

# MYSTIC EAST

...nuggets galore

Vol 1 | Issue 3 | March - April 2015



SPECIAL FEATURE

## CHHAU NEEDS A 'NABAKALEBARA'



A BI-MONTHLY MAGAZINE BY HRAEI



## VISION

- ✌ Make the Eastern Region comprising 12 States and a Union Territory a flourishing destination for domestic and foreign tourists by projecting their captivating tourism assets.
- ✌ Promoting best industry practices and setting benchmarks for industry constituents.

## MISSION

- ✌ A common voice for hotels, restaurants and associates for unhindered progress of the hospitality industry in the country's Eastern Region.
- ✌ Create value for members by ensuring government policies remain supportive of tourism and the industry.

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March-April 2015



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## PRESIDENT'S MESSAGE



**Sudesh Poddar**

**It would have been more meaningful had Parliamentarians made an effort to make the provisions more farmer-friendly**

Dear fellow members,

The Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement (Amendment) Bill, 2015 has been in the eye of a storm of late as Opposition parties have taken upon themselves the responsibility of protecting the farmers' interest. The impression gaining ground is that the NDA-led government at the Centre is batting for the rich and is trying to push through the bill in Parliament to preempt any resistance in the Rajya Sabha. It is unfortunate that a Bill which will pave the way for faster economic growth and industrialization, with its attendant benefits, faces the risk of being mothballed once again in the absence of consensus in Parliament. Political expediency is on the ascendant as development takes the backseat.

It is a fact that the new bill is an improvement on the previous Land Acquisition, Rehabilitation and Resettlement Act, 2013. It has been cleared in the Lok Sabha with minor changes. The rural development minister Birender Singh in PM Modi's Cabinet has correctly called Congress' bluff. According to the minister, the Congress-led United Progressive Alliance (UPA) government got the land bill passed in 2013 "in a hurry" with over 50 "drafting errors" as it wanted to reap benefits of the legislation in last year's Lok Sabha elections.

Enumerating benefits of the new bill, dubbed "anti-farmer" by Congress and some Opposition parties, Birender Singh said its enabling provisions will give boost to infrastructure, manufacturing and employment. If stalled, it will reduce the much-touted 'Make in India' cam-

paign to a farce and the whole country will pay a heavy price for an opportunity lost.

The bill enables the state governments to take "situation-specific steps" for development of their states while, at the same time, safeguarding the interests of farmers. "It takes care of the imperatives of growth and employment on the one hand, and interests of the farmers on the other. The bill is the need of the hour. If we do not seize our opportunities, the world will not wait for us," Singh told IANS in a recent interview.

It would have been more meaningful had Parliamentarians made an effort to make the provisions more farmer-friendly. A more balanced approach is the need of the hour and agriculture and industry should thrive and complement each other for healthy and all round development of our economy. There is indeed scope for further rationalizing the bill to make rehabilitation and resettlement of displaced farmers effective and livelihood-oriented.

A farmer-friendly Land Bill deserves our whole-hearted support and political parties should work together to push this through Parliament without delay.

Our current issue presents two major cultural events, Chhau Festival of Seraikella and Nabakalebara 2015. I sincerely hope you will find it interesting and thought-provoking.

**Sudesh Poddar**  
President, HRAEI

**SECRETARY'S MESSAGE****Pranav Singh**

**With active support and participation of north-eastern states in the development process, one can expect the local communities to join the mainstream economic activity for overall prosperity of the north-east region**

Dear fellow members,

The development of infrastructure in north-eastern states has been taken up on mission mode by the NDA government at the Centre. Rail connectivity is an important component of the 'Act East' policy. On August 11, 2014, Meghalaya got its rail connectivity with the completion of the Duhnoi-Mendipathar lines. Three more lines into the Northeast are expected to be completed this year. Southern Assam will soon be part of the broad gauge network with commencement of the longest ever gauge conversion project between Lumding and Silchar measuring 210 km.

The master plan for development of railway infrastructure in the north-eastern states includes connectivity to all state capitals, uni-gauge, broad-gauge network in the region, augmentation of network capacity for handling growth of traffic in future, expansion of network to unconnected areas of the region, strengthening international borders and improving trade and connectivity with neighboring countries. Twenty major infrastructure projects for new line, doubling and gauge conversion are sanctioned and ongoing in north-eastern states. These include 10 national projects. Together, these major projects cover a length of 2919 km at a cost of Rs. 38310 crore.

Two new schemes have been initiated by the Ministry of DoNER in 2014-15 which are proof of the Central government's intent to fast track development projects in the infrastructure deficit north-eastern region. A sum of Rs. 100 crore has been allocated for organic farming in NE which has immense potential.

Another scheme is the North East Road Corporation for constructing, expanding /improving the road infrastructure in Northeast. For this scheme, Rs 200 crore

has been earmarked in the current year. A Special Accelerated Road Development Program for North East (SARDP-NE) includes upgradation of 10141 km road stretches of national highways and state roads. It aims to upgrade national highways, connecting state capitals to 4 lane or 2 lane and to provide connectivity to all 88 district headquarter towns of NE by at least 2-lane road. So far, approval for 2/4 laning of 6418 km of various categories of roads under Phase 'A' and Arunachal Package of SARDP-NE in entire Northeast at an estimated investment of Rs. 33,500 crore has been given. The target date of completion of Phase 'A' of SARDP-NE is March, 2017 and Arunachal Package is March, 2018.

An MoU was signed between North Eastern Council (NEC) and Alliance Air, the wholly-owned subsidiary of Air India, on 24th September, 2014 for flight operations in the Northeast under viability gap funding (VGF) scheme of NEC to connect Shillong, Lilabari, Tezpur and Silchar with Kolkata/Guwahati. The New Delhi-Dimapur flight was announced at the recently concluded NEC plenary in Delhi.

All this suggests that things have started rolling so far as infrastructure projects are concerned. With quality power and telecom networks in place, industry would be more than willing to make their presence felt in the development-hungry states of the region. With active support and participation of north-eastern states in the development process, one can expect the local communities to join the mainstream economic activity for overall prosperity of the north-east region.

A handwritten signature in black ink, appearing to read 'Pranav Singh'.

**Pranav Singh**  
Secretary, HRAEI

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## Assam Ginger to Spice up European kitchens



**SARAT SARMA**

**A**ssam's ginger will now spice up European kitchens! Eight years after a federation was floated to boost ginger production in Karbi Anglong, the spice has finally made its way to the European market, much to the delight of over 6,000 farmers from the central Assam district.

The district, known for its premium quality organic ginger, recently exported 12 metric tonnes of dry ginger to Europe and aims to ship another 41 metric tonnes of processed ginger during the season. Karbi Anglong Agri Products Ltd, a firm based at Joporajan, and supported by the Ginger Growers' Co-operative Federation (Ginfed) had recently signed a memoran-

dum of settlement with an export firm, Nahor Organic Products, for shipping dry ginger to Spain and London.

Karbi Anglong ginger has recently been accorded geographical indication (GI) along with Tezpur litchi by the GI Registry of India, thereby boosting the commercial prospects of the two farm products of the state. Eight years ago, the then deputy commissioner of Karbi Anglong M. Angamuthu had taken the initiative of exporting organic ginger from the hill district to Germany, where the spice is in demand.

A ginger-processing unit was installed at Manja, 25km from district headquarters Diphu, soon after the federation was formed. Once production started, a memorandum of settlement was signed with Hyderabad based Sestha International to ship the processed ginger to Germany. "But the attempt proved futile as the firm did a u-turn and refused to abide by the memorandum. However, we continued our mission for the sake of the farmers. Finally, our dream has come true," said former Ginfed executive Sadyut Sandhan.

Angamuthu, who is currently the deputy commissioner of Kamrup metro, told The Telegraph that the development might go a long way in establishing Karbi Anglong on the international map for its rich natural resources. "In 2009, we faced a tough task as bringing the deprived ginger farmers under one platform was not easy. Our dream was to bail them out from the shackles of middlemen in a resource-rich but trouble-torn district. I am happy our



efforts have paid dividend today," Angamuthu said.

Nahor Organic Products senior executive Sunil Uttam said Spain and the UK are the two European destinations to which the firm has agreed to ship "derivations of organic ginger" from Karbi Anglong. "We purchase dry ginger and export them in the form of gas or powder. We hope the agreement will continue, as the demand for ginger is big in the European market. We have collected the first consignment of 12 metric tonnes of dry ginger. The next lot of 41 metric tonnes will be collected shortly," Uttam said.

According to an official in the Karbi Anglong agriculture department, the export firm will buy dry ginger at Rs 240 per kg. In 2009, the rate fixed with the Hyderabad-based firm was Rs 32 per kg of raw ginger. Of the district's 10,334 square km area, the area under crop cultivation covers as many as 2,47,713 hectares. According to the agriculture department, ginger cultivation is done across a 2,600-hectare highland in the district.

"The annual ginger production of the district is about 20,000 tonnes. Its rate during the peak season is Rs 18 per kg but goes up to Rs 35 per kg during the off-season. As many as 6,000 households in the district are involved in ginger cultivation," said sub-divisional officer of the agriculture department, S.K. Tiwari. (Source: *The Telegraph*)

Assam Tribune adds: According to the GI Registry, the serial number for GI registration of Karbi Anglong ginger is 226 and its application number is 435, while the serial number of Tezpur litchi is 230 and its application number is 438. Both the items were accorded GI regis-

tration in the period between April 2014 and March 2015, – November 25, 2014 for Karbi Anglong ginger and November 27, 2014 for Tezpur litchi.

Besides the above two, seven other agricultural items from the NE region, namely Naga Tree Tomato, Arunachal Orange, Sikkim Large Cardamom, Mizo Chilli, Tripura Queen Pineapple, Khasi Mandarin of Meghalaya and Kachai Lemon of Manipur were also accorded GI Registration rights by the GI Registry during 2014-15..

Karbi Anglong produces the best organic ginger in the world. Growers of Karbi Anglong produce mainly two varieties of ginger-Nadia with high fibre and Aizol with less or no fibre. Aizol is more in demand and has negotiating value in domestic as well as international markets.

Tezpur Litchi is also grown completely under organic condition. It is an attractive item of the fruit markets of Madhya Pradesh, Rajasthan and Uttar Pradesh, among others. The popular varieties of litchi grown in Tezpur include the Bombaya, Bilayati, Desi, Elachi, Piyaji and Chinese. The five-bigha litchi orchard of the Lichu Pukhuri was set up by noted litterateur Late Padmanath Gohain Baruah between 1922 and 1924, while he was the chairman of the Tezpur Municipal Board. It has 26 litchi trees.

At Porowa, about 400 bighas of land are covered by litchi farming. The Porowa litchi orchard was started by Late Surjya Prasad Shing in 1954. Litchis from Porowa are exported to Mumbai, Delhi, Kolkata, Rajasthan and also to United States of America. About 50 farmers are involved in the Porowa litchi orchards.



HYATT  
PLACE™

## Hyatt plans to open 10-12 Hyatt Place properties across India in five years

**H**yatt Hotels Corporation plans to open over eight to 10 properties under the Hyatt Place brand across India by 2020. It has opened its third property at Hinjewadi, Pune followed by Humpi and Gurgaon. Hyatt is now eyeing cities like Bangalore, Hyderabad, Mumbai and Goa for Hyatt Place.

After the launch of the first Hyatt Place property in Hampi, Karnataka in 2012, the company opened the second Hyatt Place in Gurgaon/ Udyog Vihar in early November last year, the first in Delhi & NCR. Typically, Hyatt invests around Rs 80 to 100 crore depending upon the locations and number of rooms for brand like Place. Hyatt Place in Pune has 117 keys.

Hyatt has four categories under the brand name: Hyatt, Grand Hyatt, Hyatt Regency, and Hyatt Place.

"Hyatt Place is a more value for money brand in comparison to Grand Hyatt and Hyatt Regency, a difference that the Indian clientele is beginning to understand. Hyatt Place provides simplicity and availability across all its properties, categorically built to give a lively, young and energetic ambiance. The brand brings to the upscale service hotel category and as Hinjewadi, Pune continues to grow and thrive economically, we are ready

to add momentum in the area,” said Swarendra Sahay, general manager, Hyatt Place, Pune.

He added that several of its projects are at a nascent stage, but we will have 10 to 12 properties operational within the next five years. Hyatt Place in Pune will be coming up in the first quarter of 2015, apart from Goa, Hyderabad and Bengaluru which will be operational soon.

According to recent research by HVS India, of the 93,000 hotel rooms being added to the existing 114,000 hotels by March 2017 across major Indian cities, almost 50 per cent will be in the mid-market and budget range as demand for mid-market hotels is increasing. Furthermore, the market is experiencing a shortfall of around 150,000 rooms.

These players see huge potential for the mid-market segment in India. In Pune, international hotel brands like Hyatt, Marriott, Novotel and Sherwood already have their presence in mid size segment. French international hotel chain operator Accor launched its economy brand Novotel in Pune in 2013. Marriott has three Courtyard properties in Pune. (Source: Business Standard)

## HRAEI launches new-look, lively website

Hotels & Restaurant Association of Eastern India (HRAEI) has just launched a new-look website with several interesting features and vibrant images in a much more reader-friendly format. Keeping in mind ease of navigability of the user, the upgraded version of the website has been made clutter-free and enriched with more topical and relevant content with clear focus on tourism and the priceless charms of Incredible India.



ACCORHOTELS.COM

## French major Accor to start 12 hotels by end 2015

**F**rench hospitality chain Accor expects to add 12 properties in India by this year end, taking its total room count to about 7,000 from nearly 5,000 rooms at present, a senior company official said.

The hotel major is also investing \$280 million over its new digital strategy, which would include initiatives to improve its customers' database globally. Nikhil Dhodapkar, regional director sales & marketing – Accor India, said, “We have plans to open around 12 hotels across brands this year.” The group currently has 32 hotels in India across brands such as Novotel, Sofitel, Grand Mercure, Mercure, Formule-1 and Ibis. It will open its high-end international Pullman hotel in India at Delhi Aerocity around July-August this year.

The group currently has 32 hotels in India across brands such as Novotel, Sofitel, Grand Mercure, Mercure, Formule-1 and Ibis. It will open its high-end international Pullman hotel in India at Delhi Aerocity around July-August this year.

The group will also see a strong supply of inventories across brands this year, with one or two properties under Novotel brand (with one hotel coming up at Delhi Aerocity), one hotel under the Mercure brand in Hyderabad, two Grand Mercure properties in Mysore and Vadodara/Bangalore and three Ibis hotels in Goa, Kochi and Chennai.

“Moving forward, in 2015, we are cautiously optimistic that there would be a good demand. First two months have been good and all our hotels

across segments have done fairly well. Pan-India, our hotels should be doing with a 65% occupancy-level,” Dhodapkar said.

He said the company is investing around 225-250 million euro (\$280 million) on its new digital technology strategies. “In the last 5-6 months we have come upon new digital strategy and we are able to digitally transform ourselves as we move forward.”

The Paris-based company is working towards higher digital presence by improving customer access via mobile devices and revamping its online booking website. The website has already been revamped.

“We have gone away with all our mobile apps and have merged them into one single app, Accorhotels.com. We have our digital strategy launched named as the “Welcome” project, which basically helps us to analyse even before our guests check in and take care of what their needs are. Before check in, a guest can tell us his/her preference and by the time he/she arrives, we are able to provide with whatever is needed. And post check-out, this engagement must continue as well till the time he/she is coming back to us,” he said.

The database which will store information about the preferences of guests across brands will be available in all Accor hotels globally. Dhodapkar said that the Welcome project has been initiated in some of Accor hotels globally and the hotel chain wants to run a pilot in India now. The corpus would be spend over five years. (Source: DNA)

*Slainte*



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## **New tourism policy to have a clear-cut action plan, timelines: Dr. Mahesh Sharma**



The Minister of State for Tourism (Independent Charge), Culture (Independent Charge) and Civil Aviation, Dr Mahesh Sharma, declared recently that the new Tourism Policy, 2015 will be launched on May 15 this year. He was addressing a workshop on the formulation of the new tourism policy.

Representatives from various organizations like Indian Association of Tour Operators (IATO), FICCI, NASSCOM, FAITH, Travel Agency Corporation of India, Indian Tourist Transporters Authority (ITTA), Indian Heritage Hotels Association (IHHA), All India Resort Developers Association (AIRDA) and Association of Domestic Tour Operators of India (ADTOI) were present among others at the meeting.

Dr. Mahesh Sharma informed the gathering that a new work culture will be implemented in which a task will be identified and a person assigned for the task. The timeline will also be fixed and the implementation will be closely monitored, he said. Acknowledging the need for synergy between various ministries of the government, the Minister appreciated the idea of a National Tourism Board which is proposed as a part of the new policy to accelerate tourism development in the country.

The Tourism Minister explained that the potential of existing policy of 2002 had not been utilised fully. The new policy will use the framework of existing policy to make it dynamic to meet the challenges that have emerged in today's world including technological and global competitiveness. He appreciated the idea of a 'single window portal system' for making information available to tourists.

Various issues ranging from infrastructure, e-ticketing and safety and security were discussed during the workshop.

Secretary, Tourism, Dr. Lalit Panwar, said that e-ticketing was started on a pilot basis for Taj Mahal and Humayun's Tomb and the government is in the process of e-ticketing for top 25 monuments of India.

Keeping in view the technological changes, the speakers suggested that different mobile applications for various sectors of tourism can be launched in order to disseminate information to interested tourists. The setting up of a 'Digital Museum' was also proposed in order to promote the rich and unique local cultures and their heritage. Demand for establishing a 'Hospitality University' was also raised during the meeting.

Various other issues like soft adventure tourism, wildlife tourism, desert tourism and nature tourism were also discussed.

The stakeholders maintained that the 'S's used in previous policy i.e., Swagat (welcome), Soochna (Information), Suvidha (Facilitation), Suraksha (Security), Sahyog (Cooperation), Samrachana (Infrastructure Development) and Safai (Cleanliness) are relevant even today. (PIB)



## **Ola now allows you to order food**

**T**axi aggregator Ola, which is currently in midst of raising a massive Rs 2,500 crore funding, has gone live with a food ordering service called Ola Cafe.

The service will be available as one of the options in the existing Ola app in select localities across four cities - Bangalore, Hyderabad, Delhi and Mumbai during specific timings (lunch, dinner and evening snacks).

Through this service, one can select their preferred meal & quantity, place the order and track it on the mobile app. Ola says users can pay for the order by either Ola Money or Cash. One can also cancel their orders before its delivery either through the app or through the phone.

This launch comes amidst Ola's plans to foray into product deliveries. However, it's worth noting that this service is not really new. Ola's biggest competitor Uber had launched a similar food delivery service called UberFRESH in the United States last August. The service initially offered lunch deliveries and later extended it to dinner deliveries few months back.

AntFarm-backed Scootsy is aiming to do something similar in India, wherein it claims to deliver essential goods within an hour. The company had acquired a food delivery service Meals on Wheels in November last year and had stated plans to adding more more categories like cakes & confectionaries, groceries, gifts & flowers and essential electronics among others. (Source: Economic Times)

# OBITUARY



Sudesh Kumar Khullar,  
s/o Late Gian Chand Khullar  
Date of birth - 10.8.1935;  
Date of demise - 29.4.2015  
FHRAI president - 2003;  
HRAEI president-2006-2011;  
Member of Honour,  
HRAEI

Sudesh K. Khullar, the Managing Director of Amber Restaurant, and President of FHRAI (Federation of Hotel & Restaurant Association of India) in 2003 also served as the President of HRAEI (Hotel & Restaurant Association of Eastern India) for five years from 2006 to 2011. Sanjay Khullar, the able son of Sudesh Kumar Khullar, is now shepherding the total operation of the Amber Group.

“Dad has had a profound influence on all of us and has filled our lives with wonderful

memories of joyful times together. He was an extraordinary man who lived a life of love, dedication and compassion. He will always be in our thoughts and our prayers,” Sanjay reminisced about the life and times of Sudesh Khullar.

The Khullar siblings, Rajpal and Sudesh Kumar, started small in 1950 with a modest coffee house at the Shyambazar 5-point crossing in Kolkata but their dreams knew no bounds even in those early days. The 16-room boarding house, which they established in 1954, created quite a stir when the ultimate showman of Bollywood, Raj Kapoor, booked all the rooms for his unit while he was in the city for the shooting of his classic ‘Jagte Raho’.

In 1956, the Khullars launched their first restaurant called Sagar Restaurant with forty five seats. It served authentic north Indian food (Curries and Kebabs). Sagar was a runaway success from day one. Egged on by the success of ‘Sagar’ and the growing craze for Indian food, the Khullars acquired an old bar in 1959 which was just opposite their

boarding house. This building was converted into a bar-cum -restaurant and named ‘Amber’ in 1959. It had a seating capacity of about 98 persons. By 1964, three more floors were added to the building and were converted into restaurants.

Amber and Sagar are household, iconic names in the city and most connoisseurs of good food have frequented these joints whenever they happened to pass by. Among yesteryear celebrities who have visited Amber are Indira Gandhi, Rajiv Gandhi, Jyoti Basu, Sheikh Mujibur Rehman, Giani Zail Singh, Maqbul Fida Hussain and Amitabh Bachchan among many other top notch cricket players of the world.

Mr Vinaay Malhotra, Sr VP, Hotel & Restaurant Association of Eastern India, remembers his personal family relations with the Khullar family since 1962. He recalls Sudesh (Deshi) Bhai’s special contribution from Amber towards the National Defence Fund during the Chinese Aggression. The total collection was sent to Late Jawaharlal Nehru, the then Prime Minister of India in November 1962.



## Railways aim to connect all north east state capitals

**NEW DELHI:** Railways is aiming at connecting all state capitals of North East by a train network, government told Rajya Sabha.

“Our intention is to connect all state capitals of the North-East region with the Indian Railways,” Minister of State for Railways Manoj Sinha said

in Rajya Sabha during Question Hour.

He, however, he did not give any timeline for achieving the proposed target.

Sinha said projects worth Rs 47,909 crore have been taken up in Assam and ..

“In addition, two doubling projects having a total length of 278 km

at a cost of Rs 2,777 crore have been included in the Budget 2015-16,” he said.

An all-time high outlay of Rs 5,215 crore has been allocated in 2014-15 and a provision of Rs 5,338 crore has been made in the Budget for next fiscal.

“However, completion of these projects depends on many factors such as land acquisition, forest clearance, law and order situation, etc which is beyond the control of Railways,” he added.

To a separate question, Sinha said Railways have taken up 29 major projects at an anticipated cost of Rs 16,361 crore in Jharkhand since the creation of the state in November, 2000.

An expenditure of Rs 1,013 crore has been incurred on these projects till March, 2014, an outlay of Rs 337 crore have been provided in 2014-15 and a provision of Rs 1,113 crore has been made in the Railways Budget for 2015-16. (PTI)

## LORD OVER THE PEERS' DINING ROOM WHILE IN LONDON



The Peers' Dining Room in the House of Lords will open to the public in the run-up to the May 7 general election. Source: ResDiary via Bloomberg

**T**he Peers' Dining Room in the House of Lords will open to the public in the run-up to the May 7 general election, as reported by the Steeple Times, allowing plebs like you and me to lunch like a lord.

The three-course menu priced at 35 pounds (\$51.90) will be served on weekdays from April 14. The dress code is smart-casual, so feel free to leave your ermine robes at home. Tiaras are not required.

Don't expect modern cuisine. The only foam likely to be seen will be

emanating from the mouths of aristocrats if they spot you picking up the wrong fork or passing the port in the wrong direction. Photography is not permitted, so no #selfies, please.

Typical dishes are likely to include pressed game terrine with baby leek and dandelion salad; slow-cooked ox cheek with Irish champ mash, heritage carrots, salsa verde, and jus; elderflower summer pudding with clotted cream and lavender shortbread.

While there's no word yet on the

wine list, this possibly isn't the best restaurant in which to become drunk as a lord.

Advance booking is essential and there will be airport-style security searches, according to Parliament's website. Lunch will be served between midday and 2:30 p.m. from April 14 to May 8, except for weekends and public holidays. Dinner bookings won't be available. Call +44-20-7219-3395 or visit [www.resdiary.com](http://www.resdiary.com) to make a reservation. (Bloomberg)



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# AAHOA Raises the Bar for 2015 Convention and Trade Show

It's been dubbed the premier hospitality event of the year for a reason



2014-2015 AAHOA Officers

It's one of the nation's largest trade shows with more than 400 vendors, world-renown speakers, first-class Indian cuisine, dazzling entertainment, innovative educational sessions and the best networking opportunities in the hospitality industry. And it's all happening April 22 through April 25 in beautiful, exciting Long Beach, California.

Why wouldn't you want to be part of the 2015 AAHOA Convention and Trade Show?

Over the past year, membership in the Asian American Hotel Owners Association has surged, eclipsing its goals, expanding its outreach and increasing its staff. With more than 14,000 members who own more than 40 percent of all hotels in the United States, AAHOA is the largest hotel owner association in the world.

And, this year, the world's foremost hospitality gathering is also reaching new heights. Taking the stage during the Gala on Saturday will be legendary Bollywood actor Anil Kapoor. Over the past 35 years, Kapoor has starred in a plethora of critically-acclaimed films. In addition to his extraordinary acting career, Kapoor is one of

Bollywood's top film producers. Also on Saturday, famous graffiti artist and best-selling business author Erik Wahl will provide an exciting presentation.

Other speakers include Anthony Melchiorri and Karambir Singh Kang on Friday night. Melchiorri, a leading hospitality expert and host of the Travel Channel's "Hotel Impossible," has invested more than two decades in the hospitality business and is famous for repositioning and redeveloping hotels. Kang, a famous hotel executive and general manager of the Taj Mahal Palace Hotel in Mumbai when the hotel was attacked by terrorists in November 2008.

On Thursday, attendees can expect a lively debate from former presidential candidates Howard Dean and Rick Santorum, who will discuss current issues that affect small business owners and the hospitality industry. Also, Bollywood's leading performers will grace the stage every night -- performances that are proven favorites among guests. Top Bollywood singer Alka Yagnik will showcase her talents during Saturday's Gala.

In addition to the enthralling speakers and captivating entertainers, attendees can expect many upgrades to this year's convention, including networking lounges, photo opportunities, Raffles and much more. Education session topics include:

- AAHOA Legislative Priorities
- How to Handle the Credit Market of 2015 and Beyond: Industry Trends

- and Issues From a Legal Standpoint
- Tomorrow's Customer: Marketing to the Millennial Generation
- Finance Options for Hoteliers
- Customer Acquisition Costs are Rising: Introduction to Net Revenue Metrics
- Hotel Site Selection and Development
- Avoid a Big Lawsuit – Learn Your Employment Laws Today!
- Guests & Staff of the Future Have Challenging Technology Needs – How Do We Deliver
- Keep Government Out of Your Pocket!
- Leveraging Real Opportunity From Technology

This year, the biggest hospitality event of the year is even bigger. Don't miss this exciting opportunity to celebrate your success alongside the industry's top leaders and prepare for an even brighter future. To register, please visit [www.aahoa.com](http://www.aahoa.com).

### ABOUT AAHOA

AAHOA has grown to more than 12,500 members who together own more than 20,000 hotels which have a combined market value of almost \$130 billion and which represent more than 40% of all U.S. hotels. The association's members play a significant role in the American economy -- employing almost 600,000 people and spending more than \$31 billion annually on operating costs plus another \$900 annually on capital improvements. AAHOA is based in Atlanta. (SOURCE: HOSPITALITYNET)





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## FHRAI GOLDEN JUBILEE CONVENTION IN BHUBANESWAR

The Golden Jubilee Convention of Federation of Hotel & Restaurant Associations of India (FHRAI) will be held in Bhubaneswar between September 25 and 27. The Mayfair Lagoon Hotel, Bhubaneswar will be the venue for the annual convention. The Executive Committee of the Federation finalized the dates and venue of the forthcoming convention at its EC meeting in Kolkata recently.

Sharing the convention details, Sudesh Poddar, Honorary Treasurer, FHRAI said that the EC had nominated Dilip K. Ray, Chairman & Managing Director, Mayfair Group of Hotels as the Chairman of the Convention Organizing Committee. Sudesh Poddar, Pranav Singh, Vinaay Malhotra, and Debashis Pattnaik were appointed chairmen of the Reception, Event, Accommodation, and Technical Committees respectively.

The theme of the Golden Jubilee Convention will be 'Atithi Devo Bhava', said Poddar. Government of Odisha will be supporting the convention. "We will be approaching the Prime Minister to be the Chief Guest at the Golden Jubilee Convention," Poddar said. FHRAI is expecting around 1,200 delegates for the convention.

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Telecommunication (Broadcasting and Cable) Services (Second) Tariff Order 2004 (6 of 2004)

# TDSAT directs TRAI to review tariff guidelines

*Dated 9th March, 2015  
Appeal No.7(C) of 2014*

**Indian Broadcasting  
Foundation, New Delhi & Ors. ...  
Appellants  
VS  
Telecom Regulatory Authority of  
India, New Delhi ...Respondent**

**Before:  
Hon'ble Mr. Justice Aftab Alam,  
Chairperson  
Hon'ble Mr. Kuldip Singh,  
Member**

**A**N Association of television broadcasters (appellant no. 1) and two individual broadcasters (appellants 2 and 3) filed an appeal under section 14A (2) of the Telecom Regulatory Authority of India Act, 1997 (TRAI Act) challenging amendments made in the Telecommunication (Broadcasting and Cable) Services(Second) Tariff Order 2004 (6 of 2004) dated 1 October 2004 (relating to non-addressable or analogue systems) and the Telecommunication (Broadcasting and Cable) Services (Fourth) (Addressable Systems) Tariff Order 2010 (1 of 2010) dated 21 July 2010 (relating to addressable systems) respectively.

Through these amendments



TRAI introduce mainly three changes; (i) the broadcaster is no longer allowed to provide its channels directly to a subscriber, be it an “ordinary subscriber” or a “commercial subscriber”; (ii) secondly the terms “commercial establishment” and “commercial subscriber” are defined elaborately and classified separately from “ordinary subscriber” and (iii) though defined and classified separately from “ordinary subscriber”, for the purpose of charges for receiving supply of channels, the very large and highly heterogeneous body of “commercial subscriber” is en bloc put completely at par with the “ordinary subscriber”. The appellants are aggrieved by the amendments in so far as the commercial subscriber is put at par with the ordinary subscriber and contend that as a result of the impugned amendments, the tariff orders treat as equal, groups of subscribers that are inherently unequal and are also so recognized in their different definitions in the tariff orders.

## **Tribunal judgement**

Having regard to the submis-

sions made by the different parties, the Tribunal in its judgement (vide paragraph 21) framed the following questions as arising for its consideration:

(i) Whether the TRAI having regard to Section 11(2) of the Act has the requisite jurisdiction to direct forbearance in relation to a class of commercial consumers;

(ii) Whether the TRAI was justified in treating hotels having the category of three-star and above, the heritage hotels and the hotels above 50 rooms in a separate category;

(iii) Whether the classification is legal and valid.

The judgement, however, recognised that different rates could be fixed for different consumers and in paragraph 45 of the judgement observed and held as under:

TRAI, in this case, was required to “apply its mind more thoroughly as to whether it was necessary to provide for a regulatory regime be it for their domestic consumers or the commercial consumers.” The Act provides for it but its need and extent was required to be considered. The Tribunal order noted: “One cannot compare selling a piece of bread in a dhaba with the one in five star hotel. All selling the same product may have to spend differently on a large number of things including hygiene. There cannot, however, be any doubt or dispute that different rates could be fixed for different consumers.”

The present appeal was filed by Indian Broadcasting Foundation (Appellant No.1), which is a company registered under section 25 of the Companies Act and which describes itself as an association/apex body of broadcasters in India. Apart from the Foundation, two individual broadcasters are appellants 2 and 3 in this Appeal. The appeal was originally filed against TRAI but two different associations of hotels, namely (i) Federation of Hotels & Restaurants

Association of India and (ii) Hotel Association of India, were added as respondents

2 and 3 on the basis of their respective intervention applications.

**T**he two impugned tariff orders, as noted at the beginning of the judgment are (i) the twelfth amendment of the Second tariff order relating to analogue transmission and (ii) the fourth amendment of the fourth tariff order relating to transmission by addressable systems. The amendments introduce in the tariff orders elaborate definitions of “commercial establishment” and “commercial subscriber”. The impugned twelfth amendment in the second tariff order defines “commercial establishment” and “commercial subscriber” as under:

“(dda) “commercial establishment” means any premises wherein any trade, business or any work in connection with, or incidental or ancillary thereto, is carried on and includes a society registered under the Societies Registration Act, 1860 (21 of 1860), and charitable or other trust, whether registered or not, which carries on any business, trade or work in connection with, or incidental or ancillary thereto, journalistic, printing and publishing establishments, educational, healthcare or other institutions run for private gain, theatres, cinemas, restaurants, eating houses, pubs, bars, residential hotels, malls, airport lounges, clubs or other places

**TRAI has not been able to produce the tariff that would satisfy judicial scrutiny. This is evidently a highly anomalous situation**

of public amusement or entertainment;

(ddb) “commercial subscriber” means any person who receives broadcasting services or cable services at a place indicated by him to a cable operator or multi system operator or direct to home operator or head end in the sky operator or Internet Protocol television service provider, as the case may be, and uses such services for the benefit of his clients, customers, members or any other class or group of persons having access to his commercial establishment;”

It also makes certain amendments in the definition of charges and finally substitutes the third proviso to the clause by the following proviso:

“Provided also that in the case of the commercial subscriber, for each television connection, the charges payable by the Ordinary cable subscriber under sub-clause (a), shall be the ceiling:

Provided also that if a commercial subscriber charges his customer or any person for a programme of a broadcaster shown within his premises, he shall, before he starts providing such service, enter into agreement with the broadcaster and the broadcaster may charge the commercial subscriber, for such programme, as may be agreed upon between them.” (emphasis added)

The upshot of the amendments in the tariff orders is that, though defined Separately, commercial subscriber too is brought under the protective ceiling of charges prescribed for ordinary subscriber. This is of course subject to the qualification that (i) in case of commercial subscribers charges would be levied for each television connection, subject of course to the ceiling applicable to an ordinary subscriber and (ii) in case a commercial subscriber separately charged for showing any programme within his premises, he would enter into an agreement with the broad-

## VERDICT

caster in which the broadcaster might charge the commercial subscriber as per the mutual agreement between them.

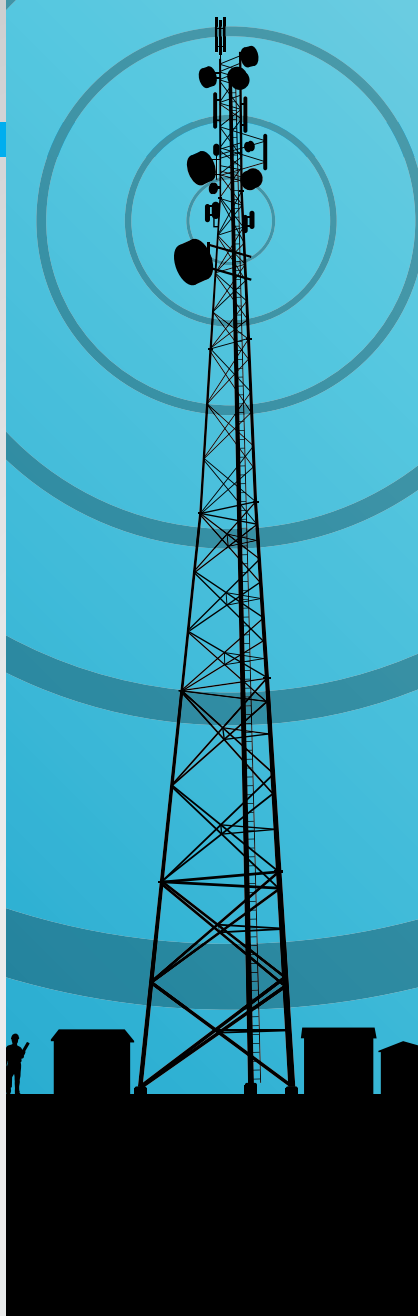
“Thus, for all intent and purposes, in the matter of tariff for broadcasting services, the very large and disparate body of commercial subscribers is put at par with the home viewer of television.”

“We accordingly find and hold that the impugned tariff orders, breaking away from the past reversed the regulatory scheme in treating the entire body of commercial subscribers at par with the home viewer. In our view, any exercise of fixing tariff for broadcasting services that completely disregards the user of the broadcast is bound to lead to unreasonable and inequitable results and so have the impugned amendments in the tariff orders.”

The Tribunal observed: “TRAI has plainly failed to take an independent and objective view of the matter and as a result the tariff orders have come to a state where no distinction is made between a home viewer and someone who uses the television programme not for personal viewing but for deriving benefit from it in its trade or business.”

On a careful consideration of the materials on record and the submissions made on behalf of the contending parties, we find the reasons assigned by TRAI for putting the entire body of commercial subscriber at par with ordinary subscriber completely unacceptable, the Tribunal added.

“Further, the provision introduced (vide the second proviso to clause 3) for protection and enforcement of copyrights, that requires a commercial subscriber who might charge the viewers separately for showing any television programme within his premises to enter into an agreement with the broadcaster at mutually agreed charges, completely fails the test of workability. The provision



can be, and is being circumvented in a dozen ways by social/sports clubs, restaurants and similar other subscribers,” the Tribunal pointed out in its order. “In light of the discussion made above, we find the two amendments quite unsustainable and we are thus constrained to set aside the impugned amendment orders.”

At this stage it may be noted that even while the hearing of the present appeal before the Tribunal was underway, on 6 January 2015 TRAI issued the Telecommunication (Broadcasting & Cable) Services (Second) Tariff (Fourteenth Amendment) Order 2015 (1 of 2015) that inter alia restates the

impugned amendments in the Second and Fourth tariff order. Consequently the appellants have filed an application for amending the appeal with a view to challenge the restatement of the impugned amendments in the fourteenth amendment of the Second tariff order.

“In the facts and circumstances of the case, this petition is allowed and for the same reasons as discussed above, proviso 6 and 7 to clause 3 of the fourteenth amendment along with the explanation appended to proviso 7 are also set aside.

“TRAI must now undertake a fresh exercise on a completely clean slate. It must put aside the earlier debates on the basis of which it has been making amendments in the three principal tariff orders none of which has so far passed judicial scrutiny. It must consider afresh the question whether commercial subscribers should be treated equally as home viewers for the purpose of broadcasting services tariff or there needs to be a different and separate tariff system for commercial subscribers or some parts of that larger body. It is hoped and expected that TRAI will issue fresh tariff orders within six months from today.”

**A**dding a caveat, the Tribunal stated: “TRAI has not been able to produce the tariff that would satisfy judicial scrutiny. This is evidently a highly anomalous situation and to remedy it TRAI must consider whether to issue an interim tariff order dealing with the matter until it takes a final call on the subject. TRAI should take a decision in regard to any interim arrangement within one month from today. We, accordingly, expect that as the whole country is now to come under the DAS regime, TRAI will undertake a fresh exercise and come out with a single consolidated instrument covering broadcasting services.

The appeal is allowed but with no order as to costs.”



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## TRIP ADVISOR TRAVELLERS' CHOICE AWARD, 2015 FOR INDIA'S NO.1 RADHANAGAR BEACH

Voted earlier as the best beach in Asia (2004) and the seventh best beach in the world by the Time magazine, the Radhanagar beach, known for its tranquil water and vast stretches of white sand in Andaman & Nicobar Islands, has been recognized as India's no.1 beach by Trip Advisor. The Radhanagar beach is one of the many beaches of the Havelock Island which is a part of the Andaman and Nicobar Islands. Go for long walks, scuba diving, elephant rides and a lot more. Settle down under palm-fringed stretches and soak in the picturesque sunset as you sip coconut water.





# What makes Indian cuisine distinct from Western cuisine?



**A** team of complex systems experts from IIT Jodhpur who applied data analytics techniques on 2,543 recipes from across India have found the answer.

According to their finding, which has created ripples in the world of food science and gastronomy, combining ingredients with very different flavours in one recipe gives Indian cuisine a unique character. In fact, in Indian cooking more the number of common flavour molecules shared by two ingredients, the lesser the chance of them co-existing in a recipe. (Flavour molecules give an ingredient the sense of taste and smell peculiar to it.) For example, red chilli powder and cumin share only six flavour molecules but this pair of ingredients can be found 406 times across Indian cuisine.

This research turns the accepted notion in Western cuisines — that



two ingredients will go well together in a recipe if they share a large number of flavour molecules — on its head. For example, two pairs of ingredients that occur together frequently in American cooking are butter and milk, which share 73 flavour molecules and butter and vanilla, which share 32 flavour molecules.

So why were the computational researchers dabbling in kitchen science? Short answer: trying to answer a simple question -what makes Indian food special? Assistant professor Ganesh Bagler with basic training in physics and a PhD in computational biology along with his students Rakhi NK doing a PhD in biomedical text mining and Anupam Jain an MTech system science student started by identifying the best repository of Indian recipes, which are well curated, formatted and covering several regional cuisines. That happened to be the Tarla Dalal's collection of recipes that includes eight regional sub-cuisines — Bengali, Gujarati, Jain, Maharashtrian, Mughlai, Punjabi, Rajasthani and South Indian.

From 2,543 recipes, they identified 194 ingredients, which were then divided into 15 categories — spice, vegetable, fruit, plant derivative, nutseed, cereal crop, dairy, plant, pulse, herb, meat, fish seafood, beverage, animal product, and flower. Then a database of the flavour molecules present in these 194 ingredients was created. Each ingredient is associated with a set of flavour molecules which is the taste profile of that ingredient. Based on the flavour pro-



file they looked at the 'food pairing' or sharing of flavour compounds in Indian recipes and discovered that more the extent of flavour sharing between any two ingredients, the lesser the chance of them occurring in the same recipe. An average Indian recipe contains seven ingredients but some can contain up to 40.

A flavour network was created to identify pattern of ingredients coming together in a recipe. This revealed the distinct feature of food with least overlap in flavours occurring in one recipe. While this is a feature observed in some Asian cuisines, researchers found it very pronounced in Indian cuisine. This was referred to as negative food pairing only to distinguish it from the already observed phenomenon in Western cuisines like North American and Western European of positive pairing.

(Cuisines from southern Europe and East Asia have shown a mild tendency towards pairing differently flavoured ingredients.) Interestingly, Mughlai cuisine shows the least tendency to pair vastly different flavour molecules. But then this food tradition carries strong influences from outside the Indian subcontinent. Those ethnically from the subcontinent showed a strikingly strong pattern of negative pairing.

The Indianness of a recipe is not sensitive to the replacement of ingredients of any category except for spices. If we were to replace an ingredient of one category with another from the same category, say one vegetable with another, it would not change the molecular pattern of the recipe radically. But changing a given spice with another would destroy

the negative food pairing. In a list of the top 15 ingredients in terms of their contribution towards food pairing, 14 are spices demonstrating their key place in Indian cuisine.

India has a tradition of using food as medicine as Charaka Samhita and Bhavaprakasha, important Ayurvedic texts, refer to food or natural ingredients as medicine. Key molecular components in spices are reported to have various curative properties, one of the most celebrated among them being curcumin, a compound found in turmeric.

While the traditional use of spices may not have been based on the understanding of their molecular properties, using spices for flavour, colour and preservation might have led to empirical evidence-based understanding of their medicinal values. (ToI)



# ODISHA IS GOD'S GRACE



**T**HE Odisha Tourism tagline reads: Serene, Scenic, Sublime. One can safely add 'Divine' to this line. It will only add value to the logo! The state is as close to divinity as one can get. Its temples, alone, are living testimony to its culture and religious history. Its ethos remains undiluted and untainted. The Odisha government and its God-fearing people have started making all the right noises. Take Nabakalebara 2015 for instance. It is being marketed aggressively in the country and abroad. That the Central government has chipped in with all requisite support works to the state's advantage!

Odisha is going all out to create an environment for planned and sustained development of tourism by developing and promoting tourist centres like Puri and Chilika as Special Tourism Areas.

### **Focus sectors for next five years**

Auto and Auto Components

a) Automotive industry has universally emerged as an important driver in the economy. The State has identified Automobiles & Automotive Components as priority sector to attract auto and auto component industry to Odisha, and provide impetus to the sector in the state. Government of Odisha intends to leverage the existing advantages of Odisha in raw material availability, proximity to large domestic markets in East, Central and South India to attract investments in auto industry.

b) In addition, the State shall conduct market assessment and feasibility for auto park demand and identify areas and land requirements for auto parks. The State shall identify and reserve the areas for development of auto parks in Odisha. Upon notification of the areas, IDCO being the nodal agency for development of industrial estates in the State shall initiate es-

establishment of auto parks.

c) IDCO shall ensure that the auto parks will be provided with adequate connectivity to the expressway and freight corridors connecting to Dhamra, Paradeep and other ports.

### **Downstream and Ancillary Industries**

a) Odisha contributes almost 20% of steel production capacity and 33% of iron ore reserves of the country. In addition, Odisha contributes about 50% of the aluminium production capacity in India.

b) In the last decade, the State has focused on value addition in the minerals sector. Consequently, Odisha is emerging as the mining, metal, and manufacturing hub of the country. Investment in this sector has created vast opportunities for ancillary and downstream industries in the Micro, Small and Medium sectors in the State.

c) Government of Odisha has also been promoting downstream and ancillary industries as priority sector. The State has taken initiatives to develop a number of downstream and ancillary parks where in MSMEs involved in Aluminium Fluoride, Calcined Petroleum Coke, Coal Tar Pitch, Aluminium & non-ferrous casting for automobiles, slugs & circles powder, rolled products, Hot rolled coils, Strips, Cold rolling of hot rolled products, Cold – rolled strip, Forging products, Sheets, Home appliances and others. d) The establishment of these parks shall enable maximum value addition within the state and generate high employment through promotion of Micro & Small Enterprises.

### **Agro and Food Processing**

a) Odisha's diverse agro-climatic condition features 10 agro-climatic zones and 8 major soil types which are favourable for production of different types of crops, vegetables, fruits and

## **THE STATE INTENDS TO CREATE AN ENVIRONMENT FOR PLANNED AND SUSTAINED DEVELOPMENT OF TOURISM BY DEVELOPING AND PROMOTING TOURIST CENTRES AND IS DEVELOPING PURI AND CHILIKA AS SPECIAL TOURISM AREAS**

spices. It is a major contributor to the national production of vegetable and is 4th largest vegetable producing state of India. The state has a good base in the marine and seafood segment with a coast line of over 480 KM and is 9th largest fish producing state of India. It enjoys the location advantage of its proximity to Eastern and Southern India and connectivity to South East Asia through its sea ports.

b) There is vast untapped potential for food processing industry in the state. In Odisha, only a miniscule 0.7% of the total produce is processed currently. The National Food Processing Policy strives to achieve 25% from the current national average of 6% by 2025. In line with the national benchmark, the Odisha Food Processing Policy, 2013 aims to achieve 10% of food processing by 2017 and 25% by 2025 in the state.

c) To limit the wastage and increase value to farm produce, development of food processing enterprises and adequate post-harvest infrastructure especially storage and transportation facilities is necessary. The State has

taken various initiatives to develop cold chain, storage, grading & sorting, segregation and packaging infrastructure for the farm and marine produce. To facilitate growth in this sector, the state is developing Food Parks at Malipara near Khurda and at Raygada which will enhance the value addition within the state.

### **IT and ESDM (Electronic System Design and Manufacturing)**

a) The State shall continue to accord priority to the IT, ITES and ESDM Sector in recognition of its potential for employment, exports, wealth generation and spin off on the growth of services sector. The State will continue to facilitate development of Special Economic Zones/IT Parks/Cyber Parks/ Software Technology Park (STP) and Electronics Manufacturing Cluster (EMC) for Electronics, IT/ITES and Information & Communication and ESDM industry.

b) The State has taken initiatives in the recent past for facilitating and promoting development of IT and ITES and ESDM industries in the state including an IT Investment Region (ITIR) including an Electronic Manufacturing Cluster (EMC) proposed to be set up on approximately 40 sq km of land under the public-private partnership model in the Mouza-Andhara region near Bhubaneswar and Infocity-II which is being implemented on 600 acres of land at Janla on the outskirts of Bhubaneswar.

### **Tourism**

a) Odisha offers excellent opportunities in the in-bound tourism sector. Along with ancient monuments, beaches, religious and Buddhist tourist attractions, State also has tourist destinations with Hot springs, water-bodies, forest and wildlife.

b) In a bid to boost tourism, the State has taken initiatives to rope in private sector to develop hospitality infra-



**Olive Ridley Turtles**

structure by developing branded/luxury and budget accommodation including hotels in strategic tourist locations in Public Private Participation mode.

c) The State intends to create an environment for planned and sustained development of tourism by developing and promoting tourist centres and is developing Puri and Chilika as Special Tourism Areas.

### **Major changes proposed in draft industrial policy, 2015 of Odisha**

1. The thrust sector is proposed to be done away with in the 2015 policy by merging it into the priority sector. Agro processing, ancillary & downstream, Automobiles & Auto Com-

ponents, Textiles & Apparel which were in the thrust sector earlier will now migrate to the priority sector as per the new list

2. With the abolition of the thrust sector, pioneer units will be re-defined as "the first five industrial units of each priority sector which commence fixed capital investment and go in to production during the operative period of the new policy"

3. The new policy also seeks to address the concerns of the hospitality industry by making all industrial units/activities specified in para 6.11 of Odisha Tourism Policy, 2013 eligible for fiscal incentives under the new industrial policy of the state. These activities are: • Hotels of star categories. • Heritage hotels, resorts,

## **CENTRE TO PROMOTE NABAKALEBARA AS GLOBAL EVENT**



Aware of the resentment in Odisha over the absence of a package for the upcoming Nabakalebara festival in the pilgrim town of Puri in the Union Budget, the Centre sought to make amends announcing that it would promote the grand event on the international tourist map in a big way and make available necessary funds for its smooth organisation.

A slew of measures to package and promote the once-in-a-generation festival were decided upon at a meeting between Union Petroleum Minister Dharmendra Pradhan and Tourism Minister Dr Mahesh Sharma in which Secretaries of Ministry of Culture and Tourism were also present. Among them were international branding and promotion of the Nabakalebara Rath Yatra, a Coffee Table Book and a special documentary on the Rath Yatra by the Ministry of Culture and issue of coins and stamps to commemorate the event

"Tourism Ministry has already sanctioned Rs 50 crore and Centre will also supplement budgetary support as per the requirements of the event. The government is committed to make the event glitch-free as lakhs of people would be visiting the Nabakalebara Rath Yatra," Pradhan said after the meeting.

All the stakeholders, including Odisha Tourism, tourist guides, people in the hospitality and travel industry and the Culture & Tourism Ministry of the Government of India will make consolidated efforts to promote this even an international tourism event, Pradhan added.

Tourism Minister Dr Mahesh Sharma informed that his Ministry was making efforts to utilise the 450-km long coastal belt for promoting tourism in Odisha. He informed that discussions revolved around making suitable arrangements to make this a memorable event.

Pradhan and Sharma will undertake a two-day visit to the state on 20-21 of this month to review the Nabakalebara preparations.



### Chilika

health farms and health & wellness spa. • Wayside and public amenities at tourist sites • Theme based entertainment centre, amusement park, aquarium, aqua park, multiplexes (cinema halls) of at least three (3) screens • Adventure sports, beach sports and water sports, • Art and Craft villages, craft and souvenir shops at tourist sites excluding manufacturing, development of souvenirs and artisan hubs • Golf courses • Camping, Caravan, tents and other temporary accommodation facilities developed for tourism purposes • Aerial ropeways • Convention centers, • Adventure tourism projects • Cruise boats, houseboats • Eco-tourism projects. • Wildlife safari • Medical tourism (only the Joint Commission International accredited Hospital) • Other projects approved by the department of tourism, government of Odisha or Ministry of Tourism, Government of India.

### Proposed incentives for priority sector units

LAND- New industrial units and existing industrial units taking up

## Two more eco-tourism hubs on anvil at Satkosia

**BHUBANESWAR:** The Satkosia Tiger Reserve (STR) authorities have selected two more sites to be developed into eco-tourism hubs. The wildlife wing of the forest department is likely to send a proposal to the government within two months in this regard, according to a Times of India report quoting official sources.

STR field director Anup Nayak said Baliput in Satkosia Wildlife Division and Badmul in Mahanadi Wildlife Division would be developed as eco-tourism sites. "We are working on the design and the facilities that will be provided to tourists. Since the two sites are located on both sides of Mahanadi river, we will try to introduce boating facilities as well," said Nayak.

The Baliput site is known for its scenic view of the river and a chain of hills on both sides. At present, people visit the spot for picnic and bathing. Badmul is located opposite Baliput and it is also a favourite picnic spot.

**STR is, at present, running three ecotourism sites at Tarva, Tikarpada and Anshupa, which are witnessing impressive tourist footfall.**

In November last year, the authorities set up facilities for tent accommodation at Tarva. "Because of eco-tourism activities involving local communities, poaching and illegal fishing have been checked. The forest dependence of villagers living in buffer and core areas has also gone down considerably," Nayak added.

Poaching and illegal fishing are common at Baliput and Badmul. "Our focus will be to create eco-tourism facilities and involve the villagers in it so that they will start reposing faith in the forest department and stop poaching activities," said Anshu Pragyan Das, divisional forest officer, Mahanadi wildlife division.





expansion/ modernisation/ diversification will be granted exemption under the provisions of clause - C of Section-73 of Orissa Land Reforms Act, 1960 from payment of premium, leviable under provisions of clause - C of Section 8 (A) of the OLR Act.1960 on production of eligibility certificate from the Director of Industries, Odisha for Large Industries and Medium Enterprises and G.M / PM, DIC for Micro, Small Enterprises as follows.

**Micro & Small Sector :** 100 % up to 5 Acres

**Medium Sector :** 75 % up to 25 Acres

**Large Sector :** 50 % up to 500 Acres

**Priority Sector :** 50%

**INTEREST SUBSIDY-** New industrial units coming under Micro, Small and Medium Enterprise and non MSME Priority sector shall be entitled to interest subsidy for timely payment @ 5% per annum on term loan availed from Public Financial Institutions / Banks for a period of five years from the date of commencement of production sub-

ject to a total maximum limit of

→ Rs 10 lakhs for Micro Enterprises;

→ Rs 20 lakhs for Small Enterprises;

→ Rs 40 lakhs for Medium Enterprises;

→ Rs 1 crore for Non-MSME Priority Sector Units

***For units in Kalahandi, Nuapada, Bolangir, Subarnpur, Koraput, Malkangiri, Rayagada, Naurangpur, Khandamal, Gajapati and Mayurbhanj, the reimbursement period will be seven years from the date of commencement of production subject to the aforesaid limit.***

**STAMP DUTY-** In respect of transfer of land / shed by Government, IDCO and Private industrial estate developers to new industrial units and existing industrial units taking up expansion, modernization and diversification, exemption on Stamp Duty shall be applicable as follows.

**Micro & Small Sector @ 75 % of applicable Stamp duty Medium Sector @ 50 % of applicable Stamp duty Large Sector @ 25 %**

### **of applicable Stamp duty Priority Sector @ 100% of applicable Stamp duty**

Loan agreements, credit deeds, mortgages and hypothecation deeds executed by the Industrial Units in favour of Banks or Financial Institutions shall be allowed 100% exemption from stamp duty.

**ENERGY-** New industrial units other than in priority sector industries shall be exempted from the payment of electricity duty up to a contract demand of 500 KVA for a period of 5 years from the date of availing power supply for production.

New industrial units in the Priority Sector shall be exempted from payment of electricity duty up to a contract demand of 5 MVA for a period of 5 years from the date of availing power supply for production.

Industries of seasonal nature like food processing, sugar, salt etc., will be provided with the facility of temporary surrender of a part of their contracted demand subject to approval of OERC.

To encourage energy efficiency and reduce carbon footprint of industries, a one-time reimbursement of cost of Energy Audits by Industrial Units shall be provided up to a maximum of

Rs 1 lakh for Micro Enterprises;

Rs 2 lakhs for Small Enterprises;

Rs 3 lakhs for Medium Enterprises;

per unit subject to achieving energy efficiency/ reduction in carbon footprint in the said year. Independent and credible third party agency must certify energy efficiency and reduction of carbon footprint of Industries.

### **Value added tax, entry tax**

New Micro, Small & Medium Enterprises shall be eligible for reimbursement of 75% of VAT paid for a period of five (5) years from the date of commencement of production limited to 100% of cost of plant and machinery provided that the VAT reimburse-



**Bhitarkanika**

ment shall be applicable only to the net tax paid

New industrial units in Priority Sector shall be eligible for reimbursement of 100% of VAT paid for a period of seven (7) years from the date of commencement of production, limited to 200% of cost of plant & machinery in a tapered manner over a period of seven years

Existing Micro, Small & Medium Enterprises taking up expansion/modernisation/ diversification as defined in this IPR shall be eligible for 75% reimbursement of VAT paid for a period of five (5) years from the date of commencement of production subject to the condition that it shall be applicable only on increased production over and above the existing installed capacity limited to 100% of additional cost of plant and machinery acquired

Existing industrial units in Priority sector taking up expansion/modernisation/ diversification as defined in this IPR shall be eligible for 100% reimbursement of VAT paid for a period of seven (7) years from the date of commencement of production subject to the condition that it shall be applicable only on increased production over and above the existing installed capacity limited to 200% of

additional cost of plant and machinery acquired

Reimbursement of Entry Tax shall be available to eligible industrial units as follows:

### **i. Plant & Machinery**

New Micro, Small & Medium Enterprises and Priority Sector units shall be eligible for 100% reimbursement of Entry Tax on acquisition of plant & machinery for setting up of industrial units till the date of commencement of production.

### **ii. Raw Materials**

New Micro, Small & Medium Enterprises and Priority Sector units shall be eligible for 100% reimbursement of Entry Tax on purchase of raw materials for a period of five years from the date of commencement of production subject to a total maximum ceiling of 100% of cost of plant and machinery and work shed / production shed.

This para will be suitably replaced after GST is introduced

### **Employment Cost Subsidy**

a) 75% reimbursement (in case of male workers) and 100% reimbursement (in case of female workers) of expenditure on account of contribution towards ESI and EPF Scheme for

a period of 5 years for new Micro and Small units which employ skilled and semi-skilled workers who are domicile of the state as regular employees (on payroll).

b) 50% reimbursement (in case of male workers) and 100% reimbursement (in case of female workers) of expenditure on account of contribution towards ESI and EPF Scheme for a period of 3 years for new Medium units which employ skilled and semi-skilled workers who are domicile of the state as regular employees (on payroll).

c) 100% reimbursement of expenditure on account of contribution towards ESI and EPF Scheme for a period of 3 years for New Industrial units in Micro , Small & Medium Enterprises and Priority Sector which employ skilled and semi-skilled workers who are domicile of the state and have been displaced due to the establishment of the said Industrial Unit as regular employees (on payroll).

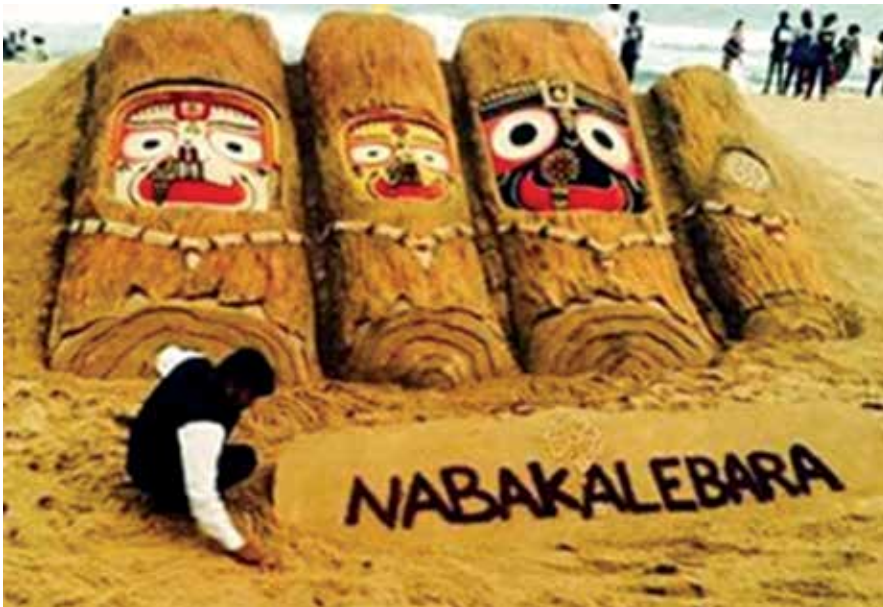
d) 100% reimbursement of expenditure on account of contribution towards ESI and EPF Scheme for a period of 5 years for New Industrial units in Micro , Small & Medium Enterprises and Priority Sector which employ skilled and semi-skilled Persons With Disabilities workers who are domicile of the state as regular employees (on payroll).

e) New Industrial units and Existing Industrial units in Micro , Small & Medium Enterprises and Priority Sector taking up Expansion/ Modernization/ Diversification which wish to avail the above incentives must employ people who are domicile of Odisha in the following ratio in vacancies in the following categories of jobs: Unskilled and Semiskilled: A minimum of 90% of total requirement Skilled: A minimum of 60% of total requirement Supervisory Managerial: A minimum of 30% of total requirement

# EVOLUTION OF LAND BANK SCHEME

LAND BANK SCHEME 2007			LAND BANK SCHEME 2015		
Zone	Location	Concessional Industrial Rate in Rs lakh/acre	Zone	Location	Concessional Industrial Rate in Rs lakh/acre
<b>Zone A</b>	Urban areas coming under the jurisdiction of Bhubaneswar Municipal Corporation, Cuttack Municipal Corporation, Rourkela Municipality, Berhampur Municipality, Sambalpur Municipality and Paradeep NAC.	Rates to be fixed by Revenue/ G. A. Department in consultation with Industries department	<b>Zone A</b>	Urban areas under the jurisdiction of Bhubaneswar Municipal Corporation area.	125 lakh/ Acre
<b>Zone B</b>	Revenue Sub- Divisions of Angul, Athagarh, Balasore, Berhampur, Champua, Cuttack, Dhenkanal, Jagatsinghpur, Jajpur, Jharsuguda, Keonjhar, Khurda, Panposh, Puri, Sambalpur, Talcher	Municipal / NAC Area - Zone -B -@ Rs 5 lakh / Ac, Zone- C -@ Rs 3 lakh / Ac, Zone- D @ Rs. 1.5 lakh/ Ac Other than Municipal / NAC Area - Zone -B -@ Rs 2 lakh / Ac, Zone- C -@ Rs 1 lakh / Ac, Zone- D @ Rs. 0.5 lakh / Ac	<b>Zone B</b>	Urban areas under the jurisdiction of Development Authorities of Cuttack, Rourkela, Berhampur, Sambalpur, Paradeep, Puri, Angul and Jharsuguda	Cuttack – Rourkela- 60 Lakh / Acre Berhampur, Sambalpur, Paradeep, Puri, Angul – 30 Lakh / Acre
<b>Zone C</b>	Revenue Sub- Divisions of Banki, Baripada, Bhadrak, Baragarh, Bolangir, Chhatrapur, Jeypur, Koraput, Raygada, Sundergarh		<b>Zone-C</b>	Revenue Sub-Divisions of Bhubaneswar, Khurda, Angul, Cuttack, Jharsuguda, Panposh, Puri, Sambalpur	Municipal/NAC area – 15 lakh / Acre other than Municipal / NAC Area :6 lakh / Acre.
<b>Zone D</b>	Revenue Sub- Divisions - Anandpur, Athamallik, Balliguda, Bamanghati, Bhanjanagar, Bhawanipatana, Birmaharajpur, Bonai, Boudh, Deogarh, Dharmagarh, Gunupur, Hindol, Kamakshyanagar, Kaptipada, Kandhamala, Kendrapada, Kuchinda, Malkangir, Nayagarh, Nuapada, Nilagir, Nabarangapur, Padampur, Pallahara, Panchpir, Paralakhemundi, Patnagarha, Rairakhol, Sonapur, Titilagarh.		<b>Zone-D</b>	Revenue Sub-Divisions of Athagarh, Balasore, Berhampur, Chhatrapur, Champua, Dhenkanal, Jagatsinghpur, Jajpur, Keonjhar, Talcher	Municipal / NAC area 10 Lakh / Acre Other than Municipal / NAC Area – 4 lakh / Acre
			<b>Zone-E</b>	Revenue Sub-Division of Banki, Baripada, Bhadrak, Baragarh, Bolangir, Jeypur, Koraput, Raygada, Sundargarh	Municipal / NAC area: 6 Lakh / Acre Other than Municipal / NAC Area- 2 lakh / Acre
			<b>Zone-F</b>	Revenue Sub-Divisions – Anandpur, Athamallik, Baliguda, Bamanghati, Bhanjanagar, Bhawanipatna, Birmaharajpur, Bonai, Boudh, Deogarh, Dharmagarh, Gunupur, Hindol, Kamakshyanagar, Kaptipada, Kandhamala, Kendrapada, Kuchinda, Malkangiri, Nabrangpur, Nayagarh, Nilagiri, Nuapada, Padampur, Pallahara, Panchpir, Paralakehemundi, Patnagarh, Rairakhol, Sonapur, Titilagarh	Municipal / NAC area – 3 Lakh / Acre Other than Municipal / NAC Area – 1 lakh / acre

Ground Rent @ 1% of the land value



Renowned sand artist Sudarsan Pattnaik has created a sand sculpture on Nabakalebara at Puri beach of Odisha on March 28, 2015

# ODISHA'S ACE, INDIA'S TRUMP CARD

SUDESH PODDAR

**N**ABAKALEBARA 2015 has gone viral. Odisha and its people are treating this festival as a godsend to woo domestic and international visitors with a killer storyboard to prove that the state is indeed the “Soul of Incredible India”. Through the eyes of the visitors, the world will discover and experience the sublime culture and heritage of the state and its exquisite natural resources.

Nabakalebara is a religious ritual performed every 12-19 years at the Jagannath Temple where the deities leave their old form and assume new ones. It was last celebrated in 1996 when footfalls touched 2 million. Estimates suggest that this year the visitor count is likely to cross 5 million.

Nabakalebara is the platform to

showcase to the world the matchless assets of Odisha. It is an event which is expected to set in motion a virtuous cycle of tourism-led growth and development of the state on multiple fronts.

The mood of businessmen is understandably upbeat as they sense an exciting opportunity to expand their reach. Even the government at the Centre has quickly grabbed this opportunity to leverage this festival and promote “Incredible India”.

The Union Ministry for Culture proposes to produce a coffee table book on Nabakalebara and also make a special documentary on the Rath Yatra. Coins and stamps will also be issued to commemorate the yatra. All the stakeholders including Odisha State Tourism, Tourist guides, hospitality industry people, travel industry and the Culture & Tourism Ministry of the Government of India will make

consolidated efforts to promote it as an international tourism event.

Naturally, the state administration is working overtime to make this event a grand success and elaborate arrangements are being made to ensure that pilgrims and tourists are not inconvenienced during their stay in Puri town.

A Business Standard report informs that Odisha Chief Minister, Mr Naveen Patnaik has “deployed an army of senior bureaucrats to oversee the progress. He has asked the Puri district administration to gear up for the event and come out with standard operating procedures in case of incidents like stampedes, fires and diseases that may arise because of the massive congregation. Health Minister Atanu Sabyasachi Nayak says the state government has planned at least 500 additional beds in different hospitals in and around Puri, 100 first aid centres and 120 ambulances. In addition, over 900 paramedic staff will be deployed to provide health services to the devotees. It is going to be a test of Patnaik’s administrative skills.”

The newspaper adds that the authorities have decided to provide a five-layer security cover for Puri. Close-circuit televisions will be installed at strategic locations in the town like Grand Road (the venue of the Rath Yatra), the bus terminal, railway station, pilgrim shelters and parking lots. A central security unit will be deployed for the festival. This unit will be equipped with bullet-proof four-wheelers and satellite phones, besides sophisticated arms and ammunitions. For effective crowd management, 30 large digital screens will be installed at various points in the city and a traffic control unit will operate from a special facility at the Kumbharpara police station complex.

I think the event will be a case study, if successful, in promoting our heritage properties and precious tourism assets. Let’s hope for the best.

# NABAKALEBARA 2015 - A BLESSING IN DISGUISE FOR HOSPITALITY INDUSTRY



**SOUVAGYA MOHAPATRA**

**N**ABAKALEBARA, a symbolic ritual to mark the transfiguration of Lord Jagannath, the presiding deity of the holy Srimandir of Puri has enormous significance in the socio-cultural life of Odisha. Puri, one of the four sacred pilgrimages of Hindus, houses the sacred shrine of Shri Jagannath which draws in droves pilgrims from across the globe on functions associated with the legend of Lord Jagannath. Nabakalebara, which is performed periodically on a special occasion marking a particular conjunction /configuration of stars is the ritual of the Lord shedding his old body for acquisition of

a new one. Lord Jagannath, whose divine sport (Leela) represents the human aspect of the divine, goes through an elaborate process of rituals spread over months culminating in His reincarnation.

The festival casts deep influence on the collective psyche of the people of Odisha in particular and Hindus in India in general, who throng the Holy city of Puri in huge numbers to witness this grand spectacle. The function of Nabakalebara is taking place this year after 19 years sparking huge interest in the general public and attracting massive media attention. Never ever in the history of Nabakalebara such interest was seen in the festival which is evident this year. This could now be largely attributed to the proliferation of media channels and the emergence of social media of late.

The wide attention that Nabakalebara has garnered this year has huge implications for the hospitality industry. Approximately 5 million people are expected to arrive in the city in and around the time of Nabakalebara from different parts of India and abroad. The visitors' profile is likely to be varied and diverse and a substantial chunk of them are likely to be from abroad as the festival has got wide publicity, courtesy the promotional efforts of the government of Odisha and the ongoing discussion in the social media.

The event has scooped out good opportunities for the hospitality sector in the state which is bracing up for the forthcoming mega show. Howev-

er, there seems to be deficit of quality accommodations to meet the likely demand of visitors which has made it incumbent on the existing players in the sector to increase their capacity and upgrade their infrastructure.

Mayfair Hotels and Resorts have 4 properties, 2 each in Puri and Bhubaneswar which are fully geared up to cater to the hospitality needs of the inbound tourists. Flagship property of Mayfair group at Bhubaneswar- Mayfair Lagoon is well set to welcome guests with its elegant boutique of services. Adjudged one of the best hotels in the country, the Lagoon boasts of best in class infrastructure to provide unmatched experience to the visitors. The royal ambience, accentuated by exquisite interiors and embellished with intricate artworks, will delight connoisseurs for sure.

Complementing the Lagoon is Mayfair Convention, which awaits the guests with a spruced up look. Although meant for hosting business meetings, the facility has 20 well furnished rooms to cater to the high end hospitality needs of the visitors.

However, in the context of Nabakalebara the twin properties - Mayfair Waves and Mayfair Heritage at Puri are the most relevant for the upcoming grand festival.. The event of Nabakalebara is going to have a salutary long term impact on the tourism revenues of the state. The event will amplify visibility of the holy city of Puri and the temple city of Bhubaneswar on the global tourism map. This will whet the appetite of global tourists to visit these sites and result in increased tourist inflow. Hospitality industry will be the ultimate beneficiary from this grand exercise as tourism and hospitality are closely intertwined.

Nabakalebara may well be a harbinger of a new, revived hospitality sector in the state if things pass off smoothly.

# Chhau needs a 'Nabakalebara'

The entire Seraikella-Kharswan region was buzzing with activity during a week-long Chhau festival organized separately by the royal family at the 17th Century Seraikella Palace Courtyard and the Jharkhand government at the Birsa Munda stadium.

Besides Chhau, local folk were regaled with an eclectic mix of classical and contemporary dance at the Chhau Nritya Mahotsave organized recently by the art, culture, sports and youth affairs department of the state government.

Among the key performers at the Mahotsav were Mamata Shankar's troupe and reality TV India's Got Talent winner and Kathak exponent Ragini Makkar and her group. Veteran BJP MP from Khunti, Kariya Munda, inaugurated the Mahotsav. For those passionate about Chhau, the Mahotsav was a rare treat as Seraikella, Manbhum and Mayurbhanj forms were demonstrated by folk dances like Bihu, and Gotipua (Odisha).

The Srikalapith, established in 1941, organizes Chaitra Parva every year, presented to visitors and local folk alike. Chief guest at Chaitra Parva 2015 was former chief minister and BJP general secretary Arjun Munda. Students of Srikalapith, a dance school run by the royal family participated in a dance competition along with other dance groups of the region. This competition is in memory of Padmashree Rajkumar Sudhendra Narayan Singh Deo. The final day, April 13th, of Chaitra Parva 2015 was dedicated to legendary flautist Late Pandit Pannalal Ghosh. Jharkhand CM Raghubar Das was present on the final day to encourage the performing artists and take this celebrated dance form, recognized by Unesco as an intangible heritage of India.



Smita Raj Parikh

The festival this year is not only about spreading awareness of our cultural heritage but also a medium to convert a passion into a livelihood option. Smita Raj Parikh, vice president, HRAEI and director, Fortune Hotel Centre Point, Jamshedpur was instrumental in devising an attractive accommodation and transport package for visitors to the Chhau Mahotsav this year. The cost of stay was fixed by the Jamshedpur Hoteliers Association at Rs 6000 (between April 11-April 13) with free transfers from Jamshedpur to Seraikella, the venue of the Mahotsav, Ms Parikh informed.

Chhau must not only survive. It must flourish and without any further delay. Chhau needs a unified voice, a new approach and last but not the least international presence. Nothing short of a 'Nabakalebara' will do.

## MYSTERY CALLED CHHAU

With origins shrouded in mystery, the Chhau dancer communicates inner emotions and themes through cadences of body flexions, movements and kinetic suggestions. The word Chhau is interpreted differently by scholars. 'Shadow', 'Disguise' and 'Image' are the most common interpretations due to the extensive use of masks in this dance form. The martial movements of Chhau have led to another interpretation of the word as meaning 'to attack stealthily' or 'to hunt'.

Three styles of Chhau exist born from the three different regions of Seraikella (Bihar), Purulia (West Bengal), and Mayurbhanj (Orissa) Martial movements, strong rhythmic statements and dynamic use of space are characteristic of Chhau.

Seraikella Chhau flourished under royal patronage. Its vigorous martial character made it suitable only for male dancers. The princes were not only patrons but also dancers, teachers and mask-making experts. The Seraikella masks are similar to those used in the Noh dance of Japan and the Wayang Wong of Java.

Purulia Chhau uses masks which is a highly developed craft in the region. The barren land with its tribal inhabitants and multi-layered influences of Vedic literature, Hinduism and martial folk-lore have all combined to shape the Purulia Chhau dances which have only one message - the triumph of good over evil. (source: <http://www.brscollge.com/Art-and-Culture/dance-forms-India>)



## INTERVIEW

**Anil Kumar Singh, Director (Art, Culture, Sports & Youth Affairs), government of Jharkhand**, reveals some interesting plans, projects and events which will give Jharkhand a much needed shot in the arm to take its rich cultural heritage to heights that will dwarf the achievements of its predecessors. Here are extracts from an interview with **Dheer Kumar Kothari, editor, Mystic East**.



### On priorities of the new government

Our government has given new impetus to promotion of art, culture, sports and youth affairs in its budget present in February this year. We have provided Rs 53 crore for art and culture promotion in 2015-16. We conducted roadshows in Kolkata, Delhi, Raipur, Durgapur, Purulia and Mayurbhanj as a curtain-raiser of the Chhau Mahotsav. For the just concluded Chhau festival, BSF unit at Meru, Hazaribagh prepared a special composition. We propose to conduct an international Chhau show next year.

Our government has declared five melas as State Festivals. These festivals

will be promoted by us at national level and from next year we will promote them internationally. These melas include the Seraikella Chhau, Chatra Itkhori Mahotsav, Sahibganj Maghi Mela, Deoghar's Shraavan Mela, and Basukinath Shraavan Mela.

### On other initiatives of art and culture department and integrating it with tourism programmes

We are in advanced negotiations with the Bihar government to develop Buddhist circuit which would connect pilgrims visiting Bodh Gaya in Bihar with Itkhori in Chatra, Jharkhand. Among other major circuits for religious/cultur-

al tourism proposed are Deoghar-Basukinath-Sahibganj and Kolkata-Ghatshila-Jamshedpur-Seraikella-Ranchi for tourists coming from Kolkata. For those coming from New Delhi the trip would commence in reverse order from Ranchi.

We have tied up with National School of Drama for setting up Rabin-dra Bhawan in Ranchi at an estimated cost of Rs 15 crores for promotion of art and culture. It will be jointly funded by NSD (60%) and Jharkhand government (40%).

### On promotion of tribal/folk dances

We are also in talks with the Lalit Kala Akademi for opening of a regional art centre to promote study, research and survey of folk, tribal and traditional arts and crafts techniques, preserve and project their art forms and to organize regional surveys of and to encourage surviving indigenous craftsmen, painters and sculptors. This centre will enjoy the support and involvement of the Eastern Zone Cultural Centre. We expect to open this centre by March 2016.

### On recent controversy over neglect of terracotta temples in Maluti town

The historic temples of Maluti, near Shikaripara in Dumka district, are on top of our priority projects in hand. The Archaeological Survey of India (ASI) is working on restoration of 10-12 temples out of 65 temples which will ultimately be restored. Restoration work will start as soon as the ASI study is completed and the estimated cost finalized and approved. The Central government has promised all support for this project. We will establish connectivity with Maluti and other tourist destinations of the state and also provide training in terracotta work for artisans.





**1 & 2.** Different forms of Chhau, Mayur and Radha Krishna respectively being performed by local artists at the 17th Century Seraikella Palace Courtyard on the final day of the Chhau festival.

**3.** Chief minister of Jharkhand Raghubar Das releasing the 2015 Souvenir of Srikalipith (The Royal School of Chhau). Seen from left to right are Rani Arunima Singh Deo, Raja Pratap Aditya Singh Deo, CM of Jharkhand, CEO of Srikalipith, S.N. Singh among other distinguished guests.

**4.** Raja Pratap Aditya Singh Deo engaged in serious discussion with the Jharkhand CM Raghubar Das.

Act East countdown has begun

# CLMV is the launchpad; ASEAN is the goal



**T**HE allocation for a Project Development Fund to oversee investments in the CLMV (Cambodia, Laos, Myanmar and Vietnam) manufacturing hubs in this year's Union Budget might appear to be a measly sum in a region where the potential to absorb funds is gargantuan. For starters, however, it is a bold move if seen in the context of value that it can unlock by attracting private capital flows from India into the region in a host of industries, including tourism, which could unleash rapid economic development of the ASEAN region and shared prosperity of its constituent economies.

India has consciously chosen to reinforce economic partnerships with Southeast Asia under an "Act East" policy by prioritizing investments in CLMV economies. It is also an acknowledgement of the long standing industrial cooperation between India and the CLMV countries.

The new foreign trade policy, 2015 announced by the government states explicitly: "India's trade relations with its immediate neighbours in South Asia are a special focus area for the government, with a larger goal of building regional value chains in different sectors such as textiles, engineering goods, chemicals, pharmaceuticals, auto components, plastic and leather products. An added advantage of such integration will be an expanded role for North East India in regional trade with its consequent development outcomes. A better connected South Asia can provide additional trade routes to South East Asia and Central Asia."

India has developed multi-faceted relationship with ASEAN countries both bilaterally and multilaterally. Taking this to the logical next phase, the "Act East" policy of the Government of India endeavours to cultivate wide-ranging economic and

strategic relations in South-East Asia. India's trade with ASEAN was USD 74.6 billion in 2013-14 and accounts for about 10 percent of India's total trade. ASEAN, as a bloc, has become one of India's largest trading partners in recent years. India's four major trading partners from ASEAN are Singapore, Indonesia, Malaysia and Thailand, accounting for more than 80 percent of India's trade with ASEAN.

The ASEAN-India Trade in Goods Agreement, which was signed in Bangkok on 13 August 2009, entered into force on 1 January 2010. The ASEAN-India Agreement on Trade in Services and Investment was concluded in 2014 and will become operational from 1 July 2015. It provides business certainty to service providers from both India and ASEAN countries and is expected to strengthen business and commercial relations between ASEAN and India. It will also open up opportunities of movement of both manpower and investments between India and ASEAN.

The India-Singapore Comprehensive Economic Cooperation Agreement (CECA) became operational from 1 August 2005. The second review of CECA is underway. A Comprehensive Economic Cooperation Agreement was signed with Malaysia on 18 February 2011. A Comprehensive Free Trade Agreement is being negotiated with Thailand.

Trade between Indian and CLMV countries grew tenfold from \$1.1 billion in 2004 to \$11.2 billion in 2013. In terms of FDI, approved Indian foreign investment in CLMV countries stood at \$40.9 million in 2013 with bulk of the flows directed into Vietnam (54.9% of total flows into the CLMV region). Total FDI for the ASEAN region as a whole stood at \$1.3 billion in 2013. In January 2015, there are a total of 84 projects funded by Indian investments in

## Exim Bank eyes Saarc for project exports

The Exim Bank sees huge potential for project exports in the South Asian Association for Regional Cooperation (Saarc) region. With Rs 1,300 crore capital from the government, Exim Bank will be fully leveraging its debt limit next fiscal to raise Rs 13,000 crore for financing export projects and overseas investments. The bank expects a growth of Rs 6,000 to Rs 12,000 crore in its book size this year.

"Interconnectivity between Saarc countries is a big infrastructure development opportunity for Indian companies. The prime minister too had expressed his interest in establishing seamless connectivity in the region during the last summit. We have started working on a feasibility study on private investments in Cambodia, Laos, Myanmar and Vietnam (CLMV).

"The budget had proposed plans to catalyse private sector investments and set up manufacturing hubs in CLMV," said David Rasquinha, deputy MD, Exim Bank of India.

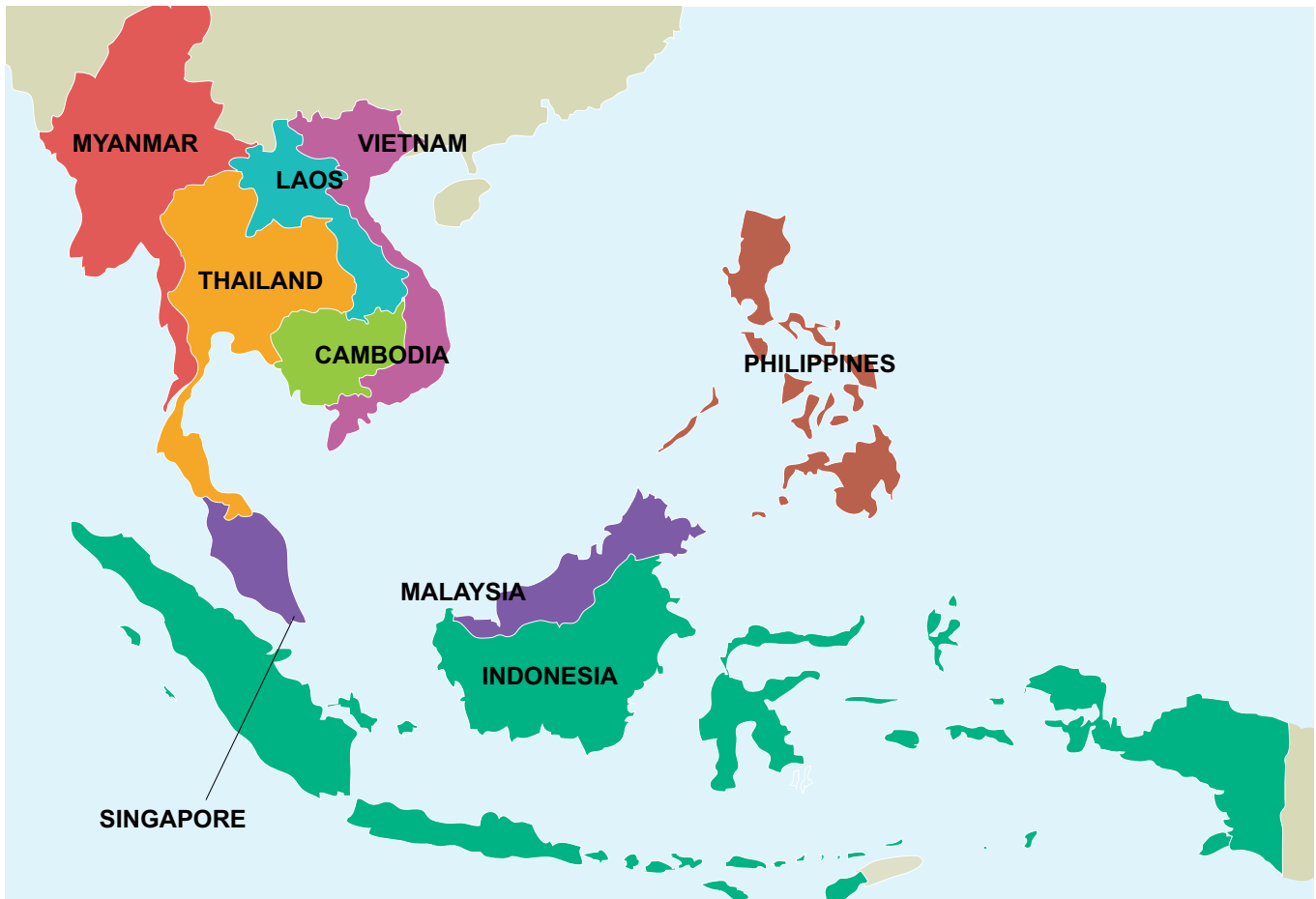
Projects executed in Saarc region currently accounts for 25-30 per cent of Exim bank's business and largest chunk of its financing goes for the projects in war-ravaged Sri Lanka. Projects in the emerald islands account for commitment of \$2.5 billion followed by Nepal with commitments of \$1.4 billion.

While developed markets like Europe are going through rough times, project exports for Africa and Saarc have been growing well in the recent past. Africa accounts for 40 per cent of Exim bank's project exports.

Some investments financed in markets like Europe, especially in automotive, chemical and pharmaceutical sector and textiles have resulted in a growth of non-performing assets (NPAs) of the bank from one per cent to three per cent. However, Exim Bank finds that the NPAs have not moved to an alarming rate.

Meanwhile, the bank has been earmarked capital of Rs 1,300 crore for 2015-16. With a leverage ratio of ten times of the capital, it will be raising Rs 13,000 crore in the form of debt from the government. "China has a leverage ratio of 75 times of capital as they are aggressive in pushing business. We are profitable at this leverage ratio," said Rasquinha.

The bank expects its books to grow between Rs 6,000 and Rs 12,000 crore this fiscal from Rs 9,000 crore last year. It also has been seeing the value of overseas projects increasing in the recent times. (Source: Financial Chronicle)



Vietnam. The Export-Import Bank of India has created 20 Letters of Credit worth US\$ 1 billion in CLMV countries towards power, irrigation, and manufacturing projects.

India and the CLMV countries share similar economic characteristics when it comes to prospects for manufacturing. Abundant natural resources and cheap labour are its major assets. CLMV countries are competing with India in manufacturing with their presence in integrated value chains in Southeast Asia. For instance, the phone manufacturer Nokia moved its operations from India's Chennai to Vietnam's BacNinh province in 2013-14 to reap benefits of cheaper operational costs in the region.

Besides being a preferred region for manufacturing, CLMV countries are also large potential markets for Indian products. The region has a population of 165 million, growing incomes, and a rapidly expanding middle class. In Vietnam alone, the middle class is expected to increase from 2 million in 2014 to 33 million by 2020. A recent Exim Bank of India study of the CLMV economies titled "Enhancing India's bilateral ties with Cambodia, Lao PDR, Myanmar, Vietnam: A Brief Analysis" states that border trade between India and CLMV countries (through Myanmar) has special significance and there is immense potential to enhance bilateral economic relationship due to the geographical continuity with India and Myanmar

sharing 1,643 km of common border in the north-eastern region" where Mizoram, Manipur, Nagaland and Arunachal Pradesh share international border with Myanmar.

The first CLMV summit was held in November 2004 in Vientiane, Lao PDR, with the adoption of the Vientiane Declaration on enhancing economic cooperation and integration among CLMV countries. The Vientiane Declaration outlined seven areas of cooperation which include trade and investment, agriculture, industry and energy, transport, information technology, tourism and human resource development.

A survey by the Japanese External Trade Organization (JETRO) in December 2014 showed that base month-

ly salaries for manufacturing employees of Japanese-invested companies in CLMV countries were lower than those in India. While base monthly salaries in India were reported at US\$239, those reported for CLMV countries were US\$113 in Cambodia, US\$112 in Laos, US\$127 in Myanmar, and US\$176 in Vietnam. India is also keen on accelerating cooperation with cities within each country. In one such case, textiles, pharmaceuticals, tourism and high-tech agriculture have been identified as sectors for Indian investment into Can Tho, Vietnam. ([www.asean-briefing.com](http://www.asean-briefing.com)).

Recently, the government of India has taken some concrete steps which were disclosed to the media by Mr Rajeev

Kher, Union commerce secretary. He informed that the government would set up a mechanism within the next three to four months to create a project development firm under the Exim Bank to channelize investments into Cambodia, Laos, Myanmar and Vietnam.

The mechanism will operate through a SPV which the EXIM Bank will form in collaboration with a private sector company. The SPV will have a project development fund (PDF). "The PDF will be funded by the government which in turn will invest in (one of these countries) say in acquiring land or a SEZ and then develop it and start allocating it to business entities in India against payment. It is essentially a trade facilitation measure with capital

content in it," Kher added.

Explaining it further, he said: "If you have a SEZ say in Vietnam -- get your yarn exported there, get apparel made there and then access the American market through the TPP route and take advantage of the duty and standard benefits". The Trans-Pacific Partnership (TPP) is a proposed regional free trade agreement among 12 countries: Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, the United States, and Vietnam. "It is a simple financing mechanism of Indian government till the point private sector comes in and pays back. It is also a short term credit facility," he added.

## INDIA, THAILAND TO BOLSTER STRATEGIC CO-OPERATION



**BANGKOK:** India and Thailand have agreed to bolster their defence and strategic cooperation, maritime security and counter-terrorism, with top Thai leaders strongly supporting

the new government's "Act East" policy.

Thailand is very positive about India and the leaders think India is a success story, a big story, Ajit Doval, National Security Advisor (NSA) to Prime Minister Narendra Modi, said here after calling on the Thai premier Gen Prayut Chan-o-cha and meeting other top ministers.

The Thai premier said India was seen by investors as one of the most attractive markets, particularly in industrial manufacturing, construction, food processing, etc.

Thailand is ready to expand cooperation with India in various sectors, especially in tourism. The Thai government is focusing on improving its national infrastructure, especially railways, to promote linkage with neighbouring countries and boost

competitiveness, labour skills etc.

Gen Prayut also confirmed full support for the 7th Thai- Indian Joint Commission Meeting to be hosted by Thailand in June this year to conclude many pending issues such as FTA, academic and trade cooperation.

The Thai premier also expressed his readiness to invite his Indian counterpart to visit Thailand in due course.

Thailand and India, as well as Myanmar, are pushing to complete the Trilateral Highway by next year that will link India's Northeast region to Southeast Asia. The Association of Southeast Asian Nations (ASEAN)'s mainland members would be able to connect to the Delhi-Mumbai Industrial Corridor and the Chennai Bangalore Economic Corridor. (PTI)

# Shillong roundtable on Indo-ASEAN connectivity



## IMPORTANT RECOMMENDATIONS

1. NER is not adequately linked in the Look East Policy (LEP) or Act East Policy (AEP). Neither, it participates in large way in trade with ASEAN. Out of 62 items allowed for border trade with Myanmar at Moreh, only 9 items have been traded so far. Another 22 items were added in the list of tradable items recently. Out of 32 Land Customs Stations (LCSs), only 3 LCSs have been notified to allow trade with Myanmar. Therefore, steep rise of informal trade has been witnessed between India and Myanmar at the border. On top, non-tariff measures (NTMs) prohibit trade between India and Myanmar. For example, port restriction does not allow import of livestock through Moreh. Food test-

ing facilities are also not widely located in NER. It was suggested that border trade formalities should be reconfigured and simplified at Moreh. At the same time, border trade shall be treated as most favoured nation (MFN) trade.

2. Dawki and Moreh Integrated Check Posts (ICPs) are being planned in NER in the first phase. ICP at Agartala has been started working few months back. Single border post between Bhutan and India for the sake of handling international trade is being mooted.

3. There is also a need to develop all Tier-II and Tier-III airports in NER and modernise them to empower in landing and operational facilities. With most of the airports located in hilly terrains and regions on high al-

titude, proper technologies should be introduced to help the aircrafts operate without facing much difficulties arising from risks related to extreme weather conditions. The 100 per cent FDI may be allowed for the development of greenfield airports in NER. Guwahati and Imphal airports shall be connected with international destinations with the help of private airlines. More flying routes within India as an option of 5th Freedom Right may attract foreign airlines to fly in NER.

4. Considering the need and urgency of development of connectivity, it has been suggested to speed up the process of fund disbursement and easing the operational hindrances.

5. Connectivity within NER is essential to have an effective connectivity with ASEAN. Apart from development of forward linkages, it is essential to develop backend connectivity in the region, which will facilitate the infrastructure development process. NER should not be seen as a mere transit point. Connectivity projects are plenty, but we need to prioritise the implementation of the projects.

6. It has been suggested that a think-tank for NEC may be set-up for effectively implementing the steps for regional growth laid out in "Vision 2020" Report and designing the policy measures for the region's economic engagement with ASEAN. Secretary of NEC also declared that NEC would be happy to host such think-tank at Shillong.

7. A regional master plan to promote industries in NER and a tourism master plan are ongoing. NEC shall undertake another study going be-



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## Growth Potential of CLMV countries

COUNTRIES	GROSS DOMESTIC PRODUCT			PER CAPITA GDP		
	Actuals(2010)		Targets(2030)	Actuals(2010)		Targets(2030)
	US \$bn	US \$bn	Average annual growth % 2010-30	US \$bn	US \$bn	No. of times Increase over 2010-30
Cambodia	11.3	61.6	8.5	753.0	3356.0	4.5
Lao PDR	6.5	32.3	8.0	1004.0	4015.0	4.0
Myanmar	45.4	231.3	8.1	742.0	3337.0	4.5
Vietnam	103.6	478.6	7.7	1174.0	4694.0	4.0
<b>ASEAN-10</b>	<b>1871.1</b>	<b>6732.0</b>	<b>6.4</b>	<b>3117.0</b>	<b>9435.0</b>	<b>3.0</b>
<b>ASEAN-6</b>	<b>1704.4</b>	<b>5928.1</b>	<b>6.2</b>	<b>3969.0</b>	<b>11492.0</b>	<b>2.9</b>
<b>CLMV</b>	<b>166.7</b>	<b>803.9</b>	<b>7.9</b>	<b>976.0</b>	<b>4067.0</b>	<b>4.2</b>

Source: ADB (Supporting Equitable Economic Development in ASEAN, February, 2013)

yond Vision 2020.

8. It is discussed that with development of roadways in NER would help in tapping a much larger market at Myanmar, Lao PDR, Cambodia and Vietnam, which till date remains unexplored. Alongside of physical connectivity, development of digital connectivity with ASEAN would result in stronger regional growth and integration.

9. Focusing on border trade, it has been felt that there is an urgent need to develop the border trade infrastructure to facilitate easy and efficient trading practices, thereby reducing trading time and cost.

10. Owing to NER's rising trade with Bangladesh and Myanmar, provision of special incentives is necessary to build connectivity projects in NER. Feeder highways are required to be built in every NER state, which will connect the major towns of one state to the other, thereby facilitating inter- and intra- state trade and commerce.

11. Tourism is an area, which has high trade potential between NER and ASEAN. About one million tourists from Thailand visit Myanmar every year. If we succeed in bringing even a small one per cent of such volume in NER, tourism industry in NER will revive again, which will not only

generate employment but also bring political peace. To promote tourism between ASEAN and NER, Visa on Arrival (VoA) may be extended to ASEAN tourists, when they arrive at NER airports or border and vice versa. The current temporary entry arrangement between Manipur state and Myanmar should be replaced by VoA scheme at Moreh-Tamu border, particularly in connection with health treatment of Myanmar patients in Imphal.

12. An approximate value of Rs. 3000 crore have been spent by medical tourists in NER, out of which Rs. 500 crore have been spent in Manipur alone. Since the infrastructure is yet to be developed in health sector, it is suggested that there is a need of more doctors, beds, nurses and other related facilities. It is also suggested that Imphal Ring Road should be built, which would facilitate the growth of health industry. Multi-product Special Economic Zone (SEZ) is coming up at Tobal in Manipur. Development of adequate human resources, accreditations of degrees, political stability, ensuring accessibility and affordability are some of the additional measures, which will help in developing this sector in NER.

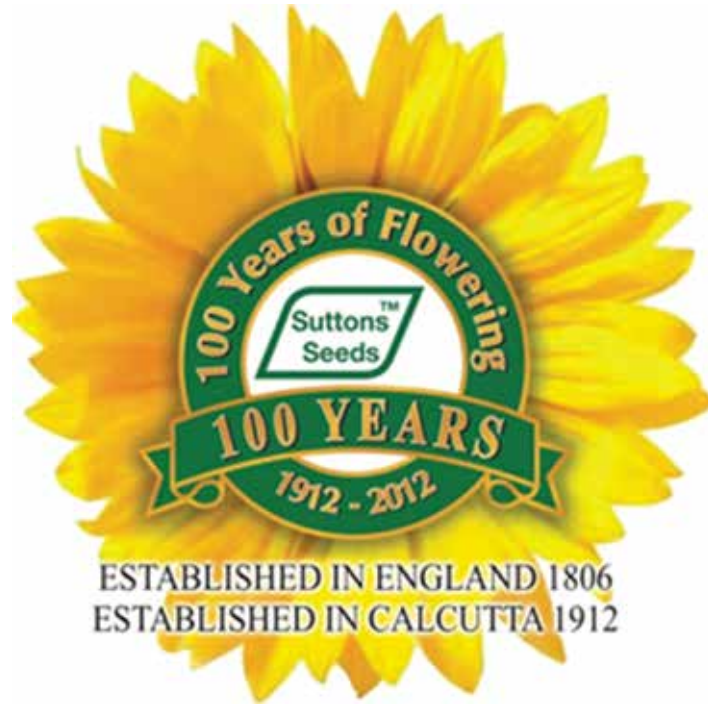
13. With support of financial institutions including banks, local

trading community should be adequately trained on use of financial instruments in carrying out the trade across borders. More banks should be allowed to officially deal with trade between NER, Myanmar and Bangladesh.

14. The Kaladan Multimodal Transit Transport Project (KMTTP) will connect Kolkata and other ports of India's east coast with Sittwe port in Myanmar. With the completion of the Dawei deep-sea port in Myanmar, we will have a much shorter sea route to the Southeast Asian region as compared to the Straits of Malacca. Shipping Corporation of India is about to start on a trial basis, direct fortnightly shipping services from India's east coast to Yangon, which would cut down shipping time by one-third.

15. With transport agreement between India and Myanmar on anvil and development of industrial parks and townships in Manipur and other NER states under progress, bilateral trade between the two countries is likely to increase in days to come. Moreh LCS in Manipur will emerge as a potential growth centre, and therefore it should be equipped with all modern facilities to handle increased trade and economic activities. Timely completion of ICP at Moreh will not





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only strengthen the trade capacity but also generate exports from NER.

16. It is suggested that competitive trade routes can be developed to increase trade volumes significantly. We need to promote both land and sea routes. Multimodal connectivity between ASEAN and India is essential. TuraJamalpur-Dhaka road, Imphal-Silcar-Karimganj-Silhet road, trilateral highway, etc., have to be opened for commercial use at the earliest to facilitate NER's trade and investment with ASEAN and Bangladesh. With completion of Yargi and Monywa section of trilateral highway (in Myanmar), transportation between Mandalay and Imphal can be completed in 8 to 10 hours. Rih-Tidim road project may be undertaken to give access to Mizoram to trilateral highway. Myanmar – Bangladesh – India gas pipeline shall also be renegotiated.

17. Indian Railways is presently constructing broad gauge railway line between Jiribam and Tupul, which is likely to be completed by 2016. By 2018, Imphal will be connected with Indian Railways network. Railway line between Imphal and Moreh is also being planned. It has been recommended that the Railways should take up the Imphal-Moreh section along with the Jiribam-Imphal section so that both are completed simultaneously.

18. Development of mega food parks, SEZs and industrial parks are some of the initiatives on the anvil. Integrated tourism master plan, development of master plan to increase sectoral competitiveness and provision of transport subsidy are some of the measures through which the development process can be circulated across the region. It is also sought that potential of every NER state should be considered individually rather than considering them as a single entity. Frequent interactions with business people of NER and ASEAN would help in attracting investments in the

## Country-wise India's trade potential (US\$ billion)

Partner	2000 Actual	2009 Actual	2012 Actual	2015 Potential	2018 Potential
Brunei	0.003	0.511	1.002	2.897	4.022
Cambodia	0.009	0.045	0.121	1.983	3.875
Indonesia	1.308	10.736	20.261	43.439	50.328
Lao PDR	0.005	0.021	0.168	1.439	3.023
Malaysia	1.957	8.387	14.171	34.435	38.825
Myanmar	0.227	1.405	1.875	8.983	11.559
Philippines	0.249	1.017	1.610	11.032	13.011
Singapore	2.308	12.769	22.487	31.122	35.276
Thailand	0.845	4.276	8.966	21.002	25.635
Vietnam	0.220	2.149	5.599	12.983	16.230
ASEAN	7.131	41.316	76.261	169.315	201.784
China	2.207	38.995	68.878	125.902	148.232
Japan	3.783	9.572	19.202	40.542	45.111
Korea	1.446	11.589	17.894	43.992	49.652
ASEAN+3	14.567	101.471	182.234	379.751	444.779

Source: RIS

region. Regular interactions between the industry associations of ASEAN and NER would pave the way for strengthening business relations.

19. Commerce Ministry may commence the development of the SEZs and the states should have a plan to develop the export-oriented sectors so that it matches with the corridor development time frame.

20. Additionally, benefits from trade and development should ideally be transferred to local people for in-

creasing their interests, involvement and awareness in the development activities, thereby making it more inclusive. We may learn from the success of Mekong subregion model.

21. Skill development, capacity building and training are some of the areas where private sector of India and ASEAN countries can be involved.

22. Develop implementation strategy with strict timeline. Actionable strategy on Act East Policy (AEP) is needed.

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Ujjayanta Palace, Agartala

# TRIPURA: UNRIVALLED HERITAGE

**B**ESIDES being an attractive tourist destination, Tripura has rich and unparalleled cultural heritage. Tripura's history is incomplete without mention of the sterling contributions of two legendary Indian artists - Rabindranath Tagore who enjoyed complete trust and faith of the monarchy and Sachin Deb Barman (an awesome musician who also had a brush with royalty).

There are a number of historical

Hindu and Buddhist sites. The State also has rich flora and fauna. There is also great potential for development of tourist circuits, involving all the NE states and if possible, Bangladesh as well. All this offers attractive opportunities for the hospitality industry. In Tripura, hotels have been considered as industry, with a view to promote tourism. Hence, all incentives available to other industrial units are also available for setting up hotels.

### **Tourism assets**

#### **Heritage Park, Agartala**

The Heritage Park, spread over twelve acres of land, is on the northern side of Raj Bhawan on the Agartala-GBP Hospital Road. Entrance to the park has an imposing gate depicting the rich cultural heritage of Tripura, both tribal and non-tribal. The park has three parts: (i) mini-Tripura located in about three acres of land at the entrance, (ii) central area being raised as natural

forest, and (iii) a plain table land with medicinal plants, herbs and shrubs. There is a walking track of 1.1 km running along the periphery of the park.

### **Purbasa, Agartala**

Tripura is noted for its exquisite and beautiful bamboo, cane and wooden handicrafts including cotton, silk, polyester. Visitors can watch the craft persons at work and end up shopping at 'Purbasa' and any of the Handloom and Handicrafts Sales Emporium in any of the tourist centres, including Agartala.

### **Ujjayanta Palace**

This royal house, which stands in Agartala was built by Maharaja Radha Kishore Manikya during 1899-1901.

It is a two storied mansion, having a mixed type of architecture with three high domes, the central one being 86' high.

The magnificent tile floor, curved wooden ceiling and beautifully crafted doors are particularly notable. The palace is set with huge Mughal style gardens, beautified by pools and gardens. Flood lighting and fountains have also added to its beauty.

### **Jampui Hills**

It is situated about 200 Km. away from Agartala and is the highest hill range in the state bordering Mizoram. This permanent seat of eternal spring is situated at an altitude of 3000' above sea level.

The hill range has 11 villages inhabited by Mizo (Lushai tribes) and also by Reang tribes. Population of the hill range is about 8,000 and the main occupation of the villagers is orange cultivation.

The sunrise and sunset in the hill range offer a delightful sight. The natural beauty, the pleasant weather, various species of trees, orchids and orange gardens, hospitable people and rich cultural heritage make it an ideal destination for the tourists.



**Tea Garden, Tripura**

### **State industrial policy**

In view of their greater competitiveness, industrial units based on locally available raw materials are being encouraged. These sectors include primary produce such as natural rubber, bamboo, tea, herbal aromatic and medicines, food processing including jackfruit, pineapples and cashew nut, spices etc. and mineral resources such as natural gas and sand etc.

The sectors where the State's own market or that of neighbouring states and Bangladesh afford viable demand size and growth also are being supported. Construction-related inputs and services, inputs for major infrastructure projects in the state / region (such as bridges, roads, power projects), transport-related areas including vehicles and aviation-related services, hospitality and recreation in-

frastructure (hotels, malls, multiplexes etc.) are some potential activities.

Trade continues to be an important driver of Tripura economy. The state's locational advantage, surrounded on three sides by Bangladesh with over 830 km of mostly plain border, is being leveraged for long term benefits.

The state government offers a package of incentives for setting up of industrial units, which is comparable with other states. Besides, the North East Industrial and Investment Promotion Policy (NEIIP), 2007 declared by the government of India for the north-east region is available to industrial units.

### **State Package of Incentives under Tripura Industrial Investment Promotion Incentive Scheme, 2012:-**

1. Capital Investment Subsidy @



**Purbasha**

30% and additional subsidy @ 2.5% for enterprises of ST, SC, & women individuals on Fixed Capital Investment, for land and civil works subject to a ceiling of Rs. 50 lakh per unit.

2. Procurement preference @ 15% on purchases on tendering process by the state government department / agencies subject to at least 30% value addition within the state. The procurement preference shall be available to local enterprises whose quoted

price is within 15% of the price quoted by the lowest bidder from outside the state, subject to the condition that the local unit agrees to supply by matching the price offered by the first lowest bidder outside the state.

3. Industrial promotion subsidy equal to the net amount (net of input taxes) of the Tripura value added tax, central sales tax (CST) and any other commodity tax actually paid by an enterprise to the state government of sale of

finished goods, subject to overall ceiling of Rs 50 lakhs per enterprise per annum. The subsidy shall be given to an eligible enterprise for 5 years from the date of commercial production.

4. Partial reimbursement of power charges to the extent of 15% of the power charges actually paid by the enterprise, subject to a ceiling of Rs 12 lakhs per enterprise per year. This incentive is for 5 years from date of commercial production.

5. Partial reimbursement of interest on term loans actually paid to banks/ financial institutions to the extent of 3% of the term loans availed by the enterprise, subject to a ceiling of Rs 1.50 lakhs per enterprise per annum. This incentive is for 5 years from date of commercial production.

6. Full reimbursement of standard certification fees /charges / other expenses on account of obtaining a standard certification.

7. Partial reimbursement @ 20% of floor space rentals actually paid by IT enterprise, subject to a maximum of Rs 12 lakh per annum.

8. Provides State Transport Subsidy for covering the portion for which Central Transport Subsidy is not available.

9. 85% exemption from the payment of earnest money and security deposits on tenders floated by state govt. department / agencies.

## Other Benefits

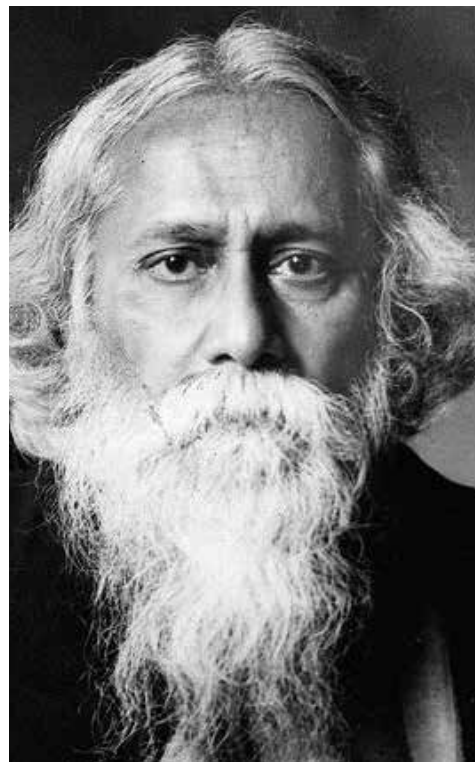
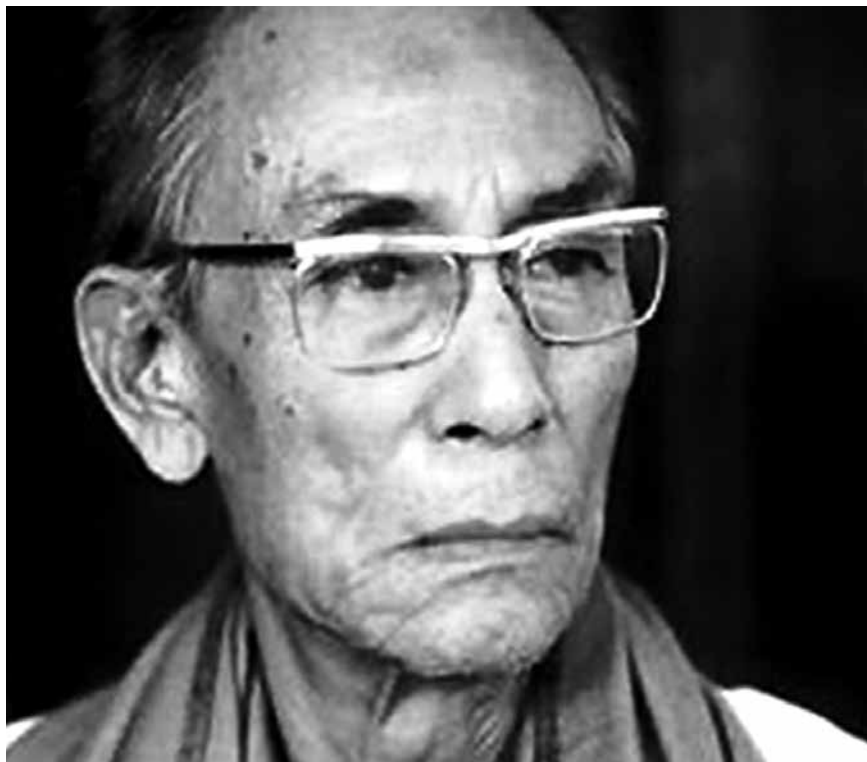
1. 90% subsidy on air freight from Agartala to Guwahati/ Kolkata, on transport of fruits/fruit products for export

2. Tripura Industrial Development Agency (TIDA), as single window for facilitation of necessary clearances and other assistance to entrepreneurs

3. Prompt and regular clearance of incentives and subsidy claims; State is up-to-date in payment/reimbursement of incentives and subsidies

4. Transparent, efficient and responsive administration.

# TRIPURA'S PRIDE-RABINDRANATH AND SACHIN KARTA



**N**OBEL laureate Rabindranath Tagore's affinity with Tripura's royalty is well documented as also his notable influence on its finance and administration. Although the association of the Tagore family with Tripura reached its zenith during the times of Rabindranath, its seeds were sown much earlier by king Ratna Manikya (1464-68), a liberal patron of Bengali language and culture.

Later, king Krishna Kishore Manikya contacted Dwarkanath Tagore during a political crisis and received timely assistance.

In his book, *Tripura Administration: The Era of Modernisation, 1870-1972*, Banikantha Bhattacharyya has pointed

out that "Tagore wanted to make the Native States citadels of Indian culture and their rulers champions of social reforms. According to Tagore: "Reform cannot be effected by a multitude of men. Diverse men have diverse interests and diverse minds. Concurrence of all or even a majority is a far cry. In that case the opinion and the influence of one who is supreme in the country can bring the desired effect."

Rabindranath graciously acknowledged his familial relations with the monarchy in his maiden letter to king Bir Chandra Manikya (1862-1896). He later based his novel 'Rajarshi' and plays 'Visarjan' and 'Mukut' on Tripura's history.

Sachin Dev Barman's oeuvre is best summed up in his own words: "There is a saying about Tripura that in its palace, the king, the queen, the princes and princesses and even the servants and maids, everyone sings. No one born there is devoid of musical talent. In its paddy fields the ploughman ploughs and sings, the boatman cannot steer his boat in the rivers without singing, the fisherman throws his net with a song on his lips, the weaver working on his looms weaves his own music and labourers find solace in singing in the midst of their toils. This prevalence of music in all aspects of its life is God-given. I am a son of that soil of Tripura." (Sargamer Nikhad)

# TRIPURA GOVERNMENT ACCOMMODATION

Name	Address & Phone
Geetanjali Tourism Guest House	Agartala, West Tripura district; Ph- 0381 2410009/2410016
Sagarmahal Tourist Lodge	Melaghar, Sepahijala district, Ph- 0381 2524418
Comilla View Tourist Lodge	Kamalasagar, Sepahijala district, Ph- 0381 2916014
Gomati Yatri Niwas	Udaipur, Gomati district, Ph- 03821 223478
Gunabati Yatri Niwas	Matabari, Gomati district, Ph- 03821 267939
Pilak Tourist Lodge	Jolaibari, South Tripura district, Ph-03823 263836
Eden Tourist Lodge	Vangmun, Jampui Hill, North Tripura, district; Ph- 03824 290888
Juri Tourist Lodge	Dharmanagar, North Tripura, District; Ph- 03822 231921
Unakoti Tourist Lodge	Kailashahar, Unakoti district, Ph- 03824 223635
Sagarika Parjatan Niwas	Amarpur, Gomati district, Ph- 0381 2524418
Muhuri Parjatan Niwas	Belonia, South Tripura district, Ph- 03823 222032
Longtharai Parjatan Niwas	Manughat, Dhalai district, Ph-03824 211962
Mahamuni Tourist Lodge	Manubankul, South Tripura, district; Ph- 0382 3275382
Dhakshinayan Tourist Lodge	Sabroom, South Tripura, district; Ph-0382 3270940
Dhalai Tourist Lodge	Ambassa, Dhalai district
Saima Tourist Lodge	Gandacherra, Dhalai district
<b>PRIVATE ACCOMODATION</b>	
Hotel Ginger	Airport Road, Khejur Bagan, Barjala Mouja, Agartala, West Tripura; Ph- 0381 2411333
Hotel Rajdhani	B.K Road Agartala, West Tripura; Ph- 0381 2223387/6317
Hotel Ambar	Sakuntala Road Agartala, Tripura; 0381 2383587
Hotel Madhusree	Masjid Road, Agartala, Tripura; 0381 2384281/0802
Hotel Mars	VIP Road Buddha Mandir, Agartala, Tripura; 0381 2308930
Hotel Plaza	Masjid Road,Santipara, Agartala, Tripura; 0381 2380876
Hotel Somraj Regency	HGB Road, Swasti Bazar, Agartala,Tripura; 0381 2382069,2385172
Hotel Welcome Palace	HGB Road, Agartala,Tripura; 0381 2384940/3380
Hotel City Centre	HGB Road, Agartala,Tripura; 0381 2385270/ 5258/5092
Hotel Radha International	Central Road, Agartala, Tripura; 0381 2384530/2615
Hotel Executive Inn	9, Mantri Bari Road, Agartala, Tripura; 0381 2325047
Hotel Galaxy	Gandhighat, Agartala, Tripura; 0381 2323893
Hotel Raj Palace Sundaram	Hotel Battala, Agartala, Tripura; 9436122845, 9436560972
Hotel Overseas Mansion	HGB Road, Agartala,Tripura; 0381 2382783
Hotel Heaven	HGB Road, Agartala,Tripura; 0381 238011/2205737
Hotel Star	N S Road, Agartala, Tripura; 0381 2383661
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