



Confederation of Indian Industry

A large, stylized graphic of the state of Tamil Nadu, with the city of Chennai highlighted in a darker shade. The graphic is composed of numerous small, overlapping circles in a light brown color, creating a textured, dotted effect.

**Be the**  
**Chennai**  
**you want to be**

**Annual Report**  
**2009-2010**



## CHAIRPERSON'S MESSAGE



**D**ear Members,

Greetings from CII Chennai Zone!

It was indeed my pleasure to Chair the Chennai Zone which has the largest number of members in the country. It has been a very eventful year for us and our main focus for the year was to communicate on a continuous basis with our esteemed members and try and offer programmes and events that would be interesting to you and offer great value to your businesses.

The theme for the year was 'Be the Chennai You Want to Be' which was the focus of the Chennai Zone for 2009-2010.

The year witnessed a myriad activities and to deliver our key focus areas we had constituted Panels on Manufacturing and Electronics and Task-forces on Infrastructure; Arts, Culture and Entertainment. These panels were chaired by leaders from the industry supported by a dedicated team of members.

The Panel on Manufacturing chaired by Mr Palaniappan organized several workshops, seminars, missions and quality conventions to reach out to the small, medium and large scale enterprises. The quality conventions inspired and provided an opportunity to various organizations to observe and learn from the best practices that are being followed in the manufacturing sector.

The Panel on Electronics chaired by Mr Josh Foulger, conducted a Faculty Development Programme to Nokia India Ltd, Chennai in collaboration with the Anna University. By interacting with industry representatives in the Electronic Sector the faculty members gained a better understanding of the knowledge requirements of the electronic sector so students could be schooled in a much more appropriate way.

The Task-force on Infrastructure, chaired by Mr Ajit Kumar Chordia conducted several events. Some of the key events included the 'Seminar on Housing for All' and 'Session on Energy Conservation'. We also submitted our recommendations on 'Housing for All' to the Government of Tamil Nadu. The recommendation suggests that stakeholders namely developers, regulatory authorities and the government must come together and develop a common agenda to make the dream of owning an affordable home a reality.

The Task force on Arts, Culture and Entertainment chaired by Mr N Prakash aimed at promoting Tourism and creating a brand around the city of Chennai

Membership Road Shows were anchored by Mr S Abhaya Kumar, Vice Chairman of CII Chennai

Zone who reached out to potential members by making them aware of the gamut of services offered by CII. I am pleased to inform you that the membership count has increased from 482 to 547.

A key initiative of Chennai Zone this year was SAFE CHENNAI. The focus of this seminar was to sensitize people on the importance of safety; advocate awareness, facilitate and maintain resources to ensure security and execute security measures. Towards this, a 'Round Table on Safe Chennai' was organized. A white paper was submitted to the Government which highlighted the Role of Government and Regulatory Bodies, Role of Corporate organizations, Role of Industry Bodies, and Role of the Common Man to ensure the safety of the citizens of Chennai. Based on this an interactive session with Mr T Rajendran IPS, Chennai Police Commissioner was held to deliberate on the security and safety scenario in Chennai city and plan of action on safety measures.

I am glad to inform you that 'Safe Chennai' initiative has been adopted as a nationwide initiative. We have constituted a 'Core Group' to work with the Chennai Police Commissioner on the 'Safe Chennai' initiative which will take the work forward in the coming year.

A Conference on Publishing BPO services was organized with an aim to provide a platform for the publishing industry and its various stakeholders to understand the impact of digital explosion and also to adapt themselves to the changing global trends.

Various sessions on International Business Linkages were conducted such as an Interactive Session with Mr Enrique Penalosa, Former Mayor of Bogota, Colombia and Session on Doing Business with UAE'.

A 'Session on Doing Business in the United Kingdom & Related Opportunities' was jointly conducted by CII and The British Deputy High Commission which gave an opportunity to the participants to gain understanding on the investment opportunities and strengths of the United Kingdom.

The CEO Bouncing Board is a unique initiative which was formed to create an opportunity for a group of industry leaders to meet together to discuss, share and exchange ideas on business, social and personal fronts.

The above is a glimpse of the activities conducted under Chennai Zone for the year 2009-2010.

I would like to express my gratitude to the Vice Chairman, the Panel Convenors and all the CII Chennai Zone members who have extended and continue to extend their enthusiastic support towards our activities and initiatives.

I wish Chennai Zone success in all their future initiatives!

Kind Regards,



**GAYATHRI SRIRAM**  
Chairperson, CII Chennai Zone

# PANELS AND TASKFORCES

## PANELS

- MANUFACTURING
- ELECTRONICS
- MEMBERSHIP

## TASKFORCES

- INFRASTRUCTURE
- ARTS, CULTURE AND ENTERTAINMENT



# SNAPSHOT OF ACTIVITIES



## MANUFACTURING PANEL FOCUS AREAS

**To function as the bouncing board for the manufacturing industry**

**To provide a conducive platform to network and enhance the capability of the manufacturing industry**

**To enhance membership growth**

### **Manufacturing Excellence mission to Hyundai Motor Ltd and Technical Stampings Automotive Ltd**

**28 April 2009 : Chennai**

CII organized a mission to Hyundai Motor Ltd and Technical Stampings Automotive Ltd with an objective to provide an opportunity to the small and medium enterprises to learn manufacturing excellence practices from large organizations and benchmark some of their practices.



Delegates at Manufacturing Excellence Mission

### **Workshop on Energy Efficiency & Implementation – A Key to Cost Saving**

**21 May 2009: Chennai**

Energy conservation and management practices have acquired great importance in managing costs. A company's competitiveness depends on how energy can be saved. After the Energy Conservation Act was passed it has become mandatory for the manufacturing industry to manage energy cost effectively.

The speakers at the workshop were Mr Prem Kumar, AGM – Maintenance, Delphi TVS;



Mr Abhaya Kumar, Vice Chairman CII Chennai Zone addressing the workshop on Energy Efficiency and Implementation

Mr B Visweswaran; Chief Executive Officer, Wysine Technologies Ltd; Mr S Karthikeyan, Counsellor, CII GBC; Mr N S R Amarnath, VP – Operational Development, Dalkia India Ltd.

### **Workshop on 5S**

**26 June 2009: Chennai**

A one day workshop on 5S was conducted to share the best practices that companies follow in their organizations.

Ashok Leyland Ltd focused on different ways to implement 5S at the work place. Saint-Gobain



At the Workshop on 5S

Glass Ltd., through the concept of 6S presented on safety at work floor and usage of IT helped in reduction of cost. Amara Raja Batteries focused on synergy between 5S and Environment which can make a better environment. Rane Brake Linings Ltd and Wabco TVS shared their best practices in implementation of 5S.

### **Mission on Total Employee Involvement to Wheels India Limited & SRF Limited**

**30 July 2009: Chennai**

A Mission to Wheels India Ltd & SRF Ltd, Chennai was organized with the aim of providing an opportunity for industry representatives to examine and learn the concept of Total Employee



Delegates at the mission on Total Employee Involvement

Involvement and benchmark some of the best practices followed by these organizations.

### **22nd Tamil Nadu State Level Quality Convention for Operators**

**13 November 2009 : Chennai**

The 22nd edition of the State Level Quality Convention for Operators was conducted with the theme “Profit through Quality”. The competition focused on maximizing the effectiveness of manufacturing businesses by way of enhancing employee participation in their quality mission. The competition drew participation from 14 teams representing various manufacturing companies in Tamil Nadu. Prizes were won by Wabco TVS, Chennai, Ashok Leyland Ltd, Hosur and Hi-Tech Aria Ltd, Madurai for their outstanding performance.



Prize distribution at the 22 Tamil Nadu State Level Quality Convention for Operators.

## 14th State Level Convention on Employee Involvement in Continuous Improvement Implementation for Executives & Supervisors

11 December 2009: Chennai

The 14th State Level Convention on Employee Involvement in Continuous Improvement Implementation for Executives & Supervisors was organized with the theme “Profit through Quality”. Thirteen teams from various



Judges at the 14th Quality State convention on Employee Involvement in Continuous Improvement Implementation for Executives and Supervisors.

manufacturing companies in Tamil Nadu participated in the Competition. Prizes were won by Wabco TVS, Chennai, Rane Brake Linings Ltd, Chennai & Ford India Ltd, Chennai.

## Seminar on Effective Cost Management

10 February 2010 : Chennai

Industries across the world had undergone tough times during the recession period. Many initiatives were employed to overcome the tough times. One such important initiative is Effective Cost Management or rationalization.

In the above context, CII Chennai Zone had organized a Seminar on Effective Cost Management.

The Seminar was an experience sharing session



Ms Gayathri Sriram, Chairperson, CII Chennai Zone addressing the participants in the Seminar of Effective Cost Management.

by leading Manufacturing Companies namely Wabco TVS Ltd, Carborundum Universal Ltd, SRF Ltd & Rane Madras Ltd, on Gross root level employees initiative, First line executives initiative, Middle management initiative and the Top management initiative.

## Mission to Toyota Kirloskar Motor Pvt Ltd & Bosch Ltd

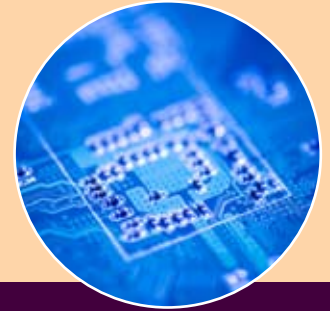
22 February 2009: Bengaluru

The objective of this mission was to provide an opportunity for industry representatives to examine and learn from the manufacturing excellence models and some of the best practices on 5S, Just-in-Time and Jidoka being followed by these organizations. Delegates from companies like Ashok Leyland Ltd, Rane (Madras) Ltd, Rane Engine Valve Ltd, Regen Powertech, Roots Industries India Limited, Saint-Gobain Glass India, Sterlite Industries India Ltd, TAFE, Wabco-TVS (India) Ltd, Nokia India P Ltd, Metecno India Private Limited participated in the Mission.

**Total no. of events in Manufacturing: 8**

**No. of Participants: 500**

# SNAPSHOT OF ACTIVITIES



## ELECTRONICS PANEL

### Focus Areas

**Infrastructure**

**Development of  
Human Capital**

**Electronics supply  
chain in India**

#### **Faculty Development Programme at Nokia India Ltd in Collaboration with Anna University**

**28 October 2009 : Chennai**

The objective of this programme was to provide an opportunity for faculty members of Anna University to interact with industry

representatives in the Electronic Sector to identify areas required to collaborate with the industry. The participants were taken on a Factory tour of Nokia India Ltd and Salcomp.



Officials of Nokia India Ltd. at the Faculty Development programme.



Participants at the Faculty Development Programme at Nokia India Ltd.



**Session at Kurukshetra with  
Anna University:**

**21st January 2010 : Chennai**

Kurukshetra is the first student International Techno-Management Festival organized by Anna university which encourages thousands of students to participate every year. This event draws speakers from all over the world to share their expertise with the student community. Mr Josh Foulger, Convenor, Panel on Electronics addressed the students about the scope and objectives of the CII Chennai Zone Electronics Panel and the Manufacturing Sector in India.



Mr Josh Foulger, Convenor, Panel on Electronics, CII Chennai Zone addressing the students at the Session at Kurukshetra at Anna University

**Total no. of events in Electronics : 2**

**No. of Participants : 540**

# SNAPSHOT OF ACTIVITIES



## Membership Services



Ms Gayathri Sriram addressing the gathering at the Interactive Session with Mr Nirmalaya Kumar, London Business School.

### **First Membership Fellowship Evening- Interactive session with Professor Nirmalaya Kumar, London Business School**

**April 2 2009: Chennai**

The first member fellowship evening was organized through an interactive session with Prof Nirmalaya Kumar, London Business School to provide insights to help entrepreneurs conquer global markets.

Mr P K Mohapatra - Past Chairman, CII, Southern Region and Chairman Governing Council, Chennai Business School and Chairman, Governing Board, Executive and Business Coaching Foundation Ltd also addressed at the session.

### Road Show on CII services

A road show was organized to facilitate networking and relationship building among members, and also to present the gamut of services offered by CII. It also aimed at obtaining the opinions and suggestions of the members through the interaction with each other.



Roadshow arranged at Saint-Gobain Glass Ltd.,  
Sriperumbudur.

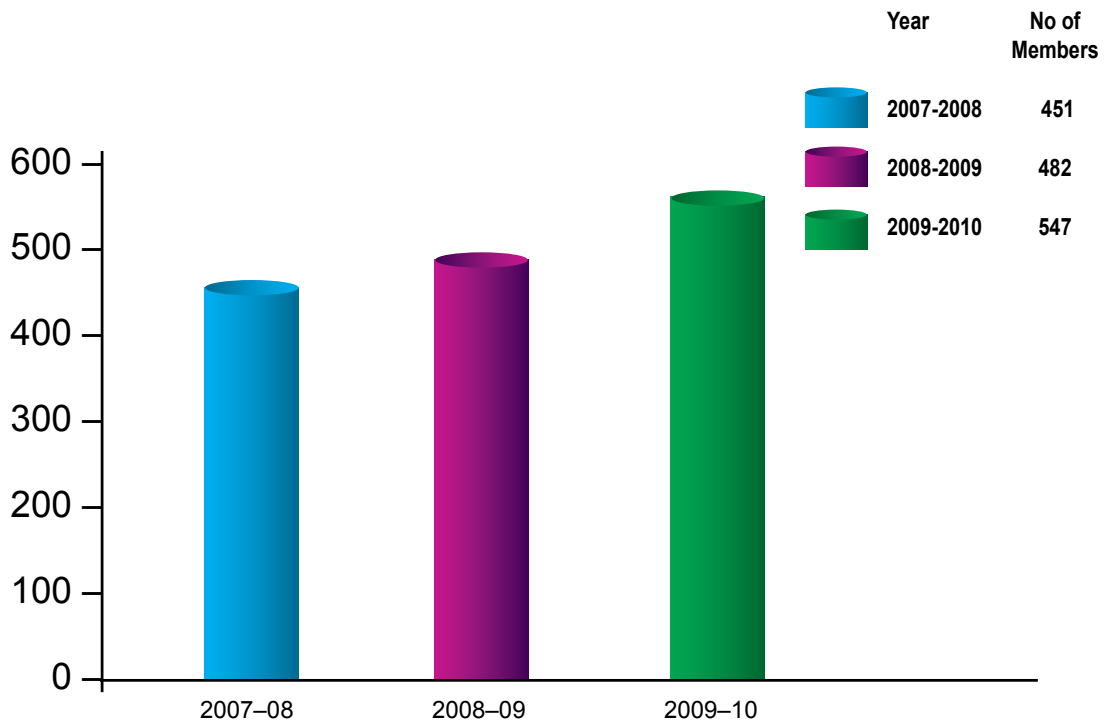
The road shows were conducted in the following places:

- Saint – Gobain Glass Ltd. - 11 June 2009, Sriperumbudur
- Ascendas - 16 September 2009, Chennai
- The Vellore Institute of technology (VIT), 28 October 2009, Vellore.

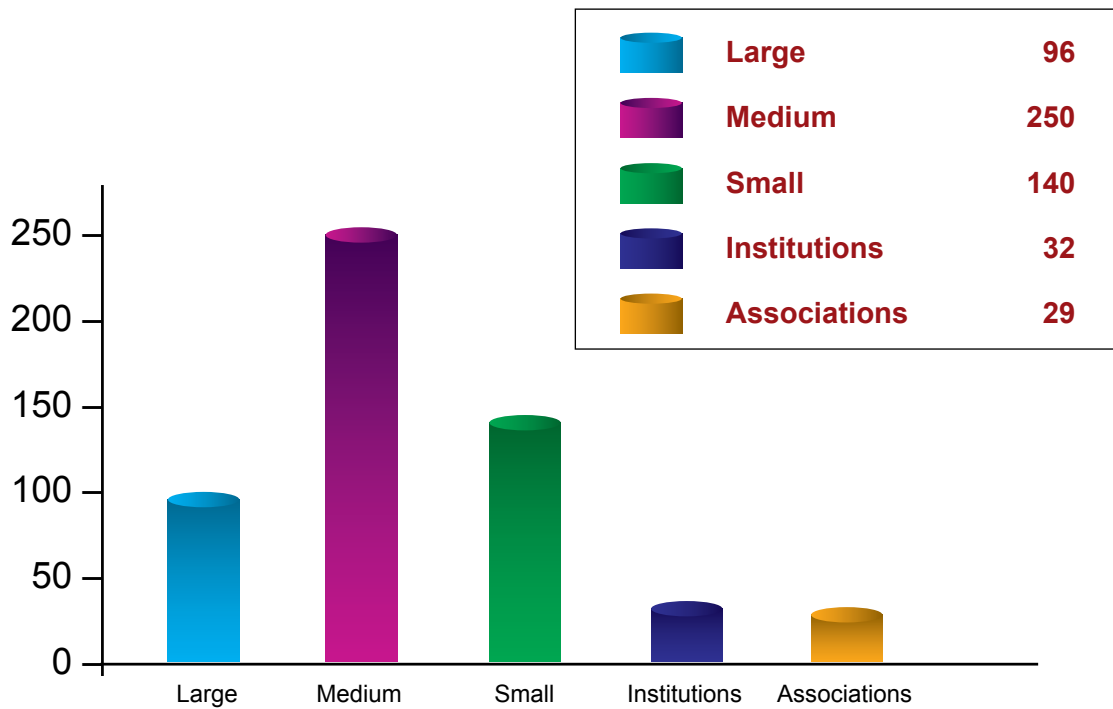


Roadshow conducted at the Vellore Institute of  
Technology.

## Membership Growth



## Categories of Membership



# SNAPSHOT OF ACTIVITIES



## Task Force on Infrastructure Focus Areas

### MAP Project

### Address Infrastructural issues in Chennai

### Environmental sustainability

#### Brainstorming Session on Affordable Housing

**8 May 2009 : Chennai**

The taskforce on Infrastructure was constituted to address the infrastructural issues prevalent in the city. The panel had formed a core group on affordable housing based on the recommendations of the Chennai District Development Plan.

The formation of the core group was formed to discuss the regulatory issues and the development control rules governing the affordable housing segment. Mr Ajit Chordia, Convenor, Infrastructure Panel, CII Chennai Zone and Managing Director, Khivraj Estates chaired the meeting. Other members who participated the meeting were Mr Prakash Challa, Managing Director SSPDL, Mr Chitty Babu, Chairman Akshaya Homes, Mr Sandheep Mehta, Jain Housing, Ms Roopmathi Anand, Architect, Prof Sathyannarayana, IIT.

#### Seminar on Housing for all

**5 September: Chennai**

The Seminar on “Housing for All” was organized to identify changes needed in the regulatory and fiscal framework for faster delivery of housing for all; create sustainable models for public & private partnerships in affordable housing schemes; harness technology as a tool for cost reduction and make housing stocks more affordable.



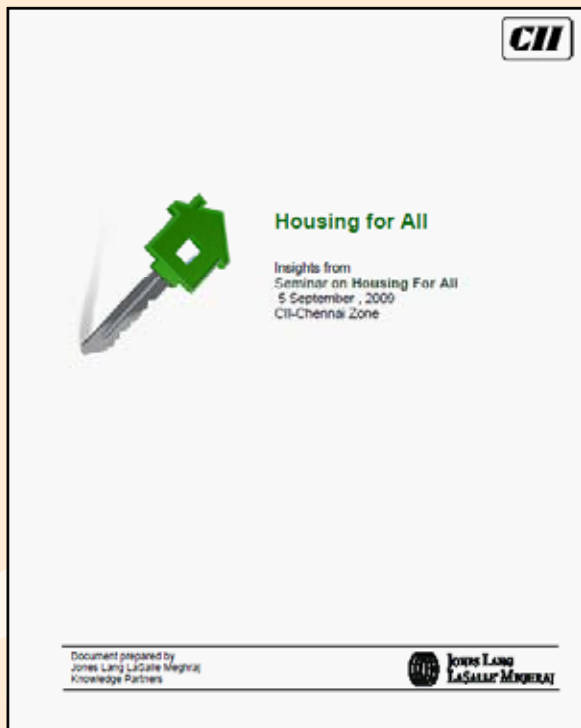
Key Speakers at the ‘Seminar on Housing for All’

Mr Surjit K Chaudhary IAS, Principal Secretary, Housing and Urban Development Department, Government of Tamil Nadu, Mr Prakash Challa, President, CREDAI, Tamil Nadu, Mr Vikram Kapur IAS, Member Secretary, Chennai Metropolitan Development Authority, Mr D P Yadav IAS, Managing Director, Tamil Nadu Housing Board were some of the key speakers who addressed the session.

**Recommendations of Seminar on Housing For All submitted to Government of Tamil Nadu.**

**23 November 2009 : Chennai**

The recommendations based on the Seminar on “Housing For All” was submitted to Mr Surjit K Chaudhary, IAS, Principal Secretary, Housing and Urban Development Department, Government of Tamil Nadu.



The recommendation suggests that all three stakeholders—developers, regulatory authorities and the government—must come together and develop a common agenda to make the dream of owning an affordable home a reality.

**Session on Energy Conservation – Green Chennai**

**18 November 2009 : Chennai**

The Session on Energy Conservation –Green Chennai was organized with the objective to identify models by which energy consumption can be reduced and also to help in the creation of models where existing larger / old buildings in



Speakers at the Session on Energy Conservation- Green Chennai.

the city are made energy efficient through retro fitment; to harness new & renewable technology that is available at affordable schemes and to create sustainable models for public & private partnerships for financial schemes.

A delegation from the US Department of Commerce participated in this session among other senior officials from federal and state government, architects, consultants, commercial and residential property developers and construction companies.

**Total no. of Sessions conducted under the Task Force on Infrastructure: 4**

**No. of Participants : 300**

# SNAPSHOT OF ACTIVITIES



## TASK FORCE ON ARTS, CULTURE AND ENTERTAINMENT

### Road Show on Rajasthan Calling

25 July 2009 : Chennai

A road show was organized to show glimpses of Rajasthan and create business linkages among stakeholders from the tourism sector for promoting tourism at large.

Mr Giriraj Singh Kushwaha, Additional Director – Department of Tourism addressed on the vast



Ms Gayathri Sriram, Chairperson CII Chennai Zone, addressing the participants at the Road Show on Rajasthan calling.



potential of tourism in Rajasthan. Mr Lalit Verma General Manager – Finance, RTDC, Government of Rajasthan and Mr D Subhash, Regional Director (South) India Tourism, Chennai also addressed the gathering.

# KEY EVENTS

## “Safe Chennai – A Round Table”

**22 August 2009 : Chennai**

A Round Table on SAFE Chennai was held to sensitize people on the importance of safety, advocate and encourage everyone to spread the awareness, facilitate and maintain resources to ensure security and execute the security measures.

Mr K Pradeep Jain, IPS, Director General of Police, Government of Tamil Nadu addressed the gathering and requested CII to partner in setting up institutes for training security personnel in Tamil Nadu. Mr V K Subburaj, IAS, Principal Secretary, Health and Family Welfare



Key speakers at the Session on ‘Safe Chennai’- A Round Table.

their perception of safety followed by open house discussions by participants grouped into the five sectors. The discussions were then consolidated by KPMG Advisory Services and were presented as recommendations to Mr K Pradeep Jain, IPS Director General of Police, Government of Tamil Nadu.

The event was attended by 144 participants from 74 organizations, Institutions, Government offices and representatives from consulates.



Ms Gayathri Sriram, Chairperson CII Chennai Zone addressing the delegates in the Session on ‘Safe Chennai’- A Round Table .

Department, Government of Tamil Nadu, spoke on the arrangements the state has made to tackle Swine Flu.

There were key representatives from five sectors - Industry, Education, Health Care, Transportation and Hospitality - addressed the participants on



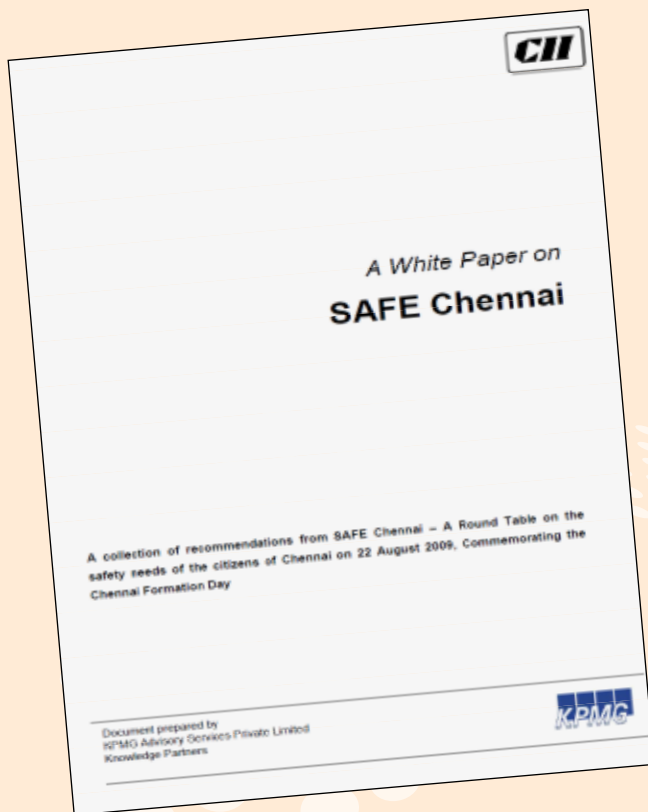
Enthusiastic delegates at the Round Table on ‘Safe Chennai’.



## White Paper on Safe Chennai:

### Recommendations:

1. Need for better regulations to ensure safety and strict enforcement of these regulations by people in charge of ensuring safety.
2. Need for setting up infrastructure and availability of skill that would ensure safety of citizens in various environments.
3. Need for emergency handling mechanisms.
4. Need for sharing of information across agencies and organizations.



## Interactive Session with Mr T Rajendran IPS, Chennai Police Commissioner

**20 November: Chennai**

Based on the White Paper on 'Safe Chennai' submitted by CII the Police Commissioner's



Interactive session with Mr T Rajendran, IPS, Chennai Police Commissioner



Mr T Rajendran, IPS, Chennai Police Commissioner at the interactive session on Safe Chennai



Participants at the Interactive session with Mr T Rajendran, IPS, Chennai Police Commissioner.

office has come out with an agenda on the security and safety scenario in Chennai city and plan of action on safety measures.

Around 40 Managing Directors, CEO's, Presidents and senior representatives from CII member companies interacted with the Police Commissioner and DGP and volunteered to form a core group to work together towards building a Safe Chennai.

Some of the key speakers who addressed the session were Mr T Rajendran, IPS, Chennai Police Commissioner, Mr K Pradeep Jain, IPS, DGP, Government of Tamil Nadu, Mr M Shakeel Akhter, IPS, Additional Commissioner of Police – Traffic - Chennai Police and Ms Seema Agrawal IGP – Welfare, Chennai Police.

## **CEO BOUNCING BOARD**

CII Chennai Zone engaged members “at the top of their companies” with a unique experience called CEO Bouncing Board. Three meetings of the CEO Bouncing Board have been held at Chennai on 23 September 2009, 10 October 2009 and 14 November 2009.

The Bouncing Board offers the following:

- The opportunity to take risks
- Opportunity to share information, learn, grow and support each other
- Experience sharing that spans personal and professional topics
- Opportunities to share fears and vulnerabilities
- The chance to help a peer make a positive change.

## A GLIMPSE OF EVENTS

### WOMEN'S EMPOWERMENT

#### Women's Day

##### 5 March 2009: Chennai

The Women's Day 2009 was organized by CII with the objective of reaching out to working women. The theme of the program was 'The 21st Century women: A Great Manager or Leader?'. Dr Nalini Krishnan, Co-Chair, CSR Sub-Committee delivered the theme address. Dr Poongothai Aladi Aruna, Honorable Minister for Information Technology, Government of Tamil Nadu was the guest of Honor for the programme.

Dr Nalini Krishnan, Co-Chair, CSR Sub-Committee delivered the theme address. Dr Poongothai Aladi Aruna, Honorable Minister for Information Technology, Government of Tamil Nadu was the guest of Honor for the programme.

### ENVIRONMENT INITIATIVE

#### CII GREEN WALK

##### 5 June 2009: Chennai

The main aim of this walk was to create an opportunity to promote people's participation in caring for the environment. This was done by creating awareness among people and to

give a human face to environmental issues and to enable people to become active agents of sustainable and equitable development.

Mr M Subramaniam, Worshipful Mayor of Chennai Corporation addressed the gathering administered the pledge and to mark the day planted a tree sapling. There were 250 people who participated in this initiative.

### ENHANCING MSME COMPETITIVENESS

#### Finexe 2009

##### 15 July 2009: Chennai

Finexe was organised with an objective to provide value added services to MSME's on finance related topics.

The participants interacted with banks and financial institutions on availability of credit / finance & funding gaps, MSME Institute on Government schemes for MSMEs, Tax Consultants on Taxation Related Issues, SIDCO, SIPCOT on Finance related Statutory Compliances, CRISIL, SMERA on Rating,



Mr M Subramaniam, Worshipful Mayor of Chennai Corporation at the CII Green Walk



Enthusiastic delegates at Finexe 2009.

accreditation. Chartered Accountants & Audit firms on Cost Control, Tools & Techniques, EXIM Bank on Export Credit/ Regulatory Issues. Foreign Trade Department on Export Control Regulations. The event was attended by 100 companies from different industrial sectors.

### **Session on ICT for SMEs: Software as a Service**

**17 September 2009: Chennai**

The session was organized to create awareness on capability enhancement for SMEs through ICT and value in hosted solutions for clusters.

Mr Arindam Das, PMP Manufacturing Practice - Automotive Sector, Infosys Technologies Limited, Dr Ganesh Natarajan, Chairman, CII National Committee on IT, ITES & E-Commerce, Vice Chairman and CEO, Zensar Technologies were some of the speakers who addressed the session.

### **INDUSTRY INSTITUTE INTERACTION**



Delegates at the Session on ICT for SME's: Software as a Service

### **MoU Signing Ceremony & Launch of Digital Publishing Course**

**17 July 2009: Chennai**

A memorandum of understanding was signed

between CII and Periyar Maniammai University at Thanjavur in the presence of Dr Ponmudy, Minister for Higher Education, Government of Tamil Nadu.

The objective was to provide a platform for Indian publishing Industry to interact with academic institutions for knowledge sharing and for catalyzing joint initiatives to launch career



Dr Ponmudy, Minister for Higher Education, Government of Tamil Nadu at the MoU Signing Ceremony and Launch of Digital Publishing course

oriented programmes in digital publishing for the benefit of the student community.

### **ENHANCING PEOPLE PERFORMANCE**

#### **Workshop on "Stress Management to Self-Management"**

**31 July 2009: Chennai**

Stress affects decision making, interpersonal relations, the quality of work, the level of productivity and personal life. Stress at work is a relatively new phenomenon of modern lifestyles.

In the above context, a Workshop on Stress Management was conducted. The session focused on developing a personal stress management plan and gave the participants information on using a variety of stress reduction techniques.

Some of the key speakers at the session were



Speakers at the Workshop on  
“Stress Management to Self Management”

Dr E S Krishnamoorthy, Chief Executive, VHS Hospital; Dr. Keerthi Prabhu, Consultant Clinical Psychologist, Apollo Hospitals, Chennai; Ms H.M. Nithya, Clinical Psychologist, The Neuropsychiatry Group, Chennai; Ms Shuba Mukhund, Child Guidance, Counsellor, The Neuropsychiatry Group, Chennai; Mr Thadeus Alphons, Senior Clinical Research Associate & HR Consultant, The Institute of Neurological Sciences, VHS Hospital, Chennai.

## CXO INTERACTIONS

### Star Trek – A CEO Connect Session

**20 May 2009 : Chennai**

CII Chennai Zone organized Star Trek a CEO Connect Session to inspire emerging entrepreneurs through interaction with established entrepreneurs.

Mr R Sarabeswaran, CEO, Consolidated Construction Consortium Ltd and



Speakers at the Star Trek session

Mr J Murugavel, CEO, Consim spoke about the venture they had started, the challenges they faced and how they converted the challenges positively to succeed in their respective field.

### CEO Speak Session with Mr Raghavendra Rao, Managing director, Orchid Chemicals & Pharmaceuticals Limited

**17 February 2010: Chennai**

An interactive session was organised with Mr Raghavendra Rao, Managing Director, Orchid Chemicals & Pharmaceuticals Limited to gain an understanding of Mr Rao’s success story in establishing his organization. The session gave the audience an insight about how to start a business, being aware of market conditions, cutting down costs, giving the customer the best quality products, building a strong team to achieve targets and also to make use of the right channels of communication to reach the desired goals.

## PROMOTING E-PUBLISHING COMPETITIVENESS

### 2nd Conference on Publishing BPO Services

**30 October 2009 :Chennai**

The second BPO conference was organized with an aim to provide a platform for the publishing



Mr Bruce Johnson,VP, Pearson Education, USA at 2nd  
Conference on Publishing BPO sectors

BPO services industry and its various stakeholders to understand the impact of digital explosion and also to adapt themselves to the changing global trends. The focus of the conference was the trends and opportunities existing in the publishing BPO industry, to leverage technology to maximize their efficiency, editorial excellence and their operational excellence.

Around 230 delegates from 72 Organisation - comprising of CEOs & representatives from e-publishing companies, Libraries, Consultants and Academia participated in the conference.

Mr Bruce Johnson, VP, Pearson Education, USA was the chief guest of the programme.

## INTERNATIONAL BUSINESS LINKAGES

### Interactive Session with Mr Enrique Penalosa, Former Mayor of Bogota, Colombia

19 November 2009 : Chennai

Chennai is one of the fastest urbanising cities of the world. The objective of the interaction was to transform Chennai's public transportation into a truly world class system to involve integration of various components of the existing system and proposing ways to optimize and enhance its facilities.

CII – Chennai Zone along with Chennai City Connect (CCC) organised an Interactive Session with Mr Enrique Penalosa, Former Mayor of



Mr Enrique Penalosa, Former Mayor of Bogota, Columbia and President of Board of Directors, ITDP addressing the delegates

Bogota, Colombia & President of the Board of Directors of ITDP.

Mr Ma Subramanian Hon'ble Mayor Corporation of Chennai, Mr Rajesh Lakhoni, Commissioner Corporation of Chennai, Dr V Sumantran, Executive Committee Member - Chennai City Connect & Executive Vice Chairman, Hinduja Automotive Ltd, were some of the key speakers.

## SESSION ON DOING BUSINESS WITH UAE

21 January 2010 : Chennai

At the Session on Doing Business with UAE, His Excellency Sheikh Ahmed Sultan Bin Saqer Al Qassimi, Senior Commercial Officer, Hamriyah Free Zone, Sharjah mentioned that Indian Small and Medium Enterprises (SMEs) looking for cost effective manufacturing, trading and service establishments could make use of



Mr Abhaya Kumar, Vice Chairman CII Chennai Zone at the Session on doing business with UAE.

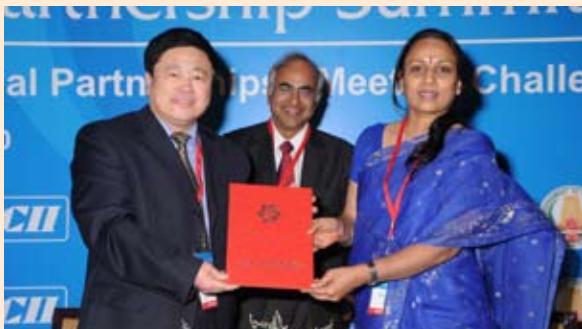
the infrastructure at Sharjah's Hamriyah Free Zone (HFZ) which has SME zones that offer single window clearance, 100% ownership, tax exemption, repatriation of profits & capital and infrastructure including ports exclusively for maritime, timberland, oil & gas, steel, petrochemical and construction.

He also highlighted that HFZ is playing a pivotal role in strengthening the economic relationship between India and UAE.

## **MoU SIGNED WITH CHINA COUNCIL FOR THE PROMOTION OF INTERNATIONAL TRADE, JILIN SUB-COUNCIL**

**24 January 2010 :Chennai**

CII and China Council for the Promotion of International Trade, Jilin Sub-Council had signed a MoU to promote economic entry and trade development between the state of Tamil Nadu and Jilin Province of China. The MoU enables the two partners to build a long term mechanism to promote investment, trade and information exchange. The two parties agreed to organize exchange visits, business cooperation and provide each other with necessary support in terms of programmes and activities.



MoU signing ceremony with China Council for the Promotoion of International Trade, Jilin Sub-Council at the Partnership Summit 2010.

## **‘Session on Doing Business in the United Kingdom & Related Opportunities’**

**24 February 2010 :Chennai**

The ‘Session on Doing Business in the United Kingdom & Related Opportunities’ was jointly conducted by CII and The British Deputy High Commission. The session gave an opportunity to the participants to gain understanding on the



Sir Richard Stagg, High Commissioner, British High Commission, New Delhi at the Workshop on doing business in the United Kingdom

investment opportunities and strengths of the United Kingdom.

Sir Richard Stagg, High Commissioner, British High Commission, New Delhi and Mr Mike Nithavrianakis, Deputy High Commissioner, British Deputy High Commission, Chennai were the key speakers at the event.

## **OTHER EVENTS**

### **Excon Road Show**

**26 October 2009 : Chennai**

EXCON 2009 an International Exhibition cum Conference on “Construction Equipment & Technology” was organized at the Bangalore International Exhibition Centre (BIEC), Bangalore. It is the largest construction equipment exhibition in South Asia.To gain better insight on the event a road show was organized at Chennai.

Mr Anand Sundaresan,Leader –Task Force on Road Show, Excon 2009 Steering Committee



and MD, Schwing Stetter (India) Pvt. Ltd, Mr K Sunil Kumar, Member, Excon 2009 Steering Committee & Senior VP, Greaves Cotton Limited, Mr Mu Moahan, Chairman, Builders Association of India, Mr J R Sethuramalingam, Managing Committee & General Council Member, Builders Association of India & Mr K Badrinarayanan, Assistant General Manager, Sundaram Finance, were some of the key speakers who addressed at the road show.



Key Speakers at the Excon Road Show

## CII CHENNAI ZONE 2009-2010

**Chairperson**

**Ms Gayathri Sriram**  
Managing Director,  
Ucal Products (P) Ltd &  
Ucal Auto Private Ltd



**Vice Chairman**

**Mr S Abhaya Kumar**  
Vice Chairman  
Life Cell International  
Private Limited



**Chairman, Task Force  
on Infrastructure**

**Mr Ajit Kumar Chordia**  
Managing Director  
Khivraj Tech Park Pvt. Ltd



**Chairman, Task Force on Arts,  
Culture & Entertainment**

**Mr N Prakash**  
Area General Manager  
Taj Coromandel



**Convenor,  
Panel on Electronics**

**Mr Josh Foulger**  
Head – Sourcing  
Nokia India Ltd



**Convenor,  
Panel on Manufacturing**

**Mr B Palaniappan**  
Asst. Vice President-HR  
ReGen Powertech Pvt Ltd





# Houses for weaker sections to come up near Vandalur

"Guidelines being prepared on provision of transferable development rights"

Staff Reporter

**CHENNAI:** The Chennai Metropolitan Development Authority (CMDA) plans to make use of a 50-metre strip of vacant land along the proposed Outer Ring Road from Vandalur to Minjur to build houses for economically weaker sections.

Addressing a seminar organised here by the Confederation of Real Estate Developers' Associations of India (CREDAI) and the Confederation of Indian Industry (CII) on Saturday, CMDA Member Secretary Vikram Kapur said, "Guidelines are being prepared on provision of TDR (transfer-

able development rights) of 20 sq m to slum dwellers affected by urban infrastructure projects for resettlement."

Rehabilitation of slum dwellers in Chennai alone may require Rs.2,000 crore and 700 acres.

Additional demand was there on account of renewal or redevelopment of dilapidated structures and meeting the needs of the homeless pavement dwellers.

As there was a severe shortage of basic services and budgetary resources, the focus was on multiple stakeholders to promote public-private partnerships for ensuring equitable supply

of land, shelter and services at affordable prices to all, he said.

Mr. Kapur reiterated that the State government had taken various initiatives through regulatory mechanisms such as reservation for EWS/LIG in new layouts and group housing on sites exceeding one hectare.

As there were limitations for parastatal agencies such as TNHB and TNSCB in catering to the demand for affordable housing due to paucity of land, funds and manpower, Mr.Kapur pointed to the scope for a greater role for the private sector in this regard.

President of CREDAI-Tamil Nadu Prakash Challa said: "As the entire demand few years ago came from a certain segment seeking premium apartments, private developers had to cater to the segment. New initiatives on meeting the emerging demands for affordable housing will be taken up."



Surjit K.Chaudhary, Principal Secretary, Housing and Urban Development Department (centre), having a word with Prakash Challa, president of CREDAI-Tamil Nadu at a seminar in Chennai on Saturday. Gayathri Sriram, Chairperson, CII Chennai Zone, is in the picture. — PHOTO: K. PICHUMANI

THE HINDU • SATURDAY, AUGUST 22, 2009

## Round Table on Safe Chennai

The Confederation of Indian Industry (CII) organises a 'Round Table on Safe Chennai' at Hotel Taj Connemara, from 9 a.m.

## Road to Rajasthan

Rajasthan Calling aims to promote the popularity of the land of forts as a tourist destination



Gayathri Sriram

Among those present were leaders and professionals from tour and travel agencies, hotels and industry and media

hotels and industry and media.

New initiatives by the Government of Rajasthan to facilitate more tourists include, the consolidation of the Tourism Trade Delegation of the State Government in Jaipur district and Khichan in Jodhpur district. The State Government will reportedly also make an effort to create and maintain stoppage, forts and castles and monuments will be made to notify some of them as UNESCO World Heritage Sites.

IN an attempt to promote the popularity of Rajasthan as a tourist destination, and create business linkages among stakeholders, the Confederation of Indian Industry along with Department of Tourism, Govt. of Rajasthan organised "Rajasthan Calling: An Experience of Rajasthan and Its Heritage" in the city on Saturday.

The road show was attended by Gayathri Sriram, Chairperson, CII Chennai Zone, Girraj Singh, Secretary, Additional Director, Department of Tourism, Government of Rajasthan and Lalit Verma, General Manager, FITCO, Jaipur.

## Flyovers won't help untangle traffic snarls, says Bogota's transport guru

Shalini Urachandran | *by*

**Chennai:** Coming to a city where flyovers are seen as a panacea for traffic congestion, Enrique Penalosa would certainly have experienced a sense of "been there, done that."

Best known for introducing a bus rapid transport system (BRTS) in Bogota, which revolutionised the way people travel, the Latin American city's former mayor is currently on an India tour in his role as a global evangelist for public transport. Day one was spent listening to Chennai's administrators talk about the number of bridges built on roads in the past 10 years and the loss of pedestrian space. But the guru of BRTS says flyovers would only lead to promoting use of private vehicles, increase in congestion and a decline in the quality of life for those who live beside those elevated roads.

"More flyovers, elevated roads and lanes in the long run. Building roads means adding more vehicles, but improving bus systems means moving more people faster," says Penalosa, who is president of Institute for Transportation and Development Policy (ITDP), an organisation that promotes environmentally sensitive and equitable transportation policies and projects. Penalosa, who made a number of improvements in public transport while he held office, was here



MEETINGS: (Left) Enrique Penalosa, former mayor of Bogota and Chennai Mayor M Subramanian at a CII meet in the city on Thursday

for an interactive session organised by Chennai City Connect with the Mayor M Subramanian, corporate commissioner Rajesh Lakshmi and members of the Confederation of Indian Industry (CII). The BRTS model he promotes provides rapid transit in the centre of cities to increase speed and frequency of services. Penalosa has become a consultant for administrations around the world which have wanted to travel the same route.

In India, Delhi, Pune and Ahmedabad have BRTS, although it hasn't been a success anywhere except Ahmedabad. "The system wasn't planned well in Delhi," says Penalosa. "ITDP has worked on the Ahmedabad system and it is based on Bogota's TransMilenio system," he says.

Litpal, Indore, Visakhapatnam, Vijaywada, Jaipur and Rajkot have received grants under the Jawahar National Urban Urban Renewal Mission for BRTS. Chennai too has been trying with the idea of BRTS.

"Chennai has a great opportunity to build a good BRTS. You need a high frequency, low-cost system to move lots of people. It's much cheaper than building a Metro rail," he says.

He draws a parallel between the rapid industrialisation of Chennai and cities in Latin America. "You can learn from the wrong things we did and not repeat them," he says, laughing. Among the correct things he has done right — and has received international acclaim for — is promoting a model in Bogota that gave priority to pedestrians and developing public spaces, building bicycle paths, and removing parking on footpaths.

Earlier, Mayor M Subramanian spoke about flyovers planned, while commissioner Rajesh Lakshmi said the city was increasing provision spaces. CII Chennai chairperson Gayathri Sriram said that city's population would grow to 22.5 million by 2025, which meant there was need for more infrastructure. Chennai City Connect committee member V Subramanian said Penalosa's advice was critical to finding solutions to traffic congestion.

## For a safe and secure Chennai

Would allowing hospitals to be built in areas of high traffic density and security be a good idea? Or would it be a bad idea? These were some of the questions debated on Saturday at a round table workshop on "Safe Chennai" where participants looked at various aspects of making the city a better place to live in.

Mr. T.V. Srinivasan, Managing Director, Chennai Metropolitan Ltd. The State Government is planning to give a set of guidelines to all the cities in the country to make them safer. The idea is to have a set of guidelines to make the city a safer place to live in.

On the topic of "Safe Chennai", the participants discussed various aspects of making the city a better place to live in.

Mr. T.V. Srinivasan, Managing Director, Chennai Metropolitan Ltd. The State Government is planning to give a set of guidelines to all the cities in the country to make them safer. The idea is to have a set of guidelines to make the city a safer place to live in.

These would be a long way to go in terms of safety and security. The idea is to have a set of guidelines to make the city a safer place to live in.

Mr. T.V. Srinivasan, Managing Director, Chennai Metropolitan Ltd. The State Government is planning to give a set of guidelines to all the cities in the country to make them safer. The idea is to have a set of guidelines to make the city a safer place to live in.

# Making affordable housing workable

At the 'Housing for All' seminar, the emphasis was on involving the private and cooperative sectors in developing housing with land made available by the public sector.



Mr. Prakash Challa (left), President, CREDAI, Tamil Nadu, and Mr. Surjit K. Chaudhary, Principal Secretary, Housing and Urban Development Department, Government of Tamil Nadu, at a seminar on Housing for All organised by the CII and CREDAI, in Chennai on Saturday. — Biju Ghosh

A focused policy is needed to lower cost of housing and encourage public-private partnership to bring land available with the public sector for development by the private sector, said Mr. D. P. Yadav, Managing Director, Tamil Nadu Housing Board.

Addressing a seminar on 'Housing for All' organised by the Confederation of Indian Industry - Chennai Zone and the State chapter of Confederation of Real Estate Developers Association of India (CREDAI), he said State governments need a policy approach to address the housing needs of the economically weaker sections and the low-income groups. Some States such as Gujarat, Karnataka and Punjab have moved towards making available land in the building industry to set up affordable housing.

## TRANSPORT BOTTLENECK

Transport infrastructure gap was another important cause for the bottleneck in supply of affordable housing, he felt. In the 1960s and 1970s, the TNHB had developed suburban areas which were now a part of the city. But

areas more in the periphery could not be developed because transport was not available for people to move efficiently at affordable cost. Even now, the city could grow and affordable housing supply increased if adequate transport was available to tap the land in the periphery.

Mr. Surjit Chaudhary, Secretary, Housing and Urban Development, Tamil Nadu, said that it was ironic that developers focussed on the creamy layer of the market while 98 per cent of the market demand was in the middle- and low-income groups, which need affordable housing. Builders need to shift their focus to the segment where there is demand.

Mr. Vilram Kapur, Member Secretary, Chennai Metropolitan Develop-

ment Authority, said that the Centre's National Urban Housing and Habitat Policy 2007 highlights that 99 per cent of the housing shortage was in the economically weaker and low income segments.

The shortage of 26 million residential units would involve an investment of over Rs 2.61 lakh crore to bridge Chennai alone would need over 1.23 million dwelling units, but the current supply was about a fifth of that.

The Centre has provided for subsidies under the JNNURM for increasing supply of housing to the economically weaker and low income segments. The State Government has provided for additional built-up space for builders to cater to these segments if land could be made available by

the public sector, then the private and cooperative sectors could be involved in developing housing. Some element of cross subsidy could also be enabled by allowing middle income housing and commercial development and make the project attractive to the builders.

## BUILDERS' VIEW

According to Mr. R. Kamar, Managing Director, Navin Housing and Properties (P) Ltd, the options available for builders to bring down prices was by cutting down on the size of residential units and introducing modern technology. But significant reductions could be achieved if land cost could be controlled, the time taken in obtaining statutory clearances reduced and taxes and levies brought down for the benefit of the buyers.

For a project within city limits, these costs alone worked out to over Rs 8,500 sq ft and in the suburbs to about Rs 3,800. Under these conditions, housing supply could never be affordable anywhere in the vicinity of the city.

Mr. Prakash Challa, President, CREDAI - Tamil Nadu, proposed the development of Special Residential Zones, a concept being suggested by the builders' body.

Along the lines of the Special Economic Zone for industry, such residential zones could be promoted to encourage affordable housing. Costs could be brought down through incentives and land made available by the Government.

OUR CHENNAI BUREAU

# Chennai Police will work with CII to evolve security policy

White Paper on 'SAFE Chennai' prepared

S. Vijay Kumar



T. Rajendran

**CHENNAI:** In a major initiative aimed at evolving a comprehensive security policy for industry and institutions, the Chennai Police will work with the Confederation of Indian Industry on its 'SAFE Chennai' mission.

The plan is to make industries self-sufficient when it comes to handling emergencies such as terror attacks or natural disasters.

According to police sources, a team, comprising senior police officers, is studying a set of recommendations given by the CII to Commissioner of Police T. Rajendran. The White Paper on 'SAFE Chennai' was evolved out of a recent panel discussion where experts drawn from various fields expressed their views on security.

The CII has called for focus on emergency recovery and disaster management backed by adequate infrastructure, training, supplies of medicines and other consumables. It has underlined the need for a mechanism that will provide timely and appropriate information.

The recommendations insist on a comprehensive security policy for industries

that will take care of the safety of employees, handling of supplies, service providers and other business associates in the event of an emergency. Schools exclusively to train and develop security personnel and conduct workshops/ refresher courses for private security guards have been mooted.

Categorising emergency under isolated incidents, natural disasters, external attacks and spread of communicable diseases, the plan of action seeks to have contact particulars of all relevant personnel and details of relief facilities available with the government and private sector.

Urging industries to address safety issues at work

place, the plan stresses on sensitising students at educational institutions on security. One of the recommendations seeks to regulate the media "to avoid hype and panic," while reporting emergencies.

"A Standard Operating Procedure (SOP) can be evolved for industries/institutions that can be activated in the event of an emergency. The Chennai Police is willing to help the private sector to have a self-sufficient security policy," Commissioner of Police T. Rajendran told *The Hindu* on Tuesday.

He said the industry should have a core group to monitor the implementation of the security system. "They must put to practice the security guidelines and conduct mock drills to check their efficacy. A security liaison officer should be nominated with whom we can communicate."

The plans will take a final shape at an interactive session to be held here on November 20.

"We are ready to work with the CII in the creation of the SOP for industrial security. If need be, a police officer will be nominated to coordinate and provide relevant information," he added.

# Action against unlicensed private security agencies: DGP

"Only 115 private security agencies have applied for licence"

Special Correspondent

**CHENNAI:** Director General of Police K.P. Jain on Friday warned of action against unlicensed private security agencies in the State under the provisions of the Private Security Agency (Regulations) Act, 2005.

At an interactive session on 'SAFE Chennai' organised by the Confederation of Indian Industry (CII) here, Mr. Jain said only 115 private security agencies had applied for licence in the State so far. "We have issued licences to 78 agencies. Operating without a licence is a punishable offence, police will prosecute such agencies from January 1."

He said the police department would soon publish the names of retired police personnel on its official website. "Their name and contact particulars will be posted on the site. The industry can think of employing them or seeking their professional expertise for training and other purposes."

Commissioner of Police T. Rajendran said it was time a Private Security Academy was launched in the city on the lines of the National Industrial Security Academy in Hyderabad. There was need for professionally qualified private security guards.

When compared to the profile of private security agencies in developed countries, India had a long way to go.

"We are ready to support in by way of sharing information and assisting in training candidates left out of the training for police jobs to be considered for appointment in private security



**IN DISCUSSION:** Commissioner of Police T. Rajendran addresses the 'SAFE Chennai' interactive session organised by CII in Chennai on Friday. DGP K.P. Jain and CII Chennai Zone Chairperson Gayathri Sriram are in the picture. — PHOTO: R.RAVINDRAN

assignments. Security consciousness has become imperative in the current scenario. We need a well-equipped institution that will enhance the quality of private security," he said.

Mr. Rajendran said though the strength of the force (Chennai Police) was only 14,000 compared to the population of about 80 lakh, the government had allocated funds for creating elite forces such as the Anti-Terrorism Squad in major cities, including Chennai. "We also have the Tamil Nadu Commando Force that is dedicated to special operations. We have a Standard Operating Procedure Group to handle emergency situations."

He said industries should have a security policy and conduct mock drills including anti-subotage checks and

evacuation exercises on their premises. "The industry should have a constant interface with the police and other government agencies. There should be a forum where we can interact and share information. A public awareness strategy is vital."

Mr. Rajendran said those holding gun licence issued in other States should register with the local police. An amendment in this regard was on the anvil, he added.

CII Chennai Zone Chairperson Gayathri Sriram said the organisation would seriously consider formation of a forum to interact with the police and the government.

CII member S. Sekhar said police were not in a position to avail the services of private security personnel in times of need as they (the latter) were not professionally qualified. "We must promote the busi-

ness of private security as an industry. There should be a degree or diploma course, private security managers as academic learning is important," he said.

Another member suggested that the list of licensed private security agencies published enabling industry to employ them.

Additional Commissioner of Police (Traffic) M. Shakti Akhter said the police were focusing on Evaluation, Training and Education (ETE) concept to stream traffic.

"Compared to the previous year, the number of fatal accidents has come down. There are limitations in enforcement. People have to comply with road safety laws without traffic discipline. No amount of enforcement can yield the desired result," he said.

# Create space for people not cars, says expert

Only efficient public transport, not flyovers, can address traffic woes

Our Bureau

**Chennai, Nov. 19**  
For residents of a city that has seen the number of flyovers and flyovers grow rapidly in recent years, and an administration that prides itself on announcing more flyovers to ease traffic flow, Mr Enrique Penalosa, a former mayor of Bogota, presents a radically different view on traffic management.

Create space for people not cars, he advises. "How can you look at traffic without deciding what kind of a city you want to be?" Mr Penalosa asks.

As Mayor, he was credited with bringing in radical solutions to traffic management with the primary objective of improving the quality of life, creating more healthy public spaces for its citizens to spend time outside, leaving the footpaths for pedestrians and encouraging public transport.

Thereby, he promises, can only be a short-term solution to speed up traffic flow. Within a matter of months, they will be so choked as the rest of the world. Across the world, no city has solved its transport issues by building more



Dr V. Subramanian, Executive Committee Member, Chennai City Connect, and Executive Vice-Chairman, Hinduja Automobiles Ltd, and Mr Enrique Penalosa, Former Mayor of Bogota, Colombia, at an interactive session organised by the Confederation of Indian Industry in Chennai on Thursday. — V. GANESAN

flyovers on the other hand. Developed cities such as New York, Denver, San Francisco and Washington are spending billions of dollars to pull down the flyovers.

"The solution, he says, is to

the world are looking at the Rapid Transit System (RTS). Cities with an effective public transport on its roads manage traffic better than cities with an extensive road system. Buses get closer to people's destinations and the turnaround time can be faster, he says.

Mr Penalosa, who heads the US-based Institute for Transportation and Development Policy, addressing a meeting organised by the Confederation of Indian Industry and Chennai City Connect, an organisation that looks at urban development, says discouraging private transport is not about doing away with cars as the comforts of modern living.

"The quality of urban life is a critical competitive factor," he says. "It is not about doing away with cars as the comforts of modern living. It is about creating a better quality of life for all. It is not the cars that are the problem. It is the way we use them. A number of cities around

## CII, Periyar varsity sign MoU

Chennai: The Confederation of Indian Industry (CII) and Thanjavur-based Periyar Maniammai University have signed an MoU to provide a BSc digital publishing course at the varsity. The course would provide students job-oriented coaching in printing, publishing and digital technology. According to CII estimates, the launch of the course will provide job opportunities for over 20,000 youth in the next three years in e-publishing in Tamil Nadu. The publishing BPO services industry provides value-added services as well as some core services such as copyediting, project management, indexing, media services for publishing houses, a release said.

# Builders told to target low-end groups too

ENS Economic Bureau  
Chennai, September 6

**BUILDERS** in the State have been catering to the high-end segments in the last 30 years and the time has come for them to look after the needs of economically weaker sections also and join the efforts of the government in providing houses to the masses, said Surjit K Chaudhary, Principal Secretary, Housing and Urban Development Department, Government of Tamil Nadu.

Speaking at a seminar on 'Housing for all' organised by the Confederation of Real Estate Developers' Association of India (CREDAI) in coordination with the Confederation of Indian Industry (CII), Chennai Zone, in the city on Saturday, he said that property developers should have the tendency to look for environment sustainability and workability while building their apartments in areas like IT corridors.

He said that Pallikaranai, once a lovely water body had become a place for dumping untreated sewage from the neighbouring areas which has seen development in the recent times.

"Our fresh planning does not happen in the city but it happens in the neighbourhood," he said and added that our planners had lost track of the rules which were framed some decades ago.

"Every planning process has to be relooked and reviewed once in five years. Our Master Plan was drafted

in the early 70s and we need to look at these things," he noted.

On affordable houses or houses for all, Surjit Chaudhary said that the Tamil Nadu Government had given emphasis on providing houses to the economically weaker sections and lower middle income groups also. Based on that, talks were held with the representatives of builders' bodies, he remarked.

Prakash Challa, President, CREDAI, Tamil Nadu, said, "The builders look for normal profits while developing a property and a windfall happens once in a lifetime. Developers usually target the top-end people because of the highstakes involved in the deal."

Since the Tamil Nadu Housing Board and the CIT could not deliver the goods in terms of providing houses to the people, developers had to enter the scene and fill the gap, he said and added that the seminar would deliberate on the regulatory mechanism, plan process, public-private partnership and the use of technology in creating housing for all.

Vikram Nagar, Member-Secretary, Chennai Metropolitan Development Authority said that the Second Master Plan for Chennai had given a special focus on shelter issues in tune with the Union Government's scheme for providing affordable houses in partnership with private players.

He also dwelt at length on the State Government's initiative through a regulatory mechanism for providing houses to EWS/LIG in the new layouts and group housing sites exceed



(From L to R): Prakash Challa, President, CREDAI (TN chapter), Surjit K Chaudhary, Principal Secretary, Housing and Urban Development Department, Government of Tamil Nadu and Gavathri Srinam, Chairperson, CII Chennai zone at the CII event

# Newborns to get a free sapling from July, says mayor

A Prasthan



**GREEN DRIVE:** Mayor M Subramanian planting a sapling on the occasion of World Environment Day

personally visit the home of the newborn and present a sapling to the parents and ask them to plant it nearby. A certificate will be issued to parents who nurture a sapling like their own child.

"The saplings will be at least five feet tall and species will include neem, pungan, naval, mathi and poovarasi," Subramanian said.

After the scheme was announced in the budget in March this year, park department staff were considering purchase of seedlings from forest department-owned nurseries and private firms so that the project could take off post-monsoon. The corporation plans to set up its own nurseries and nurture the species.

Lamenting about apathy regarding the urban afforestation programme launched earlier by the forest department and the local body Subramanian said it underlined the need to improve public awareness.

"At least 20% of the saplings planted by the departments either fade or vanish due to local insensitivity to environmental and ecological concerns. Of the 100 grievance petitions received a Ripon Buildings every week at least 30 seek permission for felling of trees," he added.

More than 500 people from various walks of life, including corporates, professionals, students and NGOs, participated in the Green Walk. The walkathon was flagged off from Gandhi Statue on Kamarajar Salai and culminates at Simpoons Ground, near the Presidency College. Later, participants took an oath to preserve the environment for future generations.

According to the plan, the corporation health staff will

# "Footpaths make all the difference"

Priscilla Jebara



Enrique Penalosa — PHOTO: V. GANESAN

**CHENNAI:** If today's cities are a battleground between cars and people, then Enrique Penalosa is firmly on the side of those who prefer walking to wheels.

"The single biggest difference between the infrastructure of an advanced nation and a backward nation is its footpaths, not its highways," the former Mayor of the Colombian capital Bogota told The Hindu during a visit to Chennai on Thursday.

"Look at the poorest African nations — they will all have some highway... But it is the quality of the footpath that determines the quality of life in a city," he says, pointing out that in European cities, large areas are roped off for pedestrians and a vibrant street life, while many roads have more space for walkers and cyclists than for car traffic.

In his years as Bogota Mayor, Mr. Penalosa widened footpaths, reduced the number of cars on the roads in peak hours, created a world-class bus rapid transit system, reclaimed waterfronts for the public, and — in a move that nearly got him impeached —

with the Institute for Transportation Development and Policy, says the criticism is common, especially in developing countries where car ownership is a sign of wealth, but he points out that for reasons of equity as well as practical efficiency, pedestrians and public transport must be given priority over private car owners.

"Only 5 per cent of households in the city drive cars," he points out. "If we were in a war and there was a tremendous scarcity of fuel, I am sure you would give the fuel to the buses, not the cars, so the city can function. Now we have an extreme scarcity of space — it would be most democratic and efficient to allocate this space in favour of the most people — for buses, cycles and pedestrians."

Apart from considerations of equality is the sheer mathematical impossibility of a city regularly. "Bigger roads and flyovers will never solve the problem of traffic. It has never solved the problem in any city in the world," he declares. So far as Chennai's proposed elevated expressway along the coast is concerned, he predicts that

within a maximum of five years, traffic will be jammed on it as well.

At least every new road should include a bus lane and wide cycling paths and pavements, he pleads. "A bus lane will move 40,000 people per hour. One lane of cars will transport less than 2,000 people. Which is more efficient?"

Mr. Penalosa will meet State and city officials over the next few days to promote his vision of a city where people enjoy the street life and the outdoors. He is especially enthusiastic about transplanting Bogota's successful bus rapid transit system TransMilenio to Chennai. The cost for a quality system \$100 million for a 20 km stretch. The reward: economic growth.

"In the 21st century, a better city is the best investment for economic development," he says. In an economic environment where labour is in even more demand than capital, the top locations for business will be those with a high quality of life. In Mr. Penalosa's experience, wide, clean footpaths are the first step towards building that quality.



## Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 114 years ago, it is India's premier business association, with a direct membership of over 7800 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 90,000 companies from around 385 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme for 2009-10 is 'India@75: Economy, Infrastructure and Governance.' Within the overarching agenda to facilitate India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022, CII's focus this year is on revival of the Economy, fast tracking Infrastructure and improved Governance.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, and USA, and institutional partnerships with 213 counterpart organisations in 88 countries, CII serves as a reference point for Indian industry and the international business community.



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