Summit (ADMS) 2014** held in Bangalore on April 4-5 organized by Aeromag and Society of Indian Aerospace Technologies and Industries (SIATI). This event focused on emerging technologies and included topics such as current trends in Aerospace Manufacturing, role of SMEs in A&D Manufacturing, skill development and training facility for Aerospace sector, sessions on composites, supply chain, and software development. Dr. K. Tamilmani, Director General (AERO) DRDO was the Chief Guest for this event. A host of eminent speakers such as Dr. C.G. Krishnadas Nair, President SIATI, Mr. Stephane Lauret, CEO, SAFRAN India Pvt. Ltd, Dr. Mike Hennell, Founder & Technical Director, LDRA, Mr. Sunny Jerome, Managing Editor, Aeromag Asia, Air Cmdr.(Retd) Joseph Varkey, Secretary General, SIATI, Mr. Venkata Subramaniam, CEO, System Aids graced the occasion.

## Infrastructure

Last year on October 23, IACC organized an **interactive meeting with the Mr. Richard Pollock, President American Society of Safety Engineers (ASSE)** at Faridabad. An eight members group with expertise, experience and interest in safety and engineering came together to exchange ideas and address common issues with their professional counterparts in India.

This year, IACC was a supporting partner for **Safety India 2014** organized by **American Society of Safety Engineers (ASSE)** and held on May 26-27 in Chennai. This conference and exposition offered a rare opportunity to meet with hundreds of safety professionals from across India with global representation. The event also offered an atmosphere focused on education and networking with a shared purpose of advancing Occupational Safety and Health (OSH) to save lives. The Conference aimed to bring together safety professionals across the globe to share case studies, best practices and new trends in the OSH field. Various topics at the Conference included Global Leadership Forum on Occupational Safety & Health, Safety Management Systems, Port & Road Safety, Occupational Safety & Health Strategies, OSH Excellence, Behavior –Based Safety, OSH Training, Construction & Petrochemical Safety, Global Trends in Safety & Health. The ASSE India Chapter instituted & presented Awards to the best safety professionals.



*Mr. Ashish Wig, Chairman - Infrastructure Committee, IACC - New Delhi presenting memento to the speaker Mr. Sudhir Hoshing, CEO, Roads Business, Reliance Infrastructure Ltd.*



*Mr. K.N. Sen, Head HSE Hydrocarbon Construction & Pipelines, L & T Hydrocarbon Engineering, President ASSE India chapter presenting memento to Mr. Ashish Wig, Chairman - Infrastructure Committee, IACC - New Delhi*



*At the Construction Safety session Speaker Mr. Nirupam Mukherjee, Global Safety Engineering Manager, Praxair Inc, China addressing the gathering.*

## Manufacturing

IACC held its flagship event - a conference on the manufacturing sector - titled **“Building World Class Capabilities in Manufacturing”** on May 16 in Bangalore for the first time. The manufacturing sector has the potential for unlimited growth if tapped in the right direction. There are some pioneering Indian and Multinational Corporations that have ‘bucked the trend’ by building world class capabilities in manufacturing, showing a determination to last long by planning strong. This event presented an opportunity to the participants to listen to some of these trendsetters. Industry leaders from automotive, aerospace, heavy engineering and hi-tech sectors shared their insights and answered questions in the forum. Mr. Javaji Munirathnam, Committee Member of IACC- Karnataka Chapter led

the sessions. Mr. M. Maheshwar Rao, I.A.S., Commissioner for Industrial Development and Director of Industries & Commerce, was the Chief Guest.



*Mr. Javaji Munirathnam, Committee Member of IACC- Karnataka Chapter, welcoming the guests*



*M. Maheshwar Rao, I.A.S., Commissioner for Industrial Development and Director of Industries & Commerce, Chief Guest of the evening, addressing the gathering*

Dr. S. Devarajan, Senior Vice President, TVS Motor Company, focused on 'Enhancing Competitiveness through Technology in Product development and manufacturing – a systems approach'. He suggested that to gain competitive advantage, innovation in product design, development and manufacturing processes is a must for the automobile and auto-component industry. Any innovation should focus on customer preferences and must be able to meet fluctuations of the market. Prof. Pankaj Chandra, Former Director of IIM- Bangalore delivered the Keynote address. His presentation was all about reconfiguring manufacturing differently. He informed the participants that to bring in innovation in an organization, one should focus on high value in both production and marketing channels. He also presented his views on entrepreneurship and the nature of competitiveness based on the size of the firms.



*Dr. S. Devarajan, Senior Vice President, TVS Motor Company presenting his session titled 'Enhancing Competitiveness through Technology in Product development and manufacturing – a systems approach'*



*Prof. Pankaj Chandra, Former Director of IIM-Bangalore addressing the keynote session on Reconfiguring Manufacturing Differently*

The panel session comprised of eminent speakers such as Mr. T R Parasuraman, Deputy Managing Director, Kirloskar Toyota Textile Machinery Pvt. Ltd., Mr. V. Ramesh, Senior Vice President, Toyota Kirloskar Motor Pvt. Ltd, Mr. Surendra M Vaidya, Executive Vice President & Business Head, Godrej Precision Systems, Mr. S Raghavan, Advisor to Group Executive Chairman, Larsen & Toubro Limited (L&T) and Mr. Arvin Baalu, Vice President, HARMAN International. Mr. A N Chandramouli, Managing

Director, Starrag India Pvt. Ltd., moderated this engaging panel discussion. The panelists shared their thoughts on Innovation in manufacturing and how to build world class capabilities in manufacturing.

Mr. Rahul Sehgal, Director– Business Consulting & Strategy - Manufacturing, Energy & Infrastructure, Siemens Industry Software (India) Pvt Ltd. concluded the conference with his presentation on ‘Manufacturing Solutions for Automotive Industry’. With the new emission reduction regulations in effect, OEM’s are faced with more demands for smaller fuel efficient cars. This shift presents tremendous opportunity for investment and adoption of new strategies and manufacturing processes.



Panelists: Mr. T R Parasuraman, Deputy Managing Director, Kirloskar Toyota Textile Machinery Pvt Ltd.; Mr. V.Ramesh, Senior Vice President, Toyota Kirloskar Motor Pvt Ltd; Mr. Surendra M Vaidya, Executive Vice President & Business Head, Godrej Precision Systems; Mr. S Raghavan, Advisor to Group Executive Chairman, Larsen & Toubro Limited (L&T) and Mr. Arvin Baalu, Vice President, HARMAN International. Moderator: Mr. A N Chandramouli, Managing Director, Starrag India Pvt. Ltd

Mr. Rahul Sehgal, Director, Siemens Industry Software (India) Pvt Ltd presenting on ‘Manufacturing Solutions for Automotive Industry’

## Food Processing



(L-R) Mr. Ravi Vishnu, Branch Chairman, IACC-Andhra Pradesh; Dr. Kalpana Sastry, Joint Director, National Academy of Agricultural Research Management (NAARM) and Mr. Aditya Margam (Vice Chairman)

IACC organized a “**Conference on Innovation in Processed Food and Agri based Industry in India**” in New Delhi on March 21, with Mr Siraj Hussain, Secretary, Ministry of Agriculture and Food Processing Industries, as the Chief Guest. The focus of this conference was to address various issues faced by the Indian food processing sector.

On similar lines, IACC held a symposium on “**Emerging Trends in Food Security**” on May 30, 2014 in Hyderabad.

The event mainly focused on food and its scarcity, and discussed the rising threat of global warming if it is not taken into consideration. This event saw participation from a number of companies in the food processing and agricultural industries.

## General

IACC held a session on 'Health Care Awareness' in association with Pushpanjali Medi India Pvt. Ltd on May 2 in Kolkata with Mr. Richard Craig, US Principle Commercial Officer as the Guest of Honour. The programme aimed at creating awareness amongst our members about prevention of diseases. Improper lifestyle followed by various working professionals as well as improper eating habits consisting of low calcium diet are likely causes of health issues. Studies reveal that Joint Stiffness, Osteoporosis and Varicose Veins, Diabetes, Hypertension, due to lack of exercise and long duration of standing or sitting postures, work pressure leading to irregular hours, etc. cause considerable pressure on the venous system and even anatomical deformities. The curative technology for many of these problems can be adapted from the U.S., making health a crucial area of interest/trade for India.



(L-R) Mr. M. Nezamuddin, Centre Coordinator; Mr. P.K Sethia, Director, Pushpanjali Medi India Pvt. Ltd; Mr. Vikram Swarup, National 2nd Vice President, IACC; Mr. Sudipta Das, Regional President IACC, EIC; Ms. Madhusree Daityari Regional Director, IACC- EIC



(L-R) Mr. Timothy Earl Madden, Member of Amcham's National Executive Board, Dr. V. Rangaraj, Chairman, USIIC, Mr. Nanik Rupani, Regional President, IACC-WIC, Mr. Peter Haas, US Consul General, Mumbai, Dr. Bharat Singh, Chairman- USIIF and Mr. Manoj Gursahani, President, Visit USA Committee

IACC organized a **farewell cocktail dinner reception for U.S. Consul General Peter Haas** in Mumbai on May 20, conjointly with AMCHAM India, U.S.-India Importers' Council, U.S.-India Investors' Forum and Visit USA Committee. The farewell was in recognition and appreciation of the Consul General's excellent support to IACC and partner organizations during his term in Mumbai. During CG Haas' tenure, IACC worked very closely with the Consulate to develop trade linkages between companies and government bodies of the two countries. IACC has also worked on both inbound and outbound delegations with support from the U.S. Consulate in Mumbai, which have been critical to IACC's own agenda and beneficial for its members and stakeholders.

In New Delhi, the Luxury Lifestyle Committee, IACC-NIC organized a **talk by Dr. Jamuna Pai**, a world renowned

Cosmetic Physician and Chairperson & Founder of Blush Clinics, on May 22. She is recognized as India's leading cosmetic physician and has received the prestigious Indira Gandhi Priyadarshini Award and the Doordarshan Sahyadri Hirani Award for her pioneering role in the field of cosmetology in India – a fast growing sector. Dr. Pai made a presentation on various international techniques available in today's world of modern cosmetology and also made everyone aware of the latest technology available in the sector for future growth.



Dr. Jamuna Pai making the presentation