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# THE NEWSLETTER

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## Social Compliance needs Government Support

*The economy is back on the growth path. Compared to the situation six months ago the mood and the forecasts have surprisingly fast changed to the better. Especially the Asian countries have become strong locomotives on the way upwards. Exports play a key role for most of them. Insofar the already tough international competition will further increase. Since the import capacity of all markets east of the Gulf region is limited, USA and Europe will remain the main battle grounds of exporters from Asia.*

*Apart from prices, quality and delivery on time social and ecological aspects of production decide about success or failure in these markets. Non governmental organizations and lobby groups from many quarters ask for "clean products." They insist on strict obedience to regulations of maximum working hours, payment of overtime, prescribed minimum wages, avoiding of discrimination, non permitted child labour, workers' safety, etc. This is today fully in line with the requirements of the majority of importers and buyers.*

*India's exporters have realized these new challenges in international competition. Most of them have accepted them as part of the game to get access to foreign markets and to improve the position there. Compared with companies from China, Vietnam, Indonesia or Bangladesh they take things more seriously. This can be seen from the figures about improvements and final success in the respective audits. Many of them realized that sticking to compliance, especially in the social sector strengthens team spirit and increases motivation. This favours productivity gains and leads to more orders and better business*

*Although normally no big investments are needed to become and remain socially compliant, entrepreneurs have to spend money to improve their production conditions and to keep their house always in good order. However, compared with their competitors in other Asian countries they often do not have a level playing field. Many things to be provided by governments are only partly available for Indian companies. Electricity, water supply, sewerage systems, proper roads, efficient ports and transport systems still are more exceptions than the normal rule. A visit to old and less old industrial areas shows the dilemma to everybody.*

*Industry and service companies can overcome much through own efforts. But it means additional costs, which foreign competitors often do not have. Social and environmental compliance is a task of the companies, mainly from the private sector. But they are more efficient and sustainable if governments take care for conducive framework conditions. If the Indian economy shall not fall back behind its competitors, if really inclusive growth shall be achieved, this disadvantage must be tackled. The earlier, the better.*

*With best regards,*

*yours sincerely,*

*Dr. Dietrich Kepschull*

## IGEP Accredited for ISO 9001

On 11 September 2009 IGEP Foundation received the international recognition as a certification body according to ISO 9001 and ISO / IEC 17021 by the ETCS (Eurotrust Corporate Services SA) Luxemburg. IGEP is now globally accepted as organisation that can provide certifications accordingly.



*Dr. D. Kebschull receives the accreditation for ISO 9001 from Mr. Stefan Beller of ETCS SA Luxemburg.*

For IGEP this is an important step in the field of providing efficient and worldwide accepted quality assurance services to Indian exporters and manufacturers. So far, IGEP was known by its internationally recognized standard RUGMARK as a synonym for products without child labour and by its comprehensive social and environmental standard ISES 2020.

Through the combination of reputed labels and international standards, it is possible that in near future the IGEP RUGMARK seal combined with ISO may represent the certification that meets all relevant laws of the country. At the same time the basic principles of the WHO, ILO and other relevant international organisations are covered all in one go!

With the accreditation of IGEP not only the issue of child labour is covered in sectors like textiles and garments, carpets, natural stones, handicrafts, leather, jewellery etc., but also the observance of internationally recognized norms is guaranteed. It is valid for all sectors, be it in industry, agriculture or services. Companies now certified by IGEP would be getting a compliance certificate for fulfilling basic social and environmental principles (prohibition of child labour, compliance with health and safety measures, payment of minimum wages, good house keeping etc.) The ISO certification will facilitate access to the world market.

Dr. Kebschull sees this accreditation as an ideal combination of quality assurance, enhancement of business in the producing countries and improvement of the living conditions of workers. According to him the social and environment commitment along with economic growth are to go hand in hand to make this world a better place.

## IGEP's earlier accreditations:

IGEP has been actively working with the Foreign Trade Association of German Retailers (AVE), the German Agency for Technical Co-operation (GTZ) and the Business Social Compliance Initiative (BSCI) of the Brussels based Foreign Trade Association (FTA). It is aiming at helping Indian companies to achieve social and environmental compliance and so to safeguard and extend exports and consequently income and employment opportunities. The supported Indian companies primarily supply to big buyers like Karstadt, P&C, Aldi, H&M, Otto, Deichmann Shoes among others.

The IGEP Foundation is an ISES 2000 certified body. It has received an accreditation for ISES 2020 a few years back. It is offering social and environmental consultancy since the last two decades. IGEP's personnel has been trained in SA-8000 too. IGEP has always functioned in a partnership approach. It has been carrying out auditing assignments as an integral part of export promotion since reliable standards help to open the way to international market. Because of the considerable benefits for manufacturers, their workers and for consumers it is intended to make ISO and social standards a self-evident truth for domestic Indian market, too.

## Entering the German Market

Germany, the biggest economy of the European Union is a highly attractive destination for young Indian entrepreneurs and managers these days. Successfully entering the German and neighbouring markets needs systematic approach and constant comprehensive work.

Therefore a follow up seminar for the Managers who had participated in a Training Programme Germany took place on 9-10 July 2010 at Hotel Taj Mahal in New Delhi. This programme was organized by Cognos International on behalf of the Federal Ministry of Economics and Technology and InWent – Capacity Building International, Germany.

InWent is a government owned organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Its capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society.

Young managers from developing and transition countries initially participate in a six month preparation phase where they learn professional and language skills and design a project to implement after returning to their home countries. Participants then spend some time in Germany. During this time they deepen their professional know-how and expand their skills in management and processes of change. A four-month internship phase at a German company helps participants reinforce their newly acquired knowledge and

forge professional contacts. InWent serves as a consultant during the implementation phase of these individual projects.

The participants of the InWent training course had come to discuss their experience of being in Germany and being trained there. The first batch has completed its training and meanwhile two more batches have been started. They all liked Germany and its work culture. Now their next step is making sustainable contacts with German counterparts. Dr. Kebschull gave a presentation on this issue and enumerated different ways and steps to enter the German market. He said - 'It is a systematic work, which is to be permanently continued. Best quality at lowest prices is the mantra in Germany and EU. This is combined today with Social Compliance and ethical practices- partly because of corporate strategy, partly because of the immense pressure of NGOs and media.'

Some participants mentioned that Germany's economy is not very dynamic now. According to Dr. Kebschull this is one reason why Germans are looking for possibilities of cost reduction and additional sales. Therefore they are showing interest in India and all that is Indian. Reason enough to have many more projects and programmes to initiate and develop Indo-German business contacts.

## Will Social Standards Become Mandatory in Future?

The Minister for Corporate Affairs, Salman Kurshid, emphasized on the concept of social credits being assigned to companies doing Corporate Social Responsibility (CSR) activities. He said that that if need be his Ministry may consider making some standards enforceable in future in this regard.

'The Ministry of Corporate Affairs has issued guidelines with regard to CSR activities. We will make a review of these after a year. After this the government may consider whether some standards can be made enforceable,' the Minister said while inaugurating a workshop on 18. June 2010 at New Delhi on Corporate Social Responsibility by Small and Medium Enterprises. The event was jointly organised by the Shri Ram Centre for Industrial Relations and Human Resources (SRCIR & HR) and Hanns Seidel Foundation of Germany.

Commenting on Corporate Social Responsibility during his special address Dr. Kebschull said that CSR is not to be seen as an expense, but as an investment which pays in the long run. He also spoke on multiple auditing and the role of Foreign Trade Association of the German Retail Trade (AVE) which is now also placed in Brussels as a European organisation named FTA. Their members abide by one standard. An audit or a certification by a member company will always be accepted by all other buying and importing members. FTA's efforts in this context are carried out under the name Business Social Compliance Initiative (BSCI). With more than 540 members BSCI is now the leading organisation in the field of social compliance worldwide.

A large number of eminent speakers took part in the workshop. They included Dr. Volker Bauer, Resident Representative of Hanns Seidel Foundation, Dr. Vinay Bharat Ram, Chairman Board of Governors of Shri Ram Centre for Industrial Relations and Human Resources, Prof. C V Baxi, Professor Emeritus, Management Development Institute, Mr. Ulrich Meinecke, Counsellor, Embassy of Federal Republic of Germany, Ms. Pooja Sehgal, Director Marketing, Impetus Technologies, Dr. H P Kumar, CMD National Small Industries Corporation, and Mr. A K Mathur, Chief General Manager, National bank for Agriculture and Rural Development (NABARD).

The idea of making Social Compliance compulsory for Indian companies found its support in Dr. Bharat Ram, who said everything cannot, at the end of the day, be left to voluntarism.

Focus of most speeches and interventions was on the recognised role played by small and medium enterprises in contributing to CSR activities, even in the far flung areas of the country. This is notwithstanding the fact that the limelight with regard to CSR actions is always hogged by big companies, who undertake such activities.

A number of case studies were presented. They showed what small companies are doing for their workers to improve health and education, maintain sewage systems, increase cleanliness and other aspects of environment. Examples were given of greening of local areas, contributing to local charities, building of local roads and other infrastructure and of improving welfare of the workforce.

'CSR is about ethics, values and a desire to see the nation grow in terms of prosperity, might and one which must find its rightful place in the comity of nations,' said Prof. J S Sodhi, Director of the Centre.

Germany was cited as an example where small and medium sized companies have made the country the strongest economy in Europe and a showcase of perfection in production. SME's do a great deal to improve the quality of life around them with NGOs being a constant watchdog on what goes on in the government and the private sector.

The speakers said even though CSR is not taken up with a view to improving profits, it yields;

- handsome dividends in the longer run in terms of brand building,
- retaining workforce,
- improving the general image of the companies concerned,
- considerable contribution to the growth of the company and
- improving employer-employee relationship.

In India as much as 90 per cent of the total industrial production and manpower deployment is in the unorganised/informal sector. It was time greater attention was paid to the activities they undertake and strategies drawn out to ensure that they give something back to the society.

## **Corporate Social Responsibility (CSR) - The European Perspective**

Today everyone speaks about Corporate Social Responsibility (CSR) and everybody seems to have his own definition of CSR. In a recently concluded conference on CSR with participants from the European Union as well as USA, China and other countries many others got the feeling that there was a state of total confusion regarding CSR.

Some participants spoke at length about philanthropy and moral behaviour. Others explained the way of accounting, presenting clean balance sheets which fulfilled all legal requirements and paying taxes as prescribed. This they said was their contribution to CSR.

Others spoke about giving donations to NGOs and defined this as CSR compliance. Some others said that their companies are involved in rural development schemes understanding that as CSR. And there were speakers who described in detail a kindergarten, a school, a temple, a microfinance scheme, health activities and those relating to improvement of social aspects in the villages. In my opinion they all are right. This all is corporate social responsibility of the type enunciated by Kofi Annan at the United Nations called the Global Compact. Under this initiative big companies, mainly multinationals, commit themselves to do something positive in the social and environmental sector.

But there is another aspect to it which is very important in western countries. This is to fulfill some minimum requirements within the company. In order to be socially responsible a corporation must look within and fulfill the social and environmental requirements. They are laid down in voluntary standards. These standards relate to working hours, wages, proper documentation, health and safety, non-discrimination, avoiding child and forced labour, freedom of association and environmental cleanliness, good housekeeping and other aspects of pollution. These standards have been elaborated by the Business Social Compliance Initiative (BSCI), a part of the Brussels based Foreign Trade Association (FTA). They are similar to the American SA 8000. The International Standard Organisation (ISO) is also coming up with ISO 26000 social standard which will be valid for all member states. It will be voluntary but will in a way guarantee the provision of basic rights to the workers.'

These are the excerpts of the speech given by Dr. Kebschull on Corporate Social Responsibility at a special conference on CSR in New Delhi in December 2009. The Conference was jointly organized by the Sri Ram Center and Hanns Seidel Foundation at Jaypee Basant Continental, New Delhi. The summary of the proceedings of the Seminar has been compiled in a booklet titled - 'Perspectives of Corporate Social Responsibility' and was recently launched by Minister for Corporate Affairs, Mr. Salman Kurshid.\*

Dr. Kebschull also spoke on costly and time consuming multiple audits and lauded the role of Foreign Trade Association of the German Retail Trade (AVE). Their members abide by one standard. An audit by one Member Company will automatically be accepted to all the buyers. This is now practised by more than 540 buyers within the Business Social Compliance Initiative (BSCI) of Brussels.

Dr. Kebschull further elaborated on multiple laws specific to different countries, costs of audits, price competition, issue of contract labour, living wages etc. related to the CSR.

The basic objective of the one day workshop was to consolidate the divergent views on the concept and practises of CSR and develop a meaningful perspective and agenda for CSR by the policy makers, corporate, academia and others.

It was felt that in general the trend today is that social standards are growing fast under the pressure of the market and NGOs. Buyers all over the world are being forced to buy only from companies which fulfil these social standards. The need of the hour is therefore to have more such forums and round tables where exporters, manufacturers, buyers, associations, councils and other stakeholders come together to exchange information on CSR and take proactive measures.

## **India: Considerable Progress in Social Compliance**

*BSCI Round Table in New Delhi Discusses Living Wages and Corporate Social Responsibility*

In spite of the slow recovery of the international markets and tougher competition the future of Indian exports is promising. This is to a considerable extent due to the social compliance practised by manufacturers and exporters. A continuously growing number of companies is sticking to voluntary social and also environmental standards. "In this field," said Dr. Dietrich Kebschull, "Indians have a clear comparative advantage vis-à-vis their Asian competitors – including China."

Speaking in the BSCI Round Table on Social Compliance he said that India's image has considerably improved; mainly because of the open attitude of the industry faced with the strict demand of western buyers, importers and consumers for "clean products" manufactured in a socially and environmentally responsible manner. By accepting the Code of Conduct of the Business Social Compliance Initiative (BSCI) of the Brussels based Foreign Trade Association their products have become acceptable to the more than 540 BSCI member companies from the European Union and other important buying countries.

The Round Table was jointly organized by the PHD Chamber of Commerce and Industry (PHDCCI) and the the IGEP Foundation, the representative of BSCI in India, on 18 March in New Delhi. In his inaugural address past PHD Chamber President, O.P. Vaish, appreciated the achievements of Indian

exporters. He said that a further extension is needed, especially in companies working for the domestic market and in the real estate sector.

Chief Guest Dr. K.T. Chacko, Director of the Indian Institute for Foreign Trade (IIFT), underlined the importance of *voluntary* social standards for the ongoing EU-India negotiations on a Free Trade Agreement. Participants expressed their hope that the growing voluntary fulfillment of social compliance norms by Indian companies could help to remove the present discrepancies between EU and Indian negotiators and avoid a break off.

Special focus of the Round Table was on the question of living wages. NGO representatives said that living wages form an integral part of corporate social responsibility. Workers should get wages which permit a decent living. According to the Asian Floor Wages Network which cooperates with the Clean Cloths Campaign in Europe and other countries, such wages in India would be 100% higher than the Indian minimum wages. While there was broad agreement to higher wages, many participants said that this should not endanger the international competitiveness. There were also clear warnings against "wrong friends" who by bearing the flag of alleged solidarity with Indian workers would justify protectionism and trade bans against India because of not sticking to some social requirements.

BSCI audits in Indian companies generally show that at present wages, e.g. in the garments, textiles and leather industry are about 60% to 70 % higher than the minimum wages. Insofar the country is on the right track and performing much better than other Asian and African states. With productivity increases through better equipment and improved vocational training, which are the aim of the majority of the exporters, further convergence to living wages seems to be possible. This, however, needs stronger partnership with buyers and more involvement on their side.

This and related topics will be further discussed in the coming two Round Tables in 2010 and in special interactions with associations, government bodies and companies.

## **IGEP now Representative Office of BSCI**

*In October 2009 the IGEP Foundation has been appointed to be the representative office of BSCI ([www.bsci-eu.org](http://www.bsci-eu.org)), the Business Social Compliance Initiative, in India.*

*For BSCI and its 540 (approx.) members IGEP functions as the contact point, information centre and service provider in all questions and activities related with social compliance and auditing procedures.*

*The office in Gurgaon is open six days per week. It can also be contacted outside the office hours on phone ++91-98 100 36 8 34 (Dr. Kebschull) and ++91-98 100 307 86 (Mrs Sharda Subramaniam) or via email: [dietch.kebschull@bsci-eu.org](mailto:dietch.kebschull@bsci-eu.org)*



**BSCI Round Table on Social Compliance. Seen in the picture are starting from right Mr. Ulrich Meinecke, Councillor Social and Labour Affairs, Embassy of the Federal Republic of Germany- New Delhi, Mr. A. Sahasranaman, Member, UNIDO – Global Leather Panel, Shri. K.T. Chacko, Director – Indian Institute of Foreign Trade, New Delhi, Mr. O.P. Vaish, Past President, PHDCCI and Dr. Dietrich Kebschull, BSCI – India Representative and Chairman - IGEP Foundation, New Delhi**



**A section of the participants of the BSCI Round Table in New Delhi**

## **Round Table in Bangladesh**

Due to its low wages Bangladesh has become an important exporter of garments. The ability to also supply smaller quantities with short response times has made it a preferred source of European companies.

Here comes the need and importance of social compliance and BSCI has initiated Roundtables to strengthen social compliance and social responsibility which does not only comprise rights but also duties of all involved groups and individuals.

Dr. Kebschull has been the part of the Roundtable held on 3. March 2010 at Dhaka. He appreciated the willingness for a continued open dialogue with partnership and better communication. He offered his assistance in providing all possible help to Bangladesh in BSCI related activities.

Mr. Lutful Hai, Chairman of the Parliamentary Standing Committee on Ministry of Commerce was the chief guest at the event. He spoke in favour of workers right and formal trade unions in front of the gathering that comprised of representatives of the government, private companies, trade unions, academia and NGOs. "Let us work together. We should meet at least three to four times per year", this was the common wish of the participants of the Round Table on Social compliance in Bangladesh.

## **BSCI Activities of IGEP**

IGEP as the official representative of BSCI in India carries out the following activities:

- Regular Round Tables in India for information dissemination and delving on the issues related to social compliance.
- Dissemination of the Code of Conduct in regional languages. This is now one single code that is designed to fit both food and non-food products.
- Facilitating workers' complaints through printing and distribution of complaint cards to the Indian auditing companies. It contains information about a local toll free number 18001021112 and email: hotmail\_india@bsci-eu.org. Any worker can report a complaint regarding the supplier and it will be dealt with on case by case basis.
- Informing about BSCI standards, possibilities for self assessment, carrying out Pre-Audits for the companies that need guidance and advice them how to plan and implement necessary changes before going in for BSCI audits.
- In 2010 IGEP's main objective is to have companies working for the domestic market get socially compliant too. This is being carried out by systematically spreading information, providing service and strengthening cooperation with our members, suppliers and all important stakeholders.

## **BSCI Meetings in Brussels**

The BSCI Annual meeting was held on 24. – 25. November 2009. It started with a conference attended by more than 100 members and stakeholders. Dr. Keschull participated in the Annual Meeting where the participants followed discussions of three subsequent panels, focusing on capacity building, sustainable procurement policies and the impact of CSR on various operations.

In his keynote address BSCI CEO, Jan Eggert reminded the members that it is they who drive the BSCI forward and the capacity building and stakeholder engagement can only work if the BSCI members also intensify their activities in order to achieve the objectives of common efforts.

On 25. November, the members approved the BSCI Action Plan and the budget 2010 as well as a revised version of the BSCI Code of Conduct and the System Rules and Functioning.

The next members' annual assembly will be held on 23. and 24. November 2010 at Brussels.

## **Joint Solutions for CSR in the Global Value Chains**

A meeting on exchange of experience and knowledge among Chinese, German and European business representatives and experts was held on 25 and 26 November 2009. The meeting was organised by GTZ (The Deutsche Gesellschaft für Technische Zusammenarbeit) and held at Diamant Conference Centre, Brussels.

The meeting put emphasis on professional expert discussion in the course of which most imminent and important issues were taken up. It was decided that capacity development and co-operative spirit is needed when enhancing social and environmental standards in the global value chains.

## **HAMBURG BUSINESS CENTER**

The northern city-state of Hamburg is long established as a successful port and mercantile centre. For many decades, goods and raw materials- including tea, spices and carpets- were shipped from Asia to the duty free warehouses of Hamburg's Speicherstadt (Warehouse City). A remarkable ninety-nine per cent of imports from the Subcontinent entered Germany through Hamburg.

Today things have reached a new high. There are about 620 Hamburg companies engaged in activities in India and some 35 Indian companies have offices or representative agents in the metropolitan region of Hamburg. That is a small indicator of the important role that Hamburg can play in the relations between India and Germany.

Dr. Keschull was in Hamburg on 29. June 2010 to make a presentation to the small and medium sized companies keen to set their foothold in India. An activity carried out regularly by Dr. Keschull for being the head of the Hamburg Business Center in India and someone who is interacting with Indian industries, associations and government persons for more than two decades now. He explained the various business strategies required for different companies for making an entry into the emerging Indian market and the challenges faced by a German company. There were about 45 participants that attended the presentation and the subjects of discussion were very relevant from a German company's perspective which wants to venture out to India.

## **Hamburg Media School & University of Fine Arts Co-operation with India**

The long span of Indian history covering more than 3000 years, its people and their lifestyles, their dance forms and musical styles, art & handicrafts, and such other elements go on to reflect the varied hues of Indian culture and heritage. Kolkata is categorized as the Culture Capital of India. Now the

Indian students of film studies in Kolkata have something to look forward to and share with the world. The prestigious Hamburg Media School of Hamburg, Germany has forged a tie-up with city's film school Roop Kala Kendro.

Mr. Nicolas Hill, State Secretary, Ministry of Culture, Sports and Media, Hamburg led a 16 member high level delegation to India in the month of November, 2009. Member of the delegation was Prof. Meyer-Burckhardt who developed the idea of the co-operation and was always the driving force. Mr. Nils Christian Granneman, Head of International Office, Hamburg Media School was also present. An MOU between Roopkala Kendro (Indo-Italian Institute of Film & Social Communication under the Department of Information & Cultural Affairs, Government of West Bengal, India) and Hamburg Media School, Hamburg - Germany was signed on 13 November in Kolkata. The Principal Secretary, Information and Cultural Affairs, Government of West Bengal was a signatory to the agreement.

IGEP supported the co-operation from its beginning. So Mrs. Sharda Subramaniam from IGEP had to accompany Prof. Meyer-Burckhardt (from Hamburg Media School & Radio Hamburg) on this occasion. According to the MoU the Hamburg Media School has now teamed up with the West Bengal government-run Roopkala Kendro for regular exchange of students, curriculum and technology.

The Hamburg delegation of the University of Arts and the Hamburg Media School had a successful trip last year in association with IGEP Foundation. At that time Prof. Meyer-Burckhardt, Dr. D. Kebschull and Mrs. Sharda Subramaniam and Mr. Sampath Kumar from Bharat Chamber of Commerce had met Shri Buddhadev Bhattacharya, Chief Minister West Bengal. It opened the doors for collaborative work with the Indian film and media industry. It is hoped that the new co-operation paves the way for an enduring cultural association and growth between the two nations along with exchange of rich cultural heritage.



## **Third India Week in Hamburg – a Great Success**

"Cooperation with India offers Hamburg significant potential

for both trade and industry as well as for science and culture. For this reason, I am delighted that Hamburg continues to open its gates for cooperation with India by hosting the India Week" said Hamburg Lord Mayor Ole von Beust, the Chief Minister of the Free and Hanseatic City of Hamburg, in front of a big audience on the late afternoon of 26. October 2009. The friendship and cooperation between Germany and India is not only based on foreign trade and economy, but also on the mutual knowledge and understanding of the cultural traditions of our countries," he emphasised at the Senate Reception at the Town Hall at the opening of India Week, which was also attended by the Indian Ambassador, H.E. Sudhir Vyas who came from Berlin to Hamburg.

More than 400 India Week guests, including Indian delegations from the fields of port management, renewable energies, life sciences, education, culture and science had assembled at the reception in the traditional Hamburg City Hall on the occasion of the third Hamburg India Week.

The Mayor encouraged the business community in Hamburg and India to make use of the broad range of possibilities in trade, manufacturing, research and any other field. Today ten per cent of the Indo-German trade is with Hamburg. More than 600 companies from Hamburg have firm relations with India. More than thirty Indian enterprises are already present in Hamburg. But this, Mr. von Boyst said, should only be a beginning.

His words were emphatically confirmed by the chief guest from India Mr. Krishnan Kalra, Secretary General, PHD Chamber of Commerce and Industry. He participated in the India Week and had important meetings with the city administration, planners and managers. He was also interacting with participants of the German India Round Table (GIRT). He urged experts from Hamburg to come to India. Especially in New Delhi, he said, they would be more than welcome in fields like city planning and establishing a world class infrastructure.

IGEP was instrumental in the preparation of the visit and as representative of the Hamburg Ministry for Economic and Labour Affairs also of the India Week. This year's India Week was the third "India Special" after the launch of the idea a bit more than two years ago. BWA organized a well attended seminar on renewable energies. Speakers were Dr. Sven Schulze of Hamburg Institute of International Economics (HWWI), Mr. Salil Narang, Haryana State Industrial and Infrastructure Development Corporation (HSIIDC) and Dr. D. Kebschull.

In addition to cultural events, conferences and workshops on German- Indian economic relations were held. Special events were organized on the topics of port management and logistics, renewable energies, and collaborations in research and science. Also, the "Hanseatic India Colloquium: Healthcare, Biotechnology and Pharmaceutical Sciences" was held. To conclude the India Week, the Indo-German Society invited Hamburg's approximately 2,500 Indian citizens and organisations to celebrate DIWALI, the Indian festival of

lights. The Indian Ambassador to Germany, H.E. Sudhir Vyas, supported the work and participated in the events together with the Indian Consul General at Hamburg, Dr. Vinod Kumar. Dr. Kebschull along with H.E. Sudhir Vyas had a meeting with Mr. Jost de Jager, the new Minister for Science, Economic Affairs and Transport of the State of Schleswig-Holstein. This was his first official meeting after taking on the responsibility of the Ministry.

A seminar was organized at by WTSH (Business Development and Technology Transfer for the State of Schleswig-Holstein, Germany) on 28. October 2009. Mr. Vinay Oswal, Director, National Agriculture and Food Analysis and Research Institute (NAFARI), Pune spoke on – "Collaboration possibilities in India with special focus on food processing industry". Mr. Krishnan Kalra from PHDCCI, Dr. Kebschull and Mr. Salil Narang spoke about the possible Indo-German Cooperation in various fields.

India Week participants and organizers were satisfied with the interest of experts, the general public, the media and the support from the government side in India and Hamburg. Given the positive response it has been decided to make the India Week an integral part of the event calendar of Hamburg. It will now take place every second year, alternating with a ChinaWeek.

## **SCHLESWIG-HOLSTEIN BUSINESS CENTER**

IGEP Foundation in co-operation with the Business Development and Technology Transfer Corporation for the Federal State of Schleswig-Holstein (WTSH) is working towards assisting the organizations, whether SMEs or large corporations, looking for expansion, joint ventures, partnerships, technology transfer, buy-outs etc. in Europe or India.

Dr. Kebschull as head of the Schleswig-Holstein Business Center was in Kiel on 30 June and 1. July 2010. He had one to one meetings with a number of companies interested in forging business ties with India. Some of the small and medium sized companies are already our pool members. Mr. Christian Decker organized meetings and interactions with a lot of companies. A few of them were viz: Kobau, Mint Media, Nordgetreide GmbH, dataschalt GmbH, SET GmbH, BRAN+LUEBBE GmbH, C.Otto Gehrrens, Queisser, Krüger & Salecker, Herbert Lange GmbH & Co. KG, Carromco, Protect GmbH etc.

It is good to see that the number of companies joining WTSH in the last year have shown considerable increase and most of them are already doing good business with India and consolidating their position in the subcontinent

## **Packaging Solutions - The German Way**

How can one get milk in a pouch or cereals and spices packed conveniently in an attractive packaging? Or for that matter vegetable and fruits in neatly packed and labeled carry bags?

Some decades ago this could have been a subject of imagination and curiosity for an average Indian. Today the packaging industry of India is one of the best in the world and more competitive than ever before.

This is one of the primary reasons why AFFELDT GmbH from Germany with its packaging solutions is preparing its entry into India. AFFELDT machinery is being used in nearly 40 countries, reliably counting, weighing, sorting, transporting, portioning and packaging all kinds of products. Today the business is known across the world in the bakery, agricultural and fruit-growing industry for its range of machines for the weighing and packaging sectors.

Mr. Martin Koeppert, Managing Director, Affeldt Verpackungsmaschinen GmbH and Mr. Stefan Herzhauser, Managing Director, Affeldt, Asia-Pacific Sdn. Bhd (sister concern of Affeldt) visited India from 10 Sept – 26 Sept. 2009 to explore further the possibilities of cooperation with Indian companies in the food processing sector.

This was a follow up to the earlier visits by Mr. Herzhauser to India in the months of April and June. IGEP organized meetings for Mr. Koeppert and Mr. Herzhauser with companies in Jalandhar, Ludhiana, New Delhi, Mumbai, Pune and Chennai. Different parts of the country were chosen for these visits to provide an opportunity to Affeldt to explore business opportunities in all sectors of packaging industry.

## **Oemeta – for the Auto and Machinery Sectors**

Indian automotive industry, today, is in a transition stage. There was a time when a handful of vehicle models were available in India. Today the number of vehicle models available are more than hundred and not a month goes without offerings of newer and more advanced model. Most of the auto shows around the world have Indian participation and an industry accustomed to buying most of its technology needs from outside is turning into an indigenous technology driven market. India has become a major auto component manufacturer due to the rapid growth in the automobile sales in India.

Similarly, the Indian machine tools industry today manufactures almost the complete range of metal cutting and metal forming machine tools. The range includes both conventional as well as computer numerical controlled (CNC) machines. The Indian machine tools industry forms the pillar for the competitiveness of the entire Indian manufacturing sector since machine tools produce capital goods which in turn produce the manufactured goods. Hence the growth of this industry has an immense bearing on India's entire manufacturing industry.

Nonetheless, the Government of India has forced (and will continue to do so in future) more stringent emission regulations which need the introduction of a host of advanced



emission abatement and other environment friendly technologies. Thus the need for Indian industries to develop/acquire a range of new technologies in a very short time has never been so acute. This situation will continue to be so in future as well. In this environment the Indian industry requires coolants that are technically, economically and ecologically the best.

It is the right time for the German company Oemeta Chemische Werke GmbH, a market leader in the area of water-miscible industrial coolants to enter India. Oemeta is a highly innovative company with more than 90 years experience. The company specializes in metalworking coolants especially in the automotive and machining industry. IGEP had the pleasure of welcoming Mr. Hinrich Voss, Head of Exports of Oemeta in January, 2010. Mr. Voss was visiting India to explore the market for Oemeta in India and offer the Indian Industry the Oemeta range of coolants. Products of Oemeta ensure low tool wear with low consumption and long tool life.

The need to safeguard the environment is also a major concern to the Indian machine tool and automotive component sectors. It is just here that Oemeta can play a decisive part. Oemeta lubricants have excellent run-off characteristics and contribute to a long operating life of the machines thus reducing product and waste disposal costs.

Oemeta's development process, tailored to the industry's specific requirements, leads to solutions and products that set standards in the metalworking industry. Product inventions such as the two-component cooling fluid and multi-function oils have led to lasting improvements and cost savings in the production processes of automotive and metal manufacturing industries.

With operations in Europe, North America, China, South East Asia and Japan, Middle East, Oemeta is interested now to expand its footprint in India as well. India's automotive and engineering industry can benefit a great deal by the adoption of the environmental friendly products.

## World's Best Training Management Systems for Indian Airlines

"An airport is often the first introduction to the country. A good airport would signal a new India, committed to join the ranks of modern industrialized nations," the Prime Minister Manmohan Singh said this while inaugurating the state-of-the-art integrated terminal, called T3, of the Indira Gandhi International Airport (IGIA) in New Delhi.

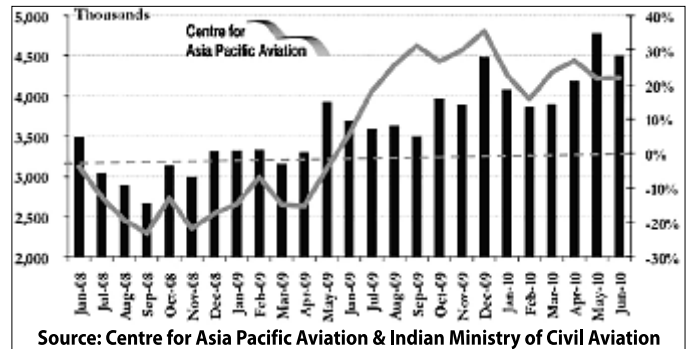
It is the world's third largest in size and will become the world's fifth largest in terms of capacity once it's fully functional. T3 will increase the capacity of IGIA to 60 million passengers annually, from 23 million after it starts commercial operations in August 2010.

Airports in many Indian cities are on the modernization and development stage and as stated by the Prime Minister the

Indian aviation sector has the potential to observe up to USD 120 billion of investment by 2020. The reason good enough to have many foreign airlines waiting to get a foothold in the Indian aviation sector.

During Jun-2010, domestic Indian airlines handled 4.5 million passengers, a 21.9% year-on-year increase, according to the Indian Ministry of Civil Aviation (MoCA).

### Indian carriers' domestic passenger numbers and passenger number growth: Jun-09 to Jun-2010



The airlines operator would require the best technological expertise to remain competitive. Mint Media Interactive Software Systems GmbH based in Kiel, Schleswig-Holstein, has developed in close association with successful aviation training providers, the world's leading Training Management System or TMS. Already leading airlines in the world such as Lufthansa, Emirates, Qantas, SAS and Cathay Pacific have adopted the TMS systems. The Indian airline operators now have a chance to also get the TMS system to bring about operational efficiencies and optimize their performance.

Mint's TMS has been designed as the answer to the complex and time consuming process of tracking qualifications and scheduling training in the international airline industry and air traffic control management.

The TMS software offers airlines and air traffic control organizations a powerful and flexible scheduling system with the following features:

- Training Demand – training due date of airline staff and air traffic controllers in line with IATA
- Roster Period Planning
- Day of Ops Scheduling
- Long Term Planning
- Training Curriculum Management
- Grading and Assessment of Trainee Performance
- Resource Management

IGEP welcomes MINT Media Interactive to the Schleswig-Holstein Business Center in India. It is already in touch with the key players in this field.

The Indian aviation industry is expanding to keep pace with the Indian economy. MINT can offer its training and development expertise to the Indian aviation personnel in line with the best international practices.

## Leipzig Fairs Witness Good Ordering

"Despite an economically difficult environment, we have had an almost stable visitor response. This means that the three events (Cadeaux, Comfortex and Midora) have held their own position as firm ordering fixtures for their sectors", was the view of Leipziger Messe Managing Director Martin Buhl-Wagner.

**The three concurrent events are the Cadeaux - Trade Fair for Gifts & Lifestyle Trends, Comfortex -Trade Fair for Interior Design and Midora - Watches & Jewellery Fair.** They attracted

This year, the combined presentation of CADEAUX Leipzig, COMFORTEX and MIDORA will be from 04-06 September. In conjunction with this, the fourth LE GOURMET will be on show from 04-06 September 2010.

The preparation for the India participation are underway and IGEP is short listing the potential exhibitors.

a total of 19,200 trade visitors who inspected the products of 650 exhibitors and ordered for their Christmas business.

IGEP Foundation as the representative of the Leipziger Messe GmbH accompanied Indian exhibitors. The beautifully decorated stall attracted a lot of visitors. The Indian handicrafts and gifts items are sought after in the German market. Mr. Mahesh Kumar of Goel Exports who was exhibiting his products for the second time was happy with the

overall response. He expressed his desire to have a warehouse in Leipzig so that he can visit the bi-annual fair more often to showcase his products.

According to the survey carried out by Leipzig's Institut für Marktforschung, 87 per cent of visitors and 80 per cent of exhibitors at the autumn CADEAUX 2009 want to come back again next year.

LE GOURMET, the connoisseur event for the general public, was held for the third time parallel to the trade fairs. It gave exhibitors dealing in table setting items, kitchen accessories



The IGEP stall at Cadeaux 2009 – Seen in the picture are (L to R) Mr. Stefan Kepschull, Mrs. Beate Kepschull, Mr. Pravin Agarwal and Mr. Mahesh Kumar



Mrs. Leonore Tschistjakow (second from left) from the International Marketing Department of Leipziger Messe GmbH, Leipzig at the IGEP Stall.

and gourmet products the opportunity to try out their offers on end-users prior to their introduction in the market. With 19,000 visitors, LE GOURMET 2009 attracted lively interest as it did before. "The concept of linking the trade fairs with a general public event and hence raising public awareness of products from the consumer goods industry, was a complete success once again in 2009", said to project director Andreas Zachlod.

## HAUS GARTEN FREIZEIT

## HAUS GARTEN FREIZEIT – Largest Sales Event of its Kind

"It was a wonderful experience for me and my company. I could sell off all my stuff at the fair and managed to get some good orders too. I would like to be here again next year" - Parvez Rasheed, Managing Director- Dei Gratia Exports told IGEP after his return back from Haus Garten Freizeit, Leipzig. Dei Gratia Exports from Maradabad was part of the India organized by the IGEP Foundation.

These days the economy seems to be on the upswing worldwide. The customer base in Leipzig was in a mood to spend over a period of 8 days. So they visited - Haus Garten Freizeit (Home Garden Leisure): one of the largest sales event of its kind in Central Europe with exhibitors showcasing products ranging from lifestyle, furniture, furnishing and equipment to textiles, fashion, jewellery, cosmetics and art and crafts.

The 20<sup>th</sup> edition of this exhibition held in 2010 saw 174,000 visitors and 865 exhibitors. An attractive support programme

with numerous highlights attracted more international exhibitors and visitors alike. The latest trends and products were presented, from garden and construction to living and leisure.

The exhibition was held from February 13 - 20, 2010 at Leipzig Germany and had 3 halls covering different product profiles. A much sought after fair by Indian exhibitors owing to its over the counter sales feature. It is like our India International Trade fair held every year in Delhi where exhibitors from all over the world converge with their products. There have been occasions when the exhibitors have a complete sell off two days before the last day of the fair. This fair offers an opportunity to have the best of the world at one place and that too at competitive prices.

The demand for Indian products makes it a complete sell off for Indian exhibitors in Haus Garten Freizeit. The visitors and exhibitors have been happy and satisfied with this years fair. 93% of the visitors said that they are satisfied with this years fair, 92% will recommend the fair to other people and 97% said that they will come again next year.



*Haus Garten Freizeit – A sales event of its kind*

The average amount of 114 € which was spent by each visitor this year was the same as in like the year before the economic crisis.

The next edition of the fair will be held from 12 -20 February 2011.



*A view of the IGEP stall with the Indian participants at Haus- Garten- Freizeit 2010.*



## **Indiagames at the Games Convention Asia at Singapore**

The common way to explain the term game is: 'an amusement for children.' But over a period of time it has acquired different meanings. It is not only children but anyone from nine to ninety can play games – computer games, outdoor games, indoor games, mobile games, electronic games, educational games etc.

So it was not a surprise when over 102,000 visitors came to the latest in computer games at the 3rd edition of Games Convention Asia (GCA) at Suntec Singapore International Convention & Exhibition Centre from 17 - 20. September 2009.

The fair was organized by the LMI (Leipziger Messe International GmbH), which is a subsidiary of the Leipziger Messe GmbH, responsible for international relations.

*IGEP Foundation*, as representative in India for the Leipzig Trade Fair (Leipziger Messe GmbH) started preparing for the

event from early 2009 to ensure India's strong presence at this event. With the gaming boom taking on the entire world, India hasn't been left untouched. Companies developing games, gaming software and hardware have mushroomed all over India. Consequently, it was imperative that this country with

*"Four days of expert insights, lively exchanges of ideas, business collaborations and exciting premieres of new games and activities have come to an end. We are very satisfied with how the convention has evolved into a must-attend event for everyone involved in the games industry," - Wolfgang Marzin, CEO of the Leipzig Trade Fair*

its growing gaming industry as well as emerging market of gamers was well represented in the only event of its kind in Asia-Pacific region.

IGEP Foundation contacted CEOs and heads of leading organizations in this industry. A very positive response was received from the companies who were eager to showcase their products, expertise and skills in all aspects of the value chain – from art, design,

technology to business & development and marketing. Mr. Vishal Gondal, CEO, India Games who heralded the gaming revolution in India by starting his first company (FACT) at the young age of 16, was finally opted for to represent the Indian gaming industry at this international event.

Since India is fast emerging on the global gaming industry radar, LMI expressed the desire to have a pre-event special interviews with Mr. Gondal which were arranged by IGEP Foundation in Mumbai

With all groundwork for India's presence at GCA 2009 done, Dr. Kobschull and Mr. Vishal Gondal left for Singapore to attend the 3 day event. Mr. Vishal Gondal was a speaker at the D.I.C.E Summit-cum-Games Convention Asia conference which saw 50 world renowned speakers share their insight in over 30 sessions. He shared the stage with speakers from more than 15 other countries, including among others Bob Wallace (Strategic Alternative, USA) and Christopher Natsume (Boomzap, Japan). The keynotes at the event were given by master game makers like Masaya Matsuura (NanaOn-Sha), Eundo Chae (Nexon Korea), Yasuhide Kobayashi (Sony Computer Entertainment Worldwide Studios), Takahiro Murakami (Electronic Arts) and Chris Taylor (Gas Powered Games).

All in all Games Convention Asia 2009 was a success with the public exhibition witnessing participation from over 80 international companies like Microsoft, IAHGames, Electronic Arts, NHN, Cherry Credits and Gambit and more than 1 Lac visitors. A lot of companies including Microsoft, Matchmove Games, Magma Studios etc. used this unique platform to launch or premier new games and online distribution portals.

## ISPO World Congress Meets for the First Time in Leipzig During ORTHOPÄDIE + REHA-TECHNIK

Illnesses, accidents and wars create a worldwide demand for prostheses and orthopaedic devices. In Germany alone, 6.7 million people are classified as seriously physically disabled. Many of them can only be helped to lead an independent life thanks to the use of a modern technical aids provided by the orthopaedic and rehab technology sector.

The latest products and systems, innovative medical, therapeutic and technical solutions require interdisciplinary approaches and international exchange. This is why the members of the International Society for Prosthetics and Orthotics (ISPO) meet every three years for a world conference at different venues. In May 2010, the ISPO met for the first time in Leipzig, coinciding with ORTHOPÄDIE + REHA-TECHNIK – International Trade Fair and World Congress.

"This means that for the first time in post-war history, the industry's two most important events worldwide are being held at the same time and in the same place", explained Bernd

The globally leading trade fair ORTHOPÄDIE + REHA-TECHNIK 2010 was a great success. From 12 May to 15 May, 21,200 visitors from 108 countries attended the ORTHOPÄDIE + REHA-TECHNIK trade fair, which is equivalent to a growth of 17% compared to the last time in 2008 (18,100 visitors from 83 countries). For the first time ever, the ISPO World Congress with some 2,600 visitors took place in the Congress Center Leipzig (CCL) at the same time from 10 May to 15 May. Thus, the two most important events in orthopaedics technology around the globe – trade fair and the congress – were combined in Leipzig

Wünschmann, project director for ORTHOPÄDIE + REHA-TECHNIK at the Bundesinnungsverband für Orthopädie-Technik.

IGEP was in constant touch with ISPO India and OPAI (Orthotics & Prosthetics Association of India) to provide help to their members for the participation in the World Congress and Ortho and Reha Fair in Leipzig. IGEP had an information booth at the OPAI Conference from 12-14 February 2010 in New Delhi. Mr. Klaus Ernst, Executive Director Trade Fairs, Leipziger Messe, Leipzig and Dr. Kobschull attended the conference. Mr. Ernst gave a presentation about Leipzig and the twin events at Leipziger Messe and answered to the queries raised by the participants. This year it was a good visitor's turnout from India in Leipzig.

## Rugmark Board Meeting and Exporters' Meet in Varanasi

The Rugmark Board Meeting held on 8. June 2010 in Varanasi was headed by the Chairperson Mrs. Maneka Gandhi and attended by Rugmark Board of Directors. The meeting focussed on the future strategy of Rugmark India against the prevailing market situation which is characterized by a massive slowdown of the demand, especially in the traditional key markets of USA and Germany. As the interest of these buyers in handmade carpets is decreasing it was decided to look into emerging markets like Poland and other Central European markets, Russia, Spain, Japan, Australia and Gulf Countries.

Mrs. Gandhi emphasized the need for more visibility and systematic marketing in all promising areas. A number of activities were proposed to identify realistic and pragmatic options in near future.

The Rugmark Board Meeting was followed by Rugmark Exporters' Meet. The Chairperson thanked Rugmark members for being a part of the initiative since 1994. She apprised the gathering about the latest developments in the world carpet market and complemented people associated with it for making Rugmark a known standard/label in the fight against illegal child labour.

Mrs. Gandhi proposed the formation of three committees to implement the aforesaid activities. Each committee is headed by one Rugmark Director and has many exporters as its members.

She opined that it is the time of retrospection and the Indian carpet manufacturers and exporters should look into ways and means to gain an upper hand in the competitive world



**The participants at the Rugmark Exporters' Meet in Varanasi**

market. The issue of child labour thanks for more than 15 years of systematic work is negligible in the carpet world now. In today's fast changing global market, it is not only the quality of products which is cherished by the retailers and manufacturers but also the working environments wherein the products are produced. Those are equally important to gain and strengthen consumer confidence and to build-up more reliable relationships with vendors.

It turned out to be a very good discussion forum where the Rugmark member exporters and the stakeholders came out with valuable suggestions and future actions to work together to promote Rugmark along with the Indian carpets.

## THEKO Visit to RUGMARK Schools

"It is really wonderful to see the children growing. Good Luck for the future! All the best!" – these were the words of Mr. Fred Keller, Managing Director of THEKO die Markenteppiche, Germany during his recent visit to the RUGMARK schools in Varanasi.

Similar sentiments were echoed by Mr. Babij, carpet buyer from OTTO Group, Hamburg when he said "It is always a pleasure for us to see the progress of the schools and their students. We look forward to the next visit."

### THEKO die Markenteppiche

It is one of the largest carpet companies of Germany since many years. The company is known for its brand "THEKO Collection" which is basically carpet collection in various forms. It is sourcing the RUGMARK labelled carpets from India and has developed a large customer base for Indian handmade and tufted carpets.



**Mrs. Maneka Gandhi, Chairperson Rugmark India along with Dr. D. Keschull at the Exporters' Meet in Varanasi**

It was a joyous occasion for the staff and students of RUGMARK School, Barhi Navada when the visitors from THEKO visited them and spent some time with them. As always the children were more than happy to welcome them and show their talents in front of many other guests. The gifts and stationery distributed by their well wishers made their day. These tokens

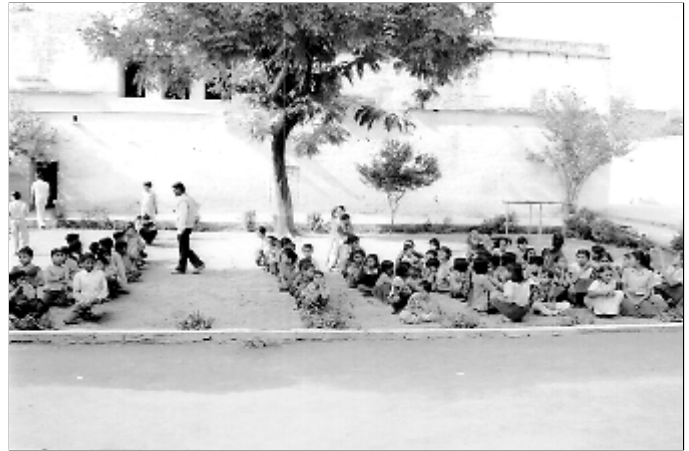
of appreciation bring a lot of cheer and joy in their lives and motivate them to dream big.

RUGMARK India would always strive hard to fulfil the wishes of their children so that our well wishers feel proud to be associated with this cause.

## Health Check up Camps in the Carpet Belt

Health camps are organized regularly for the RUGMARK children. Three such health camps took place in the month of October and December 2009.

The doctors carried out check ups of 80 students in RUGMARK Junior High School, Barhi Navada, Varanasi on 13. October 2009. Free of cost medicines were also distributed to the children. Most of the children were found to be suffering from seasonal ailments like cough, cold and flu. The doctor diagnosed a class 6th student with serious heart ailment. Her father was called and was asked to take her to a heart specialist. Rugmark is following this up to give help when needed.



RUGMARK School children waiting for their turn at the medical check up camp



RUGMARK Medical Camp – RUGMARK School Vijaypur on 19. December 2009

The next camp was at RUGMARK school Jagapur, where almost 110 students had check ups from the RUGMARK doctor. Here most of the children were suffering from skin diseases apart from seasonal ailments. The RUGMARK School Vijaypur also organized a medical camp on 19. December 2009. Almost all the kids of the school were checked up and given medicine if required or referred to doctors for further follow up.

We would try to find the cause for this disease in this part of the village with the help of medical experts and health workers of the area. Where possible also the parents and other family members are therefore checked. In addition the teachers and the staff got their check ups and free medicines.

RUGMARK health camps have become quite popular in the carpet belt and the villagers are always looking forward to participate in such camps.

### Carpets exported with RUGMARK labels till March 2010

	From 1994/95 till 31.03.06 Cumulative	01.04.06 to 31.01.07	01.02.07 to 31.03.08	01.04.08 to 31.03.09	01.04.09 to 31.01.10	31.01.10 to 31.03.10	Till 31.03.10 Cumulative
Hand-tufted carpets	2,698,668,	362,123	925,366	775,274	316,005	23,432	<b>5,100,868</b>
Hand knotted carpets	1,400,544	24,061	704,306	89,952	69,366	15,061	<b>2,303,290</b>
Dhurries/Rugs etc	673,250	113,110	943,122	618,341	407,708	32,618	<b>2,788,149</b>
<b>Total</b>	<b>4,772,462</b>	<b>499,294</b>	<b>2,572,794</b>	<b>1,483,567</b>	<b>793,079</b>	<b>71,111</b>	<b>10,192,307</b>

# THE IIGEP NEWSLETTER

## RUGMARK SOCIAL WELFARE WING

For Educational Session 2009-10

Rehab/Education Centres		Strength			Main Objective of the Centres
		Male	Female	Total	
Balashrya Gopiganj, Bhadohi, (U.P.)	Boarders	67	–	67	To impart vocational training, non-formal and formal education to children freed from carpet weaving *Needy children from the nearby areas are also admitted in Balashrya as day scholars.  <b>Schools provide free formal education to the children removed from the looms and also to those of poor weavers up to the 8th standard.</b>
	*Day Scholars	129	73	202	
RUGMARK School Baribisa Jagapur, Bhadohi, U.P.		148	129	277	
RUGMARK School Barhi Newada, Varanasi, U.P.		149	167	316	
RUGMARK School Handia, Allahabad		154	113	267	
RUGMARK School Bhagatpatti, Cherapur, Bhadohi		211	211	422	
RUGMARK School, Vijaypur, Distt. Mirzapur		124	120	244	
RUGMARK School, Devnathpur -Lakhamanpatti, Bhadohi		191	113	304	
<b>Total strength at RUGMARK Schools &amp; Balashrya</b>		<b>1173</b>	<b>926</b>	<b>2099</b>	

**All schools are officially recognized by the Uttar Pradesh Education Board.**

## We Welcomed

S. No.	Name	Designation	Company	Date of Visit
1.	Mrs. Clara		Federal Ministry of Economic Co-operation and Development (BMZ)	June, 2010
2.	Mr. Dieter Philipowski	Managing Director	Protec International	12 June - 14 June, 2010
3.	Dr. Ulrich Malchow	Managing Director	Port Feeder Barge	13 Mar - 15 Mar, 2010
4.	Mr. Uwe Muecke	Journalist	Stones	1 Feb, 2010
	Mr. Dirck Badock	Journalist		
	Mr. Klaus Schippke	Journalist		
5.	Mr. Heinrich Voss	Business Development	Oemeta	11 Jan - 16 Jan 2010
6.	Mr. Raul Perey	Sales & Service Engineer	Affeldt Verpackungsmaschinen GmbH	12 Dec - 19 Dec, 2009
7.	Mr. Christian Decker	Foreign Trade	WTSB (Business Development & Technology Transfer Corporation of Schleswig-Holstein)	3 Dec - 5 Dec, 2009
8.	Dr. Meyer Burckhardt	Media Manager	Hamburg Media School & Radio Hamburg	Nov, 2009
9.	Mr. Norbert Goss	Head Foreign Investment Schleswig-Holstein	WTSB (Business Development & Technology Transfer Corporation of Schleswig-Holstein)	17 Nov - 19 Nov, 2009 and 2 June - 5 June 2009
10.	Mr. Markus Rees	Authorized Representative, Loads, Marketing	Aerodyn	7 Sept - 13 Sept. 2009
	Mr. Peter Kraemer	Head of Projects & R & D		
11.	Mr. Andre Busse	Purchase Manager	Romberg	15 May - 31 May, 2009
	Mr. Reiser Roland	Management		

## Looking forward to welcome...

.... **Mrs. Deniz Richard, Key Account Manager, Nordgetreide GmbH** to India. Nordgetreide (<http://www.nordgetreide.de>) is a German based company dealing with the processing of corn, grain, barley and rice for the food industry. The company is looking at introducing high quality breakfast cereals, available in a number of flavours in the Indian market.

Mrs. Richard would be visiting India in the month of August 2010 to explore the Indian market and see how the market for breakfast cereals is poised at the moment.

.... **Mr. Jürgen Usinger, Sales Manager, Original Löwe - Gebr. Schröder GmbH.** The brand "Original LÖWE" (<http://www.original-loewe.de>) is known world over for quality pruners in viticulture, horticulture and fruit growing.

The company also manufactures a wide and growing range of highly robust industrial cutters for multipurpose usage in industry and trade.

Mr. Usinger will be in India in the month of September 2010 to meet, among others, the Indian customers using the products of Löwe which are already available in India.

... **Mr. Bernard Brandewiede, Managing Director, Amedon GmbH.**

AMEDON (<http://www.amedon.de>) specializes in developing, producing and marketing web-based solutions for data acquisition, data presentation and data analysis in clinical research and medical applications.

Mr. Brandewiede will be visiting India in the month of October 2010 to meet clinical research organizations as well as representatives from the medical fraternity.

## The little Keb Schools' at Jharkhand and Delhi.

IGEP gives main emphasis to good and sustainable business relations. But it is also taking care for many social activities. It runs schools and training centres and organizes health programmes. Examples are the Rugmark activities ([www.rugmarkindia.org](http://www.rugmarkindia.org)), the involvement of the stone industry ([www.schools-for-children.org](http://www.schools-for-children.org)) and the Little Keb-Schools in Neb Sarai/Delhi and Tisri/Jharkhand.

A glimpse of the Little Keb Schools' in Neb Sarai, New Delhi and Tisri, Jharkhand is given below:



Puja and Neha with Neha's mother after receiving the hearing aid.



Medical Examination



A music class in Neb Sarai, New Delhi



Its the lunch time.



The children at Tisri, Jharkhand