



Ministry of Overseas Indian Affairs  
Government of India



Chambre de Commerce  
**Indo-Canada**  
Chamber of Commerce

# PBDCANADA2011

Building Bridges: Positioning Strategies  
for the Indian Diaspora

## Pravasi Bharatiya Divas

*Convention for the Indian Diaspora in North America & the Caribbean*

*Report of Regional PBD Canada 2011*

JUNE 9-10, 2011 TORONTO, CANADA

[www.pbdcanada.com](http://www.pbdcanada.com)



# PBDCANADA2011

## EXECUTIVE SUMMARY

The Government of India's Ministry of Overseas Indian Affairs partnered with the Indo-Canada Chamber of Commerce to organise the regional Pravasi Bharatiya Divas in Toronto, Canada on June 9-10, 2011. This conference was a regional event to compliment the annual PBD in India, held in January. This convention was based on the theme, "Building Bridges: Positioning Strategies for the Indian Diaspora" focused on the objective to connect with the 'Overseas Indian.' PBD Canada 2011 had four major objectives:

First, it offered a platform to discuss the Canada-India (and more broadly, the North America-India) relationship. In recent years, there has been a vast improvement in bilateral relations, resulting in improved diplomatic and governmental ties, increased foreign trade and investment and improved people-to-people contact. Both the Canadian and Indian governments have made impressive efforts to push this relationship to new heights, including the resolve to finalize the Comprehensive Economic Partnership Agreement by the year 2013. These diplomatic successes culminated in the landmark meeting between Prime Ministers Stephen Harper and Dr. Manmohan Singh, where the two countries signed the Canada-India Nuclear Cooperation Agreement (NCA), launched a study on the mutual benefits of a Comprehensive Economic Partnership Agreement (CEPA) and formalized Memoranda of Understanding in various fields.

Thus, the PBD Canada focused on how to push these developments into a more comprehensive and people-focused bilateral partnership. Discussions by the Indian delegation, from notable speakers such as Honourable Preneet Kaur, Mr. Arun Maira, Dr. A. Didar Singh, Mr. Deep Kapuria, offered Canadian participants an important perspective into India's developments, potentials and challenges.

The second, it focused on the role and influence of India's Diaspora. There are over 25 million Indians (and people of Indian origin) living in a diverse set of countries around the world. Indian Diaspora in North America is equally as diverse; a composition of Indians from various regions, with unique potential to contribute to the relationship between North American Countries and India. There are over one million Indians in Canada, with its largest concentrations in the Greater Toronto and Greater Vancouver Areas and substantive communities in Calgary, Edmonton, and Montreal. Indo-Canadians are highly-educated, well-represented in professional, academic, and government sectors, and represent a highly-successful economic community.

Indo-Canadians have an important potential role in Canada's relationship with India. Participants emphasised that there are unending possibilities in small and medium enterprises (SMEs), healthcare and telemedicine, and innovation, science & technology. Discussions at PBD highlighted the SME sector as a unique opportunity between both countries, as both Canada and India rely heavily on SMEs as a contributor to their respective national economies.

A third understated but recurring theme in the PBD was the fundamental relationship between economic and social development. As emphasised by participants, innovations, products and services must be created for the ‘bottom of the pyramid,’ as India’s potential lies in integrating the grassroots population into the mainstream economy. Thus, the Diaspora’s connection with India – in business, arts and culture, and education – must be geared towards this demographic reality.

The discussions focused on how Canadian organizations can participate in ‘Indo-vention,’ where innovation is developed with an understanding of the needs of the Indian market and the poorest of the poor. The most notable examples include the Tata Group’s Nano car and the Godrej ChottuKool refrigerator.

The Fourth objective of this convention was to bring the considerably growing band of “India-watchers” for interaction with Indian Diaspora and synergize their knowledge and expertise with those of the Diaspora. The choice of speakers at the various sessions and their presentations reflected this objective. This combined strength constitutes a critical factor in measuring success in the months and years ahead in strengthening the relationship with India.

These central themes led to some policy announcements and recommendations which could be a framework for interactions between the Canadian and Indian governments, businesses, organizations, and members of the Diaspora:

- Canadian government announced a ten-year multi-entry business visa to facilitate business travel between Canada and India.
- Business networks must be encouraged through Canadian and Indian economic organizations, such as the ICCC, OIFC, Invest Toronto, EDC, CII and ASSOCHAM. This will be an important resource for SMEs entering the Indian market.
- Suggestion was made for undertaking focused business initiatives tapping into the Indo-Canadian community’s business expertise of the large Indo-Canadian, many of whom operate in the SME sectors, and which can generate wider economic benefits for Canada and India. The U.S. example of promoting “Minority Business Enterprise” was cited as one such initiative.
- The Canadian High Commission could form an Indo-Canadian Alumni Association, comprised of scholars and students who have studied in Canada but are now residing in India, as an educational partnership, advisory committee or body of experts.
- The Cultural Centre in Toronto which will be soon set up by Indian Council of Cultural Relations will identify areas to boost the cultural presence of India in Canada and provide encouragement to the current Indo-Canadian arts and cultural landscape. It could assess and facilitate artist collaborations, commissioning of new art, residencies, and support for emerging artists, including Indo-Canadian writers, poets, and musicians.

- North American academic institutions should be encouraged to build linkages in India. More Indian students must come to Canada through exchange programs and vice versa. Connections between youth will be inevitable if study abroad programmes will provide credit at their home institutions.
- Canadian medical innovations must be made accessible to Indian market, focused on convergence opportunities where healthcare, telemedicine and clinical services interact with community-based services in the areas of discoveries, collaborative ideas, flow of talent and flow of capital. Two way exchanges in advances made in pharmaceutical research and product development may be promoted.
- A North American Chapter of Global Indian Network of Knowledge is the key to develop professional level contacts. It will also facilitate exchange of intellectual capital between India and countries of their residence in various fields of knowledge economy and needs to be established.
- Agencies and Organizations in India dealing with Diaspora matters and concerned organizations in North American countries may work in a synergistic manner for promoting policies and programs that would assist the Indian Diaspora to play an effective and supportive role for building partnerships between countries of their residence and India.
- The Pravasi Bharatiya Kendra expected to be ready by 2013 will provide facilities needed for enhancing connectivity between India and its Diaspora. The centre will also have a research centre on Diaspora studies with specific research program. Indian Diaspora in North America may utilise these facilities for enhancing people to people contacts and for engagement of youth.
- A bilateral working group consisting of representatives from India and Canada may be established for sharing experiences and learning from each other on advancing gender equity.
- Both the Canadian and Indian governments need to negotiate legal mechanism to prevent exploitation of women in fraudulent marriages for immigration or exploitation. Mutual Legal Assistance Treaty (MLAT) framework between Canada and India could be used to deal with fraudulent marriages.

The following report for the Pravasi Bharatiya Divas offers a comprehensive account of two-days of discussions. It summarizes the major outcomes in each of the Roundtable, Plenary and Concurrent Sessions. The conference organizers hope that this document will be a useful contribution to advancing relations between Canada and India, recognizing the role and responsibility of the Indian Diaspora within this relationship.

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# PREFACE

The Ministry of Overseas Indian Affairs, Government of India, New Delhi and the Indo –Canada Chamber of Commerce, Toronto jointly held a Regional Pravasi Bharatiya Divas in Toronto on June 9 and 10, 2011 on the theme Building Bridges: Positioning Strategies for the Indian Diaspora. The Convention with attendance to capacity, with over 1000 delegates at the inaugural session, included several policy makers, academics, business leaders and experts. This convention was inaugurated by His Excellency the Right Honourable Dr. David Johnston, Governor General of Canada. Hon. Mrs Preneet Kaur, Minister of State for External Affairs, Government of India addressed the session. Hon. Dalton McGuinty, Premier of Ontario gave special address at the inaugural session. Hon. Ed Fast, Minister of International Trade and the Asia-Pacific Gateway, addressed the Roundtable on Business Prospects between Canada and India.

This regional PBD served as a platform for political leaders, business leaders, government officials, NGOs, representatives of civil society, experts and academics from India, Canada and USA to come together and reflect on the multi-pronged interests and role of the Diaspora in the context of the remarkable rise of India. Keeping with the “Bridge Building” theme of this convention, the ICCC secured the meaningful participation of other important Diaspora organizations, and important stake holders with interest in strengthening Canada-India relations.

On behalf of the Chamber, I record our thanks to Vinay Nagpal and Asha Luthra, the two immediate past presidents who spearheaded the organization of this important Convention. Special thanks are due to Consul General Preeti Saran for her invaluable strategic and practical support at every stage of the convention from planning to implementation. Her extraordinary commitment made this convention such a successful undertaking.

I want to thank all our sponsors (Appendix-VIII), particularly our patron sponsor, the State Bank of India for its remarkable commitment, and, recognize as well our three key principal sponsors - ICICI Bank of Canada, Bennett Jones LLP and Alliance Legal Services whose support was crucial in making PBD such a successful event.

The report on the Pravasi Bharatiya Divas Canada 2011 (PBDCanada2011) is structured in four parts which include discussions in the roundtables, seminars, plenary sessions, concurrent sessions and concluding session. The topics and themes for each session were prepared in advance by organizers in order to facilitate focused and structured discussions.

The executive summary encapsulates recommendations and suggestions for building bridges between India and Canada.

I believe that this report will help in building policy strategies for the Indian Diaspora both to strengthen their links with India, and to build partnerships between countries of their residence and India.

**Satish Thakkar**  
President,  
Indo-Canada Chamber of Commerce  
(2011-12)

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# ACKNOWLEDGEMENTS

The Indian Diaspora has been a source of transnational influence in economic, political, cultural and social relations. In North America, the Diaspora is actively engaged in building bridges with emergent India and laying a strong foundation for a comprehensive partnership between North America and India. In particular, Canada stands out because the ratio of people of Indian origin to its population is largest among all G-8 countries.

Indo-Canada Chamber of Commerce (ICCC) has the privilege to represent Indo-Canadians engaged in Canada's business and professional sectors, with a mandate to promote trade and commerce between Canada and India. The ICCC would like to thank the Ministry of Overseas Indian Affairs (MOIA), Government of India, for selecting it as the partner organisation for convening in the 'Year of India in Canada' the regional Pravasi Bharatiya Divas 2011 (PBDCanada2011), with focus on Canada, on the theme of "Building Bridges: Positioning Strategies for the Indian Diaspora" The ICCC was delighted to receive support and cooperation from other Indo-Canadian organizations such as the Canada-India Foundation (CIF), the Indian Institute of Technology Alumni Association of Canada (IITAC), The Indus Entrepreneurs (TiE), Panorama India, Association of Women of India in Canada (AWIC), and The Indo-Canada Ottawa Business Chamber (ICOBC). We would like to thank other stakeholders, especially the Asia Pacific Foundation of Canada (APFC), Canadian Chamber of Commerce (CCC), Invest Toronto and the Canada-India Business Council (CIBC). These organizations participated enthusiastically in roundtables, seminars, plenary sessions, and concurrent sessions.

We are grateful to the Right Honourable Dr. David Johnston Governor General of Canada for his graciously inaugurating the Conference which he termed as "an example to the world in forging links between the mother country – in your case, India – and the adoptive nations of expatriates". His inspiring and insightful address set the tone for subsequent discussions in the Convention on the important theme of "Building Bridges: Positioning Strategies for the Indian Diaspora".

We would also like to thank Honourable Dalton McGuinty, Premier of Ontario for his special address to one thousand delegates and invitees at the inaugural session in which he recognised the contribution of the Indian Community in the fields of arts, culture, politics and sports.

We are grateful to the eminent delegates from India, led by Hon. Preeti Kaur, Minister of State for External Affairs, along with Arun Maira, Member Planning Commission of India, Deep Kapuria, Leader of Delegation of the Confederation of Indian Industries and Vinay Sharma of ASSOCHAM for their insightful addresses and valuable contributions to the Convention.

The ICCC would like to acknowledge the precious contributions of the Minister of International Trade and Asia-Pacific Gateway Hon. Ed Fast, Parliamentary Secretary to Minister of Foreign Affairs, Hon. Deepak Obhrai, Minister of Government Services, Ontario Hon. Harinder Takhar, Assistant Deputy Minister, Ministry of Northern Development, Mines and Forestry's Mines and Minerals Division Mr. Ray Mantha to the deliberations in PBDCanada2011.

We are indebted to all speakers (see the link <http://www.pbdcanda.com>) for their excellent presentations, which, inter alia, provided the delegates with important insights on the role of Indo-Canadian Diaspora for building economic and cultural bridges between Canada and India. Special thanks are due to moderators for their deft conduct of various sessions.



Apart from delegates from the Greater Toronto Area, home to more than 400,000 Indo-Canadians, the ICCC was fortunate to attract to PBDCanada2011 several eminent participants including officials, businessmen and members of delegations of CII and ASSOCHAM, practitioners and scholars from India, other parts of Canada and USA who enriched the discussions on important subject matters in various well attended plenary and concurrent sessions. We thank all these delegates for travelling long distances, for their keen interest in the subject matter and for their contribution which were important factors for the success of the Convention.

We would like to offer special thanks to His Excellency Stewart Beck, Canadian High Commissioner to the Republic of India, His Excellency S M Gavai, India's High Commissioner to Canada and Ms. Preeti Saran, Consul General of India in Toronto for their support and guidance.

The ICCC is especially thankful to Dr. A. Didar Singh, Secretary, Ministry of Overseas Indian Affairs, India both for his guidance during the preparation of the Convention and for his informative and insightful inputs to deliberations in its various sessions.

The ICCC thanks all members of the Organizing Committee, for their support and guidance. In particular, we appreciate valuable contribution of members of the Organising Committee (Appendix-VII) for spearheading this event. Satish Thakkar, President ICCC and Kasi Rao, a leading Consultant on Canada-India relations, worked hard for mobilising support from sponsors.

Kant K Bhargava, retired-Ambassador and Senior Advisor to the ICCC, drafted the Concept Paper (Appendix-V) for PBDCanada2011 with inputs from Kasi Rao. It was finalised with valuable suggestions received from MOIA.

The ICCC would like to profusely thank the Sponsors and Supporters of the PBD for their generous support (Appendix-VIII).

The ICCC appreciates provision of all requisite facilities by management of Metro Toronto Convention Centre (MTCC) for hosting PBD Canada 2011 at a world-class facility in the heart of Toronto.

Most of all, we would like to acknowledge the contribution of coordinators of all sessions, the volunteers and staff members for their hard and efficient work. We are also grateful to office staff of ICCC, Mayank Bhatt, Tarun Verma and above all, Thecla Mathias and Pawan Kumar Chankotra for their hard work and dedication.

The ICCC appreciates the excellent work done by Dr. Anita Singh, SSHRC Post-Doctoral Fellow, Munk School of Global Affairs, University of Toronto and Mr. Pawan Kumar Chankotra, ICCC Administrative Assistant for drafting the Conference Report. We record our thanks to Mr. Kasi Rao, Consultant, Ambassador (Retired) Kant K. Bhargava, Senior Advisor, ICCC for their valuable inputs for the finalization of the Report.

The ICCC was delighted to host the Regional PBD in Toronto- the first Convention of the Indian Diaspora in North America. This event exemplifies the spectacular rise in the region of the Indian Diaspora, and reflects its potential for building bridges with India. ICCC believes that time has now come for building a solid foundation for a comprehensive economic partnership in the twenty first century between North America and India in which Indian Diaspora in North America is destined to play an important role. We are of the view that the Report of PBDCanada2011 contains several recommendations and suggestions that can serve as important inputs for ongoing



negotiations between Canada and India on Comprehensive Economic Partnership Agreement.

This Report is the first step in enumerating elements of policy consensus on the important and topical subject of the role and positioning strategies of the Indian Diaspora for building bridges between India and North America. It calls for immediate action, where possible, on some of its recommendations as well as launching of further discourse among the stakeholders on this important matter.

Vinay Nagpal

President, ICCC, 2010-2011

Asha Luthra

Convener, PBDCanada2011

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# FOREWORD

The term ‘Diaspora’ was at one time seen as a concept referring exclusively to a traumatic or forced exile and dispersal with negative connotations of displacement, and alienation. It was also associated with a longing of Diaspora to a return to the homeland. Today, however, “Diaspora” has evolved into a more generic concept and is used to describe a transnational population where the cultural origins of that group are said to have arisen in a land other than that where they now reside and whose social, economic and political networks cut across borders and are even global. Today there is no inconsistency between being responsible citizens of the host country while continuing to maintain social and cultural links with one’s homeland.

In today’s rapidly globalizing world the two forces of heritage and globalization can often be considered contradictory in that the first is insular while the second envisages an international and global attitude that by its very definition is outward and open. And yet there are synergies between these two forces which if tapped properly can be marshalled for mutual development.

In the past few years migration and development debate has increasingly been examining measures to maximize the potential that Diaspora engagement can have for development in countries of origin. India has shown the way forward not only in actively engaging with Overseas Indians but simultaneously promoting initiatives for the Diaspora to serve as a bridge between the host country and India.

Seven years back, Government of India established the Ministry of Overseas Indian Affairs for the specific purpose of engagement with its 25 million strong Diaspora spread across 150 countries. Amongst the various initiatives that the ministry has promoted, probably the most successful has been the concept of Pravasi Bharatiya Divas (PBD) or Overseas Indian Event/Day. PBD-Canada was the overseas/regional version of our annual PBD held every January in India. This fifth such regional Diaspora Meet saw the highest ever attendance with first-rate content and presenters in the panel discussions, matched by a very high level of interest of the participants and commitment by the organizers.

As an example of meaningful Diaspora engagement, PBD-Canada touched on the major areas of economic engagement, including India-Canada trade and investment; people to people contact including youth and gender issues; education, healthcare, art and culture.

We see this event as having synergized the engagement of India with its Canadian Diaspora and look forward to building on the excellent recommendations that have come out of this conference. The key objective of this exchange must be to catalyze overseas Indian entrepreneurship and innovation across sectors and geographies in India. Equally, it must enable Indo-Canadians to benefit from the growing economic opportunities in India. The expectation that we must now seize upon is to enable a mutually beneficial and symbiotic relationship – of bringing ‘India to Canada’ and ‘Canada to India’.

*Dr. A. Didar Singh, Secretary Ministry of Overseas Indian Affairs, New Delhi (August 2011)*

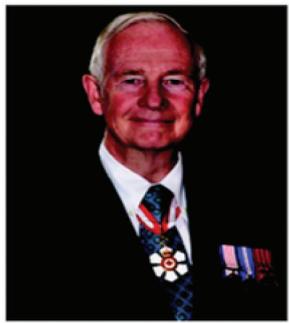
# ACRONYMS

APFC	Asia Pacific Foundation Canada
ASSOCHAM	The Associated Chambers of Commerce and Industry of India
ATN	Asian Television Network
BMO	Bank of Montreal Financial Group
BRIC	Brazil, Russia, India and China
CCC	The Canadian Chamber of Commerce
CEO	Chief Executive Officer
CEPA	Comprehensive Economic Partnership Agreement
CGI	Consulate General of India
CHRT	Canadian Human Rights Tribunal
CIBC	Canadian Imperial Bank of Commerce
C-IBC	Canada-India Business Council
CIF	Canada-India Foundation
CII	Confederation of Indian Industry
DDG	Deputy Director General
EDC	Export Development Canada
FICCI	Federation of Indian Chambers of Commerce and Industry
GDP	Gross Domestic Product
GER	Gross Enrolment Ratio
GOPIO	Global Organization of People of Indian Origin
GTA	Greater Toronto Area
GYIP	Global Youth India Partnerships
ICCC	Indo-Canada Chamber of Commerce
ICCR	Indian Council of Cultural Relations
IDF	India Development Foundation
IIFA	Indian International Film Awards
IIM	Indian Institute of Management
IIS	Indian Institute of Science
IIT	Indian Institute of Technology
IITAC	Indian Institute of Technology Alumni Canada
ITC	Institute of Testing and Certification
MBA	Master in Business Administration

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## *Acronyms Con't*

MBDA	Minority Business Development Agency
MBEs	Minority Business Enterprises
MLAT	Mutual Legal Assistance Treaty
MMF	Mass Market Fraud
MOIA	Ministry of Overseas Indian Affairs
MOU	Memorandum of Understanding
MTCC	Metro Toronto Convention Centre
NAFTA	North American Free Trade Agreement
NGO	Non-Governmental Organisation
OCC	Ontario Chamber of Commerce
OCI	Overseas Citizen of India
OECD	Organisation for Economic Co-operation and Development
OIFC	Overseas Indian Facilitation Centre
PBD	Pravasi Bharatiya Divas
PIO	People of Indian Origin
PPP	Public-Private Partnership
R&D	Research and Development
RBC	Royal Bank of Canada
RCMP	Royal Canadian Mounted Police
RIM	Research in Motion
SBA	Small Business Administration
SBI	State Bank of India
SEZ	Special Economic Zone
SICI	Shastri Indo-Canadian Institute
SME	Small and Medium Enterprises
SSHRC	The Social Sciences and Humanities Research Council
TIFR	Tata Institute of Fundamental Research
TiE	The Indus Entrepreneurs
TSE	Toronto Stock Exchange
UN	United Nations
UPA	United Progressive Alliance



THE GOVERNOR GENERAL · LE GOUVERNEUR GÉNÉRAL

I am pleased to offer my greetings to everyone participating in PBDCanada2011.

Canada is arguably one of the most diverse countries in the world. We are fortunate to live in such an inclusive society, where people come from all walks of life, carrying with them the memories, experiences and cultures of their native countries. By sharing our traditions with one another, we do more than merely celebrate our differences; we also learn how much we have in common.

I wish you all an informative and enjoyable convention.



David Johnston

June 2011

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OTTAWA · CANADA · K1A 0A1 · WWW.GG.CA



PRIME MINISTER . PREMIER MINISTRE

*I am pleased to extend my warmest greetings to everyone taking part in PBDCanada 2011, a convention of the Indian diaspora in North America and the Caribbean, organized by the Indo-Canada Chamber of Commerce (ICCC).*

*This year's meeting coincides with the Year of India in Canada 2011, an initiative of the High Commission of India in Ottawa, which aims to highlight India's culture, traditions and diversity, and celebrate the contributions of the Indian diaspora to Canadian society. Our country is home to a vibrant, nearly one-million strong, Indo-Canadian community that plays a vital role in Canada's economic, political, and cultural diversity.*

*Indo-Canadians are uniquely well placed to promote and strengthen bilateral ties between our two countries. I am certain that your deliberations will give rise to many useful ideas and strategies in this regard and that you will leave the meeting newly inspired to cultivate this growing partnership.*

*On behalf of the Government of Canada, I wish you all an enjoyable and productive meeting.*



The Rt. Hon. Stephen Harper, P.C., M.P.

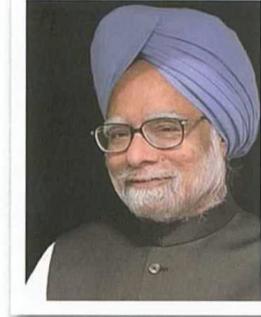
OTTAWA  
2011



प्रधान मंत्री

Prime Minister

**MESSAGE**



On the occasion of the Indo-Canada Chamber of Commerce's annual celebrations on June 11, 2011, I am pleased to send my good wishes to its members and wish them success. We value the work being done by them to promote closer ties between India and Canada.

India's relations with Canada are multi-faceted and have prospered over the years. Both countries enjoy close and friendly bilateral relations, rooted in shared values of pluralism, multiculturalism, rule of law and parliamentary democracy.

I fondly recall my visit to Canada last year, where I had the opportunity to observe the achievements of the Indo-Canadian community. They have excelled in various spheres of Canadian life and we are proud of their achievements. The regional Pravasi Bharatiya Divas in Toronto celebrates their continuing close links with India. I applaud the role played by the ICCC in organizing this event.

*Manmohan Singh*  
(Manmohan Singh)

New Delhi  
May 15, 2011



सत्यमेव जयते

वयलार रवि  
**Vayalar Ravi**

**Minister for Overseas Indian  
Affairs & Civil Aviation**

Government of India

Akbar Bhawan, Chanakyapuri

New Delhi - 110 021

Rajiv Gandhi Bhawan, Safdarjung Airport,

New Delhi - 110 003

30<sup>th</sup> August, 2011

### **MESSAGE**

I am happy to note that the Pravasi Bharatiya Divas (PBD) Canada was a very successful event. The presence of His Excellency, the Governor General of Canada and the Premier of Ontario demonstrated the importance of the event and helped to strengthen ties between India and Canada.

As in other parts of the world, over the years, the Indian Diaspora has contributed to the political and economic processes in Canada. It is worthwhile to note that the number of delegates from different parts of the region and especially from Canada ran into more than 1000. The enthusiastic participation of overseas Indians in the event is evidence of their growing engagement with the development of India and their hopes and aspirations from the Ministry of Overseas Indian Affairs.

I am sure the PBD has opened up new areas of cooperation, investment and engagement between India and Canada.



**(VAYALAR RAVI)**



Premier of Ontario - Premier ministre de l'Ontario

June 9 – 11, 2011

#### **A PERSONAL MESSAGE FROM THE PREMIER**

On behalf of the Government of Ontario, I am delighted to extend greetings to everyone attending PBD-Canada 2011.

This annual conference gives participants the opportunity to network and to explore a wide range of issues in relation to India — business opportunities, promoting and preserving cultural heritage, and forging stronger ties within the global Indian community. In doing so, this event not only provides a forum for the exchange of ideas, but also helps to foster a sense of solidarity and pride among members of the Indian diaspora.

To the participants, speakers and organizers — I applaud your vision and dedication to this initiative. I am confident that PBD-Canada 2011 will help create mutually beneficial relationships between the global Indian diaspora and India.

Please accept my sincere best wishes for an enjoyable and memorable conference.



**Dalton McGuinty**  
Premier



18 August 2011

**MESSAGE**

India's relations with Canada are multi-faceted and have prospered over the years. Both countries have enjoyed close and friendly bilateral relations which are rooted in shared values of pluralism, multiculturalism, rule of law and parliamentary democracy. 2011 is a special year for India-Canada relations as we celebrate the Year of India in Canada.

The Pravasi Bharatiya Divas (PBDCanada 2011) in Toronto was a major highlight of the celebration of the Year of India in Canada. It recognised, acknowledged and felicitated the important role that the Indian diaspora in Canada has played in building bridges and strengthening our bilateral relations. Indo-Canadians have excelled in every sphere of Canadian life and represent the best of Indian and Canadian values. We in India are proud of their achievements.

The Indo-Canada Chamber of Commerce played a commendable role in initiating and organising this successful event. I take this opportunity to place on record my deep appreciation and thanks to the Chamber and its members, in particular Ms Asha Luthra, Mr Satish Thakkar and Mr Kasi Rao, who were instrumental in organising such a successful event and wish them all success in their future endeavours.



**(Preeti Saran)**  
**Consul General**

# INTRODUCTION

“We are joined by ties of family. More than one million of India’s sons and daughters enrich the life of our country, in every important area of national endeavour: the arts, literature, business, and politics.”

**Mr. Stephen Harper,**  
*Prime Minister of Canada*

“Canada is host to a large Indian origin community of over one million. This reflects the strong people-to-people links that exist between us, and which have enriched our relationship.”

**Dr. Manmohan Singh,**  
*Prime Minister of India*

The Government of India’s regional Pravasi Bharatiya Divas, a Convention of the Indian Diaspora, was held in Toronto, Canada on June 9 and 10, 2011, as part its ‘Year of India in Canada’ initiative. The Indo-Canada Chamber of Commerce (ICCC) was chosen as the local partner organisation for the PBD which was based on the theme, “Building Bridges: Positioning Strategies of the Indian Diaspora”. ICCC mobilized the support and participation from Various Indian Diaspora Organisations such as the Canada-India Foundation (CIF), Indian Institute of Technology Alumni Canada (IITAC), Panorama India, The Indus Entrepreneurs (TiE), and Association of Women of India in Canada (AWIC). The Government of Canada and Province of Ontario were supportive of this initiative and provided guidance that contributed to its success. From India, the Confederation of Indian Industries (CII) and Associated Chambers of Commerce and Industry of India (ASSOCHAM) sent impressive delegations for participation in PBD Canada 2011. Close to six hundred delegates attended the two-day PBD Canada convention from Canada, the US and the Caribbean. A list of delegates may be accessed at [www.pbdcanada.com](http://www.pbdcanada.com).

His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D., Governor General of Canada, delivered the inaugural address to an audience of one thousand guests. He noted that, “This conference is an example to the world in forging links between the mother country—in your case, India—and the adoptive nations of expatriates”.



His inspiring and insightful address set the tone for subsequent discussions in the Convention. The full text of his address is in Appendix-I of this report.

Hon. Dalton McGuinty, Premier Ontario is fondly referred to as a ‘friend of India.’ The Premier observed that on his two missions to India it is evident that the potential to develop the economic relationship is significant and that “Ontario’s strengths can be responsive to India’s aspirations.” He also observed that the innovation agenda as evident in path-breaking initiatives such as the ‘Unique Identification Project’ led by Nandan Nilekani will have implications not only for India but for the world.”



Hon. Preneet Kaur, India's Minister of State for External Affairs delivered a special address in the inaugural session where she noted that "The importance that we attach to engagement with the Indian Diaspora is rooted not only in the past but as much in the future. Indian Diaspora is an important partner in India's development and prosperity. The full text of her speech can be accessed in Appendix-II.



His Excellency Mr. S M Gavai, High Commissioner for India to Canada, in his welcome address said that the 'Year of India in Canada' is not just about showcasing India's vibrant and rich culture. It is a celebration of the India-Canada relationship. It is about highlighting the tremendous space that exists for taking this relationship to even greater heights. The Indo-Canadian community has played a major role in enriching this relationship, in building bridges between the two countries. Pravasi Bharatiya Divas in Toronto is an integral and important component of 'Year of India in Canada'. The full text of his speech is in Appendix-IV.



Sponsors of the event included: State Bank of India (Canada), ICICI Bank of Canada, Bennett Jones LLP, and Alliance Legal Services, for full list of sponsors, see Appendix-VIII. Our media partners Asia Television Network, CanAsian Times, South Asian Outlook, India Abroad, The Indian Express, Mid Week, mybindi.com, PTC Punjabi, Punjabi Leharan, OMNI, South Asia Focus and Voice, provided extensive coverage as well as Canada's national newspaper, The Globe and Mail.



# PBDCANADA2011

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## PART ONE ROUNDTABLE SESSIONS

# SESSION ONE

## ROUNDTABLE ON BUSINESS PROSPECTS BETWEEN CANADA AND INDIA

Moderator: **Mr. Kasi Rao**, Senior Advisor (India), Bennett Jones LLP  
Speakers: **Hon. Arun Maira**, Member, Planning Commission of India  
**Hon. Ed Fast**, Canadian Minister of International Trade and the Asia-Pacific Gateway  
**Dr. A Didar Singh**, Secretary, Ministry of Overseas Indian Affairs (MOIA)  
**Mr. Deep Kapuria**, Leader of CII Delegation  
**Mr. Virat Diwanji**, Executive Vice President, Kotak Mahindra Bank  
**Mr. Stewart Beck**, High Commissioner of Canada to India  
**Mr. Rana Sarkar**, President and CEO, Canada-India Business Council  
**Mr. Ravi Mehra**, Chairman, Universal Paper Exports Co.  
**Ms. Karen Oldfield**, President and CEO, Halifax Port Authority  
**Mr. Sunil Tandon**, President and CEO, State Bank of India (Canada)  
**Mr. Sriram Iyer**, President and CEO, ICICI Bank Canada  
**Mr. Ray Mantha**, Assistant Deputy Minister, Ontario Ministry of Northern Development, Mines and Forestry



The Roundtable on Business Prospects opened the first day of PBD events with reflections from eminent speakers on Canada-India economic relations. These speakers identified important goals and opportunities in both countries for the future of the Canada-India relationship focused on three broad areas - infrastructure, mining and financial services.

In his opening remarks, as representative of the Ministry of Overseas Indian Affairs (MOIA), Dr. Didar Singh suggested that Canadian businesses interested in India must ask themselves three important questions. First, why they are interested in India? The answer is self-explanatory, given India's economic prospects which have attracted attention from the global economic community. Second, businesses must examine 'how' to enter the Indian market. Inherently, hosting the PBD itself suggests that connecting with India will occur through people-to-people contacts, given the large and prosperous Diaspora in Canada. The third question, 'what to do to carry this forward?' lies at the crux of outcomes of the PBD. In particular, the PBD will be a success if it is able to develop positioning strategies to move economic relations forward between the two countries.

In his comments, Mr. Arun Maira emphasized that businesses should use India as a resource, rather than viewing India only as market for products and services. To explain this point, he presented a vision of three maps of the world. The first map of natural resources and geopolitical boundaries shows Canada's abundance in natural resources and impressive geographic size. The second map highlights hydrocarbon energy resources. Developed, industrial countries have high demands for hydrocarbon energy, which they are able to import from foreign countries, such as those in the Middle East. The third map gives prominence to human resources, representative of China and India's strengths. In this map, there is a growing shortage of human resources in the developed world. Canada's economy, in particular, has moved beyond agriculture and manufacturing to knowledge and service sectors, which require human capital. He stressed that this is basis of cooperation between Canada and India.

Relatedly, India's surplus of young people is its demographic dividend, and economists have projected its future growth on the basis of its human resources. This demographic dividend is also crucial for a second reason. For the first time in history, countries like China and India will have a growing GDP, without necessarily increase in per capita wealth. This will have a major effect on business opportunities.

Companies interested in entering the commodities market can not expect to sell products at North American prices. Instead, India's market demands that goods and services be sold at drastically reduced price-points. Thus, businesses must move beyond a trade-oriented model with India, to see India as a production resource. While businesses often complain about India's bureaucratic red tape and infrastructure challenges, those that successfully localize products, distribution, production and management will experience success. Further, success in India requires innovation, instead of North American or European products attuned to the Indian market. Examples of these innovations include the Nano car, ChotuKool refrigerator, and rural-use water purifiers created and sold at one-hundredth of the pricey western markets.

There are some important business benefits to these innovations. First, businesses can export the developments in the Indian market to overseas business opportunities, produced with cheaper production and higher rates of returns. As Mr. Kapuria notes, companies like Tata and Bosch were able to register over 30 technological patents developed with the Nano car. Second, innovations for the Indian market must have a social element, bettering the lives of those at the 'bottom of the pyramid.' The CII has recently adopted social responsibility and sustainability as its two major goals. For example, the CII emphasizes that mining projects must be matched with green technologies to address sustainability. Third, the market has seemingly limitless demand. This is particularly true of India's rural sectors where 600 million people are highly focused on agriculture, but need diverse opportunities for livelihood advancement. As Mr. Maira noted, India's economic development can be related to fireflies, where a collective gathering of thousands of fireflies create light.

In presenting the Canadian perspective the Honourable Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway, observed that the PBD provides a unique opportunity for the Indian Diaspora to create jobs and opportunities for both Canadians and Indians. This is particularly important



given the size and contribution of Indo-Canadians in Canada's cultural, economic and political landscape. Minister Fast announced at the Roundtable that the government has agreed to issue ten year business visas to further facilitate the growing business opportunities between Canada and India.

Similarly, the Canadian government has been active by negotiating civil nuclear, free trade, and foreign investment promotion and protection agreements. Further, the government has opened three new trade offices in India in 2009—in Hyderabad, Kolkata and Ahmadabad – to facilitate business entry into India.

Jobs and economic growth are a priority for the Canadian government. With trade representing 60 percent of the Canadian economy, deepening commercial partnerships specifically with India is vital to Canada's economic growth. In this way, Minister Fast acknowledged that the Canada-India joint study has estimated that a free trade agreement between the two countries could considerably boost Canada's economy. It will benefit Canadian businesses, create jobs and advance prosperity. Further, this relationship benefits both parties as Canada and India have set a goal of increasing bilateral trade to 15 billion dollars by 2015. A free trade agreement will be an important building block in constructing a broader and deeper bilateral relationship.

He noted that, in 2010, bilateral merchandise trade between Canada and India totalled 4.2 billion dollars, an increase of 73 per cent since 2004. Canadian exports to India increased 142 percent over this period, reaching nearly 2.1 billion dollars. In 2010, two-way direct investment was more than 7 billion dollars, showing a great degree of confidence in both countries' markets. This confidence extends to the capabilities of Canadian companies, including a recent 2.3 billion dollar contract won by SNC-Lavalin to build a new metro line in Mumbai. Texts of his remarks are at appendix-III.

The second Canadian speaker, Mr. Rana Sarkar, noted that discussions on India have evolved significantly within government, Diaspora and business. He suggested that Canada must be the active partner in bilateral trade relations with India. Economic exchanges between India and EU will get the boost with the signing of EU-India free trade agreement in the near future. He added that lessons of markets of scale and frugal innovation are key areas which Canada and Canadian businesses must acknowledge.

In this way, the government must act as coordinators, particularly to help Canadian businesses interested in entering the Indian market. Mr. Ray Mantha offered as an example efforts of the Province of Ontario to build a relationship with India. Two trade missions in the last three years have resulted in a MOU on mining and minerals. The MOU focuses on innovation and sustainability and sharing of knowledge. Ontario's expertise in mining technology is an area of collaboration. The business and research communities can now match the talents and innovations developed in Ontario with 'frugal engineering' to create sustainable extraction methods in India. Further, Ontario and India are both introducing changes in mining legislation that would benefit the stakeholders in the mining industry in an optimal manner.

High Commissioner Stewart Beck did recognize the need for Canada to continue to build its relevance in India, which is being courted by the world's major markets. He pointed out some sectors where Canada has expertise and enjoys advantages. First, food security is a major concern for India, and Canada has a large market share in pulses and potash. For example, Canada provides for 80 per cent of India's 30 per cent shortfall in pulses. Potash, which is used as fertilizer, is needed to maintain the benefits of India's green revolution. Second, Canada can also have a bigger role in energy security. India currently imports its hydrocarbons from volatile parts of the world. With Canada's vast energy resources, extraction innovations and expertise in

alternative energy sources, it can be a major partner for India. Third, Canada has a unique experience with SME-led growth, which can offer the high quality, low price products envisioned by Mr. Maira. Historically, India has shied away from opening its small and medium industry sector to competition from outside. Thus, the Canadian government must work to catalyze interactions, including help from Export Development Canada and Canada's Trade Offices established in India.

The discussion focused on how Canada can enter the Indian market. Three participants, Sunil Tandon, Sriram Iyer and Virat Diwanji, from State Bank of India (Canada), ICICI Bank and Kotak Mahindra respectively, described how Indian banks can help Canadian businesses start commercial activities in India.



Indian banks established in Canada have a unique role, rightly positioned for connecting businesses interested in the Indian market. Newly established in Canada, these organizations are working towards creating new lines of products for Canadian customers, such as commercial banking segment, retail banking, internal banking channels, branches and overall increased visibility. State Bank of Canada has a vibrant presence in serving the needs of the Indo-Canadian community. While these banks are well-positioned to take care of the Diaspora needs, these have also been a focus to move beyond servicing the Diaspora. For example, 70 per cent of ICICI Canada's businesses are not Indo-Canadians. Earlier this year Kotak Mahindra was part of India's mining delegation to the annual global mining conference in Toronto. In this way, there are three effects of these banks in Canada. First, they are useful partners in expanding trade ties between Canada-India. This is particularly true for SMEs that have limited resources. Second, these banks can facilitate Indian investments into Canada. Further, Indian banks create a brand-awareness for Canada in India. Third, Canadian corporations are recognizing the importance of having Indian banks in their banking consortium. Some of these business corporations missed making connections in China and are anxious not to lose opportunities in India.

The question and answer session raised many interesting points regarding the priorities of Canada-India relations.

1. India's policy makers are concerned with inclusive growth, which is the theme of India's next five-year plan, raised by India's civil society, media and social groups. As a democratic country, Canada can partner in India's economic development especially focused on inclusive growth.
2. Organizations – such as the Halifax Port Authority - must be used to link Canada to trading partners in the growing Indian market. It was noted that the Port of Halifax has begun building a network in India as a strategic value supply chain, including in-market representation, periodic visits to India and participation in official trade missions. One of the partners of Port of Halifax's partners is the Port of Chennai, with which it has entered into a MOU.

3. India's growth comes from the developments in the bottom of the pyramid. Diaspora organizations, business organizations and government of Canada need to make use of the emerging opportunities from these developments. Diaspora networks are the key to developing people-to-people connections.
4. Despite rising interest rates and high-inflation, there are important prospects for investment in both Canada and India. India was relatively unscathed from the economic crisis and investment actually increased in the following year. This is because India's growth was driven by internal demand.
5. There is a direct connection between hard infrastructure – roads, highways, ports - and soft infrastructure by way of skills. In addition to the development of vocational and production skills, India needs to develop other skills where Canadian expertise would be welcome. For example, hard infrastructure is not progressing at the required rate because the people that live and hold the land have not been included in the discussions, such as rural or tribal people. Canada's knowledge and expertise especially in dealing with remote communities may be relevant.
6. Non-government groups – such as Pan-IIT - must also focus on attaining inclusive growth in India. In the areas of corporate social responsibility (CSR), philanthropy on the side is not enough. CSR must be realised during product creation to avoid developing social problems. Growth in India must not only be driven by profit but by responsibility to the people and the environment.

Mr. Ravi Mehra's contributions offered an apt conclusion for this session. To be successful in India, he argued, a business must be aware of three 'P's'. First, a business must have a clear purpose for why they want to enter the Indian market. The purpose must be carefully designed, and businesses must take something of value to share with India. Second, working within the Indian market requires perseverance to meet the significant challenges and Indian methodology of doing business. Third, businesses must have patience. Businesses can not expect to reach 10 per cent growth in their first few years. Canadians can be the most successful if they work to address the demands of the Indian market. If they are able to see these demands, there are huge opportunities in India.

# SESSION TWO

## ROUNDTABLE ON BUILDING BRIDGES: PEOPLE-TO-PEOPLE CONTACTS AND ENGAGING YOUTH

**Moderator:** **Dr. Ananya Mukherjee-Reed**, Professor, Department of Political Science,  
York University

**Speakers:** **Dr. A. Didar Singh, Secretary**, Ministry of Overseas Indian Affairs (MOIA)  
**Mr. Frank Scarpitti, Mayor**, Town of Markham  
**Dr. Amit Chakma, President**, University of Western Ontario  
**Dr. Douglas Goold, Senior Editor**, Asia Pacific Foundation of Canada



The Ministry of Overseas Indian Affairs (MOIA) celebrates the Pravasi Bharatiya Divas in honour of the return of India's greatest pravasi, Mahatma Gandhi, from South Africa. The celebration of the PBD, and the MOIA's central objective, is to foster people-to-people contacts between the Indian Diaspora and their homeland. The Ministry of Overseas Indian Affairs selected Canada to host 2011 mini-PBD, under the auspices of the 'Year of India in Canada,' as recognition of the emergence of "new migration." In particular, Canada is home to skilled, educated and economically successful Diaspora, which is culturally, politically and socially-aware with greater ties to India than ever before.

In an era of globalization, technology has helped create a networked world in which communication happen with greater ease. Technology has created opportunities for cultural connectivity, while the use of facebook and other social media sites have affected people-to-people connections and how the Diaspora relates to India (and vice-versa). We are also witnessing a unique relationship between the Diaspora and India, exemplified by reverse migration, where young professionals are moving back to the homeland. Unlike previous cultural or religious return to India, this is a unique phenomenon because people are recognizing India's economic progress, shaped by the IT sector, economic developments and multinational corporations. The MOIA estimates that 100,000 young professionals have returned for these reasons.

The Government of India is building on this momentum with a focus on the youth. In addition to the PBDs, the construction of Pravasi Bharatiya Kendra, expected to be completed in 2013, will provide a location for the use of Diaspora to engage with in India. The ‘Know India’ and the ‘Study India’ programmes, various scholarships and internships are steps taken by the MOIA to engage youth. For example, the ‘Know India’ programme invites second and third generation youth to spend three weeks in India. It is specifically geared to youth that have not previously traveled to India. In addition, the Overseas Citizen of India (OCI) cards offered Diaspora the right to visit, work and live in India, without demanding residency.

However, a large part of this relationship is building positive perceptions of India within Canada. Dr. Goold acknowledged that the changes to the Canadian immigration system in the last few decades have helped improve these perceptions. A generation ago, the overwhelming percentage of immigrants to Canada were American or European. Canada’s adoption an immigration “points system” was followed by an official adoption of multiculturalism as an official policy. Now, there are more than 1.3 million Canadians of Chinese and 1.3 million of South Asian origin (mostly Indian), with the majority in Toronto and Vancouver. Apart from English and French, the most widely spoken languages are Chinese, Italian and Punjabi, which is now even used for broadcasts of Canadian hockey.

Despite these demographic changes, Canadian public opinion continues to hesitate in its engagement with China and India, as shown by the APFC’s “National Opinion Poll on Canadian Views on Asia”:

- Only 9% of Canadians viewed China warmly and only 12% viewed India positively.
- Only 1 in 4 saw Canada as part of the Asia Pacific region
- Only 16% of Canadians see India as important to Canada’s prosperity.

However, the survey noted that attitudes towards India were more favourable than those towards China and India’s economic power is seen as more an opportunity rather than threat. Crucial to these findings is that young Canadians responded more positively to these survey questions than older generations. However, little has been done to connect Diaspora youth to India. Participants suggested a few steps that can be taken to connect Indian and Canadian youth.



First, in addition to the economic benefits, Indian students in Canada, emerge as goodwill ambassadors to build bilateral socio-cultural bridges. However, Canada only allows a small portion of the Indian students that study in the US, Britain or Australia. Efforts by Canada’s High Commissioner to India Stewart Beck, have attempted to ease the regulations for Indian students to get visas. Last year, the numbers increased and are on an upward trajectory close to fourteen thousand.

However, building bridges requires two-way flow. Canada needs to work closely with sister institutions to create opportunities for Canadian students and faculty to go to India, and more Canadian institutions need to set up in India or establish partnerships with Indian institutions. The most productive programmes are student exchange, where Canadian students go overseas to

do internships and term-abroad programmes. This will help Canadians appreciate the changes that are occurring in Asia. Currently, Canadians do not sufficiently understand or appreciate the magnitude of the changes happening in India.

For example, the Schulich School of Business at York University has just graduated its first MBAs at its campus in Mumbai and is in the process of building a campus in Hyderabad. On June 8, the University of Waterloo, the Canada India Foundation and the Asia Pacific Foundation launched the Chanchlani India Policy Centre at the University of Waterloo, leveraging a generous gift from Vasu Chanchlani, an Indo-Canadian entrepreneur and philanthropist. The Centre will provide policy-relevant research in Canada and in India on issues pertaining to the Canada-India relationship.

Relatedly, Dr. Chakma noted that the Indian Diaspora can help students that face challenging circumstances and provide them with highest quality of education. Canada has a collective brand that is not as well known in India, including its post-secondary education opportunities. To fix this problem, in the recent budget the government has allocated 10 million dollars to facilitate brand recognition to universities overseas.

Second, mainstream curricula needs to be reformed to improve knowledge of India. Currently, world history classes are focused on the history of Europe and North America, India only receives attention because of its history in the British Raj. Organizations like the Asia Pacific Foundation has launched the 'National Conversation on Asia', a multi-year, civil society-led initiative to help put Asia on the radar screens of Canadians and to prepare us for a century in which BRIC (Brazil, Russia, India and China) countries, particularly India and China, will increasingly dominate.

Third, engagement needs to happen at all levels of government. The successes of municipality, such as Markham, are based on its diversity and youth involvement. Thus, there needs to be an active approach to create an environment to support the educated, high-skilled Diaspora. Markham has embarked on a diversity action plan, which looks to reach out into neighbourhoods and communities. Economic 2020 is a blueprint to celebrate the companies that have helped Markham become the Silicon Valley of Canada. The Indo-Canadian community has helped with this economic growth, exemplified by Markham's presence at the Pan-IIT meeting in Chicago in 2007. The establishment of welcome centres – sponsored by all three levels of government - provide the needed services to immigrants to integrate into Canadian society. Statistics show that immigrants take 15 years to fully integrate into their new societies. These reverberations affect the youth -- if the parents are not engaged, then the kids will not be engaged in Canadian society.

Youth are central to future relations between Canada and India. The present lot is more economically and politically motivated compared to those of previous generations. One participant observed that Indo-Canadian youth engage in politics more than Canadian youth in general. Groups like Global Youth India Partnerships (GYIP) are a further example of an active and engaged youth in the Canada-India corridor. Thus, this panel emerged with several suggestions to further this momentum:

#### Suggestions:

1. Greater use may be made of social media including blogs, forums, tweets and instant messaging for facilitating engagement and communication of Canadian youth, especially Indo-Canadians with their Indian counterparts in areas of technology, culture, entrepreneurship, education and health care.

2. Establishment of mentoring programs for newer generation of overseas Indians to improve their capacity as human bridges to India.
3. Better utilization of returning Diaspora for fostering people-to-people contact and institutional links.
4. Indo-Canadians, with their population concentration, relative wealth and high-levels of education, could convene dramatic educational partnerships, similar to the Asian University for Women (which recently opened in Chittagong, Bangladesh).
5. The Indian Diaspora should work with partners from business and civil society organizations such as the Asia Pacific Foundation Canada and Asia Society (US) in order to effect change from the bottom up and create a more India-engaged North America and enlarging the pool of knowledgeable, informed “India-Watchers”.
6. The Canadian High Commission may encourage formation of Association of Scholars who studied in Canada (Indo-Canadian Alumni Association) but are now residing in India. This body may formulate proposals as to how comprehensive partnership may be formed in areas of their expertise. Such a body may also brief students from India before they leave for Canada on student visa. Such an association may work under the umbrella of Shastri Indo-Canadian Institute/Canada House.

# SESSION THREE

## ROUNDTABLE ON SYNERGISTIC COOPERATION IN ARTS, CULTURE, AND VISUAL MEDIA

Moderator: **Ms. Lata Pada**, Founder & Artistic Director, Sampradaya Dance Creations  
Speakers: **Ms. Sangeeta Bahadur**, Deputy Director General,  
Indian Council for Cultural Relations  
**Dr. Shan Chandrasekar**, President & CEO, Asian Television Network  
**Mr. Siddharth Kak**, Surabhi Foundation Trust  
**Mr. Arjun Sablok**, Film Producer and Director  
**Sri Nehachand Goyal**, Joint Secretary, Ministry of Overseas Indian Affairs



Arts and culture is often overlooked in its contribution to both bilateral relations and the Diaspora's relationship to India. However, participants in this roundtable discussed crucial contributions of arts and culture in these areas.

Ms. Bahadur made the following points:-

Despite residing abroad and assuming citizenship of other countries, Diasporas have retained Indian traits. In addition to geographical identification and racial identities, culture shapes aesthetic and ethical identities for first and later generations of Indians. However, diasporic cultural parameters tend to stop at the point of immigration and do not keep pace with the changing dynamics of cultural values and social norms in the homeland. Thus, maintaining and enhancing cultural contacts between India and the Diaspora becomes very important, especially for later generations with a more tenuous and a distant grasp on Indian culture.

Relatedly, the new media and technological age has introduced many more opportunities to promote Indian culture. In particular, the Indian government has taken on several projects to make India's culture available through digital technology, which will change how the international community interacts with Indian culture. For example, the government is working to digitize historical manuscripts for online access, a major asset for both the casual observer of Indian culture and the scholarly community. Further, the government is looking to translate both traditional and contemporary Indian literature into various international languages. Currently, Indian literature written in Hindi has been translated to English but regional languages such as

Punjabi, Bengali and Tamil have been ignored. Another project will digitize Indian visual art for printing on canvas or high quality paper for international consumption.

Most importantly, cultural relations with the Diaspora have become a key element of India's foreign policy, resulting in both economic and policy benefits. Diasporas not only invest in India, which received approximately 52 billion dollars in remittances in 2008, but overseas Diasporas also influence government policies of their adopted countries. Cultural diplomacy has emerged as an acceptable tool of foreign policy through the development of people-to-people contacts. Thus, this section focuses on the mechanisms of cultural diplomacy and the Indian Diaspora.

First, Diasporas have also made important gains in bringing Indian culture to the overseas community. For example, Dr. Shan and Mrs. Jaya Chandrasekar created the Asian Television Network (ATN) three decades ago to cater to the Indo-Canadian Diaspora. From its origins, ATN now operates 33 channels and networks, broadcasting news, sports, and entertainment programmes in the Indian languages represented in the overseas Diaspora including Hindi, Gujarati, Urdu, Tamil, and Bengali.

The result of cultural broadcasters - like ATN - is to maintain the language and cultural ties with India, showcasing events that tie the Diaspora back to India, including sporting events (kabbadi and world-cup cricket), concerts by Indian talent such as AR Rahman, Lata Mangeshkar, and Ravi Shankar. Further, ATN has made mainstream Canadian broadcasting accessible to the Indo-Canadian community, such as producing the 2010 Vancouver Olympics with Hindi subtitles.

The Indian government has made efforts to connect to its Diaspora through cultural linkages and programs, such as those undertaken under the aegis of the 2011 Year of India in Canada. One major example is the announcement of Indian Council for Cultural Relations (ICCR) to set up a Cultural Centre in Canada. Toronto has been chosen as the venue for the Centre in Canada because of the sheer size, strength, and growing profile of the community. The Centre will be created to promote cultural linkages for the Indo-Canadian Diaspora. More than dance and music classes, the Centre will provide an interactive platform for artists, intellectuals and academics from India through festivals, groups, and international conferences. It will be an interactive space for the Diaspora where second and third generation Indians could experience with India's cultural developments and share their own experiences, expressions and aspirations.

The Indian Council for Cultural Relations (ICCR) is currently looking for a location to build the Centre and looking to make the location functional within a year. Further, programming will be undertaken as a collaborative exercise with suggestions from the Diaspora vis-à-vis the Centre's form, content and programming. The ICCR may consider forming an advisory group of some prominent Indo-Canadians in the fields of art, culture and media, for formulating proposals in regard to activities and program in such a centre as well as broader Canada-India relations. 'Global Indians' in North America may devise mechanisms to interact on sustained basis through dialogue with their counterparts in India on matters related to globalization, cross cultural understanding and religious dialogue.

Similarly, panellists agreed that a major contribution of the Diaspora is to create a positive image and interpretation of India within the non-Indian community. For example, Lata Pada spoke about her experiences bringing Indian culture to Canada through mainstream festivals such as Luminato. Showcasing an Indian production has resulted in important collaborations with non-Indian communities in Canada. Her most recent project, Taj, has received support from all levels of government, including the Canadian Council of the Arts, Ontario Arts Council, and Mississauga Arts and Culture. The production also received valuable support from the Indian

government through the ICCR, the Consul General's Office in Toronto, and corporate sponsors such as Scotiabank, Etihad Airways, and ICICI bank.

'Taj' exemplifies the future potential in Canada-India cultural ties. Investing in cultural industries has a direct link to trade priorities between the two countries – increasing commercialization of the arts includes improvements to digital economics, alternative genres and exchanges with other world cultures. Investment brings worthwhile returns, including improving the creativity of regional artists, creating cultural entrepreneurs, high-value employment, increases in production and trade, and destination branding, such initiatives also broader overall understanding of India.



Building on these examples, Arjun Sablok showed how the film industry has been an effective cultural ambassador for both India in Canada and Canada in India. Using the example of Yash Chopra's international destinations for his movies, travel agents started Yash Chopra tours and thousands of Indians flocked to Switzerland for tourist purposes. This is where Indo-Canadian cinema has a major opportunity. The new Bollywood now produces films that are both socially conscious and commercial successes. The Indian film experience has also improved dramatically, and India now boasts digital projection, Dolby surround sound, and air controlled environment. The United States has managed to capture the Indian market until this point, with Warner brothers and similar companies setting up in Mumbai. Canada might not be able to match the scale of productions as the United States; television has emerged as a major commercial product in India. However, Canada could possibly tailor programs for history, culture or arts channels. In addition, Canada has the benefits of technological know-how, particularly in fields such as animation. Finally, Canada's picturesque natural resources could have major attractiveness for Indian filmmakers.

Participants recognized the important economic and business dimension to arts, culture and visual media. Inherently they agreed that cross-cultural understanding will create greater links between Canada and India. There was consensus on following points:

1. The ICCR Centre in Toronto could showcase Indo-Canadian writers, poets, and musicians. The Centre will identify areas lacking in the current Indo-Canadian arts and cultural landscape. Further, it will be a centre for people without Indian background to experience India. Other participants suggested that it could house a joint Canada-India body to assess and facilitate collaborations between artists, commissioning of new art, artist residencies to work in overseas environments, and support emerging artists in new generations. It could also include a library, auditorium, and crafts sector.
2. Indian Arts and Culture in Canada need to move beyond the Bollywood paradigm. While Bollywood has brought an important level of attention and the cultural awareness which might not have existed, we must make sure that Bollywood is not the only element familiar to the North American audience.
3. We must encourage visiting artists and co-productions between Canada and India such as documentaries and educational media.

4. The arts are an important forum to deal with social issues relevant to India.
5. Artistic education and sponsorship should be a by-product of the Indo-Canadian Diaspora. For example, Shan and Jaya Chandrasekar have created a Visiting Arts and Scholar Residency at York University to introduce Indian arts and culture through master's classes, lectures, technical demonstrations and exhibitions.
6. There is space for film to draw attention to the personal experiences of Indo-Canadians, reflecting on how Indo-Canadians relate to India through arts and film. Canada is a collection of multiple stories – who we are, where we came from, our values - arts are one way to share these stories.



प्रकार ०१  
2011



# PBDCANADA2011

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**PARTTWO**  
**PLENARY SESSIONS**

# SESSION ONE

## THE ROLE OF INDIAN DIASPORA: BUILDING ECONOMIC BRIDGES

Moderator: **Mr. Hugh MacKinnon**, Chairman and CEO, Bennett Jones LLP  
Speakers: **Hon. Arun Maira**, Member, Planning Commission of India  
**Hon. Perrin Beatty**, President and CEO, Canadian Chamber of Commerce  
**Mr. Prem Watsa**, Chairman and CEO, Fairfax Financial Holdings Limited  
**Mr. Sabi Marwah**, Vice Chairman and COO, Scotiabank  
**Ms. Karen Oldfield**, President and CEO, Halifax Port Authority



Hon. Arun Maira established an important foundation for the discussion with an overview of the potentials and challenges associated with economic bridges between Canada and India.

India's diversity – twenty-two official languages, representing the world's major religions, a federal structure and topographical variations – is its most defining characteristic. It is a democracy which conducts elections at the largest scale in some of the toughest conditions in the world, and still manages a 70 per cent voter turnout. Its democratic success is in its transparency – India has an active free-press and a numerous civil society organizations.

In India's current economic plan, the government has made major efforts to connect with representatives of diverse segments of the population. India's twelfth five-year plan aims to simultaneously increase India's growth rate with comprehensive inclusion for all classes, regions and both rural and urban centres. To date, India's Planning Commission has consulted with 950 civil society and business organizations, which provide feedback from meetings with constituents, to identify India's development challenges and government priorities in future planning strategies.

The economic potential in this diversity is particularly important. In the next two decades, India

will have, alongside China and the United States, one of the three largest GDPs in the world. However, China and India differ from the United States, because their GDP per capita remains relatively low despite this growth. While a growing consumer class exists in India, they do not consume at the same rates and prices as in North America. Simply put, Indians are not able to spend as much for goods because they do not earn as much.

This has important implications for businesses interested in expanding into the Indian market. First, Canadian business should take advantage of India's large labour force, with a focus on production rather than consumption. Second, those interested in selling in the Indian market need to do so at Indian prices which are transformationally lower and therefore not comparable to G-8 price points. In particular, Mr. Maira emphasized the "Indo-vention" - frugal innovations - that are born of Indian needs based on Indian experience. Examples of Indo-vention includes Tata's Nano automobile, ChotuKool fridge for rural India and even medical operations done at one-hundredth of the cost.



However, with these caveats in mind, India is on its way to becoming a country of a billion capitalists, as exemplified by growth:

- Cell phones: 2000: two million, 2010: 750 million subscribers
- Micro-Finance: 2007: 10 million; 2012: 60 million groups qualified for micro-credit
- Seven million civil society groups in India (five million are women's groups)

Participants picked up on several important themes from Mr. Maira's discussion. First, respondents all agreed that the Canada-India economic relationship is underdeveloped and needs to intensify. Canada's imports from India are one-twentieth of those from China (two billion in comparison to 44 billion CAD) and Canada's 2.1 billion dollar exports are only one-sixth of its exports to China. This dearth of trade is largely due to Canada's focus on the United States, attractive because of its largesse and close geographic distance. However, as Mr. Beatty acknowledges, Canada must learn the lessons from the economic downturn, where stability is not possible with dependence on one market. Further, advantages in the supply-chain between Canada and India (such as through the Port of Halifax) suggest that the geographical barriers between the two countries are becoming less significant than in the past. For Example, Halifax's deep water port is 1500 miles closer to Mumbai than any port on the North American West coast.

Second, the concept of 'Indo-vention' was well received by respondents. Economic ventures into India must cater to the needs, experiences and innovations of the Indian market. For example, Mr. Watsa described his company's experience with "weather index" based crop insurance for farmers, which based its premiums on both weather conditions and rainfall. This insurance programme now insures 2.5 million farmers. Similarly, Fairfax has created cash-less health insurance plan which uses smart cards (photograph and thumbprints) for rural people. The automated nature of this system allows for low-overhead costs and is thus, affordable in the Indian market. This programme insures 10 million families in rural India. Mr. Watsa noted that businesses must take a long-term approach to earn the trust and respect of their Indian partners. This is a vital ingredient to success and explains, to a large extent, why Fairfax beat out its competitors in engaging India.

Third, participants recognized the centrality of governments in formulating successful economic relations with India. The Comprehensive Economic Partnership Agreement (CEPA), the nuclear trade agreement and various MOUs are important foundations to improving the relationship. It must be ensured that these agreements are sufficiently comprehensive to allow for growth in bilateral relations. One specific area where government leadership is crucial is in the SME sector. Larger companies have the resources to go overseas – as have SNC Lavalin, Fairmont, Bombardier – but SMEs require the government to lay the groundwork for success.

Fourth, Canada has not adequately tapped into the potentials of the Indo-Canadian community – the largest Diaspora in the Western world by proportion. Indo-Canadians are entrepreneurial, hard working and a source of expertise and providing connections to India. However, they are currently underutilized both locally and overseas. Locally, Canada needs to make concrete steps to integrate this high-skill workforce into the economy. It is estimated that underemployment of university graduates costs the economy over three billion dollars per year. Relatedly, Indo-Canadians have successfully built businesses within the local market, but Canada must facilitate the entry of these businesses into India.

Mr. Marwah noted that there are three roles for the Indo-Canadian community. At the political level, they must engage the government to make sure attention remains on India. As participants in Canada's democracy, Indo-Canadians can and should run for office to impress the community's interests on government. Finally, Indo-Canadians must also be advocates to encourage Canadian businesses to invest in India by demystifying India to Canadian business, politicians and people.

In the question and answer period, participants identified following suggestions arising from some of the issues discussed during presentations:

1. Canada lacks a 'brand' in India. The two countries have vast mutual interests, including mining and minerals, clean technologies, agriculture and agrifood, medical technologies, financial expertise, health and life insurance and education. These mutual interests must be communicated in economic exchanges with Indian business and government.
2. Connections should be built through businesses and institutions. Developing these business networks could occur through various chambers of commerce (such as the Canadian and Ontario Chambers of Commerce) and economic organizations (Confederation on Indian Industry (CII) and Export Development Corporation (EDC)). This will be particularly important for SMEs entering the Indian market.
3. Survey and education campaigns should be developed to recognize the needs of the Indian market and understand reasons as to why they conduct business in India in a certain way. The Diaspora is key to this solution as they know the customs, languages and business practices.
4. The composition and focus of trade and economic delegation visiting India should be appropriate for the occasion. There is a need to develop the Canadian brand instead of sub national or provincial ones.
5. Advocacy by stakeholders, including Indian Diaspora, should continue for completing successfully negotiations on CEPA by 2013.

# SESSION TWO

## ENGAGING DIASPORA YOUTH: EDUCATION AND INNOVATION

Moderator: **Dr. Yuen Pau Woo**, President, Asia Pacific Foundation of Canada  
Speakers: **Dr. A. Didar Singh**, Secretary, Ministry of Overseas Indian Affairs (MOIA)  
**Mr. Deep Kapuria**, Leader of CII Delegation  
**Mr. Sriram Iyer**, President and CEO, ICICI Bank Canada  
**Mr. Ashook Ramsaran**, Vice President, GOPIO



Plenary II offered an opportunity to discuss the means and measures for youth engagement to support bilateral relations, economic growth and industry innovation in both India and North America. India's demographic dividend is the country's most important asset as the majority of Indians are under the age of 35 and will remain so for the next 20 years. While this session focused on engaging Diaspora youth, participants agreed that there is a role – indeed, a necessity – for non Indo-Canadian youth to have awareness of possibilities for education, employment, and personal enrichment in India.

For their efforts, the Indian government has developed a policy framework to attract young people to spend time in India. In particular, the Ministry of Overseas Indian Affairs (MOIA) have established important programmes to engage with overseas youth, such as the 'Know-India Programme,' the Study India Programme and a scholarship programme for the study of India. In another example, the MOIA is in the process of establishing Person of Indian Origin (PIO) universities, world-class institutions with public and private funding. Simultaneously, the private sector and educational institutions are doing their part to provide workplace, internship, and student placements for Canadians and other nationals.

Participants agreed that the flow of young people between Canada and India creates powerful personal ties which are an important catalyst for institutional partnerships, commercial

innovation, and stronger diplomatic ties. Both India and Canada must facilitate these person-to-person connections, including the facilitation of travel, efficient visa issuance, expansion of air services, and funding for two-way exchanges of students and faculty.

Several major themes emerged from this session:

First, the role of education is an important connection between North America and India. As Dr. Didar Singh notes, traditionally, migration has been unidirectional as Indian students often remained in North America after graduation. There is recent evidence of this changing. After gaining crucial experience in the North American market, non-resident Indians (NRIs) are seeking opportunities available in India. This is especially the case with young people, as they are opportunity-driven. India has started to offer these opportunities due to its economic growth.

Second, there are some important educational challenges that India must address to benefit from its democratic dividend. India's young population – 350 million people between the age of 6 and 16 – will be entering the post-secondary and business markets with a few short years. Yet, India lacks the educational infrastructure to this burgeoning demographic change. Even with the 'Right to Education' bill, created to ensure education for children under 14 years of age, secondary school dropout rates are still very high. Similarly, due limited seats within post-secondary institutions, the capacity to enrol large numbers of qualified applicants is limited. By 2020, India will need to build at least 100 additional universities and 1000 community colleges to address the growing demand for post-secondary education. India faces a supply and demand problem in education that constraints future economic growth.

One solution includes the development of educational exchanges with Canada and India. For example, the Schulich School of Business at York University is opening its second Indian location with a campus in Hyderabad. Enhanced academic engagements between Canada and India will help ensure that India reaps the benefits of its young population. Thus, trans-national solutions between North America and India should include study-abroad scholarships, stipends, co-op programmes, internships, research funding for targeted projects, and recognition of high achievers.

Another theme emerging from this panel was the role of youth in innovation. Participants agreed that there is a direct correlation between economic growth and innovation. Mr. Kapuria cited a World Economic Forum study that identified that the world's 14 largest economies are also the largest innovators, in areas of post-secondary education, research and development, and patented goods and services.

Participants also stressed the importance of 'Indo-vention' which was pointed out in the Business Roundtable held a day before. To be successful in the Indian, innovation should be tailored to adapt to the rules of that market. Young people are the most adaptable to localized innovation. Mr. Kapuria made an important differentiation between 'Jugaad' and 'Indo-vention.' He argued that this economic climate requires emphasis on the latter. Innovation is competitive because it works within an economic ecosystem. It is not the practice of 'forcing' an innovation to work; rather it offers a creative solution based on the needs of the customer.

At the industry and governmental level, there are important steps that can further innovation amongst the youth. The government of India has recently established legislation to promote innovation at the post-secondary level. "Innovation" universities will be a private-public endeavour.

Further, there is room for important cooperation in knowledge-based industries, where moulding the next generation of economic growth should be the central objective. This should be focused on new industries such as environmental science, bio-technologies, and life sciences to propel India into the future. North American companies must be engaged for collaboration, to benefit from their designs, technical expertise and commercial infrastructure to help both economies prosper. In this way, business groups (such as various chambers of commerce) alongside government are crucial to remove the various barriers to youth engagement in innovation, these opportunities that will establish the connections to second, third and fourth generation Indians. Youth in the Diaspora need to be encouraged to work as ambassadors of Indian business, culture and ideas for Canadian companies in India and vice versa.

Finally, the Diaspora youth are important because they have a socially-minded relationship with India, involved in charities and service projects beyond commercial endeavours. Social service benefits both the recipients, but also Diaspora members that receive crucial experience in India. Formal programmes supporting socially-minded links between North America and India are crucial. With access to education and job experience, the Diaspora has now engaged NGOs and social organizations to actively work on Indian youth and education issues. Further, the Diaspora also serves by example by exemplifying these soft skills within India's business culture.

Panellists concluded by noting that Diasporas should go back to India to gain experience in the overseas market. Diaspora youth is an important role to play to build bridges. Both Canada and India should have to use their positioning strategies to use expertise and local knowledge to enhance the economic benefits of both. India has a bright future and its economic breakthrough is imminent particularly if the Diaspora stay connected with India and widens the pool of "India Watchers".



In closing, Dr. Yuen Pau Woo asked each speaker to offer one practical suggestion to connect Canadian and Indian youth. Following recommendations were offered by respondents:

1. North American academic institutions should build linkages and institutions overseas. Connections between youth will be inevitable if study abroad programmes will provide academic credit at their home institutions.
2. New technologies – particularly social media platforms – can create connections between India and North America, such as e-platforms for Diaspora.
3. Overseas job experiences in both North America and India should be facilitated in order to have better understanding of the requirements and potential of both markets. These could also include internships and short-term contracts for Diaspora youth in India
4. Diaspora youth clubs should examine possibilities of formally linking with like-minded organisations in India by making use of the facilities that may be provided in this regard by MOIA.



5. Competent authorities in concerned countries may examine possibilities of facilitation of travel, more efficient visa issuance, expansion of air services, and funding for two-way exchanges of students and faculty.
6. Future PBDs should have greater participation by youth (particularly in education and youth-related panels) in order to benefit from their perspectives.

# SESSION THREE

## INTERACTIVE PANEL DISCUSSION ON ENGAGING GLOBAL INDIANS

Moderator: **Mr. Aditya Jha, Convenor**, Canada-India Foundation  
Speakers: **Hon. Preneet Kaur**, Minister of State for External Affairs  
**Hon. Harinder Takhar**, Ontario Minister of Government Services  
**Mr. Prashant Pathak**, Managing Partner, Reichmann Hauer  
Capital Partners  
**Amb T. P. Sreenivasan**, Former Ambassador of India & Permanent  
Representative to the U.N



The panel focused on crucial ‘who, what, why, and how’ questions associated with global Indians (re-)engaging with India.

According to Ambassador TP Sreenivasan, due to the expansive reach of global Indian migration, the ‘global Indian’ is unique in its identity, problems, and practices. While Indians in Fiji continue to struggle with ethnic unrest and military coups against their community, the major concern for Indians in the Gulf struggle with limited little legal identity, recourse and freedoms. Simultaneously, a small concentrated group of Indians in Kenya have established themselves as key economic drivers in the country, while Indo-Canadians and Indo-Americans have had unprecedented professional and economic success in various fields, including teaching, law, engineering, medicine and business and clear pathways to citizenship.

In the context of these differences, India will have to be assertive and specific in how it engages each diasporic community. Past engagement between India and the Diaspora has been a mixture of ‘benign neglect’ and unrealistic expectations. Currently, we are moving into a phase of mutual benefit, due to India’s economic growth and the shift in economic centres of power. India can now provide stability for its overseas Diaspora, particularly in times of political and economic instability in the world.

Relations with the Diaspora are now natural and balanced. India has responded to demands for dual citizenship (including PIO and OCI identification), welfare measures for overseas Indians

in need (such as in the Gulf) and recalibrating its expectations for investment from the Diaspora. Further, the Indian government has realized that Diaspora support should not be automatically assumed. Even as early as the 1970s Indo-Americans did not support the Indira Gandhi government's Emergency rule and suspensions of democratic rights. Instead, engagement will only work if policies are deeper, multidimensional and mutually beneficial.

Prashant Pathak used the analogies of butterflies, wildebeast and bees to highlight three characteristics that make the 'global Indian' successful in their relations with India. First, Diaspora Indians should mimic the migratory patterns of the butterfly that it takes three generations for each to complete its journey, maintaining travel and communication with family, friends and partnerships in India over the long-term. Second, like the bees, which cross-pollinate but always return to their home colony. The Diaspora must be careful not to forget their roots and their symbiotic connections with India. Global Indians must use their 'swarm intelligence,' realizing that a unified diasporic community produces efforts that are more stable, capable and efficient than a divided community. Finally, he suggested that Diasporas must be like the blue wildebeast (but not the black wild beast) which co-habits with deers and other animals to create stability and security. Similarly, global Indians must reach out beyond their communities to gain experience, knowledge and relationships. Unlike the black species of wild-beast, this is the only way to adapt to life in the new homeland. Global Indians need to continue to work productively within their new countries.

Today, Indian communities abroad are seeking innovative ways and means to participate in the exciting events in India. For example, Indian professionals in Chicago have been active in drawing up a programme for professional support to the Government of Kerala. In the past, Indo-Americans were also an influential force in their advocacy of the US-India nuclear trade agreement. In this vein, Indo-Canadian Diaspora groups must use their reach, economic and professional success and electoral strength in making the case for Canada-India relations. Why should the Diaspora engage with India?

Minister Preneet Kaur offered impressive statistics as to India's growth in the last decade. Since economic reforms in 1991, India is now maintaining GDP growth rate of 8 to 9 per cent, projected to continue into the next few decades. More importantly, the recent economic crisis has speeded up economic equalization between North and South countries in certain respects. In particular, Minister Kaur pointed following key indicators for India's success:

1. India has a young working age population, with half the population under 30.
2. The rising middle class has ensured a demand for domestic consumption.
3. India is making large-scale investment into its social and physical infrastructure.
4. There is a structural transformation of India's economy from agriculture to services and manufacturing.
5. India is an important participant in global trade, as the fourteenth largest exporter.

Relatedly, Canada-India economic relations have underperformed in relation to their potential, particularly in the areas of trade and foreign direct investment. Both Prime Ministers have committed to a bilateral trade target of 15 billion dollars by 2015, currently at a meagre 4 billion dollars. However, there are key opportunities rising in India in the next few years, particularly in the areas of nuclear energy, telecommunication and infrastructure. In aviation sector, India will be purchasing 1000 new planes at the cost of 1.38 billion by 2028. There have also been plans for 100 billion dollars worth of defence procurement in the next ten years. India has committed one trillion dollars worth of funding for infrastructure revitalization in its upcoming five-year plan (2012-2017). Further, India is encouraging investment by both domestic and foreign companies and private-public partnerships to meet these objectives.

Mainly, Canada has three issues that have held back its full engagement with India. First, there is a concern in Canada to invest in developing country markets. Second, there continues to be incomplete appreciation of India's opportunities. For example, 80 per cent of India's infrastructure needs are not yet built; there is major room for opportunity. Finally, Canadians are overly risk-averse. Indo-Canadians have been economically successful and are well-positioned to take advantage of India's substantive economic growth.



*How should 'global Indians' and the Indian government make these connections?*

Canada-India relations have started to gain momentum as also the role of Diaspora in strengthening them. This has come with direct interactions of Diaspora with India. Successive PBDs held in India have resulted in specific policy initiatives such as dual citizenship, improvements in visa regulations, healthcare and overseas investment opportunities. In Canada, the '2011 Year of India in Canada' has brought the first overseas-PBD in Canada to Toronto. At the end of June, Toronto will host the Indian International Film Awards (IIFA) which will further heighten India's cultural reach and the strength of the Indo-Canadian community particularly in Ontario which accounts for almost 60% of one million strong Diaspora in the country.

Following are some suggestions that emerged in regard to engaging the Global Indians for improving bilateral relations with India:

1. Government engagement is key to improving Canada-India relations. Premier McGuinty's economic mission in 2009 brought Ontario contracts worth 650 million dollars and the ongoing expansion of companies like Birla, Tata, ICICI and Infosys in Canada. It will take combined efforts to reduce the market protections embedded in India to forward this relationship.
2. Diaspora issues, such as immigration, fraudulent marriages, and networking should be dealt with at a bilateral level. This is particularly pertinent in Ontario, which is Canada's largest recipient of Indian immigrants in the last five years.
3. Professional networking should use the services of organizations like the ICCC, C-IBC, CIF and TiE to engage with the Indian Diaspora
4. There is large potential in educational ties between Canada and India. One example is the Canada-India Foundation sponsored Chanchlani India Policy Centre at the University of Waterloo and the Schulich School of Business opening campuses in Mumbai and Hyderabad.
5. Global Indians can be key trans-national players in areas of international concern, such as energy security, climate change, food security, healthcare, vocational education and skill development, democracy-building, and good governance.
6. Global Indians need to undertake strategic philanthropy by devising appropriate mechanisms for action in conjunction with India Development Foundation and synergistic cooperation with aid delivering programs in India and fundraising NGOs in North America.



Ministry of Commerce and Industry  
Government of India



# PBDCANADA2011

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## PARTTHREE CONCURRENT SESSIONS

# SESSION ONE

## SMALL AND MEDIUM ENTERPRISES

Moderator: **Mr. Pradeep Sood**, Immediate Past Chair, Ontario Chamber of Commerce  
Speakers: **Ms. Purnima Voria**, Founder & CEO National US INDIA Chamber of Commerce  
**Mr. Renato Discenza**, President & CEO Invest Toronto  
**Mr. Suresh Madan**, President, The Indus Entrepreneurs, Toronto  
**Mr. Vinay Sharma**, Co-Chairman of SEZ Committee, ASSOCHAM  
Salience of SMEs



Small and Medium Enterprises (SMEs) are the largest sources of job creation and wealth generation in the US and Canada. SMEs play an equally important role for the growth of the Indian economy. SMEs must continue to take their place in the economy, because they are the most important element of the solution against current economic challenges. In the US, SMEs account for over 99% of non-farm employment. In Canada, SMEs account for 45 per cent of GDP, 75 per cent of net employment growth, and 60 per cent of all jobs, with a commanding share of exports in agriculture, forestry, transportation, and construction which are at present largely directed to the NAFTA region. SME figures from India are equally impressive, accounting for 20 per cent of India's GDP, 65 million jobs and 45 per cent of manufacturing and exports. While large corporations suffered during the economic crisis, SMEs displayed exceptional resistance, stabilizing employment and income levels. Further, the success of large corporations is often dependent on SMEs.

### *Constraints*

At the same time, SMEs face a precarious economic situation. In Canada, Pradeep Sood foresees a downturn in SME growth given the retirement of the baby-boomer generation. With these retirements, estimates suggest that 71 per cent of Canadian SMEs will be 'headless' in the next

ten years, resulting in a drop in their employment and GDP contributions. SMEs in India, the US and Canada face constraints, such as obtaining resources locally, their ability to i) meet international standards, ii) keep up with rapid technological changes and iii) match market price points.

### *Focus of Discussions*

In the above context, the speakers addressed the important question as how to maintain SME stability and growth given the effect of globalization, the global recession and demographic changes in India, Canada and the United States. What emerged were interesting insights regarding possible cooperative approaches that may ensure sustenance of SMEs, their relevance to bilateral relations, possible scope for working for Canadian and Indian SMEs trilaterally with the United States, and SME-related entrepreneurial opportunities for the Indian Diaspora.

### *Setting up of SMEs in India*

Vinay Sharma from ASSOCHAM gave some salient details about setting up of SMEs by foreign investors in Special Economic Zones (SEZs) of India, geographic, duty-free economic enclaves, established to promote job creation, imports and exports, and attract foreign exchange investment in the manufacturing, services and trading sectors.

India currently has 130 SEZs with the expectation of 520 new SEZs in the next few decades. Businesses interested in establishing themselves within SEZ can download relevant information and document and apply through an online portal.

The SEZ Act was a collaborative exercise. It was adopted in 2005. Its requisite rules determined the following benefits of these zones:

1. Both Indians and non-Indians can set up business in India without a local partner, shareholder or owner.
2. While SMEs established in these zones will be geographically located in India, for trade and export purposes these are considered outside India.
3. Online application for setting up SMEs can be made which ensures speedy work without administrative bottlenecks.
4. One-hundred per cent repatriation of profit is permitted with no income tax or customs duty for five years.
5. Income tax and duties are all managed through the development commissioner.
6. Single-gate, secured zones are there to ensure the integrity of the SEZ
7. Established bounded-areas with access to water and airports are made available. The only additional charges are for freight and transportation.

India benefits through SEZ by employment creation and inward investment in foreign exchange. In his view, the SEZs provide the best opportunity for Diaspora entrepreneurs or foreign organizations. There are only two stipulations for a successful application. First, businesses established in the SEZ must prove their ability to create employment in the region. Second, they must establish the amount of foreign exchange that will be spent and earned within the SEZ. The business must demonstrate that establishment of industry will result in positive net-Foreign exchange earning. The licences are renewed for an additional five years if it is determined that business has achieved these two stipulations.

Sharma also suggested alternative ways of getting benefits from the SEZs, such as Manufacturing Services Licenses for short term (one to two years), where land, factory, employees can be leased. Interested business is only responsible for the material, quality control staff and to pay a service fee for using these manufacturing services. The foreign investor has a location (land is given on a lease), employees are there to manufacture a product, and there is no liability for the foreign firm and no taxes are to be paid

### *Establishing an Indian SME in Canada*

Renato Discenza shared the opportunities available within the Greater Toronto Area (GTA) for Indian businesses interested in taking advantage of Canada's stable and competitive business environment. The GTA is an ideal location for foreign businesses interested in access to the NAFTA market, with a larger GDP per capita than Los Angeles. It is hub of the \$17 trillion NAFTA zone.

Mr. Discenza pointed out that in 2010; Pricewaterhouse Coopers rated Toronto the second best global city for entrepreneurial and business opportunities. Toronto enjoys this rank because of its high level of intellectual capital and innovation, safety and security, ease of doing business, technology readiness, diverse demographics and ease of living. The World Economic Forum has rated Canada's banking system the safest in the world for three consecutive years, due to its security, liquidity and transparency. Canada also has the lowest corporate taxes in the G8, which the Conservative government is committed.

The GTA is a leading manufacturing centre, as the region has 14 automotive assembly plants and is supported by SMEs which includes parts suppliers, mechanics and technicians through the Windsor-Detroit corridor. Similarly, the Toronto Stock Exchange (TSE) is the third largest in North America and has the most oil and energy resource listings with the second highest green technology listings in the world. This will be enhanced with the impending merger with the London Stock Exchange.

However, the demographic diversity of Toronto has an added advantage for SMEs interested in the Canadian market, as a welcoming place for both immigrants and business. Indo-Canadians have been active participants in the local and national economy. Invest Toronto see India as a priority market and he himself had travelled to India to make a case for the unique opportunities available in Toronto. Comprehensive Economic Partnership Agreement (CEPA) when signed would pave the way for Diaspora business groups and economic organizations to offer services for incoming businesses, informing interested businesses of opportunities, site location guidance, business linkages and networking. Invest Toronto has a suite of service to help foreigners set up in the city.

### *Opportunities for the Indo-Canadian business community to develop SMEs*

Suresh Madan pointed out that three factors make the Canadian SME market attractive to Indo-Canadians:

First, there are two simultaneous effects of the current economic climate. The baby-boomer generation are the largest group of SMEs owners in Canada. CIBC bank has estimated that 30 per cent of SME owners will retire in the next five years. Relatedly, the economic recession has lowered business valuations and slowed product and business sales. However, in many ways, this has created more opportunity for entrepreneurs to buy businesses at a lower price. Indo-

Canadians are ideally suited to enter the business market under these conditions. Second, there is an important generational difference between Canada and India. In India, businesses are passed through generations, with children assuming the professions and businesses of their parents. Conversely, the North American education system, based on independence and creativity, fosters various interests in the youth. Thus, students graduating from university do not necessarily carry on the family business. Instead, children often settle in different cities, dependent on the opportunities available for their specific professional interests. Thus, retiring SME owners are obliged to sell their businesses instead of passing these opportunities to their children.

Finally, the Canadian immigration system is structured to promote immigration by educated professional or entrepreneurial classes. These immigrants bring i) important work experience in multinational corporations, ii) familiarity in business operations and best practices. Further, Indo-Canadian immigrants often hold multiple degrees and have a higher savings rate than the average Canadian-born citizen. However, these qualifications are not recognized in the job market, which means that these immigrant groups must retrain or write re-qualifying exams. Even then, many immigrants start at entry-level positions.

With these factors operating simultaneously, Suresh Madan suggests that an effective solution is for Indo-Canadians to purchase SMEs. Importantly, there are several organizations that facilitate the purchase of an SME. For example, Canadian Business Valuators guide entrepreneurs through the process of business pricing and ownership. Organizations like Invest Toronto have programmes to identify the opportunities within the market. They also offer coaching programmes to develop entrepreneurial talents and ideas for SME business.

Similarly, groups like The Indus Entrepreneurs (TiE) offer educational programmes that teach entrepreneurs how to search for external financing, deliver a sales pitch or negotiate financing packages. Banks are increasingly interested in helping plan business succession. Thus, they have organized departments to help match SMEs with potential buyers. Further, they are willing to investigate creative solutions to ownership transfer, including co-ownership, rehiring former owners, and pay-as-you-go to planning.

Suresh Madan pointed out following important figures and facts:

- In Canada, about 71% of SMEs will lose their company head (e.g. president) to retirement in the near future due to baby boomers (those born 1945-65)
- In the next 5 years about 500,000 business owners are expected to retire, and about 750,000 in the following 5 years. This represents opportunities for the Indian business community to acquire ownership of SMEs.
- There have been a number of polls, but they all indicate that a large portion of the business owners are to retire with no clue about who to take over. Children don't necessarily want to follow their parents' footsteps.
- Some Indo Canadians are more educated compared to their Canadian counterparts.

### *Perspectives from USA on SMEs*

Purnima Voria suggested that global SMEs consistently outperform stay-at-home businesses and enjoys stronger revenue growth, greater labour productivity, higher wages and faster technology adoption. Despite the difficulties of the global market, there are significant benefits for SME expansion into foreign markets. Further, globalizing SMEs create positive feedback effects because they have exposure to global competition which provides an incentive to invest

in human capital and technology while strengthening capacity to compete in both domestic and global markets.

She pointed out that the importance of SMEs has also been acknowledged by the US government. A 2010 White House Paper strategized how the federal government can support SME business expansion and the growth of new entrepreneurs, including tax cuts for small businesses and support for trade.

In May 2011, the U.S. White House released a report on “Growing Americas Small Businesses to Win the Future.” This report highlighted the importance of expanding and supporting the growth of entrepreneurs and small businesses across the nation. The report outlines the investments made by the U.S. to support small businesses, create jobs, and strengthen the U.S. economy. The government has been involved in promoting business counselling, trading opportunities, and SME protection in the wake of the recession. Further, the US Department of Commerce has also created the Minority Business Development Agency (MBDA) to support Minority Business Enterprises (MBEs) which consist of businesses owned by women, African American, Asian and Latino communities. The MBDA offers business services such as grant and loan services, assistance for writing business plans, and networking services between minority-owned businesses.

Over the past few years, the U.S. has taken decisive action in critical areas aimed at empowering America’s entrepreneurs and small business owners. The U.S. has enacted tax cuts for small businesses, provided SMEs with more access to capital, created a National Export Initiative to help small businesses begin and expand exports, provided new SMEs with more counselling and training, and provided more small business protection in the wake of the recession.

Additionally, the U.S. Small Business Administration (SBA) has created a Council on Underserved Communities to further support small businesses. This council provides input, advice, and recommendations on strategies to help strengthen competitiveness and sustainability for small businesses. These strategies are focused on increasing entrepreneurship and technical assistance, creating new outreach and training, and raising awareness in underserved communities of SBA programs and services.

Turning to Canada, Purnima Voria observed that like the U.S., the Government of Canada is committed to giving SMEs access to compete for government business. That is why the Office of Small and Medium Enterprises was created, to support SMEs by working to reduce barriers and by simplifying requirements for SMEs that want to do business.

In Canada, the aggregate export of share of SMEs is 36%, comparable to that of the European Union. SMEs hold commanding shares of Canadian exports in agriculture and forestry, transportation and warehousing, professional services, and construction. As with large companies, the US and Mexico capture the bulk of SME exports from Canada. But Canadian SMEs are steadily expanding their activities outside North America, especially in the European Union, Japan, and South America. She observed that they should expand into India as well.

She suggested that India should follow the steps of the North America countries in order to learn, adapt, and improve SME productivity. According to her, these are powerful, yet practical and achievable visions.

### *Challenges of SMEs*

Most people see the globalization as an important challenge facing SMEs. After all, an SME’s

survival mostly depends on its ability to improve its performance and produce goods that could meet international standards. To compete globally and overcome rapid technological changes, SMEs must work with other countries and become a true global player.

While there are downsides of globalization for SMEs, there are also several benefits of globalization. North America shows that globally active SMEs consistently outperform stay-at-home SMEs. They have stronger revenue growth, greater labour productivity, higher wages, and faster technology adoption. There is also evidence that shows that globalization strategies create positive feedback effects: Exposure to global competitive pressures gives SME managers an incentive to invest in human capital and technology that strengthens their capacity to compete and win in both domestic and foreign markets. Thus, SMEs that choose the global route stand to benefit from a virtuous circle of robust growth and rising competitiveness.

During the question-answer period, following points were made:

- SMEs have ample opportunities for getting involved in the financial sector in India also.
- SMEs in India may consider possibilities of trading with all NAFTA partners, Mexico included, not just Canada and the US.
- SMEs in India should keep in mind the advantages of using Canada as a hub for their exports to entire North American market. Similarly North American SMEs should take advantage of India as a hub for their operations in South and South East Asian countries particularly those with whom it has free trade agreements.

### *Concluding Observations and Recommendations*

Participants offered following concrete suggestions as to how SMEs can promote bilateral and trilateral relations (Canada, US, and India) and at the same time create opportunities for the Indo-Canadian community:

1. India has a young population while Canada's population is aging. Thus, Canada and India can help each other with this demographic challenge which will become more marked as years pass by.
2. Cooperation in the field of SMEs and entrepreneurship should be an integral component of Comprehensive Economic Partnership Agreement, which is being currently negotiated by two countries.
3. A joint group of experts from Canada and India may be set up for studying the role of SMEs in the changed context of the global economy with focus on North America and India. This group may also identify opportunities for improving productivity in two countries and for exchange of information concerning best practices in the two countries.
4. Canada's big 'branding' advantage is its proximity to the US (and NAFTA markets). Canada must learn to take advantage of its membership of NAFTA, since 75-85 per cent of Canadian exports and imports go through the NAFTA areas.
5. The Minority Business Enterprise (MBE) program in USA was cited as a useful initiative which could be undertaken in Canada for tapping into the business expertise of the large Indo-Canadian community and other Diaspora groups with a view to generate wider economic benefits for Canada and India by creating networks along supply chains.
6. International SMEs must share best practices and governance, including ensuring of compliance of certain rules and regulations such as those relating to child labour.

# SESSION TWO

## INNOVATION, SCIENCE AND TECHNOLOGY

Moderator: **Mr. Sanjay Tugnait**, Executive Director, Accenture India.

Speakers: **Mr. Deep Kapuria**, Leader of CII delegation

**Dr. David Naylor**, President, University of Toronto

**Dr. S. Venkatesh**, President, IIT Alumni Canada

**Dr. Arvind Gupta**, CEO and Scientific Director, Mitacs Inc.

**Dr. Nandini Tandon**, Managing Director, Lumira Capital, Trustee, TiE Global.

**Mr. Arjun Jasuja (Andy)**, CEO, Sigma System Inc.



This Concurrent Session focused on Innovation in Science and Technology as instruments of industrial, economic and social growth and examined how innovation could improve Indian and Canadian economies, while strengthening India-Canada relations.

The panel opened with a brief debate over the concept of “Jugaad” and its relevance to Indian innovation. The session moderator, Sanjay Tugnait, pointed to the uniqueness of Indian innovation which uses creative solutions to suit the immediate needs of a customer given the available resources. While ‘Jugaad’ is an important component of Indian creativity, Deep Kapuria suggested that the term places limits on innovation in India. Instead, he differentiated between ‘innovation’ as a systematization of creativity, and ‘Jugaad’ as an impulsive creative moment.

Development of the ‘Nano Car’ by Tata Motors is an important example of innovation, which was based on an evaluation and assessment of the basic needs of less-affluent Indian families. Considerations for the product were its price, environmental considerations, and customer-related design. As a result, Tata Motors (and contractors, such as Bosch) have registered 32 patents of unique technologies and processes which have commercial value beyond the Nano project. These improvements are being brought back to European factories to gain a competitive advantage. Another example of innovation is the Godrej Company’s ‘ChotuKool’ refrigerator which was created with the challenges in rural communities which lack a continuous supply of electricity and limited incomes. Thus, Godrej built the “ChotuKool’ which runs on a cooling chip,

fan and batteries. Third, IIT created the Network Chopal (e-Store) for farmers to find a real-time wholesale price online which helps them realise better prices for their produce. This system allows information to farmers to sell their products directly to wholesalers, effectively removing the middle-man from this exchange. This step fulfilled the economic and social needs of farmers through innovation.

Building on these examples, the social impact of innovation was a major focus for other speakers on this panel. For example, Dr. Naylor cautioned against of the self-fulfilling nature of innovation, and “innovation for innovation’s sake.” Instead, corporations like Infosys, enable innovation not only for its commercial gain, but its social impact. For example, the Indian government’s Unique Identification Card led by Nandan Nilekani, aims to reach 600 million people in three years, enhancing the provision of social services (such as basic health care) to millions of people who currently are “unidentified.” In this way, innovations in India must answer the needs of the environment and society. Further, this carries major commercial benefits as these innovations can be adapted to other global markets.

Dr. Venkatesh emphasised how innovation can address some social imperatives. He offered a personal example of how innovation in one field can be used in alternative circumstances. He had created a science-based model to predict oil spill movement, initially created to protect public property and the environment. His model was later used to locate debris from the Swiss Air crash off the Atlantic coast. His science, based predicting water movement, was applied to other situations with social impact. Canada is a leader in these technologies and its Indian Diaspora can offer innovative solutions for green technology, efficient power systems, mobile technology and education.

Participants also discussed a second theme on promoting science and technology innovation in the education system and within younger segments of the population. Dr. Naylor recognized that India’s advantages in human capital must be empowered through better education strength. To adequately serve this population, India needs 600 universities and 35,000 colleges in the next few decades. While, the University of Toronto (and other Canadian universities) have made important connections to develop ties with Indian universities, this will not be enough to resolve the education gap in India.

While Canada has an abundance of natural resources, including water, forests and oil, its challenge is its aging population and shortage of human capital. Dr. Naylor argued that two forms of convergence are important for these collaborations. First, convergence across disciplines would help promote innovation. For example, research on stem cells supported by innovations in Nano-biotechnology could replace the ‘spare parts’ ethos of organ transplantation. Second, bilateral cross-cultural convergence can introduce innovators to new problems and new solutions. This can start with cooperation at the university level, where Canadian institutions can provide support based on India’s needs.

Mr. Arjun Jasuja recognized that India has become a global information technology support resource, but still does not have a product focus. Why have India or Canada not been able to create the Apples or Googles of the world? While the American system benefits from its venture capital, intellectual capital, and affluent consumer market, India’s strength is human capital; it has a young population, an increasingly educated workforce, and a growing consumer base in all class levels and sectors. Even despite the economic crisis, India has been able to weather the storm because of its demand driven business. Thus, Canada and India can be successful if we combine Canada and India’s strengths in this area.

Speakers referred to some important developments that have taken place in this direction. First, Dr. Naylor and Dr. Tandon announced a partnership between TiE Global, University of Toronto and the MaRS Discovery District, entitled TiE Catalyst. This partnership is a global chapter run virtually to provide a forum for strategic exploration of emerging frontiers in engineering, bio-medical sciences, and ICT. The programme connects TiE's large and successful core of engineers and entrepreneurs with innovators in the health care field to leverage their respective areas leading to new entrepreneurial opportunities and creative solutions.

Second, Dr. Arvind Gupta shared how Mitacs runs a yearly student exchange program for 150 students from IITs to spend a summer-abroad in Canada to conduct research, creating partnerships between Canada and India through people-to-people contacts. Dr. Gupta argued that the programme's success lies in creating the networks and innovations are a by-product of these meetings. This programme is beneficial because students get to see the world from a different perspective, can focus on different problems and alternative solutions. Similarly, Mitacs is considering having Chinese students to join the programme to interact with Indian students.

This session concluded with important issues and outcomes as recommendations:

1. Dr. Nandini Tandon showed support for modified 'Jugaad,' as innovation created in universities and industry is a very slow process. She argues that students can learn from a 'systematized Jugaad,' encouraged to think outside the box at an early age.
2. Students need partners in both industry and education. Internships are a key way of matching education with workplace needs and experience. Dr. Tandon noted that in the United States, internships are embedded in the system, but they have large corporations that can absorb interns. In the Canadian SME-based economy, we need internal champions, which see internships as a new set of ideas and methods, rather than a drain on resources. The importance of integrating education and industry experience was illustrated in the German education system, where apprenticeships are paths to Masters Degrees in science and technology.
3. IIT Alumni Association of Canada has initiated a program called "Aa Ab Laut Chalen" ("return to India"), in which senior alumni with extensive technological experience provide support through short-term visits to educational institutions in India.
4. Innovation as an instrument of change supports sustainable growth and better utilises the resources. It is good from an ecological perspective. The two countries have already collaborated in key areas of scientific research that show the potential of a nurturing relationship
5. Innovation adds value to the both government and industry and reduces cost of production and supports competitiveness. Innovation also brings about social changes. Examples such as Tata's Nano and the ChotuKool refrigerator are important benchmarks for future innovations.

6. More Indian students must come to Canada through exchange programs. Dr. Sam Pitroda has expressed the need to promote on-line education, thus reducing the need for faculty positions required to spread education around at affordable price to rural and remote communities.
7. There is further scope of collaboration between Indian and Canadian institutes for research in areas of common interest like biotechnology, sustainable energy and agriculture. India and Canada can leverage each other's strengths by India providing the necessary human capital and Canada, its expertise, innovations and technology. The Civil Nuclear Cooperation Agreement signed in 2010, is an example of a closer strategic partnership.

# SESSION THREE

## INNOVATION AND ECONOMIC DEVELOPMENT

Moderator: **Ms. Lalita Krishna**, In Sync Video

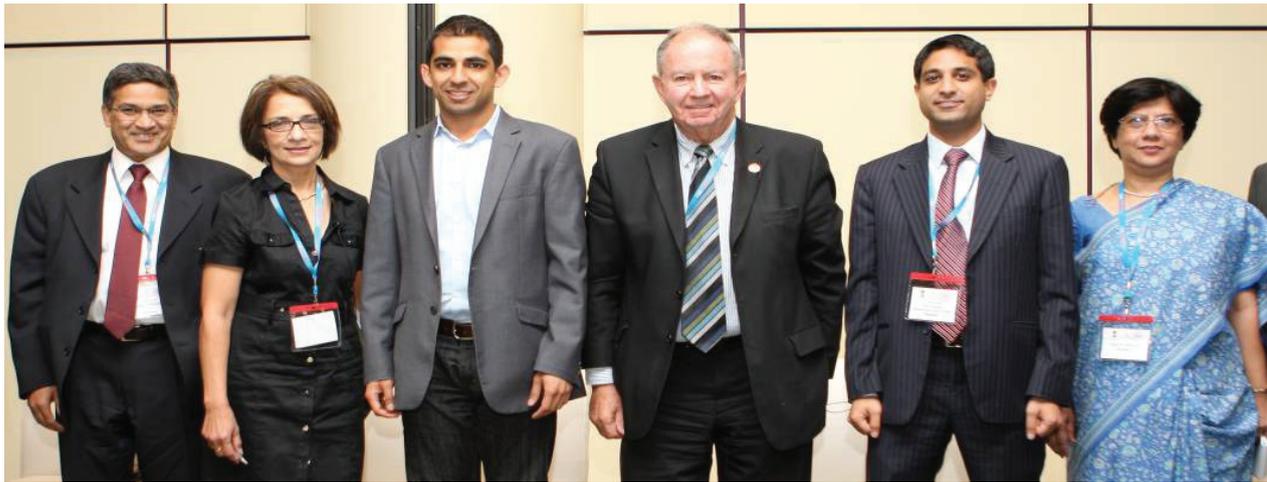
Speakers: **Hon. Monte Kwinter**, Parliamentary Assistant to the Ontario Minister of Economic Development and Trade

**Ms. Supriya Banerji**, Deputy Director General, CII

**Mr. Kunal Gupta**, CEO, Polar Mobile

**Mr. Jay Goyal**, Representative, State of Ohio

**Mr. Atul Asthana**, Vice President, Technology Initiatives,  
Research In Motion Limited



Innovation is the major driver of economic development. An OECD study last year charted the wealth of nations over the last 2000 years. India and China were the two top economies until 250 years ago. Thus, the question arises, how did others arrive to take their place? The OECD determined that the new industrial countries had a better capacity to innovate. In this context, the discussion centred on the relationship between innovation and economic development in this concurrent session. Speakers focused on two major themes: first, participants uncovered how environments must be conducive to fostering innovation. Second, they addressed which steps should be taken to foster innovation.

As Rep. Jay Goyal noted, there is an important public policy role for fostering innovation. The economy has witnessed major changes since 2008 and there is now a challenging environment for innovative companies. Manufacturing, which has been the centre of the Canadian and US economies since the Industrial Revolution is in steep decline. Instead we are witnessing a notable shift from low-skill, low-wage labour to high-skill and high-wage skilled-labour.

Hon. Monte Kwinter examined this question from a provincial perspective. The Ontario government recognizes that innovation needs an environment which includes a strong people-base, but also the requisite infrastructure, international reputation and educational foundations. It is in the government's interest to build innovative companies that can compete globally and

create permanent high-paying jobs in the local market. In addition, innovation attracts the needed global investment to help companies expand into emerging markets.

Further, the Canadian market, perceived to be less competitive than the American market, has some major unsung advantages. For example, the Canadian healthcare and education systems provide important lifestyle needs for its citizens. Ontario's Green Energy Act will stabilize its leadership in clean technology while creating 50,000 new jobs and attracting green investment to Ontario. Similarly, the Water Opportunities Act will make Ontario a North American leader in water conservation and treatment, providing a real opportunity to export water-related knowledge around the world.

The province has some important successes in these areas already. For example, the ICT sector Ontario has hired 284,000 people and contributed 24.8 billion dollars to GDP in 2008. In addition to being the world's eighth largest equity market, Canada also boasts the best banking jurisdiction in the world, due to its liquidity, management and oversight. A study by the World Economic Forum has listed three Canadian firms in the top 10 global banks in comparison to the highest ranking US bank at number 23 and the top British bank at number 43.

Further, Ontario is the seventh largest economic engine in North America, with a GDP which is larger than that of many countries, such as Switzerland and Sweden. 63 per cent of the population has a post-secondary education, which is double that of the UK and Germany and 20 per cent higher than the US. In addition, Ontario has a highly diversified population as exemplified by its 600,000 Indo-Canadians. These strengths have attracted investment by several notable Indian companies, such as Tata, Birla, Essar, Aurobindo, and ICICI bank.

Ontario has been focused on building a relationship with India. There have been two recent official missions to India, with three more planned in the next fiscal year on the topics of clean technology, telecommunications and automotives. Previous missions have been particularly successful; as Canadian companies like Magna International now have multiple locations open in India and have partnerships with Indian industries. Ontario has also signed multiple MOUs with various levels of government and industry representatives.

Mr. Goyal related some of Ontario's approaches to innovation to the state of Ohio. Successful innovation goes through several steps: research and development, commercialization, piloting, market entry and marketing phases. Federal and state-level programmes have focused on helping entrepreneurs through several stages of this chain, creating a spectrum of services to help the budding entrepreneur. As such, Ohio has developed the Third Frontier Programme which invests money into the most needed areas of this supply chain, in conjunction with private and higher education institutions. One of the major shortcomings in the Ohio market is the lack of venture capital activity – an important consideration for Canada as well. Thus, Ohio has offered protections for venture capitalists investing in innovative projects in the state, such as a technology investment tax credit. Further, in its attempts to retain talent in innovative fields – such as science, technology, math - Ohio offers tax credits to students remaining in the state for post-graduation.

The second major contributor to innovation lies in human resources and capabilities. Inherently, innovation is dependent on the ability to anticipate developments in the science and technology sector and capitalize on market trends. Two participants offered their experiences in developing these skills within their own companies. Started in 1984, RIM is now a 20 billion dollar company, based in 170 countries. Atul Asthana notes that RIM's success is largely based on its early innovation. As a data company, RIMs was able to produce the first data-based Smartphone before

they became a mainstream product, predating even cell phones. The success of the Blackberry was because it saw cell phones as a means to access data services.

A central component of innovation is looking towards future developments. For example, upcoming strategies of RIM are looking into these possibilities for applications to transform other sectors such as education, healthcare, telemedicine and e-governance, adding a social dimension to innovative research. For example, while 70 per cent of the world's people do not have bank accounts, they do have access to mobile technology. Companies like RIM need to be on the forefront of connecting the available technology to people's economic requirements. Innovation is best placed when it offers a social opportunity at the end.

Similarly, Kunal Gupta offered his innovation experience. As a young entrepreneur, Mr. Gupta was quick to note the fast-paced change that exists within the science and technology market. Technology has affected how we purchase, communicate, and make decisions. His company, Polar Mobile, began four years ago with four students at the University of Waterloo, predating the invention of iPhones and even the 3G network. However, by entering the 'Apps' market at the right time, Polar Mobile is well positioned to take advantage of the growth in this technology. Currently, there are 500,000 mobile applications, while in the next year, it is anticipated that there will be 2 million mobile applications in the market.

The ability to anticipate new innovations is crucial to economic success. For example, in the next couple of years, the market will be saturated with tablets, such as the Playbook and the iPad, creating an alternative demand for applications. Further, the market will start using Apps in televisions and cars, which must be developed now for tomorrow's market. Applications are also different than hardware companies because production is different and much more competitive. Only one App needs to be created to sell millions of copies, whereas hardware requires physical replication.

Several themes arose in the context of the discussions:

First, innovation successes in the Indian market provide a good example for places like Canada and lesser-developed parts of the United States. The Government of India has recognized the importance of innovation to development and has declared 2010-2019 the Decade of Innovation. Under its auspices, it has created the National Innovation Council, a cooperative body made up of civil society, the private sector and government to promote innovation in India. Relatedly, the Confederation of Indian Industry (CII), which represents over 8000 small, medium, large Indian companies, has worked with the Department of Science and Technology to create the Global Innovation Technology Alliance. This public-private partnership (PPP) builds on the many opportunities in SMEs innovation. Further, Indian innovation has been moved forward with the growth of R&D centres set up by multinationals in Bangalore, Chennai, Hyderabad and Delhi. The most important effect of these developments is its impact on rural India, which adds an important social dimension to the outcomes of innovation. Products of quality – such as the Swatch water purifying system, the solar lantern and the ChotuKool refrigerator – are products of above mentioned multifaceted cooperation. Innovation is central to bridging the gaps between the rich and the poor.

Second, participants focused on the question of ecosystem. What sort of environments allow for innovation to thrive? The two industry representatives, Mr. Asthana and Mr. Gupta, argued that defining the research problem is central to successful innovation. The problem must include the issue that needs resolution and the supposed impact. In this way, contemporary education systems need to be reformed to reflect this problem-based learning. The information-based, class-room based system is both ineffective and expensive to promote innovation. A large part

of this problem is the fast-pace of innovation. Government programmes exist to help companies get off the ground and improve R & D spending, but the spending does not match the pace of industry. While new products, hiring decisions and competition are measured in a matter of days, governments take months to approve spending decisions. In this way, Mr. Gupta suggested that in a knowledge-based economy, the government could delegate funding approvals to funding agencies that can move as fast as the market.

However, the government representatives challenged some of these suggestions. Governments are responsible to entire jurisdictions and spend taxpayer money as opposed to private funds. This is why they require time to deploy the resources on hand. Further, governments do not have the expertise to pick innovative winners and losers. Instead, they argue that the government's job is to create the environment in which innovation occurs.

As a solution to these contradictory arguments, participants were largely in favour of the PPP model suggested by Supriya Banerji. While PPPs have traditionally only been used in India's infrastructure markets, the model is slowly being adopted to the education sector and has had increasing success bringing young people into innovative markets. Further, participants agreed that PPP is the only way to go in certain sectors, particularly because government sources are limited by the funding through taxation. PPP models are of particular importance to the governments in the United States, where there is fiscal duress due to a historic decline in tax revenue. One example offered was in the area of health care infrastructure. While the government should be in charge of healthcare delivery, buildings and infrastructure could be invested into by the private sector.



Looking into the future, participants had some key suggestions for the future of innovation and economic development:

1. It must be ensured that innovation is long-term and sustainable. This can be managed by drawing parallels between the lifecycle-time for government programmes and market demands. Processes need to support the short-term turnaround for innovations ready to enter the market.
2. Further, governments must keep working to create positive environments that welcome innovating companies. Smaller companies are currently torn between decisions to move their start-ups to New York or Silicon Valley. What is the pull for them to stay in Canada?
3. Governments are also concerned with ensuring that these innovative companies create more jobs and replace jobs that have been lost in the past.
4. Success breeds success. Thus, the more successes a market can offer, the more confidence it builds for new companies attempting to come to develop themselves. This is why the "RIM's" of the market are particularly important.

# SESSION FOUR

## HEALTHCARE AND TELE-MEDICINE

Moderator: **Professor Sujit Choudhry**, Scholl Chair, Faculty of Law, University of Toronto  
Speakers: **Hon. K. Sudhakaran**, Member of Parliament (Lok Sabha), India  
**Dr. Prabhat Jha**, Canada Research Chair in Health and Development  
**Dr. Pradeep Merchant**, Site Chief Division of Neonatology, Ottawa Hospital  
**Dr. Ilse Treurnicht**, Chief Executive Officer, MaRS



Participants in the session on healthcare and tele-medicine identified important challenges and solutions to healthcare delivery in India. India is the world's seventh largest geographical country, with large segments of its population in its rural regions. While healthcare is accessible in urban centres, rural population lack access to doctors, healthcare professionals and the required infrastructure. Further, India's out-of-pocket financing system has created two levels of access, differentiated by affluence.

Dr. Jha noted that Indian healthcare system is vastly under-performing, particularly for the less-fortunate population. Due to the out-of-pocket financing system, 37 million Indians fall below the poverty line each year because of overbearing healthcare expenses. India spends 6 per cent of its GDP on healthcare, same as the United Kingdom. Indian estimates show that 83 per cent of healthcare expenditure is in the private sector, which is driven by profits and has resulted in expensive and sometimes inappropriate healthcare delivery. The private healthcare sector has the potential to deliver good care, but it lacks the transparency or regulatory mechanisms offered by peer review, national data, outcomes, or decision-making processes.

Another challenge of the Indian system is the rise of 'lifestyle' diseases, such as high cholesterol, diabetes, and high blood pressure. One million people die from smoking in a given year. In the area of infectious disease, malaria remains a major challenge and there are only small gains in eradicating tuberculosis.

One of the most important solutions to healthcare delivery is telemedicine, which has created accessibility to rural populations through advancements in information and communications technology, particularly in the area of communications satellites. These positive effects include:

- Access: doctors and specialists in remote places where no medical health facilities exist.
- Early diagnosis: diagnosing disease before the stage when it becomes incurable.
- Use of telepathology, teleradiology, telethermology: diagnosis from a distance.
- Efficient use of limited resources: Government and private healthcare providers must use the available technology and medical expertise within the country.
- Lower costs for low-income earners: healthcare available to everyone within a vast geographic space and amongst all socio-economic groups.
- Healthcare related benefits: emergency services, administration and logistic supervision, quality assurance and education & training for healthcare professionals and providers.

The impact of telemedicine on the overall healthcare system is significant. It must be implemented carefully, adopting sound policies and strategic plans. Dr. Merchant noted Canada's positive experiences with telemedicine. Because of Canada's vast geographic size, doctors and hospital systems have used telemedicine innovations to connect to rural populations. For example, the Ontario Telemedicine Network connects with remote communities during seminars, clinical consultation, and discussions of the most recent literature. Canada is well-positioned to engage with stakeholders in India to set up these networks.

However, telemedicine has its own challenges. Can doctors properly diagnose disease without a physical presence in the community? Do patients feel comfortable bonding with doctors through a remote forum? Does a patient feel they have received adequate attention and proper consultation via teleconferencing? Are doctors able to efficiently deal with life threatening situations through telemedicine? Relatedly, can doctors be legally liable for diagnosis delivered by telemedical-links? These questions are in addition to the central concerns of transparency and confidentiality that are associated with health care delivery.

The limited statistics available suggest that telemedicine has positive outcomes in patient acceptance. Surveys in the US show that 85 per cent of patients are satisfied with the telemedical consultation that they have received. A study conducted in Orissa has shown a confidence rate for telemedicine consultations of over 90 per cent.

A second, crucial outcome of this section was debate over corrections to healthcare financing in India. Dr. Prabhat Jha made a compelling case for a Canadian-style taxpayer funded model for the Indian healthcare system, which could be delivered both publically and privately. Dr. Jha suggests that the Canadian model for health care delivery is the only sustainable path for the future of healthcare accessibility in India. With the current system, medical innovations will not reach the less-affluent parts of society, because of dominant private sector interests. Dr. Jha provided the example of China's decision to withdraw health insurance to rural Chinese. Due the resulting erosion of the public healthcare, the SARS epidemic was not caught in time (which was possible in the old system).

Third, there are enormous opportunities for technology and innovation beyond telemedicine, but they must be geared towards the 'bottom of the pyramid,' addressing the healthcare needs of the poorest Indians. This is also where the Indo-Canadian Diaspora can be useful through innovation and commercialization to meet these needs. For example, the development, commercialization and marketing of low-cost generic drugs are an important contribution that Canada can make.

Andhra Pradesh has shown promise for good quality maternal care that is publically funded, in low-cost birthing centres.

These innovations also offer important business opportunities, recognizing healthcare as the largest business in the world. Three hospitals in Ottawa have an annual operating budget of 1.2 billion dollars, spending 350 million dollars in neonatal and prenatal care alone. Currently, 40 billion dollars is spent on healthcare per year in the Indian subcontinent. In the next decade, India expects to spend 280 billion dollars on healthcare and within the current system; the bulk of this investment will come from private institutions. This is also a challenge for the healthcare innovation community.

Organizations like the Mars Institute have partnerships with academic institutions and entrepreneurial companies to develop innovations into marketable products and services. However, we must identify strategic areas where Canada has strengths which can benefit the local populations and align them with global opportunities. Technological approaches have potential to connect formal and informal solutions in India.

As a small market, it is big shift for Canada to move into the global market as of now it has been able to rely on the United States. With the recession, the US has not been as interested in Canadian technologies. Thus, Canada must make decisions to diversify its medical innovations to other overseas markets. To be successful, Canada must focus on convergence opportunities where healthcare and clinical services interact with community-based services. Some of the opportunities available to partner with India are in the areas of discoveries, collaborative ideas, flow of talent and flow of capital. From these opportunities, Canadians can start to move its health innovation into global opportunities or companies.

The question and answer session identified important challenges and solutions for healthcare issues in India.

1. It was agreed that mental health is one of the overlooked aspects of healthcare in India, largely because of the stigmas associated with mental health in Indian culture. It is starting to reach epidemic levels, with over 300,000 suicides per year related to mental health issues including, but not exclusive to, depression.
2. There is a role for homeopathic and Ayurvedic medicine in healthcare delivery, particularly with chronic disease management and pain control. For example, common digestive ailments can be treated with easily accessible Ayurvedic drugs. A publicly-financed system could also incorporate these safely tested drugs. Ayurvedic drugs can also take the place of expensive drugs particularly in rural areas or for the poor. Clinical trials are an area for partnership between Canada and India.
3. India could vastly benefit from investment in preventative health care. Currently India spends one per cent of its GDP on preventative health, including its TB programme, vaccination programme and doctor training programmes. It could spend more on improving cardiovascular disease and cancer control programmes.
4. There is a human resource gap in India's healthcare system. Several creative solutions have helped this problem. For example, Tamil Nadu uses a system of restricted rural licences to keep doctors within the Indian system. Further,

India's ratios for doctors, nurses and paramedics could be improved, where nurse practitioners could be qualified to do much of the work that doctors are normally responsible for.

The conclusions from this session suggest that India requires an overhaul of its entire healthcare system. While there have been improvements in life expectancy and infant mortality rates, the Indian system reinforces poverty traps which challenge the socio-economic well-being of the family. The current assumption that the private sector will innovate itself out of these challenges is misplaced. The trajectory of development in the healthcare sector evidences that this is actually not true, as rural and urban poor are being further pushed down the poverty line or out of the healthcare system altogether.

India must move from an out-of-pocket to universal financed healthcare system to ensure healthcare for all class brackets. Participants universally agreed that this will require the convergence of action by financing institutions and political leadership. However, they also feel that the endeavour is not impossible, particularly given India's success in other financing schemes for farmers and girl-child education.

# SESSION FIVE

## ADVANCING EQUITY - THE FOCUS ON GENDER

Moderator: **Ms. Ratna Omidvar**, President, Maytree Foundation  
Speakers: **Hon. M. K. Raghavan**, Member of Parliament, India  
**Prof. Poonam Puri**, Associate Professor, Osgoode Law School, York University  
**Ms. Shirish P. Chotalia**, Chairperson, Human Rights Tribunal,  
Government of Canada  
**Dr. Alok Mukherjee**, Chair, Toronto Police Services Board  
**Ms. Farah Mohamed**, Belinda Stronach Foundation & Curator,  
The G(irls) 20 Summit



The session on 'Advancing Gender Equity' witnessed a robust discussion about the similarities and differences between Canada and India on gender issues, and how bilateral cooperation can help in addressing issues related to gender equity.

In his introductory remarks, Mr. M K Raghavan, Member of Parliament (Lok Sabha) elucidated some of India's successes and challenges on gender disparity. India's 2011 census has noted its current gender imbalance stands at 940 females for 1000 males, falling well-below the global gender ratio of 984 females per 1000 males. Additionally, there is a chronic and systematic lack of access to education and business, both of which have undermined economic independence of women and exacerbated other areas of gender inequality.

Despite these challenges, India has also some of the world's most progressive legislation directed to the concerns of women. For example, pre-natal sex selection tests have been banned in India. Further, the central government has recently formulated legislation that there is at least one woman on corporate boards. These legislative measures are in addition to long-standing reservations for women at all levels of government. These attempts have shown fruition, as women hold some of the highest public offices in India. Current examples include President

Patibha Patil, Speaker of Lok Sabha Meera Kumar, Leader of the Opposition Sushma Swaraj, United Progressive Alliance (UPA) Chairperson and Congress party President Sonia Gandhi. India has also elected female Chief Ministers in some of its most powerful states, including Mayawati in Uttar Pradesh, Mamata Banerjee in West Bengal and Sheila Dixit in the Delhi capital region. There have been important indicators in education enrolment rates, literacy and purchasing power. However, there continues to be a lot of room for progress.

Given the experience of India, legislative and judicial mechanisms have seen successes in advancing gender equity. Participants discussed how these mechanisms can be applied to the Canadian context. In Canada, the Charter of Rights and Freedoms allows for access to legislative approaches to addressing violations of gender rights. In this way, there are important similarities between the robust judicial systems, rights-bearing Constitutions and pro-women legislation in Canada and India. Despite these legal mechanisms, Canada continues to have major barriers against women's access to judicial recourse, particularly for cases of sexual harassment, discrimination, or pay equity. Forums like the Canadian Human Rights Tribunal (CHRT) are an administrative tool to provide hearings for women without the financial burden of legal action. In this way, the CHRT is looking to formulate innovative ways to provide evaluative mediation, where an administrative judge can hear cases to assess their strengths and weaknesses. This is an example of a model that can be shared with India, well-placed in India's rich legislative and constitutional environment.

Another area of discussion was the use of reservations to ensure access to business and government for women. India's political system is one area where the quota system has been effective. Canada struggles to achieve gender equity, as Ratna Omidvar noted that in Canada, organizations like Equal Voice have been created to pursue better representation in parliament (in the 2011 election, women won 23 per cent of seats). In contrast, some of India's most powerful political leaders have been or are women. In the panchayat (Village level elected body) elections, 50 per cent of contestants must be women. In the Parliament, legislation of 35 per cent quota for women is under consideration.

In Canada, women lack the social resources to run campaigns. There is evidence that women have had more success at the municipal level because then they are not required to travel long distances for work. Research should be conducted to investigate the other barriers to women. For example, some suggested that parties do not run women in winnable ridings, limiting their electoral success.



Some European states, such as Sweden and Norway, use a quota system and even the Canadian Senate has recently debated a gender parity bill for public company boards, banks, and crown corporations. While this bill is in revision stages, the larger question still remains if the Canadian government should be responsible for establishing baselines for corporate organizations. Where is the role for government, if gender parity changes are not made voluntarily within the corporate world? Further, if changes are only legislated at the board level, then how does this affect the whole organization? Past experience shows that Canadian employment equity was never seriously implemented, as there was no mechanism to monitor results nor was sanctions implemented against businesses that did not heed the employment equity guidelines.

There are alternative solutions to quotas that could be adopted within Canada and India, as Poonam Puri discussed the United States Securities Commission's disclosure policy, which

requires organizations to report how they have attempted to address gender inequality. The logic suggests that transparency in selection, hiring and promotions processes would inherently invite gender equality. Participants agreed that if quotas are properly designed, they could work in appropriate settings as a temporary measure, which need to be addressed alongside social, cultural and professional barriers to women. Quota systems do not need to be in contradiction with meritocracy. Rather, the focus should be on hiring or electing the most qualified women for the job.

However, participants were careful of overstating parallels between India and Canada. There are different histories, different political systems, and different social realities. In India, women's movements were established by the independence movement which brought women into the public arena, many of whom emerged as leaders. India can now boast of a large and active women's civil society. There is no equivalent movement in Canada. Further, participants recognized that India's successes were also relegated to affluent and privileged backgrounds. There is need for systematic affirmative action program for women from the most disadvantaged sections of the society.

Dr. Mukherjee cited the examples of Canadian institutions that are ensuring representation of women at all levels. Within the Toronto police, there is a significant presence of women at all levels of the organization. Conditions have also to be created so that they have a safe and welcoming working environment.

Participants also agreed that legal and judicial mechanisms need to be associated with social, cultural and normative change -- gender equity must be achieved in a comprehensive way. Further, in all professional and corporate fields, there is evidence of women's participation and leadership. Organizations like the Stronach Foundation have focused their efforts on girls and women, offering an educational, cultural and economic education. The Foundation recognizes that the human resources capacity of stable economies must also include women, to ensure fiscal growth within a country.

Discussion also focused on advancing gender equity within the Indo-Canadian community. Violence against women is not unique to the Indo-Canadian community and is based in larger cultural, social structure, and power relations. However, the presence of violence against women in the Indian community has been a problem since early immigration to Canada. Interventions were challenged in early years because community leaders were not prepared to acknowledge domestic violence. The stigma against publicizing domestic violence was a major challenge, as male members of the community accused the police and social workers of breaking up families and women were reluctant to seek legal redress against their spouses. Further, police were rarely involved due to lack of cultural awareness or community networks.

More recently, there has been some progress. There is more public acknowledgement of the existence of this problem in the Indo-Canadian community. Recently, for example, some community organizations have launched a multi-year initiative in partnership with police services to raise public awareness, provide training and develop strategies to respond to the challenge. There have been efforts to educate the police about community sensitivities towards gender relations.

Another Indo-Canadian specific challenge in gender equity is the issue of fraudulent marriages. One resolution is to have a legislative response where the offending spouse must make amends to the innocent spouse. The federal government has taken active steps and Minister Jason Kenney has held consultations in places like Brampton and Vancouver. There is an on-line consultation questionnaire through which his Ministry is seeking public input in order appropriate action.

Legislative approaches need to allow for victims to have recourse for redressing their problems. Victims in India are additionally penalized because visas for Canada are refused to them, while the offending spouse does not suffer repercussions. Dr. Mukherjee provided an example where he received a letter from an elderly person from Bhopal whose daughter was married in Canada and died under mysterious circumstances. He was unable to file a complaint with Canadian police because he had no legal standing.

In concluding the session, participants made following important suggestions, challenges and solutions:

1. In Canada, immigrant women face a double or triple glass-ceiling. Efforts must be made to create a platform to educate women on financial decisions and literacy. Banks are currently the only resource, because they are attempting to attract women which have earning power. In India, only 36 per cent of women are active in the workforce while, increasing the number of working women, attention must be paid to matters such as balance of work, family and personal responsibilities.
2. Education is the most important tool. Educating a girl child has reverberating effects throughout the community.
3. In India and Canada, women from privileged backgrounds have enjoyed most of the gains that have been made so far. Both countries must focus on better health and education programs, clean water and better economic opportunities for women in marginalized communities.
4. A bilateral working group, consisting of representatives from India and Canada may be established for exchanges on gender equity and to share experiences and learn from each other.
5. Both the Canadian and Indian governments need to negotiate legal mechanism to prevent exploitation of women by fraudulent marriages for immigration or exploitation. Mutual assistance treaty framework (MLAT) between Canada and India could be used to deal with fraudulent marriages. Currently, MLATs are being used to investigate Mass Market Frauds (MMFs), but an appropriate framework could be worked out to deal with fraudulent marriages.
6. Facilitation centres for NRIs and newly arrived immigrants in Canada may be established with programming on gender issues specifically for women.
7. Mentorship and training programmes may be undertaken to get women increasingly involved in both the corporate and political worlds. Maytree foundation, Women on Board, Canadian Diversity Council may increase their activities in this regard.

Participants recognized that the above proposed legal instruments and mechanisms must be reinforced by cultural change (which includes men) and localized solutions to issues of gender inequity. There is no “one size fits all” solution for gender inequity. Participants were wary of the extent of legal successes, as the legal instruments have their limitations. Rather, participants were largely in agreement in regard to adjustment of norms and practices in the corporate environment. Further, these changes must be reflected in society as well, because gender equity must exist within each organization and family.



प्रकार २०११  
2011



# PBDCANADA2011

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**PARTFOUR**  
**CONCLUDING SESSION**

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# CONCLUDING SESSION:

## POSITIONING STRATEGY FOR THE FUTURE

Speakers: **Dr. A. Didar Singh**, Secretary, MOIA  
**Ms. Asha Luthra**, Convenor, PBD Canada 2011  
**Mr. Stewart Beck**, High Commissioner for Canada to India  
**Mr. Satish Thakkar**, Vice President, ICC  
**Mr. Vinay Nagpal**, President, Indo-Canada Chamber of Commerce



The concluding session was devoted to highlighting important points that emerged during two days of discussions and their salience for the future role of Diaspora, in conjunction with other stake holders, for building bridges between India and countries of their residence.

Dr. A Didar Singh cited following noteworthy outcomes resulting from discussions in the roundtables, seminars and sessions of PBD.

### *A) Business and Economic Issues*

- I. **New Economic Scenario:** The emergence of China and India on the global economic scene has fundamentally altered the concept of development and conduct of business. Businesses have to perform under new constraints, and entry into the Indian market will require the development of products and services at affordable prices. These new dimensions are captured by 'Indovation,' which encapsulates the concept of innovation relative to the purchasing power and resources of India.
- II. **Time Frame:** Accessing the Indian market requires a 'long-haul' commitment. Businesses interested in accessing the Indian market must have purpose, perseverance, and patience.

- III. **Small and Medium Enterprises:** The strongest area of bilateral business cooperation and collaboration lies in the SME sector. The Overseas Indian Facilitation Centre (OIFC) has been established for SME consultation, information and other economic requirements. Other business-related organizations can play a confidence-building role for SME growth in the Indian market including ICCC, Invest Toronto and ASSOCHAM.
- IV. **Emerging Economic Opportunities in India:** Changes in the global economic and business environment have also affected the Diaspora. While India needs the expertise of Overseas Indians, the Diaspora also can benefit from India's economic opportunities. Organizations like the OIFC, India Development Foundation, Global Ink, CII, and ASSOCHAM can help in improving Diaspora connectivity with India.

### *B) Engagement of Youth and Students*

Student mobility is the key factor for developing people-to-people contacts, particularly through post-secondary exchanges, fellowships and internships. All concerned persons and organisations must work collectively towards improving youth access to these opportunities, through collaboration between Canadian and Indian institutions.

Youth Engagement needs to move beyond the old approaches and paradigms, and should now include involvement in youth clubs, social activities, social networking, business and meetings. In the future, PBDs should have more youth representation. In this way, the focus will be on future of engagement of youth with India especially in the context of emerging economic opportunities. Reverse migration, is a new reality.

### *C) Arts and Culture*

Connectivity through arts and culture and the development of cultural products is facilitated by digital technology and social media. The representative of Indian Council of Cultural relations announced that a cultural centre in Toronto will be set up in the near future.

### *D) Innovation, Science and Technology*

Public policy has an important role to encourage innovation and business through measures such as tax credits, public-private partnerships, and talent search and prompt decisions. Canada can provide expertise in research and development in certain key areas such as environment, health care, mining.

### *E) Healthcare and Telemedicine*

Discussions indicated possibilities of improving healthcare delivery in India by using practices followed and innovations developed in Canada. There was consensus that use of telemedicine and improved delivery systems were options for improving access to healthcare in India which need to be explored. Indo-Canadian professionals can provide the expertise in this area.

### *F) Gender Equity*

The discussions threw some light on concrete goals for the development of gender-based policy and legal frameworks. There are major social issues related to gender equity. The issue of

fraudulent marriages between non-resident Indians and Person of Indian Origin in Canada and Indian women continue to be a major political and social concern. The setting up of a joint Canada and India Working Group at a high level was recommended for exchange of views and information, and to share experiences and learn from each other, on gender equity.

Dr. Didar Singh emphasised that MOIA is cognisant that Diaspora has an important role to play in strengthening the relationship between India and countries of their residence. Diaspora can enhance understanding about India in the adopted country. Through research work, national conversations, blogs and news, organizations such as Asia Pacific Foundation and the Indo-Canada Chamber of Commerce are pointing out ways and means by which resources of Diaspora can be harnessed for strengthening engagement of Canada with India. Bilateral relations between Canada and India have advanced recently. MOUs on several subjects have been signed. Agreement on Civilian Nuclear Cooperation has been signed and Comprehensive Economic Partnership Agreement (CEPA) is under negotiation. The next task is to put these MOUs and Agreements into action. For this purpose, the outcomes of the proceedings of PBDCanada2011, when converted into action, will be a useful input.

Canadian High Commissioner Stewart Beck highlighted three key results of the PBD. First, he noted the tremendous commitment of Canadians of Indian origin to the relationship between Canada and India, exemplified by the massive participation in the PBD. Second, this convention has generated tremendous interest within the greater Canadian community, government and society. Third, it has indicated tremendous opportunities in regard to partnership in the areas of education, technology and governance. Canadian brand has been advanced through its collaboration with India's knowledge and technology networks, including education, research, and innovation. The Diaspora is the key to improving the Canadian brand in India.

On behalf of the ICCC and the organizing committee, Asha Luthra, Satish Thakkar and Vinay Nagpal offered their profound thanks to various sponsors, organizers, speakers and volunteers who contributed to the success of the PBD.



PBDCanada2011 featured an expansive and inclusive approach bringing the full weight and strength of fraternal organizations that operate in the Canada-India space. Similarly, leaders from the broader "India-watchers" community were selectively invited to be speakers at the various sessions. The ICCC as the lead nodal body provided the necessary organizational heft, media relations expertise, marketing and promotion, and community outreach. Through it all, the ICCC strove to be focused on providing a distinctive and a unique experience for all the participants. This report is a summation of the proceedings and the aspirations of the ICCC in taking an inclusive approach to the Canada-India dossier.

Some informed observers remarked that PBD Canada 2011 has set a high standard for future regional PBDs. It has established a plan to address the set of challenges, goals and objectives for the bilateral relationship. It has laid a foundation for future exploration and discussion of the role of Global Indians and their evolving relationship with India.



# PBDCANADA2011

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## PART FIVE APPENDICES

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# APPENDIX I

*Inaugural Address by Right Hon'ble Dr. David Johnston, Governor General of Canada  
At Pravasi Bharatiya Divas, Canada (PBDCanada2011) Convention*

*Toronto, Thursday, June 9, 2011*

What a pleasure it is for me to be here today for this important gathering. The occasion is even more special given that this is the Year of India in Canada, which is doing so much to share the wonders of Indian art, culture and history with all Canadians.

Truly, we have much to celebrate and to learn from one another. At the opening of his award-winning travel memoir of India, author M.G. Vassanji writes:

“It would take many lifetimes; it was said to me during my first visit, to see all of India.”

I feel a similar sentiment when I think of the long and fruitful relationship between the people of India and Canada. To do this story justice, we would need far more time than we have today. For generations, and in every sphere of society, Canada has been benefitting enormously from the contributions of Indo-Canadians.

This conference aims to build bridges with India and to strengthen links between members of the Indian Diaspora and the countries of North America and the Caribbean. Here in Canada, we are fortunate to have a large Indo-Canadian population that is playing a role of growing importance in the life of our country. At the same time, India itself is growing in prominence in our multi-polar world. This is leading to new opportunities for dialogue and collaboration between our two nations.

I was interested to learn that, by 2017, the Indian Diaspora in Canada will be the most populous of any nation in the G8. That same year, Canadians will celebrate the 150th anniversary of Confederation, and I would like to take a moment to consider the significance of these two milestones together.

As governor general, my goal is to help shape Canada into a truly smart and caring nation. By this, I mean a nation where all Canadians can succeed, contribute and develop their talents to their fullest potential. We want this to be a country that increases and applies the knowledge of its citizens to improve the condition of all—at home and abroad.

Canadians have a long history of coming together and helping one another. For centuries, wave upon wave of immigrants have come here, often giving up everything in the old country, driven by an overwhelming desire: a better life for themselves and for their children.

To achieve this goal and to fashion a smarter, more caring Canada in a fairer, more just world, I believe we must focus our efforts. In particular, we must support our families and our children; encourage philanthropy and volunteerism; and reinforce learning and innovation. The contributions of Indo-Canadians will be central to our success, and I am encouraged to see so many of these topics reflected in your agenda for the next few days.

This conference is an example to the world in forging links between the mother country—in your



case, India—and the adoptive nations of expatriates. As such, you have a tremendous opportunity to influence the ways in which members of a Diaspora balance the relationship between their nation of origin and their new homeland.

I believe it is vitally important that newcomers to Canada—and indeed to any country—are able to respect their heritage while embracing the society in which they live. And it is our privilege and our duty as citizens of a smart and caring nation to return this embrace, welcoming the contributions of new arrivals and the wealth of experience, knowledge and humanity they bring. As we approach Canada's 150th birthday in 2017, I want to challenge you to imagine new ways to collaborate and to build trust and belonging among us. My predecessor the Right Honourable Jeanne Sauvé once said that, despite our varied origins, "We are Canadians determined to carry on the building of a great nation."

Let us extend our vision for this great nation to include the dream of building a smarter, more caring world.

Ours is a common cause, and together we must learn from the past, embrace the present and look to our shared future with confidence and respect.

I wish you a productive and enlightening conference.

Thank you.

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# APPENDIX II

*Address by Mrs. Preeti Kaur, Honourable Minister of State for External Affairs, Government of India at the Inaugural Session of PBD Canada - 9 June 2011*

His Excellency the Right Honourable David Johnston, Governor General of Canada, Hon'ble Dalton McGuinty, Premier of Ontario, distinguished dignitaries, Ladies and Gentlemen,

It is a great pleasure for me to be present here for this prestigious event, the Pravasi Bharatiya Divas (PBD) in Canada. We are honoured to have in our midst His Excellency David Johnston and Premier Dalton McGuinty.

I congratulate India-Canada Chamber of Commerce (ICCC) and the PBD Organising Committee for their extraordinary effort in Organising PBD Canada 2011. The success of the PBD Canada 2011 is a tribute to their labour of love for Canada and India. I would like to thank the Government of Canada for its support to the event, to our Ministry of Overseas of Indian Affairs, especially Secretary Didar Singh, and our High Commissioner in Canada His Excellency S.M. Gavai and to your Consul General in Toronto Smt. Preeti Saran for the zeal and commitment with which they have worked for PBD Canada 2011.

There cannot be a more appropriate venue for hosting this PBD than Toronto, a city with a great tradition of enterprise and also home to nearly sixty per cent of the Indian Diaspora in Canada.

The Indo-Canadian community is a microcosm of the people of Indian origin living abroad - indeed that of India. It reflects India's diversity, the longstanding tradition of pluralism, its enduring commitment to democracy and rule of law, its vibrant culture and its strong entrepreneurial spirit. Today, the successful one million-strong Indo-Canadian community has achieved enormous success in all walks of life, including in politics, government, business, education and media. They are a mirror of India's heritage and of our modern day progress. They have served as a bridge of friendship between India and Canada.

It is particularly significant that this year's Pravasi Bharatiya Divas is being held in Canada at a time when we are celebrating the Year of India in Canada, with an extraordinary series of events across the country. The Year of India in Canada not only reflects the strong interest in India in this country, but constitutes an important milestone in the development of closer ties between our people.

India and Canada have a strong and growing relationship that rests on the solid bedrock of shared values, a common commitment to democracy and federalism, and deep ties between our people and enterprises. Our ties have seen significant progress in recent years. Prime Minister Harper's visit to India in November 2009, our Prime Minister's visit to Toronto in June 2010 and their meeting in November 2010 in Seoul have added new momentum to the relationship. India and Canada have many shared interests and face common challenges. We are working together more constructively in forums like G-20.

We welcome the emphasis that Prime Minister Harper and his colleagues have placed on strengthening Canada's relations with India. We reciprocate that sentiment. In the near future, India and Canada will sign the Social Security Agreement, conclude a bilateral Investment



Protection Agreement, negotiate a revised Double Taxation Avoidance Agreement and complete an ambitious Comprehensive Economic Partnership Agreement. We have signed MoUs and created new mechanisms to deepen our relationship in areas such as energy and mining. We are also developing stronger engagement with Canada's provinces.

In recent years, our economic relations have prospered through growth in investments in both directions, and our bilateral trade, which is still a modest US five billion, has a strong future, as our two countries deepen their collaboration and cooperation in areas such as in manufacturing, mining, food processing, clean energy, education, information technology and financial services.

Our Prime Minister Dr. Manmohan Singh has congratulated Prime Minister Harper for winning the recent elections and being elected once again as the Prime Minister of Canada. He has reiterated his commitment to work with Prime Minister Harper to further consolidate and develop India-Canada relationship.

India-Canada ties are developing at a time of enormous opportunities in India. Two decades of sustained economic reforms have transformed India into second fastest growing major economy in the world - and its fastest growing market democracy. With economic growth of 8.5% last year, we have returned to the growth trajectory of 8-9%. With savings and investment rates exceeding 35% of the GDP, we have no doubt that, with prudent policies, sound investments and continuing reforms, we can accelerate our growth rate to 10% in the medium term. As we seek to accelerate growth, our priority is also to make economic growth more inclusive, economic development more participatory and the process of economic modernization extend to all sectors of the economy - agriculture, manufacturing and services - and to all regions of India.

We need enormous resources to finance this growth - for example, USD 1.0 trillion in the infrastructure sector over the next decade. Even more than resources, we will seek to focus on stimulating innovations in products, systems and development processes to find solutions that are suited to our contexts and circumstances, which give us modern and efficient infrastructure; reach education, communication and healthcare to the farthest and the poorest areas; increase agriculture productivity and ensure our food security; and make conventional energy cleaner, renewable energy more affordable and energy use more efficient.

Although much of our demand is generated domestically and most of the investment is financed by our own savings, foreign investments and trade will continue to be an integral part of our growth and modernization process. Indeed, the most fundamental change in the Indian economy is that it is now increasingly part of the currents of globalisation. Our trade has grown; our net capital inflows have increased and Indian companies are now increasingly investing abroad to exploit synergies, improve market access, tap resources and acquire technologies.

India's progress is an affirmation of the values of democracy, pluralism, individual freedoms and rule of law; it will also emerge as a source of global economic stability and opportunity.

Throughout its history, India has had a constant engagement with the outside world. Since ancient times, people have travelled to India in search of knowledge, wealth, kingdom or refuge. They have brought religions, culture and languages. They have made India their home, adding to India's extraordinary diversity. They have, in turn, been enriched by India's unique wealth of tradition, wisdom and culture.

In more recent times, several generations of Indians have travelled to all parts of the world for a variety of reasons. Today, India has the second largest Diaspora in the world, estimated at over 27 million. Theirs is a journey that has been marked by trials and tribulations, but also

by the triumph of their determination, skills and enterprise. Whether it the contract workers or the skilled professionals or the globalised entrepreneurs, they have unfailingly showed the resolve to persevere and the capacity to succeed. Even more than their professional success, their reputation rests on a sense of commitment to their commitment to the adopted country.

From those who stepped on to the ship for an uncertain journey into the unknown centuries ago to those who have stepped into the crosscurrents of the modern global economy with confidence and skills, their ties with their country of origin remains strong and enduring. And, wherever they are, the Indian community mirrors India's unparalleled diversity, but also its abiding values. Their contribution to India's development has been invaluable: the remittances back home; investments in India; contribution by way of transfer of technology and know-how; their contribution to voluntary and grassroots development projects that make a difference to millions of disadvantaged people of India; projection of India's 'soft' power by popularising India's films, dance, music, art and culture. The world today has woken to India's potential and promise as much by progress in India as by the achievements of the Indian community abroad.

The importance that we attach to engagement with Indian Diaspora is rooted not only in the past, but as much in the future; not only in our desire to remain connected with all those who trace their origin to India, but also because the Indian Diaspora is an important partner for India's development and prosperity.

The creation of Ministry of Overseas Indian Affairs is a response to this recognition. I can assure you that the Ministry of External Affairs attaches the highest importance to the Indian Diaspora in India's foreign policy. Indeed, across the entire spectrum of the Government, building partnership with the Indian Diaspora is an important policy priority.

The PBD that we celebrate in India every year, and now overseas as well, has become an important instrument of engagement between India and the global Indian. The Pravasi Bharatiya Samman award honours their contribution to India, to their adopted countries and to their chosen fields of work.

Over the years, we have introduced a number of services that seeks to address the welfare of overseas Indians, expand opportunities for them in India and strengthen their bonds with India. This include the PIO and OCI cards; the creation of Indian Community Welfare Fund in 18 Indian Missions, which is to be extended to all the Indian Missions; setting up Indian Workers Resource Centers in countries with large Indian immigrant worker population; launching a project in collaboration with UNEP for empowering women workers from India going to the Gulf countries; and encouraging in every possible way greater participation in investment, innovation and trade in India. Our message to you is simple: working together can be emotionally rewarding and mutually beneficial. I do hope that you will continue to be driven by a sense of pride and joy in the success of India

I am aware that there is still an enormous untapped potential for our engagement with the global Indian community and that there are several areas in which we can make this engagement more efficient and effective. Part of the reason for our dialogue with you, including on occasions like this, is to discuss ways in which we can improve our services for you and make it more attractive for you to work with and in India.

The theme of the Convention: 'Building Bridges: Positioning Strategies of the Indian Diaspora' has been chosen to align our thoughts in important areas of cooperation in trade, investment, science and technology, innovation and enterprise, healthcare, culture, gender and youth. We do in particular emphasise our relationship with the young people of Indian origin living abroad.



I want to wish to thank each of you for having made time to attend the PBD Canada 2011. Many of you have travelled from far. Your presence today underscores the importance that you attach to this event and to your relationship with India. I hope this is also an opportunity for old friendships to be renewed and new ones to be formed. I do that that this extraordinary congregation of talent today would ignite our collective imagination, throw up new ideas, build new partnerships in pursuit of our common endeavour of building mutually beneficial relationship between the Indian Diaspora and India, and also between India and Canada. I look forward to a truly stimulating and enjoyable conference.

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# APPENDIX III

*Address by Hon. Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway*

*Business Prospects between Canada and India  
No. 2011/21 - Toronto, Ontario - June 9, 2011*

It's a pleasure to be here for this round-table discussion.

I'd like to begin by welcoming our Indian friends to Canada, and to the great city of Toronto.

I look forward to hearing some new perspectives today on how we can grow the Canada-India partnership in the years to come.

Holding this year's PBD [Pravasi Bharatiya Divas] event here in Canada is a great start.

As cities like Toronto prove—not to mention cities in my home province of British Columbia and across the country—Canada is home to a significant Indian Diaspora.

Close to one million people of Indian descent call Canada home.

They've enriched every part of our national life—from the arts and culture, to science and technology, to the business realm.

Canada is proud of their contributions. And we recognize their presence as a great advantage for Canada, as we build new opportunities with India in a number of areas.

That's what this event is all about. I'm glad to see that trade and investment are key topics.

Jobs and economic growth are our government's top priority.

With trade representing some 60 percent of our economy, deepening our commercial partnerships is vital to Canada's economic growth in the years to come.

That includes our partnership with India. In fact, we're on the verge of an exciting new chapter in our partnership that will create new opportunities and sources of prosperity in both countries.

Canadians understand that trade is, fundamentally, a "kitchen-table" issue—an issue that concerns jobs, and how people put food on the table and provide for their families.

It's the same story in India—a country that has embraced the global economy and, through trade, is giving rise to a new generation of entrepreneurs, investors and innovators who are making their country a force to be reckoned with.

As India's economy continues to grow, and as the country sharpens its focus on creating jobs and alleviating poverty, trade can play a key role.

India's bilateral trade with Canada is a good example. It totaled \$4.2 billion last year. And 2010



was also a banner year for our two-way investment, which reached \$7 billion.

Investors are showing a great degree of confidence in both countries' markets—an excellent sign. This confidence extends to the capabilities of Canadian companies.

Look at the \$2.3 billion contract SNC-Lavalin won to build a new metro line in Mumbai—a prime example of what Canada can offer our Indian partners.

I was also very interested to learn about the close partnership enjoyed by our researchers and scientists from both countries. They're working together in areas like green energy, biotech and high technology—all areas of great commercial potential.

We also hope to soon ratify an agreement on nuclear energy—something Canada's nuclear industry is very excited about.

This is truly a great start. But we want to do more.

Prime Minister [Stephen] Harper has made it clear that forging even closer Canada-India economic ties is a top priority of our government.

This commitment was reiterated by the Prime Minister during the recent federal election, and it remains a top priority now that Canadians have given us a strong mandate to move Canada forward.

Last year, during the G-20 Summit here in Toronto, Prime Ministers Harper and [Manmohan] Singh announced the conclusion of a study that examined the potential of free trade between our countries.

The potential is great, with expected export gains of about 50 percent. Think of all the jobs supported by our partnership now—and what these gains would mean for job creation in the years to come.

As our economies continue on the path to recovery, this agreement couldn't come at a better time.

We launched official free trade negotiations with India in November. The first round of talks has been successfully completed, and the second round is scheduled to be held very soon, in early July.

Our recent throne speech underscored our government's commitment to completing the negotiations in 2013.

Trade negotiations are never easy. With the level of cooperation we've seen so far and with the support from all of you—Canadians and friends from India—in encouraging government officials to bring these various negotiations to a successful conclusion, I'm sure we'll get there. Speaking of great signs, I just mentioned the record level of two-way investment we reached last year.

Here again, we think we can do better. That's why we're negotiating a foreign investment promotion and protection agreement with India that will benefit investors in both countries. I can tell you that Canadian investors are very excited about opportunities in the Indian market. And we're glad that Indian investors are increasingly looking to Canada's many economic strengths.



These investors need to know just how attractive a place Canada is for their investment dollars.

While the global economic recovery remains fragile and economic turmoil persists in many parts of the world, Canada is an oasis of stability—home to what the World Economic Forum has said is the world’s most stable banking system, a modest yet responsible regulatory environment, and a low-tax, investment-friendly business climate.

But we also know that commercial opportunities don’t simply appear out of thin air. They happen because people make an effort to work together to forge new partnerships.

Making these connections is what our Trade Commissioner Service is all about. Trade commissioners work out of more than 150 cities worldwide—and in 18 regional offices in Canada, including right here in Toronto.

These trade and investment professionals represent every possible sector. They’re working closely with companies, offering advice and assistance, and helping them succeed abroad.

They’re also good points of contact for our Indian partners looking to tap into Canada’s many business advantages.

That’s why our government opened three new trade offices in India in 2009—in Hyderabad, Kolkata and Ahmadabad.

That brings the total number of Canadian trade offices in India to eight—one of Canada’s largest trade networks anywhere.

This is a great sign of Canada’s commitment to India—and our excitement about the potential in this important global market.

So too is a new visa process available to Indians who travel to Canada frequently. After an initial visa screening, applicants can get a visa that allows them to visit Canada often—as long as their passports are valid—for up to 10 years.

This is great news for Indian business people travelling to Canada. It will no doubt lead to more partnerships that will benefit both of our countries.

We can be proud of what we’ve accomplished through our partnership over the years: strong levels of trade and investment; close cooperation in science and technology; and a growing sense of what we can offer each other in a host of important industries.

Canada believes that the time has come to take the next step, and to grow this partnership for the future.

By working with people like those present today, I have every confidence that we can achieve this goal.

Let’s work together to create the jobs and opportunities Canadians and Indians are looking for in the years to come.

Thank you.

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# APPENDIX IV

*Welcome Remarks by H.E. Mr. S. M. Gavai, High Commissioner for India to Canada  
At the Inaugural Session of PBD Canada*

*9 June 2011*

2011 is a special year for India-Canada relations. It was in November 2009 in New Delhi that Prime Minister Manmohan Singh and Prime Minister Harper announced that 2011 would be celebrated as Year of India in Canada. Prime Minister Harper officially inaugurated Year of India on 4th March in Ottawa. Year of India is not just about showcasing India's vibrant and rich culture. It is a celebration of the India-Canada relationship. It is about highlighting the tremendous space that exists for taking this relationship to even greater heights.

Ties between India and Canada have never been so close, so extensive and potentially so exciting as they are today. The Indo-Canadian community has played a major role in enriching this relationship, in building bridges between the two countries. And it is in recognition of that contribution, in tribute to the achievements of the community that we hold this event – Pravasi Bharatiya Divas in Toronto – as an integral and important component of Year of India. Over the two days that this event is being held, issues relevant to the Indian Diaspora and its engagement with India and Canada will be discussed. I am sure the outcome will be rewarding. I would like to take this opportunity to place on record my appreciation for the tremendous work done by the Indo-Canada Chamber of Commerce the principal coordinators for this event and their partner Diaspora organizations, in particular Vinay Nagpal, Asha Luthra, Satish Thakkar and Kasi Rao. I would also like to commend the sponsors for their support without which Pravasi Bharatiya Divas would not have been possible.

His Excellency Mr. David Johnston, Governor General of Canada, is no stranger to India – indeed he is a great friend. He has deep interest and affection for India, has been there several times and has contributed very substantially to promoting the relationship in the field of higher education. It is my hope that he would be able to visit India in the near future as Governor General. Sir, we are deeply honoured to have you with us this evening.

Premier Dalton McGuinty is someone who's friendship, India and the Diaspora value enormously. His commitment to strengthening Ontario's links with India is well known. Welcome Premier!

Mr. Vayalar Ravi, India's Minister for Overseas Indian Affairs, would have been here today. But circumstances beyond his control have not allowed him to travel to Toronto and I have been asked to apologize to you on his behalf.

We have heading the Indian delegation our distinguished Minister of State for External Affairs Mrs. Preneet Kaur. Madam, we are grateful that you are here with us and would be addressing this gathering.

We also have with us Member of the Planning Commission of India Mr. Arun Maira and Members of Indian Parliament Mr. K. Sudhakaran and Mr. M.K. Raghavan. Also present is Dr. A. Didar Singh, Secretary, Ministry of Overseas Indian Affairs.



Parliamentary Secretary Deepak Obhrai, who is also a recipient of the prestigious Pravasi Bharatiya Samman award, will speak to us on behalf of the Government of Canada. I would also like to acknowledge the presence of another Samman Awardees Mrs. Lata Pada. My distinguished counterpart, Canadian High Commissioner Stewart Beck has travelled all the way from New Delhi and is here this evening.

We have amongst us today elected representatives, government officials, individuals who have achieved distinction in their areas, invitees from across India, Canada and from other countries. A very warm welcome to each and every one of you or as we would say in India - “Swagatam”!

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# APPENDIX V

## *Concept Paper PBD Canada 2011 Convention Building Bridges: Positioning Strategies for the Indian Diaspora*

“We are joined by ties of family. More than one million of India’s sons and daughters enrich the life of our country, in every important area of national endeavour: the arts, literature, business, and politics.”

Hon. Stephen Harper,  
Prime Minister of Canada in his speech welcoming  
Prime Minister of India, Dr. Manmohan Singh  
(June 27, 2010)

“Canada is host to a large Indian origin community of over one million. This reflects the strong people-to-people links that exist between us, and which have enriched our relationship.”

Dr. Manmohan Singh, Prime Minister of India  
(November 17, 2009)

### *The Setting*

The Ministry of Overseas Indian Affairs is the nodal agency for promoting and facilitating Diaspora-India engagement. Established in May 2004 as the ‘Ministry of Non-Resident Indians’ Affairs’, it was renamed the ‘Ministry of Overseas Indian Affairs’ (MOIA) in September 2004. Headed by a Cabinet Minister, and with four functional service divisions – Diaspora Services, Financial Services, Employment Services and Management Services – a small team of officers works in a stratified and multimodal manner to meet imperatives relating to Persons of Indian Origin (PIO) and Non-Resident Indians (NRI).

The mission of the Ministry is to promote, nurture and sustain a mutually beneficial and symbiotic relationship between India and overseas Indians. It positions itself as a ‘people’s agency’ and the first stop for Overseas Indians. MOIA’s action-plan leverages partnerships across borders and includes:

- Developing an inclusive agenda for the Diaspora to benefit from India’s development.
- Seeding the idea of Indian Diaspora networks and drawing up a road map for establishing them.
- Making the home and Diaspora institutions active stakeholder partners in the networks.
- Developing templates for individual initiatives and community action to leverage the knowledge and other resources of the Diaspora.
- Developing templates for ongoing dialogue between India and its Diaspora at the National and state levels.
- Partnering with the Diaspora in new initiatives in the economic, social and cultural space.

- Developing capacity-building programs in the states to respond better to the needs of the Diaspora as well as potential emigrants.
- Collaborating with government and international agencies to promote comprehensive and sustainable migration policies.

### *PBD – its meaning and origin*

The decision to celebrate the Pravasi Bharatiya Divas in India was taken following the 2001 Report of the High Level Committee on the Indian Diaspora established in 2000 by the Government of India to facilitate the links of Persons of Indian Origin with India.

The event is held each year between January 7 and January 9. The significance of the date is Mahatma Gandhi's return to India on January 9, 1915. The occasion provides, among other things, a forum to discuss issues and concerns of the Indian Diaspora. In the present context, one important concern and objective of the Diaspora relates to optimization of its role as a bridge builder between India and the country of their residence.

### *Major Outcomes*

Over the years, some path-breaking initiatives that have emerged from the deliberations PBD conventions include:

- Grant of the Overseas Citizenship of India (OCI) Card to persons of Indian origin
- Establishment of Overseas Indian Facilitation Centre
- Conceptualization of University for Persons of Indian Origin
- Formation of Prime Minister's Global Advisory Council of People of Indian Origin
- Setting up of the India Development Foundation
- Enabling professionals holding Overseas Citizens of India cards to practice in India
- Launching of the Global Indian Network of Knowledge (Global-INK)
- Indian Community Welfare Fund
- Voting rights in India for Overseas Indians

### *Participation of ICCC in PBDs held in India since 2003*

Indo-Canada Chamber of Commerce (ICCC) took its first delegation to PBD in 2003, which included members of the Chamber as well as prominent Indo-Canadians. The purpose of these delegations is to project a coordinated position on issues of common interest.

The participation has given Indo-Canadians open access to India-based business and knowledge networks that are global in their reach. Moreover, prominent Indo-Canadians are given the opportunity to share their views and experiences at the event.

During the PBD visit, the ICCC, working in tandem with the Confederation of Indian Industries (CII), also organizes roundtable conferences on matters of bilateral relevance to Canada and India. Brand Canada is constantly highlighted at these meetings. Additionally, on the eve of PBD conventions, the ICCC also organizes business-networking receptions with the help of the High Commission of Canada in India.

Both the conference and the reception provides Indo-Canadians participating in PBD events opportunities to interact with members of business community and organizations in India engaged in Canada-India economic and trade cooperation and exchanges.

In the sessions of PBDs held in India relating to North America in general and Canada specifically, the ICCC has articulated intertwined roles of Diaspora members as traders, investors, philanthropists and ambassadors of goodwill. It has also identified opportunities where the Indo-Canadian community can serve as a human bridge between two countries and strengthen Canada-India relations.

### *Regional PBDs*

Four years ago, the Government of India commenced organizing Regional PBDs to reach out to a vast majority of Indian Diaspora, who are unable to attend the main event in India and benefit from its deliberations. The regional PBDs discuss issues that are relevant to a particular region or a group of countries in the region.

So far, four regional PBDs have been held:

- New York, USA (2007)
- Singapore (2008)
- The Hague (2009)
- Durban (2010)

### *PBDCanada20 11 and its timeliness*

The last couple of years have been crucial in the Canada-India bilateral ties. Several positive developments indicate an upward trajectory in the relations. An important outcome of this ascendancy is the celebration of 2011 as the Year of India in Canada.

As a part of this initiative, India's Ministry of Overseas Indian Affairs decided to organize PBDCanada20 11 in Toronto with Indo-Canada Chamber Of Commerce as its partner organization. With a focus on Canada, the PBD would be for the North American and Caribbean Region. Members of the large and growing Indian Diaspora in Canada, the United States, and the Caribbean along with other stakeholders are expected to participate in the event in large numbers.

The convention will address Diaspora and gender issues, engagement of youth, healthcare related matters and strengthening of cultural bonds with India. The convention will aim at building comprehensive partnership in these spheres, and in sectors such as Small and Medium Enterprises (SME) and entrepreneurship, innovation, science and technology.

### *Potential of India Diaspora*

Compared to the other G8 countries, the size of Indian Diaspora as a percentage of the total population is the largest in Canada. By 2017, the Indian Diaspora in Canada will be the largest; pertinently, it is no longer as marginal as it was 30 years ago, and is playing an important role in Canada – a role that will increase in importance in the next decade.

The Indian Diaspora in Canada and the United States has demonstrated its prowess in technology,

culture, professional skills and entrepreneurial spirit. It has developed a formidable reputation for its matchmaking abilities, and as reputed and knowledgeable intermediary for two-way trade and investment and brokering cooperation in S&T, R&D, management, entrepreneurship, services and small and medium industries sectors.

However, the Indian Diaspora in Canada has yet to achieve the same heights in building partnership between India and Canada, as their counterparts in the United States have succeeded vis-à-vis India. Working with partners from business and civil society, Indian Diaspora should aim to effect change from the bottom-up and create a more India-engaged Canada. Several reports highlighted the importance and need for such engagement.

- Export Development Canada (EDC) in its report on Doing Business with India has recommended that Canadian businesses should tap into the pool of Indo-Canadian professionals with extensive experience of the Indian market and knowledge of its requirement and intricacies.
- Similarly, in its April 2007 report *Canada and India: Boosting Economic Ties and Cutting Barriers: Strategies for Closer Economic Relations*, the Canadian Chamber of Commerce urges Canada to harness Indo-Canadian connections and calls upon the Indian Diaspora to boost bilateral trade relationships.
- September 2008 Report of the CEO Roundtable titled *India and Canada: A New Era of Cooperation* prepared jointly by the Canadian Council of Chief Executives and the Confederation of Indian Industries (CII) notes, that “strong linkages offered by a vibrant Indo-Canadian community represent further untapped potential in the relationship.”

### *Role of Civil Society and Private Sector*

Open economy and Open society are the shared attributes of India and Canada and the United States. This enables various segments of civil society to play their role in building partnership between these countries.

In fact, in their joint statement of June 27, 2010, the Prime Ministers of Canada and India encouraged the expansion of linkages in key areas including, arts, culture, sports and tourism. They recognized that some of the greatest strengths in the relationship lie in the vibrant and longstanding people-to-people ties.

### *The Challenge Today*

The combination of the Indian Diaspora, India-watchers and stakeholders in Canada, the United States and countries of the Caribbean is a tremendous asset that can produce a lot of synergy. The Indian Diaspora in these countries needs to work with mainstream organizations in order to contribute to – and benefit from – the Comprehensive Partnership with India. It is an idea whose time has come.

This will be a win-win for everyone. Accordingly, the Indian Diaspora in these countries need to play their role by positioning themselves as bridge builders in areas of trade and investment, philanthropy, knowledge network, media and entertainment, health for all, etc.

The demographic dividend and the emergence of dynamic and activist women’s groups in India have created a favourable environment for harnessing the role of Diaspora youth and Diaspora women groups.

### *Two important emerging challenges are*

- A. Engagement of youth, second and third generation Diaspora members for strengthening people-to-people contacts with India.
- B. Addressing gender issues vis-à-vis the Diaspora and in the Indian context, and to create awareness and suggest solutions.

### *PBD Canada 2011 – An opportunity*

#### *Objectives and Positioning Strategies for Indian Diaspora*

The most important aim of PBDCanada20 11 is to get members of the Indian Diaspora thinking and talking about the growing importance of India and adjusting their positioning strategies for building bridges accordingly.

Among other things, the Convention will discuss:

- Supportive role of Indian Diaspora in Americas working in conjunction with relevant organizations for building comprehensive and sustainable partnerships for 21st Century with India, in mutually agreed and beneficial areas, especially small scale industries, gender issues, healthcare and culture.
- Activities that may be planned in future and may include roundtables, task forces, speakers and a program of action in coming years designed specifically for the next generation of Indian Diaspora leaders.
- How the Indian Diasporas in Canada and the region should aim to effect change from the bottom-up and create a more India-engaged region, by working with partners from business and civil society in these countries especially in focused areas identified above.

#### *Expected Output:*

The deliberations in the forthcoming PBDCanada20 11 will provide both ideas in regard to policy development and also specific suggestions for an action plan for engaging the Indian Diaspora for building bridges between India and countries of their residence.

#### *Policy Development*

The convention is expected to:

- Make a significant contribution to debate and understanding of India's growing importance as an emerging global power with both open society and open economy.
- Create a favourable environment for public policy development.
- Generate ideas for engaging second and third generation youth of Indian Diaspora for building bridges between countries of their residence and India.
- Focus attention on gender issues.
- Provide the Indian Diaspora a forum to exchange ideas and form networks that would help in India's development.
- Result in the formation of a broader human connection strategy.

The Convention may also:

- Articulate ideas and suggestions for building of networks and development of linkages among segments of civil society, corporate and small-scale industries sectors in India with their counterparts in the region with a view to foster partnership in different fields.
- Generate awareness among Indian businesses for using Canada as a hub for reaching out to the countries of the region.
- Result in understanding the win-win benefits of talent circulation and exchange between North America and India and discussing ways and means by which concerned governments could enhance two-way human capital flows.
- Urge that policies of USA and Canada do not hinder, but promote maintaining ties with immigrants who returned to India, as these may be mutually beneficial.

### *Action Plan*

Specific suggestions emanating from PBDCanada2011 may facilitate the formulation of an action plan for engaging forward the Indian Diaspora for strengthening relations of India, with Canada and other countries in the region.

Such a plan will have due focus on engaging youth and women in Diaspora. The Plan will include, among other matters, the following:

- I. Expanded business opportunities and facilitation of business-to-business linkages, particularly in the small and medium sized business sectors.
- II. Formation of an American Chapter of Global Indian Network of Knowledge (Global INK) which may also enable transfer of intellectual capital without the necessity of relocation of the Diaspora. It may also provide a practical way to connect good public policy ideas to the reform agenda in India.
- III. Suggestions for building comprehensive partnership with India especially in the economic field.
- IV. Increase in internship programs with focus on youth, cultural exchanges and tourism vis-à-vis India

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# APPENDIX VI

## *Indo-Canadian Institutions Participating in the Convention*

- Canada-India Foundation
- Panorama India
- The Indian Institute of Technology Alumni Association of Canada
- The Indus Entrepreneurs
- Association of Women of India in Canada

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# APPENDIX VII

## *Members of Organising Committee*

### A. Steering Committee Members

1. Ms. Asha Luthra (Convenor PBDCanada2011)
2. Mr. Vinay Nagpal, President, ICCC
3. Mr. Kasi Rao, Senior Advisor (India) Bennett Jones LLP
4. Ambassador (Retired) Kant K. Bhargava, Senior Advisor, ICCC
5. Mr. Satish Thakkar, Vice-President ICCC

### B. Other Members

6. Mr. Ravi Seethapathy, Former President ICCC
7. Mr. Aditya Jha, Convener CIF
8. Mr. Ajit Jain, Managing Editor (Canada), India Abroad
9. Mr. Ajit Khanna, President, Panorama India.
10. Mr. Harjit Kalsi, Vice-President, ICCC
11. Mr. Kundan Joshi, Vice President, Corporate Secretary, ICCC
12. Mr. Pankaj Mehra, Director ICCC
13. Mr. Pradeep Sood, Immediate Past Chair, Ontario Chamber of Commerce
14. Mr. Vikram Khurana, CEO Prudential Consulting Inc., Member Board of Directors, APFC
15. Mr. Mayank Bhatt, Chief Administrative Officer, ICCC
16. Mr. Tarun Verma, ICCC Secretariat

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# APPENDIX VIII

## *List of sponsors – PBDCANADA2011*

### Presenter Sponsor

1. State Bank of India (Canada)

### Level 1 Sponsors

2. Bennett Jones LLP
3. Government of Ontario
4. ICICI Bank Canada
5. Alliance Legal Services

### Level 2 Sponsors

6. Accenture
7. Asia Pacific Foundation
8. Invest Toronto
9. Kotak Mahindra Bank Ltd.
10. Halifax Port Authority
11. Research In Motion
12. Silver Hotel Group
13. TD Bank Group
14. Town of Markham

### Level 3 Sponsors

15. Alpha Laboratories Inc.
16. Belinda Stronach Foundation
17. Belle-Pak Packaging Inc.
18. BMO Bank of Montreal
19. CIBC Bank
20. Etihad Airways
21. Magna International Inc.
22. Royal Bank of Canada
23. Scotiabank
24. Centrestone Granite & Marble Inc
25. Partner Organization Sponsors
26. Canada India Foundation (CIF)
27. Canada-India Business Council (C-IBC)
28. Indian Institute of Technology Alumni Canada (IITAC)

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# APPENDIXIX

*Program – PBDCanada2011*

Day 1 Thursday June 9, 2011

8:30 a.m.

Registration Opens

10:00 a.m. – 12:00 pm

Seminar - 1: Roundtable on Business Prospects between Canada and India

### *Participants*

Hon. Arun Maira, Member, Planning Commission of India,  
Hon. Ed Fast, Minister of International Trade and Minister for the Asia-Pacific Gateway,  
Dr. A Didar Singh, Secretary, Ministry of Overseas Indian Affairs (MOIA),  
Mr. Deep Kapuria, Leader of CII Delegation,  
Mr. S. Amitabh, Senior President, Aditya Birla Group,  
Mr. Virat Diwanji, Executive Vice President, Kotak Mahindra Bank,  
Mr. Stewart Beck, High Commissioner of Canada to India,  
Mr. Rana Sarkar, President and CEO, Canada-India Business Council,  
Mr. Ravi Mehra, Chairman, Universal Paper Exports Co.,  
Ms. Karen Oldfield, President and CEO, Halifax Port Authority,  
Mr. Sunil Tandon, President and CEO, State Bank of India (Canada),  
Mr. Sriram Iyer, President and CEO, ICICI Bank Canada,  
Mr. Ray Mantha, Interim Assistant Deputy Minister, Ministry of Northern Development,  
Mines and Forestry's Mines and Minerals Division  
Mr. Kasi Rao, Senior Advisor (India), Bennett Jones LLP

12:15 p.m. – 1:45 p.m.

Luncheon

2:00 p.m. – 3:15 p.m.

Seminar - 2: Roundtable on Building Bridges: People-to-People Contacts & Engaging Youth

### *Speakers*

Dr. A. Didar Singh, Secretary, Ministry of Overseas Indian Affairs (MOIA)  
Mr. Frank Scarpitti, Mayor, Town of Markham  
Dr. Amit Chakma, President, University of Western Ontario  
Dr. Douglas Goold, Director, Asia Pacific Foundation of Canada  
Dr. Ananya Mukherjee-Reed, Professor, Department of Political Science, York University

3:30 p.m. – 4:45 p.m.

Seminar - 3: Seminar on Synergistic Cooperation in Arts, Culture & Visual Media

### *Speakers*

Ms. Sangeeta Bahadur, Deputy Director General, Indian Council for Cultural Relations  
Dr. Shan Chandrasekar, President & CEO, Asian Television Network



Ms. Lata Pada, Founder & Artistic Director, Sampradaya Dance Creations  
Mr. Siddharth Kak, Surabhi Foundation Trust  
Mr. Arjun Sablok, Film Producer and Director

5:30 p.m. – 7:00 p.m.  
Inaugural Session

Hosted by Hon. Preneet Kaur, Minister of State for External Affairs, Government of India  
Inaugural Address H. E. Dr. David Johnston, Governor General of Canada, Chief Guest  
Special Address Hon. Dalton McGuinty, Premier of Ontario

7:30 p.m. – 9:00 p.m.  
Dinner

9:00 p.m. – 10:30 p.m.  
Bollywood Entertainment Show

#### Day 2 Friday June 10, 2011

8:30 a.m. – 10:30 p.m.  
Plenary I: “Role of Indian Diaspora: Building Economic Bridges”

#### *Speakers*

Hon. Arun Maira, Member, Planning Commission of India  
Hon. Perrin Beatty, President & CEO, Canadian Chamber of Commerce  
Mr. Prem Watsa, Chairman & CEO, Fairfax Financial Holdings Limited  
Mr. Sabi Marwah, Vice Chairman & COO, Scotiabank  
Ms. Karen Oldfield, President & CEO, Halifax Port Authority  
Mr. Hugh MacKinnon, Chairman and CEO, Bennett Jones LLP

11:00 a.m. – 12:15 p.m.  
Tea/Coffee Break  
Plenary II: “Engaging Diaspora Youth: Education and Innovation”

#### *Speakers*

Dr. A. Didar Singh, Secretary, Ministry of Overseas Indian Affairs (MOIA)  
Dr. Yuen Pau Woo, President, Asia Pacific Foundation of Canada  
Mr. Deep Kapuria, Leader of CII Delegation  
Mr. Sriram Iyer, President & CEO, ICICI Bank Canada  
Mr. Ashook Ramsaran, Vice President, GOPIO

1:15 p.m. – 2:45 p.m. Lunch  
Concurrent Sessions

#### CS-1: SMALL & MEDIUM ENTERPRISES

#### *Speakers*

Ms. Purnima Voria, Founder & CEO National US INDIA Chamber of Commerce  
Mr. Pradeep Sood, Immediate Past Chair, Ontario Chamber of Commerce  
Mr. Renato Discenza, President & CEO Invest Toronto  
Mr. Suresh Madan, President, The Indus Entrepreneurs, Toronto  
Mr. Vinay Sharma, Co-Chairman of SEZ Committee, ASSOCHAM

## CS-2: INNOVATION, SCIENCE & TECHNOLOGY

### *Speakers*

Mr. Deep Kapuria, Leader of CII Delegation  
Dr. David Naylor, President, University of Toronto  
Dr. Arvind Gupta, CEO & Scientific Director, Mitacs Inc.  
Mr. Sanjay Tugnait, Managing Partner - Financial Services, Accenture India  
Mr. Andy Jasuja, Chairman & CEO, Sigma Global Solutions  
Dr. S. Venkatesh, President, IITAC  
Dr. Nandini Tandon, Managing Director, Lumira Capital

## CS-3: INNOVATION AND ECONOMIC DEVELOPMENT

### *Speakers*

Hon. Monte Kwinter, Parliamentary Assistant to the Ontario Minister of Economic Development and Trade.  
Ms. Supriya Banerji, Deputy Director General, CII  
Ms. Lalita Krishna, In Sync Video  
Mr. Kunal Gupta, CEO, Polar Mobile  
Mr. Jay Goyal, Representative, State of Ohio  
Mr. Atul Asthana, Vice President, Technology Initiatives, Research In Motion Limited

## CS-4: HEALTHCARE AND TELE-MEDICINE

### *Speakers*

Hon. K. Sudhakaran, Member of Parliament (Lok Sabha), India  
Dr. Prabhat Jha, Canada Research Chair in Health and Development  
Dr. Pradeep Merchant, Site Chief Division of Neonatology, Ottawa Hospital  
Professor Sujit Choudhry, Scholl Chair, Faculty of Law, University of Toronto  
Dr. Ilse Treurnicht, Chief Executive Officer, MaRS

## CS-5: ADVANCING EQUITY - THE FOCUS ON GENDER

### *Speakers*

Hon. M. K. Raghavan, Member of Parliament, India  
Prof. Poonam Puri, Associate Professor, Osgoode Law School, York University  
Ms. Shirish P. Chotalia, Chairperson, Human Rights Tribunal, Government of Canada  
Dr. Alok Mukherjee, Chair, Toronto Police Services Board  
Ms. Farah Mohamed, President, Belinda Stronach Foundation & Curator,  
The G (irls) 20 Summit  
Dr. Ratna Omidvar, President, Maytree Foundation  
Mrs. Preeti Saran, Consul General of India, Toronto

3:15 p.m. – 4:30 p.m.

Plenary-III: Interactive Panel Discussion on Engaging ‘Global Indians’

### *Speakers*

Hon. Preneet Kaur, Minister of State for External Affairs  
Hon. Harinder Takhar, Minister of Government Services



Mr. Aditya Jha, Convenor, Canada-India Foundation  
Mr. Prashant Pathak, Managing Partner, Reichmann Hauer Capital Partners  
Amb T. P. Sreenivasan, Former Ambassador of India & Permanent Representative to the U.N

4:30 p.m. – 5:30 p.m.

Concluding Session, “Positioning Strategy For The Future”

*Speakers*

Dr. A Didar Singh, Secretary, MOIA

Ms. Asha Luthra, Convenor, PBD Canada 2011

Mr. Stewart Beck, High Commissioner for Canada to India

Mr. Satish Thakkar, Vice President, Finance and Administration,  
Indo-Canada Chamber of Commerce

Mr. Vinay Nagpal, President, Indo-Canada Chamber of Commerce

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# APPENDIXX

## *Media Coverage*

June 8, 2011

**THE GLOBE AND MAIL** 

Canada and India pursue a natural bond  
By JOE FRIESEN  
From Thursday's Globe and Mail

A Toronto conference aims to build on the presence of one million Indo-Canadians and triple trade between the two countries over the next five years.

Canada could be considered among the most Indian of countries.

The Indian Diaspora in Canada is about one million strong, including second- and third-generation Indo-Canadians, as well as those of Indian origin from East Africa and the Caribbean. Its per-capita concentration is several times greater than in the United States. But relations between India and Canada have historically been cool. Only recently has that relationship begun to warm up.

A new push to establish Canada as a global player in the Indian firmament begins Thursday with a major gathering of Indian and Indo-Canadian business leaders in Toronto.

The Day for Overseas Indians, a conference that brings more than 500 high-level business and government delegates together, is being held in Canada for the first time. It comes just a few weeks before the Bollywood Oscars in Toronto, whose TV audience of 700 million will put Canada, however briefly, at the centre of Indian cultural consciousness.

“It’s going to be huge,” said Rana Sarkar, president of the Canada-India Business Council. “It brands Toronto as a city on the broader Indian global circuit. There’s Kuala Lumpur, London, Hong Kong, New York, Dubai, and to put Toronto alongside is an important framing for how a lot of trade and commerce will work in the 21st century.”

Asha Luthra, a conference convener and past-president of the Indo-Canada Chamber of Commerce, said the focus of the two-day event is on building bridges between the two countries. The relationship suffered for many years, particularly following India’s use of Canadian technology to build a nuclear weapon, the bombing of an Air India flight originating in Canada and a sense among Indian politicians that Canada’s interest in the country was more about domestic politics than genuine engagement.

“The relationship between India and Canada was kind of cool,” Ms. Luthra said. “Over the last couple of years it has gradually warmed up. It’s really growing now with both prime ministers talking about trade going from \$4.5-billion to \$15-billion over the next five years. This is absolutely the right moment for Indo-Canadians to recreate the linkages with India. For the India watchers to know what India has to offer today and for Canada itself to realize what India has to offer.”

The ideal outcome for conference organizers would be to help give birth to more enterprises like Sigma Systems, an IT company that works with cable providers.

Sigma's founder and CEO Andy Jasuja, who was born in India and came to Canada to study engineering, was an early convert to the potential of India. He established an Indian branch of his company in 1999. Today roughly half of his 400 or so employees are in India, the other half at his Canadian headquarters.

"I can't think of this organization as being purely in India or purely in Canada," Mr. Jasuja said. His Indian operations are essential because the lower labour costs that India offers make it possible to compete, he said. But he also needs a Canadian headquarters to be able to meet and work with his North American clients.

"As we have evolved, India and Canada have become integral partners in this equation," Mr. Jasuja said. "No country can survive on its own any more. India holds some aces and Canada holds some aces. Put them together and we can win at poker."

Kasi Rao, a consultant and member of the conference organizing committee, said the conference will bring Canada's relationship with India into focus. "What you're now seeing is that the India file has moved to a level of strategic engagement that was not there in the past," Mr. Rao said.

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June 9, 2011

**THE GLOBE AND MAIL** 

Voices from the Indian Diaspora share perspectives on community  
By JOE FRIESEN  
From Friday's Globe and Mail

As we celebrate the Year of India in Canada, several members at an international conference in Toronto characterize the community and its relationship to this country.

The more than one million Canadians of Indian origin represent a kind of human bridge to one of the world's rising powers. That relationship was celebrated yesterday as the Day of Overseas Indians kicked off in Toronto. It's the first time such a significant conference focusing on the Indian Diaspora has been held in Canada. It drew more than 550 delegates and speakers, from Indian business and government leaders to Governor-General David Johnston and Ontario Premier Dalton McGuinty. The conference is the first of many large events planned for 2011, declared the Year of India in Canada. The Bollywood Oscars, with a worldwide audience of 700 million, will be held in Toronto in late June.

Lata Pada  
Artistic director of Sampradaya Dance Creations

Founder of renowned dance company, recipient of India's highest honour for members of the Diaspora.

*What's your relationship to India and to Canada?*

I see myself as a global artist, a global person, and that's where my identity is. It's one that straddles both India and Canada with great ease. I see absolutely no dichotomy about those worlds and there's no hyphenation about who I am. I am both Indian and Canadian at the very core.

*How did you come to Canada?*

I arrived in Canada in 1964 as a young bride. I came to join my husband, who was a mining engineer in Thompson, Man. It was a shock to the system. But I'm very grateful for the experience looking back because it's one that forged my identity as a Canadian. It taught me how beautiful this land is, how vast this land is. I got a chance to travel, to experience the lives of the first nations. I often think that I would feel differently as a Canadian if I were a new immigrant who just gravitated to my own cultural community when I first arrived in Canada.

Shan Chandrasekar

President, Asian Television Network International

Indian student delegate to Expo '67 who went on to launch several multicultural TV channels in Canada.

*How will the Canada-India relationship evolve over the next century?*

The immigration pattern from India to Canada will be enormous over the next several years. The projections are that the South Asian community is going to be the largest [visible minority] community in this country so we're pretty excited. Needless to say it opens the door for trade relations between the two countries and both countries can benefit.

*What can Canada learn from India?*

India's a country where multiculturalism has been in existence for thousands of years. You have 17 officially recognized languages, 563 dialects, seven religions. And they all live together. Canada has already learned from that and it has been one of the biggest strengths in terms of its democracy, unity and diversity.

*How is the Indian Diaspora different from other Diasporas in Canada?*

There's a lot of similarities but there's a lot of family values in the Indian Diaspora. As the next generation grows in this country, the second and third generation, multilingualism may fade but multiculturalism will still be strong. From that perspective, the Indian Diaspora really keeps its culture together. The roots are very strong. But the Canadian way of life has become an integral part of the Indian immigrant's life in Canada.

Didar Singh

Secretary, Ministry of Overseas Indian Affairs

High-ranking civil servant in the Indian ministry that focuses on the country's 25-million-person Diaspora.

*What trends are you seeing in reverse migration?*

India is recording one of the most positive examples of reverse migration. I think it's to do with the economic story. As the young Indian Diaspora professional emerges in different parts of the world, he is a globalized individual and he will look for economic opportunity wherever he can find it. These young professionals don't think, 'I need to be only in Canada, the U.S., Australia or India.' For them, the world is a stage. And because the Indian story is so positive at the moment and because the opportunities are so many, a large number of the young professionals are beginning to see the advantages of this reverse migration, or circular migration, because they may go somewhere else, to come back and connect. We're getting a large number of start-ups in the technology and financial-services area from young professionals coming back from Canada, the U.S., the U.K., who are becoming a major growth story in the Indian economy. About 100,000 per year, which is large.

Ananya Mukherjee  
Professor, political science, York University

Academic focused on South Asia and issues of human development

*What's the conference about for you?*

What I really like is that it's not totally about only Diaspora issues. It's about the issues of the day: youth issues, gender issues, which are not the issues of one Diaspora or another. Our country should be looked at not only as isolated communities. We should have a say in policy-making. People doing jobs they're over-qualified for is not an Indian issue, it's an issue for all of Canada. If not, we lose the sense of Canada as a whole.

*How would you describe the Indian Diaspora in Canada?*

In Canada, we have representation from all over India, with the dominant group being the Punjabi community. In the last few years I've seen more of an effort to have a pan-Indian presence. We do tend to have more engagement with the mainstream, partly because of our prominence in the professions and our facility with English. We had the right colonizers.

Kant Bhargava

Ambassador, retired Former member of the Indian Foreign Service, now living in Toronto

*How do you characterize the relationship between India and Canada?*

Now it's an excellent relationship. Soon, Canada-India will be one of the three most important relationships for Canada, after the U.S. and Europe. China will be important, too, but it may be that the Indian relationship is more important because of our common values.

*How is India affected by its regional neighbours?*

It's not a good neighbourhood. It's a troubled neighbourhood. For a time, only Sri Lanka was a democracy. Now the democracy part is getting stronger with Nepal having moved over from the monarchy and Pakistan having elections. South Asia's problems are long-standing and structural. It's a region that suffers from being prone to disasters and has low levels of human development. Many neighbours have bilateral problems with India. Now the main problem is Pakistan.

*What can this conference achieve?*

The Indian Diaspora, one million strong, I feel is coming together and realizing its potential to build bridges between Canada and India. The governments have done their part now with their agreements. The field is free for the Diaspora to play its role.

Pankaj Mehra

Director, India and South Asia markets, Scotiabank

A leading figure in Scotiabank's multicultural banking department, who came to Canada 15 years ago.

*Why did you choose Canada as a place to live?*

I had moved out of India; I was in the Middle East for 10 years and I was looking for a more permanent residence. Canada seemed like a good choice. I came here and I had the typical immigrant experience. I sat at home for a year because I had no Canadian banking experience, even though I'd worked in banking all my life in other parts of the world. This is the perspective

I'm able to bring to corporate Canada.

*How do you see Canada's relationship with its Diaspora communities?*

The way I look at it, and I quote this to anyone who will listen, mark my words, Canada is the template for how the world will live in the future. The way we accept people. You don't have to embrace the flag and mom's apple pie. We are the mosaic.

Amit Chakma  
President, University of Western Ontario

Originally from Bangladesh, studied in Algeria before coming to Canada and teaching chemical engineering

*How can Canada take advantage of the Diaspora connections of its citizens?*

We're all a product of our own experience. The Diaspora, by definition, they have already uprooted their connection from home. By virtue of that, they clearly have more global experience. That tradition remains with them. They have cultural ties, family ties. With that global view they not only look at their original home countries, they also look at the world. Canadians, on the other hand, those born and brought up here for generations, by virtue of the vastness of our country, by virtue of the tremendous resources we have, they can actually make a living by sheltering themselves from many of these global factors. Those who run companies, businesses, who work in the high-end professions, they see the impact of globalization. But the average Canadian, particularly in rural Canada, doesn't see that directly. As a result, if you're looking at population groups, it's quite logical to think that the Indian Diaspora or communities like it, they will have more awareness of what's happening around the world. There's an opportunity for Canada to take advantage of that awareness to explore business opportunities with these emerging economies.

(These interviews have been condensed and edited.)

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Community Fortnightly Newspaper

# India Observer

10-25, 2011 Vol 9 No.142 Publications Mail Agreement N

## Pravasi Bharatiya Divas Canada 2011 Largest Convention held in Toronto from Jun



ly Times of India | June 17, 2011  
esofindia.com | Homefront

### Convention in Toronto ian Diaspora in North rica and Caribbean



ਖਬਰਨਾਮਾ ਪੰਜਾਬੀ ਵੀਕਲੀ

Friday Jun., 17/ 2011

### ਸੰਪਾਦਕੀ

ਪ੍ਰਵਾਸੀ ਭਾਰਤੀ ਦਿਵਸ, ਕੈਨੇਡਾ  
'ਚ ਭਾਰਤ ਦਾ ਸਾਲ ਤੇ "ਇੰਡੀਆ  
ਕੈਨੇਡਾ ਐਜੂਕੇਸ਼ਨ ਸਮਟ"

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ਟਰੋਂ ਕੰਨੈਸ਼ਨ ਸੈਂਟਰ ਵਿੱਚ ਕਰਵਾਏ ਗਏ ਇਸ ਸੰਮੇਲਨ ਵਿੱਚ 50 ਤੋਂ ਵੱਧ

### 6 The Asian Connections Building Bridges Positioning Strategy

youth and the Indian  
Diaspora.  
Canada's Governor Ge-  
neral David Johnston  
was the Chief guest at  
the Inaugural session  
hosted by the Govern-  
ment of India and at-  
tended by several  
Canadian and Indian  
Cabinet Ministers in-  
cluding India's Minister  
of State for External Affairs  
Preneet Kaur, India's Mem-  
ber of Planning Commis-  
sion Arun Maira, as well as

high ranking officials from  
the various levels of gov-  
ernment including Premier  
Dalton McGuinty, Markham  
Mayor Frank Scarpitti  
Indian High Commissio  
SM Gavai as well as Cor  
General Preeti Saran.

### Punjabi Weekly ਨਵੀਆਂ ਆਸਾਂ ਨਾਲ ਦੋ ਦਿਨਾਂ ਪ੍ਰਵਾਸੀ ਭਾਰਤੀ ਸੰਮੇਲਨ ਸਮਾਪਤ

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## South Asian Focus

Thursday, June 16, 2011

# Canada announces 10-year visas for Indians

By SUNIL RAO  
Staff Writer

Canada has announced multiple entry visas for travellers from India.

"After an initial visit, applicants can get a visa that allows them to visit Canada as long as their passport is valid for up to 10 years," announced the Minister of Foreign Affairs and International Trade, announced at a press conference during the 10th India-Canada Business Council meeting in Ottawa.

"This is great news for business people travelling to Canada," the minister said.

South Asian Focus-3

## Canada-India Innovation Summit next week

By GURMUKH SINGH  
IANS News Service

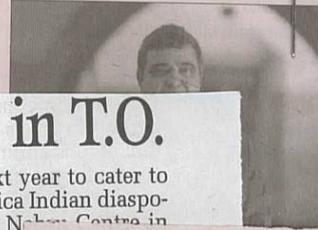
India and Canada will break yet another milestone in their bilateral relations when they hold the first

## PIO varsities ahead?

By GURMUKH SINGH  
IANS News Service

The Indian diaspora in five countries has announced plans to set up PIO universities. The countries included are the United States, the United Kingdom, Canada, Australia and New Zealand. The Ministry of Overseas Indian Affairs said while setting up such an institution

## The Indian Diaspora Is The Most Successful In The World: Deepak Obhrai



rough a local party in Parliament, foreign ownership in Bangalore is one of the reasons for a PIO university. It was proposed by the Indian diaspora in these universities for the Innovation Summit, which has been in the news in parliament. The universities will be set up in various countries; students won't have to take exams or marks.

## America's first Indian culture centre in T.O.

Staff Report

Canada will soon have its first Indian cultural centre in Toronto. It will rival, if not outshine, the Nehru Centre in London.



Indian cultural centre in Toronto. It will rival, if not outshine, the Nehru Centre in London.

She said while Washington had also been a centre, it had also been a place for regular Indian dance and other art forms."

be ready by next year to cater to the North American Indian diaspora, just like the Nehru Centre in London." She added that the centre would be "flexible" on the project, and that it would be a suitable site for a suitable site in Toronto and Canada. "The idea is to bring our rich heritage to the diaspora and Canadians. It will be a place for regular Indian dance and other art forms."

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www.WeeklyVoice.com

## Ed Fast Seeks Closer Indo-Canadian Economic Ties

## Social security pact with India soon

One of slew of agreements Ottawa to firm up with Delhi

By SUNIL RAO  
Staff Writer

Canada and India have already completed negotiations on a social security pact, with Delhi awaiting Ottawa's signal to formalize the agreement, Dr A. Didar Singh, Secretary, Ministry of Overseas Indian Affairs, told Focus last week.

He hoped the agreement would be formalized this summer.

Singh indicated the agreement would be one among several Delhi expected to forge with Ottawa in the next little while, as the two countries engage more closely to explore further synergies in bilateral trade.

India also promised to remove irritants hindering the engage-

ment, said India was always looking to its diaspora to promote its commercial and cultural ties with the world, while pointing out India offers huge opportunities.

The officials assured the diaspora Delhi will address their concerns relating to property and investment, and fraud marriages. But they disclaimed knowledge of the 10-year

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## भारतीयों को 10 साल का मल्टीपल वीजा देगा कैनेडा

## भारत, कैनेडा के बीच रोजगार के अवसर बढ़ेंगे

दोनों देशों के बीच व्यापारिक संबंधों को लेकर तत्पर हैं। उन्होंने कहा कि भारत और कैनेडा जल्द समाजिक सुरक्षा समझौता हस्ताक्षर करेंगे। इसके अलावा द्विपक्षीय निवेश संरक्षण समझौता संशोधित दोहरा कराधान बचाव संधि और महत्वकांक्षी व्यापक आर्थिक भागीदारी समझौते पर हस्ताक्षर करेंगे। दोनों देशों ने अगले पांच साल में 15 अरब अमेरिकी डॉलर के निवेश के लिए एक-दूसरे के बाजारों में अवसर बढ़ेंगे।



**INDIA JOURNAL**

editorial

**Conventio a great ste in bilatera relations**

Largest Convention takes place in Toronto for India Diaspora in North America and Caribbean.

**TORONTO** - More than a people attended the two-day Convention of Pravasi Bharatiya Divan, Canada (PBDCanada) held at the Metro Convention Centre in last week's June 21-22, where government officials, prominent business entrepreneurs and opinion leaders from Canada and India discussed ways to improve ties between the two countries.

The Convention's theme of 'Building Bridges: Positioning Strategies for the Indian Diaspora in North America and the Caribbean' was a part of the Year of India in Canada celebrations that took place at the Metro Convention Centre.

**Diaspora meet**

Panelists from various sectors gathered at the Metro Convention Centre for the 'Diaspora Meet' session.

**INDIA JOURNAL**

20th Edition EXPRESS

CANADA Newline

**Toronto to be home to a new cultural center**

**RENU MITHA**

Toronto will be the home to a new cultural center named the Indian Cultural Centre. Making the announcement at the Metro Convention Centre, India Minister of Overseas Indian Affairs, Dr. Arun Jaitley, said he is looking for a site in Toronto for the center and will begin the process of construction.

"India has a rich and varied culture and we are proud to have it in Toronto. This is a wonderful opportunity to bring the best of Indian culture to Toronto and to the world. It will be a place where we can celebrate our diversity and our shared values. We are committed to building a strong and vibrant Indian community in Toronto and we are excited to see the Indian Cultural Centre become a reality."

The Indian Cultural Centre will be located on the site of the former Indian Cultural Centre in Toronto. The center will be a place where we can celebrate our diversity and our shared values. We are committed to building a strong and vibrant Indian community in Toronto and we are excited to see the Indian Cultural Centre become a reality.

**Toronto to be home to a new cultural center**

Canada's Minister of Overseas Indian Affairs, Dr. Arun Jaitley, announced the Indian Cultural Centre in Toronto. The center will be a place where we can celebrate our diversity and our shared values. We are committed to building a strong and vibrant Indian community in Toronto and we are excited to see the Indian Cultural Centre become a reality.

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# Toronto echoes voice of diaspora

**Success of enclave brings Indo-Canadians to the forefront of global diaspora.**

**TORONTO** - Last week, close to 1,000 delegates attended the Pravasi Bharatiya Divan (PBD) or "Day of Overseas Indians" in Toronto. Jointly hosted by the Government of India and the Indo-Canada Chamber of Commerce, the PBD centered around the theme of "Building Bridges: Positioning Strategies for the Indian Diaspora".

The two-day event brought together a raft of government ministers, officials, entrepreneurs, academics, business people and others to advance ties between the two countries. Officially focused on trade, investment and youth engagement, the event was just the latest in the rising narrative of India recognizing the living value of having 17 million of its descendants scattered around the globe.

The global Indian diaspora has grown steadily in stature as well as size. Arun Jaitley, Minister of Overseas Indian Affairs, said that today's "Non-Resident Indian" or NRI community includes the President of Singapore, Prime Ministers of both Australia and Thailand and

Tobago as well as the Governor General of New Zealand.

Characteristic of its newfound "superpower" status however, India has belatedly thrown the doors open with gusto, becoming one of a handful of nations to establish a ministry for the diaspora, granting citizenship privileges in a confusing alphabet soup of acronyms (NRI, PIO and OCI), and in a recent nod to the youth component, launching the "Know India" programme.

Indo-Canadians rightly fit the bill of growing profile of the "global Indian" diaspora.

The venue of Toronto, which is home to over a million expats, was the right choice to host it.

This year's PBD was part of the "Year of India in Canada", a series of exhibitions and events that started innocuously enough with slick airport bus ads in January then morphed into high level economic and political discussions over the spring leading up to the crown jewel of it all, the IIT-14, the closest thing to Bollywood's Oscars.

Interestingly it was the Indian film in-

# PBDCanada2011: Largest Convention in Toronto for Indian Diaspora in North America and Caribbean

**TORONTO** - More than 1,000 people attended the two-day Convention of Pravasi Bharatiya Divan, Canada (PBDCanada2011) held at the Metro Convention Centre in last week's June 21-22, where government officials, prominent business entrepreneurs, academics and opinion leaders from Canada and India discussed ways to improve ties between the two countries.

The Convention's theme of 'Building Bridges: Positioning Strategies for the Indian Diaspora in North America and the Caribbean' was a part of the Year of India in Canada celebrations that took place at the Metro Convention Centre in Toronto on June 21 and 22.

Canada's Governor General David Johnston was the Chief Guest at the inaugural session hosted by the Government of India and attended by several Canadian and Indian Cabinet Ministers including India's Minister of Overseas Indian Affairs, Dr. Arun Jaitley.

The Convention has been a great success and we are excited to see the Indian Cultural Centre become a reality.

**PBDCanada2011: Largest Convention in Toronto for Indian Diaspora in North America and Caribbean**

Panelists from various sectors gathered at the Metro Convention Centre for the 'Diaspora Meet' session.

Dr. Arun Jaitley, Minister of Overseas Indian Affairs, speaking at the convention.

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Panelists from various sectors gathered at the Metro Convention Centre for the 'Diaspora Meet' session.

Dr. Arun Jaitley, Minister of Overseas Indian Affairs, speaking at the convention.

## more business, says Ontario minister

AJIT JAIN

The Pravasi Bharatiya Divas, that started in 2003, has become a remarkable platform that has enabled India and its 30-million-strong Indian Diaspora, spread across about 110 countries, to cultivate relationships, build partnerships at the individual, institutional and the civil society levels between India, Canada and many other countries around the globe," said Harinder Takhar, Ontario minister for government services.

He was speaking at the panel discussion on 'Engaging Global Indians', held June 10 as part of the Regional Pravasi Bharatiya Divas. The PBDs, he said, have led to incredible results: "Dial citizenship, immigration clearances, education, health, investments and many more". He said that thanks to Indo-Canadian, "the economic, cultural and social ties between Canada and India have grown significantly and continue to expand".

He highlighted Ontario Premier Dalton McGuinty's visit to India in December 2009, which was primarily "to promote trade in environmentally clean technology." Takhar pointed out that over 830 Indian business representatives met McGuinty and representatives of the Ontario business delegation, and the result was Ontario and Indian companies signed agreements worth \$660 million.

"Such... visits and mutually benefiting agreements further encourage new investors to step up and take the lead in collaborating on more innovative ideas," Takhar said.

Canada's trade with India was \$4.1 billion in 2009, but "this clearly is not enough," he said. So, he said, "We need to engage in discussions and establish su-

tainable relationship by facilitating fair trade and support healthy investments between Canadian and Indian firms."

That is why, he said, the role of business organizations like The Indian Entrepreneurs, Indo-Canada Chamber of Commerce, Canada India Business Council, etc. are important.

Besides business, he said, these organizations also "help connect global Indians



Harinder Takhar

with established leaders from various streams of professions in both countries."

The Regional PBD, he said, "is a great example of engaging global Indians (and) strengthening our social, political, business and cultural bonds with global Indians in a true sense."

## back to India as well as chosen country: Obhrai

AJIT JAIN

Conservative Member of Parliament Deepak Obhrai said June 9 that when his party was formulating its election platform, he insisted that 'India would be a priority country for Canada, following years of neglect.'

Obhrai, who is parliamentary secretary to the minister for foreign affairs, said the Canada-India relationship 'is now on solid and strong footing.'

He was speaking at the gala dinner that the Indo-Canada Chamber of Commerce hosted in honor of the delegates to the Regional Pravasi Bharatiya Divas.

"All of you sitting in this room have an immense wealth of expertise in all aspects of Canadian life," Obhrai said.

"You have brought pride not only to the country you have chosen, but also to your mother country, India... We must congratulate the visionary leaders of the '90s that looked at the Diaspora and said, 'They are (part of) us. This is the hidden strength we exported years ago. We can use them. We want them to be our partners.' Or you can say: (it is now) payback time."

That is why the PBD was born, he said, and here we are in Toronto, recognizing the Diaspora in Canada. Look at me and... all of you sitting in front of me. (We are) a product of strong values taught to us by our cultural, religious, and family traditions that have made this Diaspora the most successful in the world."

Obhrai, who is parliamentary secretary to the minister for foreign affairs, said the Canada-India relationship 'is now on solid and strong footing.'

He was speaking at the gala dinner that the Indo-Canada Chamber of Commerce hosted in honor of the delegates to the Regional Pravasi Bharatiya Divas.

"All of you sitting in this room have an immense wealth of expertise in all aspects of Canadian life," Obhrai said.

That, Obhrai emphasized, is India's contribution to the global family.



Deepak Obhrai

India Abroad July 1, 2011

CANADA NEWS

7

## 'It was a very good decision to hold this year's PBD in Toronto'



Indian bureaucrat A Dider Singh tells Ajit Jain what impressed him

According to A Dider Singh, secretary minister of overseas affairs, the year's Regional Pravasi Bharatiya Divas, held June 9-10 at the Metro Toronto Convention Centre, was the better than the four Regional PBDs before him.

"Canada is a country that India had a long history in my country. It was a very good decision for us to hold this year's PBD in Toronto," he said. "I believe the Toronto PBD was higher than our expectations. We have had the regional PBDs around India - this being the first - and we have to rank this as the highest standard in terms of products. There were four structures at the dinner here and that's a remarkable figure for a Regional PBD."

Though the event here looked a bit different from the Indo-Canada Chamber of Commerce's Overseas Affairs (OIA) and four other ministers are making it to the event - Singh, the key representative of the Indian government in the planning stage, was also most pleased with the event.

"I feel extremely well pleased. I was surprised the Indo-Canada Chamber of Commerce for getting some very high-level individuals, students, business people from the Diaspora and mainstream Canada who attended the event of

India Canada," he said. This made the PBD "a world-leading event," he added.

Singh complimented the four key organizers - ICCY president Vihar Mahajan, former ICCY president and PBD secretary A Dider Singh, and Singh, who acted as a moderator at several sessions and lunch tables.

The event also saw a lot of business networking thanks to the presence of the 12-person delegation of the Association of Chambers and Industry of India led by an eminent diplomat of the Confederation of Indian Industries. "Significant collaborations will emerge from such interactions," Singh said.

He was also delighted with International Trade Minister Ed Past's announcement about issuing 10-year visas to Indians.

"The announcement that India has become a preferred destination for us that we will take the visa lead in 10 years time. That's a big announcement. Hopefully, they (Canada) will give us three months. That shows the importance they attach to Indian business people," Singh said.

"The announcement which has been made by the PBD will definitely lead to something positive," he said.

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CANADA NEWS

India Abroad July 1, 2011

## Indian high commissioner highlights bilateral potential

AJIT JAIN

The Year of India in Canada, which was inaugurated in March by Prime Minister Stephen Harper, is all about highlighting the tremendous space that exists for taking this (Canada-India) relationship to even greater heights," Indian High Commissioner S M Gavai said at the gala dinner hosted by Indo-Canada Chamber of Commerce June 9 as part of the Regional Pravasi Bharatiya Divas. Governor General David Johnston and Preetnee Kaur, India's minister of state for external affairs, were among the 900 delegates

and specially invited guests at the Metro Toronto Convention Centre.

"Between India and Canada have never been so close, so extensive and potentially so exciting as they are today," Gavai said. He credited the Indo-Canadian community for playing "a major role in enriching this relationship, in building bridges between the two countries. And it is in recognition of that contribution, in tribute to the achievements of the community that we hold... the Pravasi Bharatiya Divas in Toronto as an integral and important component of the Year of India."



S M Gavai

Build

## 'No single formula that India can deploy to engage the diverse Diaspora'

AJIT JAIN

Former Indian ambassador T. P. Sreenivasan said at the close of the sessions of the regional Pravasi Bharatiya Divas Convention in Toronto that from his vast diplomatic experience of working with global Indians, "one conclusion I have reached... (is) that there is no single formula that India can deploy to engage the diverse Diaspora it has around the world."

India, too, he said, was "aware that engaging the global Indians should not be single dimensional. There are limits to the extent of investments that they can bring. Other than the community in the Gulf, the community will not make remittances to India. India's engagement with the Diaspora, he added, is now deeper, multidimensional and mutually beneficial."

Sreenivasan said the major developments that helped create the right atmosphere for engaging the global Indians were India's economic growth and its influence in the world, which have given global Indians greater pride and incentive to be partners in the great game... Opportunities back in India have grown to such an extent that the thought of return to India is no more far-fetched."



Former Indian ambassador T P Sreenivasan

With India in the process of orienting its policies for the benefit of Indian economies abroad," he said, "the maturity that has developed between India and the Indians abroad will be of immense benefit to both."

## 'Our bridges will be built stronger because of this'

AJIT JAIN

The idea of holding the Regional Pravasi Bharatiya Divas in Toronto was conceived because of the weight of the wonderful Indian Diaspora in Canada," said Preetnee Kaur, India's minister of state for external affairs, who headed the Indian delegation.

She took on the responsibility when Indian Minister for Overseas Affairs Vihar Ravi had to stay back in India due to some important developments in the country, she said at a media briefing June 9 at the King Edward Hotel, Toronto.

"It is the fifth mini PBD and the largest one," Kaur said, congratulating the key organizer Indo-Canada Chamber of Commerce, the Indian High Commission and the Consulate.

"Our bridges will be built stronger because of this," Kaur said.

Kaur and Indian High Commissioner S M Gavai tackled the issue of introducing a biometric system for Indians applying for a Canadian visa, an issue that has led to an uproar among Indians.

"It is not an initiative that could have any negative impact on Canada-India relations," Kaur said in response to an India Abroad question. "We will not say at this stage it will affect our relations with Canada. This is the Year of India in Canada. I hope things like this don't come in the way. If there's something like (introducing biometrics), we will certainly talk to the Canadian government and work it out."



Preetnee Kaur, Indian minister of state for external affairs, right, and Indian High Commissioner S M Gavai

AJIT JAIN

Gavai said, "I have discussed this matter with the Canadian High Commissioner (Stewart Beck) who's in town. I think the article in the Toronto Star (on this issue) is somewhat premature. Americans do it as well. It is just to create better security, and it is premature to say India is

said that would be done soon too.

About 27 people are still on the list and their cases are also being considered, she added. That's (Indian) Home Minister Chidambaram told me. I think dependents (of people on the black list) can get visas."

**MANY PHYSICIANS, INCLUDING THOSE WHO HAVE WORKED IN THE UNITED STATES, CANADA AND THE UNITED KINGDOM, SAID INDIA NEEDED SUBSTANTIAL HEALTH-CARE REFORMS**

**ABOUT 37 MILLION INDIANS, WHICH'S THE POPULATION OF CANADA, GO BELOW THE POVERTY LINE EVERY YEAR BECAUSE OF CATASTROPHIC HEALTH EXPENDITURE**



AJIT JAIN

**Prabhat Jha**

The Toronto-based doctor discusses his Pravasi Bharatiya Divas experience with **Ajit Jain**

**D**r Prabhat Jha, University of Toronto chair, disease control, and director, Global Health Control, St Michael's Hospital, Toronto, delivered a keynote at the Seminar on Health Services: Role of the Diaspora at the Pravasi Bharatiya Divas.

Jha discusses why he believes India's health-care system is dismal, and why the country needs to introduce a public health-care system along the lines of Canada and several European countries.

What was your stand at the PBD plenary on public health?

I was concerned that many of the participants would be doctors and hospital representatives, and they would talk about how the Apollo-type institutions in India were making a huge difference. So, it was welcome that many physicians, including those who have worked in the United States, Canada and the United Kingdom, said that India needed substantial health-care reforms.

India has expanded private insurance in urban settings. A number of Apollo-type hospitals have come up, but these, from all accounts, are providing very expensive services of uneven quality. My response to that was that India should move to the Canadian or the European-type system in which there will be financing (for health care of the common man) and quality and peer review for private practices.

I think these comments were well received. The question was what would be the Diaspora's role in this? I said that the Diaspora would help in training, particularly rural-based doctors and para-medics. The second role would be to help get more research done, which is useful for low-cost intervention in the Indian context.

I also emphasized that public health, particularly chikungunya or pneumonia or diarrhoea. The government needs to move aggressively to add these new antigens for children. They need to take malaria, and smoking seriously, particularly by raising taxes on tobacco products.

Along with reforming the way health care is delivered, they can do some things about public health. A combination of these means in 10 to 15 years India's dismal health statistics will be transformed.

Is there an estimate of how much public health care will cost for India's large population?

We have concluded that the basic package, including a new antigen for kids, tobacco control, simple pills for heart attacks, can be done for less than Rs 400 (\$8) per person annually or less than 1 percent of the gross domestic product. Our argument is that India needs to spend another 2 percent of the GDP in addition to the current spending on health, which's 1 percent of the GDP — amongst the lowest on health care in any country. In Canada, we spend 8 percent of public spending on health.

This additional 2 percent should finance discretionary clinical services and things like basic surgeries, maternal surgeries, cholesterol-lowering drugs, and blood pressure-lowering drugs. India can afford to pay this because health services, diagnostics and drugs are cheap in India as compared to Canada and raising the amount to 3 percent of the GDP is not a big deal in India. By some estimates, proper value-added tax can mobilize the money.

The difficult part is Indians' expenditure on health-care is 6 percent of the GDP. And 5 percent of this comes out of the pockets of the middle class and the poor. About 37 million Indians, which's the population of Canada, go below the poverty line every year because of catastrophic health expenditure... This 5 percent is the biggest risk to health care in India.

To add fuel to fire, private hospitals bill whatever they want to. Insurance companies in India are way too small to individually pick on the big hospitals. They pay whatever they are asked and get fleeced.

What then would you say is the solution?

The best solution would be to find out how to get rid of that 5 percent of out-of-pocket spending, replace it with tax-payer finance spending. That would improve the quality

of health care and the equity.

Are you suggesting that the Ontario health health-care system should also carry some monthly premium for users?

The best way to do that is through the tax revenue and not the individual premium, as that will leave a large segment of the population out of the health-care system. India is now bringing a universal identity card. There's no reason why that card shouldn't be used as an entitlement to essential health-care services, and they could get that in the public or private sectors. The government should pay for those essential services. It may not be possible to cover everything to start with.

What will happen to private hospitals if your suggestions are implemented?

Last week, at the launch of the Lancet series there was a call for universal healthcare. The question is does India have the institutions to do this? Yes. Does it have the money to do so? Yes. Does it have the political will? That needs to be generated.

India has a terrible and inefficient health-care system. So, the universal health-care system is needed. People see the growth in India's private sector and say if telecommunication, television, etc can succeed in the private sector, why can't health-care? But it is not the private hospitals work in a public health-care system.

Canadian doctors don't work for the government, but they have only one party to bill and that's the government. And the government imposes very strict standards as to what they can bill. Also, there are peer reviews, fraud investigations and disciplinary actions against doctors for inappropriate care of patients. Canadians are very happy with the system. That's what needs to be generated in India.

I can't tell you how many horror stories that I have heard about the private hospitals in India on this trip. There's an example even in my family. A relative had a stroke. It was missed as a stroke. Instead, the neurosurgeon operated on an old tumor, which was unnecessary. The relative went to a private hospital in Delhi. They didn't provide the basic care for a stroke... because of which he got nasty pneumonia. They kept him in intensive care for 42 days and he got complications which, had it been in Canada, would have been grounds for malpractice. The patient ended up paying Rs 1.1 million (\$24,000) to 1.2 million (\$26,000). For a middle-class Indian that's a big amount.

Many of these private hospitals have become money-making institutions. They have no quality supervision. You try doing that in Ontario, the Ontario ministry of health will crack down on such a hospital. In India there are none of those peer networks. The doctors in private hospitals instruct their nurses to bill, bill and bill. That has to be stopped.

How many more hospitals would India would need for such a public health-care scheme?

It's difficult to give an exact number at this stage. One question that always comes up is how can India afford this? It can't afford not to. The country is already spending that money. Indians are spending 6 percent of their collective wealth — 5 percent out of pockets and 1 percent from the GDP. If you shift the composition of this spending away from out of pocket into public finance, it doesn't mean banning private hospitals. They can work in this system, but they will only be able to bill the government rates. They will have to follow government regulations. They will have to have accreditations. They will have to have peer reviews to make sure that the quality of care is appropriate and safe, like in Canada.

**THERE'S A DEEP-SEATED REALIZATION AMONG CANADIAN OFFICIALS AND BUSINESS PEOPLE THAT, BESIDES THE US AND CHINA, INDIA IS A COUNTRY THEY HAVE TO WORK WITH MUCH MORE**

**CANADA IS SMALL WITH 34 MILLION PEOPLE AND IT GETS DIVIDED INTO 10 PROVINCES AND 2 TERRITORIES. THEY MUST PROMOTE BRAND CANADA, JUST AS WE WORK ON THE BASIS OF BRAND INDIA**



**A**run Maira, member of India's Planning Commission says in his interactions with Canadians, they concede that India is now a very attractive country on which they should be focusing their attention. He spoke to India Abroad when he was in Toronto to attend the Regional Pravasi Bharatiya Divas.

**What sort of concrete steps should the Canadian business people be taking to do business with India?**

There's a deep-seated realization among Canadian officials and business people that, besides the US and China, India is a country they have to work with much more. So, they have to do things differently than they have been doing so far.

I believe the position of India in Canada has also been identified and this has to be done by Indians with the assistance of people of the Diaspora, and that's now actually happening.

**Why would Indians pay special attention to Canada? What's your value proposition? What's the value you provide for us to be here? So, there's work to be done on both sides.**

There's the question of branding: Canada in India and India in Canada. The branding has to happen, but it has to be done concretely. There are small businesses in Canada

## Arun Maira

The member of the Indian Planning Commission in conversation with  
**Ajit Jain**

and they have a great value actually in India and the reason is many of our businesses in India are small and medium sized. It is easier for our medium business people to work with another medium business. But the small and medium businesses on both sides have difficulties researching for suitable partners. So, the associations and governments on both sides must provide the platforms to meet each other.

**Is Canada a brand name known among Indian businessmen?**  
I don't think so. Everyone has limited mind space. If I am a business person, I need to determine quickly about doing business in two or three countries as no business persons can pay attention to 100 countries all the time. To get the mind space of an Indian business person, this Indian must

have a clearer image of Canada. When they are breaking the country into provinces... the business person in India finds it difficult to deal with 10 provinces and two territories, as for him it is like keeping in mind so many different countries, not one entity Canada, like India is one country.

Canada is small with 34 million people and it gets divided into 10 provinces and 2 territories. They must promote brand Canada, just as we work on the basis of brand India.

**What's it about Canada for an Indian businessperson that he will consider valuable? The fact that Canada has high-tech engineering companies is not the image of Canada people generally know. Canada has to do its branding for business purposes, if their interest is to build trade relations.**

China is known as the factory of the world, but there's no such label attached to India. Why is that?

While China is known as the factory of the world, India is known as a place for software. These are facts. The Indian

software industry has been one of the most remarkable growth stories in the world, but our manufacturing sector in India hasn't grown much. We are now in our next planning stage. We have to grow in the manufacturing sector much faster with more depth than we have done in the last 20 years despite the reforms. It has to do with the competition. We had some strength in manufacturing, but China grew so large that it became a giant. So, a Canadian business person thinks of China while thinking of business in the manufacturing sector. He doesn't think of India. That's the competition.

Our manufacturing sector is growing at 15 percent. Manufacturing even in a small country like Thailand is growing at 40 percent of their economy. We want to get our manufacturing sector at least to 25 percent of our GDP (gross domestic product) in the next 15 years without slowing down the growth of services and agriculture.

It means manufacturing must grow faster than the overall growth of the economy and we are pushing that manufacturing grows between 2 to 4 percent more than the entire economic growth. If the economy is growing at 9 percent, manufacturing must grow at 13 percent, for it to become 25 percent in the next 15 years.

Manufacturing can provide jobs to people coming off the land more easily than high-end services. You don't need an engineering degree to work in a factory.

We also need more manufacturing for our trade balance. We are importing a lot of oil and we will continue to import oil as our economy grows. We are also importing manufacturing goods from other countries. Our import size is growing and will continue to grow. Now to pay for all these we have to have something that we produce and sell. At the moment we are exporting iron ore and minerals to China. It is buying our minerals, manufacturing goods and exporting those value-added items to us.

We have to add value to our materials, use our people. Our people must be the value adders. It means manufacturing must engage people, use their skills, train them to make them part of our large manufacturing resource. That's under way.

**What is the impact of all this industrialization and urbanization on the environment?**

We are embarking on urbanization and industrialization in a very big way, but we have become very conscious of the



# Premier toasts Indian players on the Ontario team

AJIT JAIN

Ontario is proud of its strong friendship with India, and 'many of those friendships are personal', Ontario Premier Dalton McGuinty said at the Regional Pravasi Bharatiya Divas.

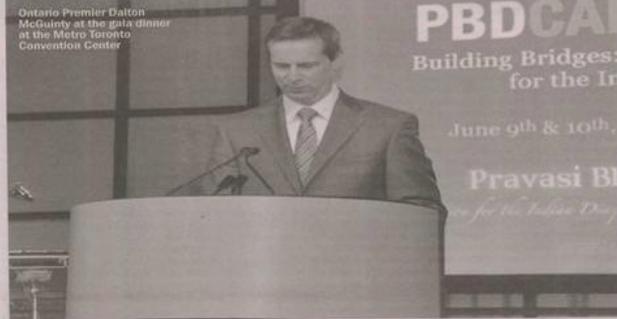
The emphasis of his address at the gala dinner June 9 was the diversity of the Ontario population and how Indo-Canadians were contributing to strengthening the province's economy.

'One of the reasons the Ontario economy is so strong... is because we've got some great Indian players on the Ontario team,' he said, with special reference to those in public service like Ontario Minister of Government Services Harinder Takhar and Liberal Members of Ontario Legislature Dr. Kuldeep Kular, Vic Dhillon and Amrit Mangat.

He also talked about the 'more than half-a-million Indo-Canadians living, working and raising families here' in the fields of 'entertainment, the arts, culture and business and in politics.'

McGuinty said the Indian presence, the Indian influence, for good, is felt in every

Ontario Premier Dalton McGuinty at the gala dinner at the Metro Toronto Convention Center



facet of Ontario life, including sports,' adding, to the amusement of the delegates, that he hoped that Canada would one day beat India at cricket.

'Our greatest resource... is our people, their education and skills, their willingness to work hard and their diversity... (which) shapes our view of the world for us; differences between people fade into the background. It's our common aspirations that count,' he told the audience that included Governor-General David Johnson, India's Minister of State for External Affairs Preetee Kaur, Indian High Commissioner S M Gavai and Canadian High Commissioner to India Stewart.

'I have no doubt that the idea of being here, the bond being created, and the solutions being developed, will offer new opportunities for India to grow even stronger. That's not just good news for the people of India, it's good news for the rest of us,' said McGuinty. 'We are stronger and smarter together... We need to do more work; we need to do more trade; we need to build stronger cultural ties. We need to do all those things together.'

India Abroad July 1, 2011

INTERVIEW

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# Finding a chapter in the India growth story

AJIT JAIN

The onset of reforms and the acceleration of growth in India — from 3.5 percent in the 1970s and 1980s to 8.5 percent in 2010 — is more than just a coincidence, says Sabi Marwah, vice-chair and chief administrative officer, Scotiabank.

While speaking at one of the business roundtables — where participants included Prem Watsa, founder and president, Fairfax, and Perrin Betty, president and chief executive officer, Canadian Chamber of Commerce — at the recently concluded Pravasi Bharatiya Divas, he quoted United States President Barack Obama: 'India is not simply emerging; India has already



Sabi Marwah, vice-chair and chief administrative officer, Scotiabank

emerged.'

Marwah said it was now widely known that India would 'be among the world's largest economies in the next 25 years... (This) presents a tremendously important market for Canadian products and services.'

He addressed the question of what the government and private institutions should do to take advantage of the growing Indian economy:

The government, Marwah conceded, 'has taken important steps to expand trade with India, including naming India a priority market,' and it has launched free trade negotiations with India, which, once completed, 'represent potential gains of at least \$6 billion to

each economy and a boost to bilateral trade of 50 percent.'

But noting that only a handful of major Canadian corporations, like McCain Foods, Magna, Bombardier, SNC Lavalin, Fairfax Financial, and Scotiabank had invested in India, he suggested that Canadian businesses 'have a very important role to play in building economic bridges (with India)... (they have) not been proactive enough.'

Work's cut out for the Indian Diaspora as well, the banker said. 'At the political level, we must proactively engage the government to ensure that appropriate attention is paid to forging deeper ties with India... and we need to more effectively use our business connections to promote two-way investment and encourage Canadian companies to have a concrete India strategy.'

'The opportunities are immense,' he concluded.

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# APPENDIX XI

## *Report of Overseas Indian Facilitation Centre*



OIFC at PBD Canada 2011  
8-10 June 2011, Toronto, Canada

### *A Report*

Prepared by Overseas Indian Facilitation Centre: June 2011

#### I. OIFC at PBD Canada 2011

Overseas Indian Facilitation Centre (OIFC) in association with the Confederation of Indian Industry (CII) took a business delegation to Canada which coincided with the 5th Regional Pravasi Bharatiya Divas (PBD) being held during 9 -10 June 2011 in Toronto, Canada.



(L-R) Dr. A Didar Singh, Chairman OIFC & Secretary MOIA with Ms. Asha Luthra, Convener, PBD-Canada 2011

The delegation visited Canada to explore the emerging business opportunities in India and Canada and the role that the Indian Diaspora can play to not only capitalize on these opportunities, but also help build synergies between Indian and Canadian businesses.

The CEO's Mission program included participation at the Regional PBD and interactions with Indo-Canadian businessmen and Government officials. The event offered unparalleled opportunities for the Indian Diaspora in Canada to network with the delegation members.

There were two significant interactions organized by OIFC – CII, one with the Canada- India Business Council (C-IBC) and other with the Canadian Council of Chief Executives (CCCE). C-IBC is comprised of senior executives from Canada’s leading organizations involved in India and alongside industry leaders from both small and medium- sized enterprises. C-IBC is an organization that aims to bring together the “elite” of Canadian businesses with the elite of Indian businesses at the leadership level. On the other hand, CCCE is a not-for-profit, non-partisan organization composed of the CEOs of Canada’s leading enterprises and engaging in an active program of public policy research, consultation and advocacy.

The delegation was led by Mr. Deep Kapuria, Chairman & Managing Director, Hi-tech Gears; Ms. Supriya Banerjee, Deputy Director General, CII; Mr. Sriram H Iyer, President & CEO, ICICI Bank Canada; Mr. Deepak Sharma, SVP & Business Manager- NRI Service, Kotak Mahindra Bank; Ms. Sujata Sudarshan, CEO, OIFC; and Mr. Wikky Katyal, Director-North America, were some of the members of the delegation from India.

## II. Moving Forward

OIFC will continue its engagement with the PBD Canada 2011 delegates and members of C-IBC and CCCE, who interacted with the delegation members during their visit to Canada. This will help strengthen the interface and their reach with India. Some of the activities include:

- Regularly updating them with sector and state specific investment opportunities through OIFC’s online business networking portal and monthly e-newsletters.
- Inviting them to sign in for the online business network and directory to enable them to reach out to the Indian market.
- Inviting like-minded associations in Canada to become OIFC’s Associate Partners



(extm L) Mr. Ashook Ramsaran, Executive Vice President, GOPIO International with Ms. Sujata Sudarshan, CEO, OIFC (extm R)

## III. The Regional PBD Canada 2011 and few key points of discussion and various comments during the event

On 9th June at Regional PBD Canada 2011, three pre-Convention seminars were held. The first was a ‘Roundtable on Business Prospects between India and Canada’. The other two seminars were ‘Roundtable on Building Bridges: People to People Contacts and Building Bridges’ and ‘Seminar on Synergistic cooperation in Arts, Culture and Visual Media’. All three pre-convention seminars were well attended.

Three plenary sessions were held on 10th June, 'Role of Indian Diaspora: Building economic bridges', 'Engaging Diaspora youth in Education and Innovation', and Interactive panel discussion on 'Engaging the Global Indian'. Mr. Harinder Takhar, the Ontario Minister for Government Services attended the session on 'Engaging the Global Indian' and Smt. Preet Kaur, Minister of State, Ministry of External Affairs, gave the key-note address. It was emphasized that India and Canada should expedite signing the 'Social Security Agreement', 'Comprehensive Economic Partnership Agreement' and the 'Bilateral Investment Protection Agreement' to boost bilateral trade and economic engagement.

Five concurrent sessions were held during PBD 2011 on, 'Small and Medium Enterprises', 'Innovation, Science and Technology', 'Innovation and Economic Development', 'Healthcare and Telemedicine', and 'Advancing Equity: Focus on Gender' with eminent panellists.

India-Canada ties are developing at a time of enormous opportunities in India. India needs \$1 trillion in the infrastructure sector over the next decade and foreign investment (and trade) will continue to be an integral part of our growth.

Hence, at the inaugural speech of the fifth regional Pravasi Bharatiya Divas, Smt. Preet Kaur, India's Minister of State for External Affairs, said the Indian Diaspora has become "an important partner for India's prosperity" by sending remittances back home, making investments, transferring technical know-how, and projecting India's soft power by popularizing its culture, films and dance.

At the concluding session "Canada-India Relations", Dr. Didar Singh, Secretary, Ministry of Overseas Indian Affairs and Chairman, Overseas Indian Facilitation Centre (OIFC), said he was impressed by the views expressed at the two-day event.

He said, "This is probably the best Overseas or Regional PBD we ever had. These have been two days of exceptional interactions, and there have been excellent contributions from both, delegates and speakers. The message from the PBD is clear. The Diaspora has an important role in India's engagement with other countries. Two days have generated many new ideas for India and Canada."

He further added that though the Diaspora now realizes the potential economic benefits from engagement with rising economies like India and China, they will have to show perseverance and patience in their engagement with emerging economies like India. He recommended the three Ps – purpose, perseverance and patience – on the part of the Diaspora to deepen their engagement with their ancestral land.

The Indian government would especially like to engage the second and the third generation of Indo-Canadians to come to India "voluntarily." To encourage the youth and young professionals, the Indian government has put in place several programs like Know India for the young professionals and youth to experience India.

In response to the question that why there is so much emphasis on the second and the third generation of Indo Canadians, Dr. A. Didar Singh, said, "The answer is obvious. We want them to connect with the homeland. The more important thing is we want them to want to connect. We don't want to force the connection."

Dr. Singh also pointed out that "India is the one country that is witnessing serious reverse migration" with the return of more than 100,000 Overseas Indians to India to be part of the



booming Indian economy. The Indian government is targeting young Indian professionals across the globe because they are “professionally adept” and can straddle the two economies better.

He invited the NRI community in North America to join the next PBD in Jaipur from 7-9 January 2012. He also stressed on building comprehensive partnership in sectors such as Small and Medium Enterprises (SME) and entrepreneurship, innovation, science and technology.

# APPENDIX II

*Some Moments of PBD Canada 2011*





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