

# Green pasture: Day-long intl symposium on 'Doing business in India' held Bangalore has potential to become research hub of nation

**MYSORE:** Bangalore has the potential to become the hub of research and development in aeronautics and biotechnology in the next 10-15 years, opined Software Paradigms Infotech (SPI) CEO Sid Mookerjee.

He was delivering the keynote address at the day-long international symposium on 'Doing business in India' organised by SDM Institute of Management Development (SDM-IMD) at its campus here on Monday.

Mookerjee also mentioned that India is transforming into a R&D centre with all the big companies associated with innovation having a significant presence in the country.

Expressing concern over the lack of communication and IT skills among the 13 million students in colleges across the country, he said the emphasis should be on infusing youth with problem solving skills. He said the industry and government had identified lack of communication and IT skills as a problem area for the young workforce.

The initiative by the government to set-up finishing schools to prepare students to be capable of joining international companies would help fuel employment growth, he added.

#### Mobile power

Speaking about the increasing

presence of mobiles, he said the country has 881 million mobile connections and 25 million new connections are added every month. With the number of mobile users increasing substantially the traditional methods of marketing are no longer important. Mobiles are the mode of delivery in future, he added.

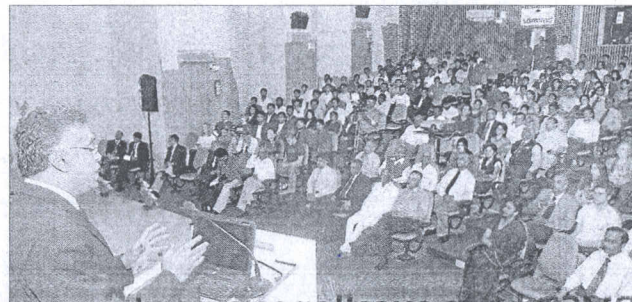
#### Positives

Describing the positives for the country, he said the average age of an Indian was 25.3 years, he said the country would score over others include China, where the average age is 34 years and USA with 36 years. There are more school going children in the country than anywhere else in the world. The real potential arises from its people. Population has proved to be an advantage for India.

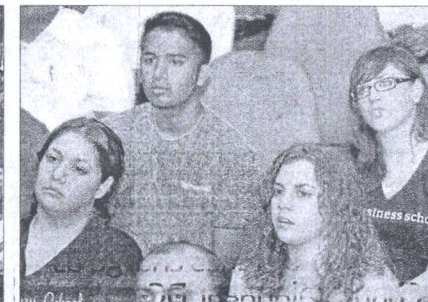
Observing the challenges before the industry, he said in an era where working with global teams has become common, it is important for companies to handle cultural differences and stress on improving verbal and non-verbal communication.

#### Reaping profits

Observing that the dip in Indian Rupee against the US Dollar was beneficial to Indian IT services, he said profits have increased substantially due to the fluctuation. With Indian companies having 60 per cent of clients in the USA, IT com-



**EXPERT SPEAK:** Software Paradigms Infotech CEO Sid Mookerjee addresses the audience at the day-long international symposium on 'Doing Business in India' at SDM-IMD in Mysore on Monday. (Right) Participants listen to a panel discussion. DH PHOTOS



#### Generation gap

At the end of his speech, SPI CEO Sid Mookerjee recounted the advice given to him by his father. Mookerjee said that his father had always advised him not to waste any food as thousands of others were going hungry in the country.

With the country becoming a success story in the IT services sector, Mookerjee said that now he advises his children studying in USA that they should complete their homework, or another Indian could grab their job.

panies are enjoying the benefits.

Sri Dharmasthala Manjunatheswara Educational Trust secretary S Prabhakar, Indian Oil Corporation Limited chief training manager Ashok Jambur, iGATE Patni head of corporate and business finance

Salil Ravindran, Centre for International Business Studies director Julian Gaspar and others were present.

More than 300 students of SDM-IMD and 20 students from Mays B-School, Texas A & M were also present. **DH News Service**

## 'Enormous domestic market, a boon'

**MYSORE, DHNS:** The advantage India has is the enormous domestic market. Though there is a global slowdown, because of consumption levels, the country can withstand and what is now unleashed cannot be put back into the bottle, said managing director, Raman FibreScience Aroon Raman.

Pepping his address with anecdotes Raman drew a picture of where the country is heading and said to do business in India what one needs is to develop gut feeling in a complex country like ours. A country which now has an average age of 25 years will slowly see that it goes to 40 in another two decades and it is sad to see that the top

per cent of the rich and the bottom per cent steeped in poverty do not match. The country has a large number of technically qualified people but does not have quality to match it.

Talking about his own experience in Tihar Jail (when he was a student in Jawaharlal Nehru University), he said that he lost 14 kg in nine days and that was because of the poor quality of food given those days which was always mixed with sand. But with the prison reforms there has been a qualitative improvement and he was surprised to see that all the names of the people who visited the jail were being entered in the computer.

Giving the example of the rural area which he visited where the majority of the students wanted to do commerce and other subjects with just two per cent interested in pursuing science, he said there was lack of science teachers in particular.

The evidence of change will be seen when the middle class population in the country reaches 50 per cent, he said, sounding optimistic.

The others who spoke included Julian Gaspar of Mays Business School, Texas, Srinivas Acharya, managing director Sundaram BNP Paribas Home Finance and Ashok Jambur, chief training manager, Indian Oil Corporation.

# 'Mobile phones will change how we do business in India'

Staff Correspondent

**MYSORE:** The growth of mobile phone communication in India will have a huge impact on business in the country, Sid Mookerji, chief executive officer, Software Paradigms International, has said. With the mobile phone sector clocking an annual growth of 26 per cent, and mobile Internet also catching up, India may soon become the largest mobile market in the world, he said.

"The mobile phone revolution has made it convenient to access knowledge and information. It has made a difference in terms of doing business, as traditional marketing methods are losing relevance," he said.

Mr. Mookerji was delivering the keynote address at an international symposium on 'Doing business in India', organised at the SDM Institute of Management Development here on Monday. Business executives, academicians, research



**EXCHANGE OF IDEAS:** Sid Mookerji, CEO, Software Paradigms International (second from left), with other delegates at the 'Doing business in India' symposium in Mysore on Monday. - PHOTO: M.A. SRIRAM

scholars and management students took part in the event.

### Emerging economy

Explaining the opportuni-

ties and challenges of doing business in India, Mr. Mookerji said the country was an emerging economy, expected to become the third largest by 2050.

The nation's strength was that it had 350 million people aged between 10 and 24, who could bring about growth. However, he pointed out, graduates were unable to take

- Executives, scholars and students take part in symposium on 'Doing business in India'
- 'Country should focus on aeronautics and biotechnology, besides information technology'

up positions in the industry because of lack of certain skills. This problem was being addressed by establishing finishing schools.

### 'R&D hub'

India was becoming an R&D hub, with many multinational companies setting up their research and development facilities at over 850 locations in the country, to bring about innovation.

Bangalore especially was an R&D hub for aeronautics. "Research in aeronautics is expected to grow in the coming years and India should focus on aeronautics and biotechnology, besides information technology," he suggested.

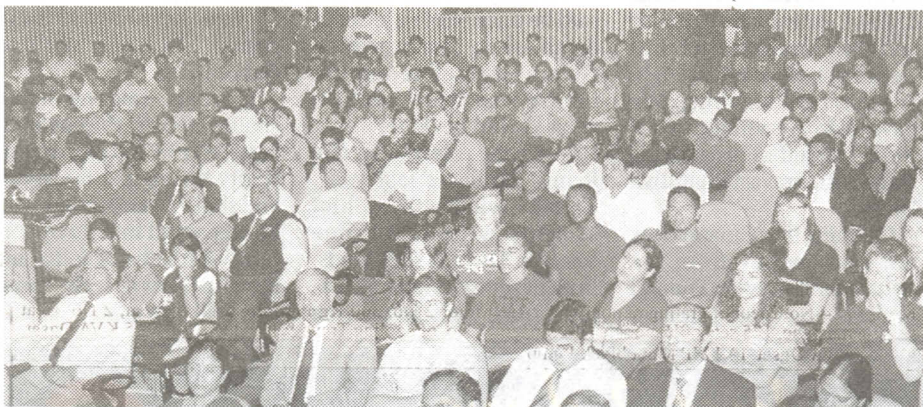
According to Mr. Mookerji, revenue from the IT sector

was on the rise, with 60 per cent of the business coming from the U.S.

S. Prabhakar, secretary, Sri Dharmasthala Manjunatheshwara Educational Trust; SDM-IMD director N.S. Parashuraman; Aroon Raman, managing director, Raman Fibre Science Pvt. Ltd.; Ashok Jambur, chief training manager, Indian Oil Corporation Ltd; Srinivas Acharya, managing director, Sundaram BNP Paribas Home Finance Ltd.; and Salil Ravindran, head, Corporate and Business Finance, iGATE Patni, were present.

An interactive session involving students of SDM-IMD and Mays Business School, Texas A&M University, was arranged as part of the meet.

## 'India Will Be Third Largest Economy By 2050'



Delegates at an international symposium on 'Doing Business In India' in Mysore on Monday

### Express News Service

**Mysore:** Stating that India has 881 million mobile phone connections, Software Paradigms International (SPI) CEO Sid Mookerji said that the country has emerged as one of the leading economies in the world and is expected to become the third largest by 2050. He was delivering the keynote address at an international symposium on 'Doing Business in India' at SDM Institute for Management Development here on Monday. Explaining the various advantages to the foreign companies while investing in India, he said that the sense of loyalty of Indian employees is extremely high and they are committed to

the organisational set-up. "Except infrastructure problem, investors can do business well as India is creating a conducive atmosphere by announcing various benefits for them," he said.

"India ranks high in many macro-economic indicators confirming it to be one of the most attractive business destinations by achieving 1.64 Global Confidence Index rate. India is transitioning into a Research and Development destination," he said. Raman FibreScience Private Limited Managing Director Aroon Raman also spoke. SDME Trust secretary Prof S Prabhakar inaugurated the seminar. SDMIMD Director Dr NR Parasuraman was present.

### Business Scenario in US

Explaining the changing business scenario in the United States, Prof Julian Gaspar of Texas A and M University and Director of Centre for International Business Studies, said that the bailout package of America's financial system in 2008 had prevented a great depression, but resulted in a great recession that is likely to lead to a decade of economic stagnation.

Delivering a special address at the international symposium on 'Doing Business in India' at SDM Institute for Management Development here on Monday, he said that political paralysis in Washington between

Democrats and Republicans to curtail federal deficit and debt had enhanced the business uncertainty.

He said that the Federal Reserve Bank's monetary policy of ultra low interest rates is creating stock market bubble and bifurcating the US financial system and economy.

Prof Julian Gaspar of Texas A and M University said that the high unemployment in the US is reviving the contentious issue of illegal immigrants, estimated at 12 million, and the unwillingness of Americans to take up those immigrant jobs.

Explaining the perception of American public about business tie-up with India, he said that uncertain economic reforms resulting in massive portfolio investment outflow and a rapidly weakening rupee cause the biggest challenge to India, which is facing corruption in all walks of life that turns off potential foreign investments.

"There is concern that despite India's great promise, the government is unable or unwilling to implement strategic long-term market reforms in sectors like civil aviation and insurance," Prof Julian Gaspar of Texas A and M University said.

# Talks on 'Doing Business in India' begin



Foreign delegates listening to speakers at the International Symposium on the theme "Doing Business in India" held at SDM Institute of Management in city this morning.

Mysore, Jan.9 (KK&RNN)- Bangalore will emerge as-a hub of Research and Development activities in the spheres of Aerospace and Biotechnology in the next decade or so, said Sid Mookerji, CEO, Software Paradigms Infotech (SPI), here this morning.

Inaugurating the international symposium on 'Doing Business in India' organised by SDM Institute for Management Development (SDM-IMD) at their premises at the foot of Chamundi Hill in Siddharthanagar,

he said that there were 13 million students of biotechnology in the country.

Stating that only 16 to 18 percent of these students got jobs as there is a severe lack of Information Technology and Communication skills coupled with lack of problem-solving skills, Sid Mookerji added that the government proposed to set up Finishing Schools to impart these skills among the students for their betterment.

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International Symposium

## Doing business

(Continued from page 1)

"China, which faced the problem of lack of fluency in English, is now entering the service sector in a big way. India needs to undertake large scale research and development in all sectors to withstand the competition," he said.

Dwelling upon the importance of expertise in getting lucrative jobs, Mookerji said that specialisation was the key to success as specialisation in a particular field only helped in achieving the required level of expertise.

SDME Trust Secretary Prof. S. Prabhakar inaugurated this symposium. Julian Gasper, Director of the Centre for International Business Studies & Clinical Professor of Finance, Texas; Ashok Jambur, Chief Training Manager of IOC; Aroon Raman, Managing Director of Ramañ Polyfibers and Salil Ravindran of Corporate and Business Finances, Patni, were present. Nearly 400 students took part in the symposium.



Sid Mookerji