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THE **IGEP** NEWSLETTER

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What Brings 2011?

The New Year has come. As always with a lot of predictions about the next twelve months.

Although big parts of world are still suffering from the financial crisis and its economic impact the economic prophets are surprisingly of the same opinion with regard to India and Germany. India is expected to continue its high growth performance and for Germany an increase of the domestic product around 3.5 percent is seen at the horizon – the highest growth rate within the last twenty years! There is hope that Germany can play the role of the locomotive which pulls the whole European Union out of its difficulties.

However, not all is rosy. Things can go wrong in India if it does not successfully fight its price increase. To get the present inflationary tendencies under control, especially in the budget, the deficit must be reduced on the level of the Centre as well as in the Federal States. For Germany the greatest problems seem to come from the lacking budget discipline of other EU members. After Greece now Ireland and Portugal need help for stabilization. And there are one or two other countries showing dangerous symptoms.

For Germany a healthy and strong Euro is as much needed as in India the safeguarding of growth with price stability. For all decision makers 2011 will be a walk on the highest rope. They cannot give in to all populist wishes they are facing every day. In democracies this is not an easy task. But the problems are known and the remedies for curing them, too. If politicians, lobbyists and all others stick to them, 2011 can become a good year, marking the beginning of a new period of prosperity after the financial crisis.

I hope for it.

Yours sincerely,

Dr. Dietrich Keschull



Why not one Common Standard for Compliance?

Indian exporters, especially those dealing in textiles, garments, leather products, handicrafts, jewellery and other fast moving consumer goods are not only facing tough competition in prices and quality, they are generally asked to fulfill social and environmental minimum standards in production. These standards are set by nearly all important buyers from western markets.

Trade and the German Agency for Technical Co-operation (GTZ). Their task is the dissemination of social minimum standards and the discussion of all questions connected with its introduction and use among all parties involved. The standard practices used by AVE and its members are today known as BSCI. All related activities are run by AVE's Brussels based European umbrella organization FTA



Round Table on Social Compliance in India. Seen in the picture are starting from right Mr. A. Sahasranaman, Member, UNIDO – Global Leather Panel, Dr. Dietrich Kebschull, BSCI – India Representative and Chairman - IGEP Foundation, New Delhi, Chief Guest, Smt. Panabaaka Lakshmi, Minister of State, Ministry of Textiles, Govt. of India and Mr. Salil Bhandari, Senior Vice President, PHDCCI, New Delhi.

This was pointed out by Mrs. Panabaaka Lakshmi, the Minister of State in the Ministry of Textiles. She spoke at the Round Table on Social Compliance of BSCI (Business Social Compliance Initiative) of the Brussels based Foreign Trade Association (FTA). The meeting was organized by the IGEP Foundation and the PHD Chamber of Commerce and Industry in Delhi, on 23 September 2010. IGEP is having these Round tables since 1999. They have been established in connection with projects carried out jointly by the Foreign Trade Association of the German Retail

(Foreign Trade Association). Because IGEP cooperated with FTA/BSCI from the early beginning it was made the official BSCI representative for India in 2008. To keep strong relation with buyers, manufacturers, exporters and the stakeholders it was decided to use the Round table as a key forum and to have regular meeting at least twice per year.

BSCI members acknowledge audits done by another member company. Therefore one audit is enough for the whole BSCI. This practice has not yet been accepted by other

Non-BSCI companies buying from India, Bangladesh, China and other countries. So there is still multiple auditing which is costly and time consuming, although the standards are often relatively similar.

Against this background and many new standards coming up every day the Round Table discussion focused on the question "Why not one common standard"?

Shri Salil Bhandari, Senior Vice President, PHD Chamber, welcomed the gathering. He informed that PHD Chamber

participants.

Dr. D. Kebschull, Representative of BSCI in India and Chairman of IGEP Foundation emphasized in his inaugural address that the Round Table is an occasion for exchange of views and brain storming. There is no press, media etc. sitting to report the opinion in daily news section. Therefore all should and can participate without any reservation. The last Round Table dealt with the topic of living wages. It was interesting to find that in many



Mr. Salil Narang, DGM (F), HSIIDC, Haryana (right) along with other participants at the BSCI Round Table on Social Compliance

with its 1700 direct and 45000 indirect members would continue to propagate the cause of social compliance all over the northern region, as its activities are now spread over 10 states of the country in the central and northern part of the country. PHD Chamber has been promoting skill development and training of young men and women through its affiliates in the country. He appreciated the co-operation with Germany. In this context he mentioned a programme run by Konrad-Adenauer Foundation (KAF) that was initiated by Dr. Kebschull in 1989/90 and had a very good response by the Indian industry. He hoped that the Round Table would prove useful for the organizers and the

industries in India the actual wages paid were closer to the living wages as expected. Insofar the country is on the right track and performing much better than other Asian and African states.

Referring to the global economic scene Dr. Kebschull said that Germany seemed to be getting back to growth path, with the current year growth expected to hit 3%, the highest in the past 20 years, despite the dragging effect of PIGS (Poland, Ireland, Greece and Spain). The value of Euro against dollar has been improving, currently at 1.34, up from about 1.20 some months back. India too has been



L to R: Mrs. Dr. Ricarda Engelmeier from GTZ & Mr. Deepak Mohindra, Editor-in-Chief, Apparel Online

growing steadily, expecting a growth of 8.5 to 9% in the current fiscal.

Dr. Kebschull further stated that majority of Indian exporters have realized that audits and codes of conducts are a must for their future competitiveness. He mentioned that the present multiplicity of codes of conduct by various importers, traders and brand owners seems to increasingly become a strain for the suppliers. But it is indispensable for buyers. This can be seen from the growing number of members. Starting with a few dozens only in 2004, its membership has now swelled to more than 630.

Shri A. Sahasranaman, Member, UNIDO Global Leather Panel, then introduced the main subject of discussion of 'Why not one common standard?' He congratulated BSCI for the good initiative it had taken in organizing the Round Table meeting. He referred to the various changes that have come about in the global trade terms in the past over 25 years, all apparently to the detriment of the exporters from the developing countries. Initially many exporters of India also protested against these changes, but over a period of time they have realized that these

changes have been brought about more as a response to the changing domestic market situation in the importing countries. Therefore, the compliance with the requirements of buyers has improved substantially as it is realized that this is a business necessity. However, it still does discourage many an exporter, especially those who deal with a number of retailers and brand owners abroad, when each of them comes up with his own code and insists on independent auditing. Apart from audit fatigue, it also leads to increased cost. The irony of the situation is that all these codes only reiterate what has been stated in the Indian statute books and if only the Indian statute were sincerely implemented the factories would have no cause for concern or worry.

In this context, BSCI code is a good development as it has attempted to bring together various codes in existence and that it always had in mind the Indian laws and regulations. The fact that if a factory is audited by BSCI once for one customer, other members of it will accept it is indeed a very positive development.

Mr. Deepak Mohindra, representing an Apparel Magazine, said that in the textile sector, an effort to get the



L to R: Dr. Volker Bauer, Resident Representative of Hanns Seidel Foundation with Dr. Dietrich Kebschull

handloom clusters together was being made. If the children attended school and after school hours they worked with their parents, it was allowed.

He agreed with the idea of a common code of conduct but opined that it should be done in collaboration with similar other efforts underway. He reiterated that audit fatigue was indeed an issue in the textile sector too.

The Round Table participants representing suppliers, buyers, associations, international institutions and non government bodies further discussed how the procedures could be further simplified. The majority favoured one common standard. It was proposed to do this pro-actively as an Indian initiative with support of the Government.

A plan of action was unanimously agreed. Dr. Dietrich Kebschull, Chairman of IGEP and representative of BSCI in India, was asked to present the results to the Minister of Textiles and to other concerned ministries and to keep the Round Table informed.

BSCI Members' Assembly Receives a Positive Response

On 23-24 November the BSCI hosted its 2010 Members' Assembly. The event gathered over 200 members from its network, coming from various background; different sectors from clothing to electronics, from SMEs to large multinationals and from many countries all over the world. The BSCI executive office greeted its members in Brussels.

Mr. Rudi Delarue, the Belgian ILO Director, described ILO's position and its recommendation on social compliance in the

global supply chain in his keynote address. The two day event had a panel discussion conducted by international personalities in the CSR industry and interactive sessions with the members and the experts. Dr. Kebschull attended the meeting as the India representative and was in Brussels from 24 till 26 November 2010.

It was a good opportunity to renew contacts and to get to know company representatives. The BSCI Members' Assembly served as a good platform to network and share knowledge. This generated a lot of interest as the BSCI network is growing very fast. The launch of the new website (www.bsci-intl.org) drew particular attention for its new interactive capabilities. It allows members to share resources and opinions in a simple way.

Strong focus of the deliberations was on BSCI activities, including a 2010 review, the 2011 Action Plan, the 2011 budget, and member's updates on activities from the various Committees and National Contact Groups. The meeting also gave the opportunity for the BSCI to clarify questions raised by its members and take their suggestions and feedback.

Development Partnership (PPP): "Scaling Up Indian CSR Initiatives"

"A joint project by the Business Social Compliance Initiative (BSCI) and Social Accountability International (SAI) co-financed by the German Federal Ministry for Economic Cooperation and Development (BMZ)."

The BSCI members, suppliers and other stakeholders have been informed about the BSCI-SAI-GTZ Public Private Partnership (PPP) project in India. The project aims to scale up and mainstream social compliance in India, by combining similar initiatives and expanding the local infrastructure. It aims to improve the social and environmental status among the Indian companies. This should help the companies to be responsibly competitive in both domestic and export markets.

Over the course of its three-year duration, the project will develop a set of supplier training and technical assistance services tailored to the local needs. The project is also working towards establishing a national CSR Expertise Centre, which

Dr. Kebschull was also the Speaker at BASF (The Chemical Company) on their Supplier Day in Mumbai (06 -07 October 2010). It was a seminar where the concept of CSR and especially of BSCI was discussed. The role of suppliers in the BSCI process was elaborated for the benefit of the BASF suppliers. The two one hour long presentations highlighted BSCI and also gave information about the PPP project 'Scaling up CSR Initiatives in India' and also about the GTZ projects 'Global Reporting Initiative' and 'Guidelines on Social, Environmental and Economic Responsibilities of Business' with Indian Institute of Corporate Affairs (IICA), Ministry of Corporate Affairs.



Dr. Kebschull at the Social Accountability International (SAI) Board Meeting in Mumbai

will be built on the experiences of the project in training and technical assistance. The centre should become a self sustaining institution.

The IGEP management as representative of BSCI in India has been a Member of the 'Task Force Group' and has been involved in the preparatory discussions in India.

A *Fast Track Group* has also been established for the period till tentative starting time. Dr. Kebschull is a member of this group for BSCI. Both groups have regular teleconferences, meetings, seminars and communications. IGEP has always participated, synchronized and organized inputs from BSCI Brussels.

The first Steering Committee Meeting was organized in New Delhi on 1. November 2010. Dr. Kebschull represented BSCI in the meeting. Subsequently he visited Mumbai from 02.-04 November to attend the Social Accountability International (SAI) Advisory Board Meeting. He provided inputs in the various sessions spread over the three days in synchronization with BSCI Brussels.

Forthcoming Events of BSCI in Delhi:

Round Table on CSR/Social Compliance (18. January 2011): The BSCI Round Table will be organized with PHD Chamber of Commerce and Industry. The topic is _ 'Social Standards: Support or Barrier – What should be improved!' Dr. Olga Orozco, Managing Director (Operations) of BSCI Brussels will be participating too.

BSCI Auditors' Calibration & Training (17. January 2011): The BSCI offers specific training for BSCI-listed auditors and consultants in order to better understand the BSCI system and apply it to the local context while interacting with factories and the operations within the supply chain.

Implementation Committee (IC) Strategy Workshop (19-21 January 2011): The preparations are going on for the workshop. The PPP Project representatives (SAI- GTZ-BSCI) will come together to work on the strategy and business model of the CSR Centre

Round Table on Social Standards in the Natural Stones Sector

'Focus on the whole value chain, keep business running and improve it to become internationally competitive in the natural stone trade. The awareness about contents of minimum standards (local and internationally ratified agreements/conventions) is what India's stone sector needs today. Accordingly we do our audits in this field. We cover the whole value chain. Since more than two years we have been working therefore with the biggest German importers organizations for granite and marble, especially for gravestones and monuments, the IGN (*Interessengemeinschaft Natursteine e.V*) and the Indian Monuments Manufacturers Association (IMMA).' Dr. D Kebschull said this in the first Round Table on Social Standards in the Natural Stones Sector on 23 November 2010 at GTZ Eschborn, Germany. He accompanied the IGN Chairman, Oswald Kurt, and the Vice-Chairman, Werner Roll.

The Round Table had the participation of different organizations, institutions, agencies and initiatives associated with the natural stone sector in Europe. Germany is the biggest European buyer of natural stones, especially of granite from India. However, there is much campaigning against these imports. It is claimed that the working conditions are very poor. Allegedly there is a lot of child labour.

India is the largest producer and the third largest exporter of stones in the world. With nearly inexhaustible deposits of stones, India is also the only country in the world capable of delivering all major stone varieties. To avoid set backs and losses to the trade, IGEP took up the matter and developed an appropriate strategy against these claims. A *Memorandum of*

Understanding was signed with the Indian Monument Manufacturers Association (IMMA) and with the Germany based Interessengemeinschaft Natursteine e.V. (IGN).

IGEP is also doing social auditing projects for other stones from India. It has initiated activities to provide correct information about the working conditions in stone quarries in India and in the manufacturing units. This is done in strong cooperation with quarry owners, exporters, buyers and other stakeholders.

The outcome of the deliberation in the Round Table was positive. It was proposed that the next Round Table could be in a producing country and stakeholders from developing countries will be invited to discuss/participate in the discussion forum.

Round Table in Bangladesh

'Effective workers' representation is important to develop the readymade garments sector in Bangladesh.' This was the opinion of most of the participants at the Round Table on Social Compliance in Bangladesh. The meeting organized by Business Social Compliance Initiative (BSCI) was held at Dhaka Sheraton Hotel on 26. October 2010.

The discussion focused on "Towards Effective Workers Representation – The Ways of Implementation". There were representatives of Ministry of Labour & Employment, Members of Parliament and of Diplomatic Missions of the European Union, Germany and United States of America. Mohammad Israfil Alam, Chairman of the Parliamentary Standing Committee for Labour and Employment Ministry, Bangladesh who was present at the Round Table discussion said that there was no way to deny trade unions according to the country's constitution.

Dr. Kebschull, BSCI representative in India shared his experiences and said that buyers are getting more and more interested in social and environmental compliance these days and it is an important issue in India too.

The Round Table turned out to a good platform where even the participants from private sector, the suppliers, European and American buyers, including the BSCI, exporters and manufacturers, business associations, representatives of trade unions, labour activists, Bangladesh Police and advisors had the opportunity to voice their opinion for enhancing the trade opportunities of Bangladesh in the global market.

During the brainstorming presentation, supplier representatives and trade unions showed some willingness to cooperate. The RT showed again how much it can participate to creating more trust and cooperation among stakeholders. This is especially important after the unrests of this summer and the adoption of a new wage structure which will be a huge compliance challenge in 2011.

Disaster Prevention in the Bangladesh Garment Industry

It's not China or India but Bangladesh which is now emerging as the new textile and garments exporting hub of the global textile market. The textile and garments industry has played an important role in Bangladesh's economy for a long time. A huge 78 percent of the country's export earnings come from textiles and apparel, according to the latest figures available. Bangladesh exports its apparel products worth nearly \$5 billion per year to the United States, European Union (EU), Canada and some other countries. It is the sixth largest apparel supplier to the United States and the EU countries. Currently, the textile industry in Bangladesh accounts for 45 percent of all industrial employment and contributes 5 percent to the total national income. The industry employs nearly 4 million people, mostly women.

Unfortunately the rising demands on major manufacturing issues like adequate wages, maximum working hours, safety and other social and environmental concerns have created unrest in the country and led to worries in the buying countries. This could have serious consequences for US and EU buyers having taken advantage of lower Bangladeshi prices during the economic recession, compared with rising costs in China and Vietnam. Official data are showing a stagnation in Bangladeshi apparel exports in the past fiscal year (July 2009 - June 2010), although they apparently rebounded now.

To add to the difficulties there were some incidents that have triggered nationwide unrest. To look into the issue a conference on "Disaster Prevention in the Garment industry" was organized in Dhaka Bangladesh from the 5 to 6 December 2010 at the Sonagaon Hotel. The objective was to bring together all the stakeholders and look for ways and means to tackle this problem.

The conference was organised by the International Textile Garment and Leather Workers Federation (ITGLWF) represented by Mr. Steven Grinter, the Social Auditing Initiative (SAI) represented by Mrs. Judy Gearhart, Bangladesh and the National Council of Textile Garments and Leather (BNC) represented by Mr. Z.M. Kamrul Anam and the Multi Fibre Agreement (MFA) Forum.

IGEP as the representative of Business Social Compliance Initiative (BSCI) attended the meeting. IGEP has been involved with the textile industry since more than two decades and its experiences with auditing and social and environmental compliance in the textile and garment companies would help in finding solutions to prevent such disasters in the near future. Many big brands, buying houses, suppliers, NGOs, factory owners, trade unions, associations, and social auditing organisations delved on this serious issue.

The deliberations and outcomes were compiled and put as

agenda for the follow up meetings with ministries, trade unions, factory owners, law enforcing agencies and others who can be a part of the solution to this problem. The sooner the Bangladesh textile sector overcomes these issues the better it will be for its trade and development.

SCHLESWIG-HOLSTEIN BUSINESS CENTRE

Schleswig-Holstein is the most northern federal state of Germany. Although a small state it has become a center for services and technology, with a good infrastructure and with excellent connections to the port city of Hamburg. Schleswig-Holstein is ideally located in Europe as the gateway to North, East and West Europe. Schleswig-Holstein and Hamburg therefore have become a major hub for international firms trying to establish a foothold in Europe and Germany. IGEP is the representative of the Federal State of Schleswig-Holstein.

The Business Development and Technology Transfer Corporation for the Federal State of Schleswig-Holstein (WTSH) based in Kiel, is the regional development agency for the Federal State of Schleswig-Holstein. IGEP in co-operation with WTSH is working towards assisting the organization. This comprises a wide range of services e.g. for SMEs or large corporations, looking for expansion, joint ventures, partnerships, and technology transfer, buy-outs etc. in Europe or India. WTSH is directly linked with the Schleswig-Holstein Ministry of Science, Economic Affairs and Transport. Dr. Haas, Head of Department Economic Promotion, Medium Sized

Business and Tourism from the Ministry of Science, Economic Affairs and Transport of the Federal State of Schleswig-Holstein was in Delhi on 30. October 2010. He visited the SH Business Centre on Saturday to have meetings with Dr. Kebschull, Sharda Subramaniam and the staff.

For meetings with interested German companies WTSH has established special India days. Here IGEP representatives together with their WTSH colleagues meet entrepreneurs and leading managers for discussions and first consultancy-either in WTSH, a Chamber of Commerce or directly in the factories. The last meeting took place on 9-11 November 2010 in Kiel and Lübeck. Sharda Subramaniam, Christian Decker (WTSH) and Dr. Kebschull had meetings and discussions with 28 companies interested in forging business ties with India. Some of the small and medium sized companies are already the members of the Business Centre. Mr. Christian Decker and his colleagues organized meetings and interactions with a lot of new companies too. A few of them were:

1. Witte Pumps & Technology GmbH
2. C.Otto. Gehrckens GmbH
3. Fecon GmbH
4. Edm. Romberg & Sohn GmbH
5. Kobau GmbH
6. Contros Systems & Solutions GmbH
7. gb Meesenburg OHG
8. HSH Nordbank AG
9. Proxitron GmbH
10. Neander Motors AG
11. Krüger & Salecker Maschinenbau GmbH & Co. KG
12. Hela Gewürzwerk Hermann Laue GmbH
13. ibz ENPROTEC GmbH



Dr. Haas, Head of Department Economic Promotion, Medium Sized Business and Tourism from the Ministry of Science, Economic Affairs and Transport of the Federal State of Schleswig-Holstein with his wife at WTSH Business Centre in Gurgaon.

14. Amedon GmbH
15. Dohrn Trading GmbH
16. dataschalt GmbH
17. Nordgetreide GmbH & Co. KG

Business Center is looking forward to having good collaborations with its existing members and to further increase its numbers in the years to come.

Forthcoming WTSH India Days at Kiel, Schleswig-Holstein-Germany:

1. 1-4 March 2011
2. 28-30 June and 1 July 2011
3. 25-27 October 2011

HAMBURG BUSINESS CENTRE Now Together with HWWI

IGEP has been running the Hamburg Business Centre since 2005. In April of last year the Hamburg Senator for Economic Affairs, Gunnar Uldall signed an agreement with Dr. Kebschull. This aimed at supporting mainly small and medium sized companies in establishing stable relations with India.

IGEP has carried out a broad range of activities during the last five years with mainly Hamburg and Indian based companies. It also organized regular contact and information meetings in Hamburg. It also took care for Indian firms interested in Hamburg as their German and European business links and was intensively involved in establishing the Hamburg India Week which will again take place this year in autumn. Hamburg business delegation to India have been organized as well as Indian team visits to Hamburg.

At the beginning of October 2011 the Hamburg Business Centre has been considerably strengthened by agreeing a partnership between the highly reputed Hamburg Institute of Economics (HWWI) and IGEP. HWWI will actively promote business with India in Hamburg, with special focus on small and medium sized companies. The German word for these firms which form the backbone of the German economy is 'Mittelstand'.

According to Prof. Dr. Thomas Straubhaar, the head of HWWI, "nearly every Mittelstand company in Hamburg is considering possibilities how to make business with China, while India is still a bit neglected". Hamburg's Senator for Economic Affairs and Labour, Ian Karan, emphasized that "therefore this cooperation project between HWWI and IGEP is of major importance for us". His ministry the Behörde für Wirtschaft und Arbeit (BWA) is the permanent counterpart of the Hamburg Business Centre from its early beginning. Senator Karan and Prof. Straubhaar were talking to the press on 18. October when the joint HWWI-IGEP venture was officially presented to the public.

At present more than 500 companies from Hamburg who have regular business with India, supported by the HWWI-IGEP activities. The number should be increased during the

next three years through intensive and systematic promotion work. The activities are jointly financed by the European Union and the Free and Hanseatic City of Hamburg within the framework of the European Social Fund.

We all look forward to the new cooperation which is the continuation of many activities we have already carried out with HWWI during the first ten years of IGEP in India.

Indian Aviation Sector Looks for Better Training Management

The new Indian airports are termed as one of the best now and air traffic figures show enormous growth rates.

No wonder the Indian aviation industry is expanding to keep pace with the Indian economy. The airlines operators are going for the best technologies to bring about operational efficiencies and optimize their performance.

MINT Media Interactive Software Systems GmbH, based in Kiel has designed and developed a software system tailored for the aviation industry. It belongs to the latest member of the growing pool of German companies in the Schleswig-Holstein Business Center.

The training demand of the aviation industry is highly complex and requires among others maintenance of extensive records of licenses, medical records and certificates, revalidation of licenses etc.

As an airline expands its operations and fleet, a legacy in-house solution becomes harder and harder to maintain. Systems like MS Excel and others cannot be depended on to fulfill the complex requirements of staff and capacity planning. The aviation industry, especially the training department has some very specific requirements in terms of training and regulatory compliance.

MINT Training Management System (TMS) can help an airline immensely by ensuring regulatory compliance by monitoring relevant rules, qualifications and record prerequisites for its operational staff including pilots, engineers, cabin crew and ground handling staff. MINT ensures easy retrieval of data concerning the current licenses of staff, when revalidation is required and also informs the management of expired licenses of the staff members. Substantial cost savings is ensured and at the same time related penalties avoided.

IGEP organized the visit of Mr. Wolfgang Becker, CEO of MINT Middle East FZE to India from 23-26. November 2010. Mr. Becker gave presentations in Air India, Jet Airways, Kingfisher and with the Airports Authority of India in New Delhi.

The response has been very encouraging as the aviation industry in India is still very much dependent on excel based data retrieval systems. The fleet expansion programs of many Indian operators have to go side by side with modifications and streamlining of the training management systems. MINT is offering the specialized software to help the airlines meet these challenges.

Key benefits of adoption of MINT Software as a Training Management System.

1. Easy migration from old system to new system possible.

It is possible to import data from the older records and files without difficulty. MINT software interfaces with other applications via its API and your IT systems can be used optimally. It ensures time saving, flexibility and cost savings.

2. Medical Records / Scanned Medical Records possible

The software can be used for storage of medical records and generation whenever required. Scanned medical records can also be stored and retrieved with ease.

3. Currency Monitoring of the Pilots' and Instructors' Records

Not only the medicals but also all the other due dates for training, observations and renewals can be set up by a flexible condition-rule concept.

Due dates for certain events are now available by everybody via a centralized data repository driven by the currency-queue.

4. Support of multiple training locations and optimized resource utilization

A unique feature of MINT Training Management System is that it allows managing training at multiple locations and the scheduling algorithm helps to optimize the utilization of instructors and examiners, but also of simulators and other high-cost equipment.

5. Connection to Learning Management Systems (LMS)

Whenever Computer Based Training (CBT) training is planned the MINT software allows a simple connection to your Learning Management System. The enrolment can be done and the summary results are captured for recording the trainee's training process.

Kellogg's, Quaker Oats, Nestlé, and General Mills promote their products for the health benefits gained from eating oat-based and high-fiber cereals. Manufacturers often fortify breakfast cereals with various vitamins. And don't forget the kids. They are a market segment that gets the first and the foremost attention. So the breakfast cereals for their category has a new positioning - healthy snacks that can be available in small packets and can be eaten all day.

The breakfast cereal industry is highly profitable, with attractive gross profit margins. It has managed 90% penetration in some markets. This is one of the factors that prompted Nordgetreide from Germany to enter Indian market.

Nordgetreide GmbH & Co. KG was founded in 1966. The product range consists of milled products and cereals. It specializes in the production of cereal granules, mini flakes, puffed cereals, both standard and organic grade. Nordgetreide is one of the world's few cereal producers processing corn for their cornflakes products in their own mills. This enables a quality control of the raw materials and intermediate products from "the field to the breakfast table".

Mrs. Deniz Richard (Key Account Manager) of Nordgetreide visited India from 22. August to 28. August 2010. During her visit she met many companies in the National Capital Region (NCR), Mumbai and Bangalore. She interacted with a lot of interested distributors and potential producers.

The first visit of Nordgetreide was promising. Therefore it may consider to appoint one or more distributors of Nordgetreide products (i.e. cereals and flakes of different variety) in India. Nordgetreide is looking forward to be a part of the huge and highly competitive Indian market. Indian consumers can look forward to some very interesting choices in the future.

Breakfast Gets Tastier

In India, a popular breakfast combination is poha and milk. Poha is flattened rice flakes or wheat flakes. It is mixed with hot milk, sugar or jaggery and a minute quantity of cardamom, making a wholesome breakfast. This is very popular in West India. In North India, a similar breakfast is Dalia (cracked wheat), made with whole wheat grits. It can be made both sweet (cooked in milk with sugar) and salty (cooked in water using vegetables). The South Indian staple breakfast is idli, sambar, and vada (delicacies made from rice and cereals). Like all traditional South Indian meals, this breakfast is served on a banana leaf.



Today the new modern India feasts on a variety of breakfast cereals. The breakfast cereals marketed today are considerably more convenient to use, attractive packaging and less time consuming to prepare. These days breakfast cereals are marketed to all age groups. For adults, companies such as

Löwe – World's First Secateurs now in India



IGEP traditionally dealt with Indian companies interested in foreign markets. In the Schleswig-Holstein Business Centre most of the members want to enter the Indian market. Here major emphasis is given to long term cooperation with private Indian companies – be it through strategic trade alliances, technical collaborations or joint ventures.

Many of the members of the SH Business Centre in Gurgaon are what in Germany is named "Mittelstand" companies. These companies which form the backbone of German economy are usually medium sized companies, highly passionate about the quality of their

products and relentless about customer service. The secret of their success lies in their endeavor for constant innovation. It is these virtues that make a "Made in Germany" product highly accepted throughout the world.

Loewe, manufacturer of agricultural and industrial secateurs and pruners, is a perfect example of such a company. IGEP had the privilege to welcome Mr. Jürgen Usinger (International Sales Manager) of Loewe to India. He was here from 23 to 28 September 2010 and visited Bangalore, Delhi and Mumbai.

Loewe traces its humble beginning to the year 1923. They developed the world's first anvil secateurs. They find applications in viniculture, horticulture and fruit growing. They also offer a range of highly robust industrial cutters for multipurpose usage in a variety of industrial applications.

A Loewe secateur or cutter carries a life long guarantee. This was reiterated by Mr. Usinger when he met potential distributors and partners in India. He further stated that Indians should weigh in the long term return on investment of quality products against cheaper alternatives. Mr. Usinger demonstrated how a Loewe product differs from other alternatives in the market and the superiority in terms of easy handling, design and safety features. The Loewe cutters are designed in a way that all the parts are replaceable.

The Loewe range of secateurs and pruners are now available in India through selected distributors. They are also being displayed in selected trade fairs throughout the country. Customers will be able to try them first hand and feel the difference.

If you need further information, please contact us by phone or email.



Choose a reason to have ORIGINAL LÖWE Secateurs?

- Available as bypass lopper or anvil lopper
- superlightweight and excellent ergonomics
- four sizes for optimum use: 50 / 65 / 80 / 100 cm
- wide opening, cutting capacity 45mm
- good balance, great ease of movement
- optimum cutting geometry, very robust
- precision cutter head with service life extending chamber ground at cutting edge and anvil blade
- unbreakable blade and anvil blade by optimised adaptation of quality steel and heat treatment
- shock absorber for minimisation of cutting shock to reduce wrist fatigue
- sap groove, grease chamber for self-lubricating bearing
- all parts easily replaceable.

Investment Opportunities in Germany

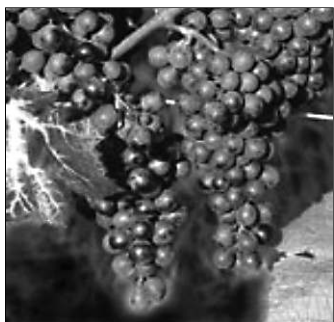
Mr. Norbert Goss, Head of Foreign Investment of WTSH (Business Development & Technology Transfer Corporation of Schleswig - Holstein) Germany visited India in October (6.-8. October 2010).

WTSH, based in Kiel, is the regional development agency for the Federal State of Schleswig-Holstein.

Mr. Goss offers to Indian companies' office space on rent in Kiel and Neumünster which are very economical and which suit the budget of Indian SMEs. IGEP organized meetings/ presentations with a number of companies in the National Capital Region (NCR) and Chennai who are interested in having an office or another first bridge-head in Germany or the European Union.

During his visit to India Mr. Goss also provided information on procedures related to setting up office or a company, taxation, logistics, residential accommodation etc. He highlighted how a base in Schleswig-Holstein/Hamburg can improve visibility and accessibility for doing business in Germany and the European Union.

As the investment opportunities are open to all companies big and small Mr. Goss did not limit himself at a particular sector. Therefore companies and individuals from all sectors - food



Viniculture



Fruit-growing



Horticulture



Tree nursery

processing, IT, chemicals, automotive, engineering, renewal energies etc. were part of his presentations and interactive sessions.

The response was tremendous and follow up would be taken up by the IGEP Foundation.

Why Schleswig-Holstein?

Schleswig-Holstein is a center for services and technology, with a good infrastructure, with the port city of Hamburg in its vicinity. It is the gateway to North, East and West Europe. Schleswig-Holstein and Hamburg has become a major hub for International firms trying to establish a foothold in Europe and Germany.

The special advantages for Indian companies to locate their business in Schleswig-Holstein/Hamburg are:

- ✓ A base in Schleswig-Holstein/Hamburg can improve visibility and accessibility for doing business in Germany and the European Union.
- ✓ Offer guidance in all aspects of setting up an office, taxation, joint ventures, residential accommodation, and any other advice.
- ✓ Promotion of technology projects and research and development activities.
- ✓ One can acquire an office space in Neumünster at 10 Euros (INR* 6000/-) per square meter per month. It includes joint kitchen facility, parking and office assistant for basic official task. The office size is generally 20-35 square meters.
- ✓ Similar rates can be considered for Kiel and other nearby cities in Schleswig-Holstein.

* 1 Euro = 60 INR

Fly your own Carpet to your Wall

Who says art has to only be done on canvas and paper? You can have a unique painting woven for you by a legendary artist or designer – a museum quality piece of beauty: an Alladin's magic carpet!

Mr. Sunil Sethi's Design Alliance and Mrs. Maneka Gandhi's People for Animals took art beyond the canvas to carpet. Using the canvas as reference, the designs of master artists have been laboriously hand-woven into the fabric by weavers from Varanasi and Panipat. Mrs. Maneka Gandhi, the Chairperson of People for Animals, is also the Chairperson of Rugmark India which has been the main instrument in removing child labour from the carpet industry. Rugmark runs six schools and a rehabilitation center for children in Bhadoi and Varanasi.

Because of the realities with the carpet sector Rugmark India participated in the exhibition of the special products from 27. to 29. August 2010, at hotel The Lalit in New Delhi. Forty works by 25 artists such as SH Raza, Ram Kumar, Manjit Bawa and others were being reproduced in 10 pieces each. Each carpet

had a Rugmark label fixed on the backside. Beautiful pieces developed by Jehangir Sabavala, TM Vaikuntam, Manu Parekh, Jayasri Burman, Paresh Maity and GR Iranna attracted lots of buyers as well as the works of fashion designers such as Rohit Bal, Manish Arora and Rajesh Pratap Singh.

It was a gathering that got artists, designers, social workers all onto one platform or rather, carpet. 'Fly your carpet to your wall' - a People for Animals (PFA) fundraiser, was jointly organised by Kingfisher. The show very well demonstrated what all the Indian carpet sector can do and that there is always room for the new ideas and designs.

India Carpet Expo – Varanasi 2010

The carpet sector is apparently experiencing a change now. An industry thriving on unorganized sector is now banking on organized operations and infrastructure development. Carpet exporters are setting up units for bulk production and quality



Mr. Marvin Schindler and Mr. Sanjeev Mishra with an exporter at the IGEP information booth.

control for their overseas markets. IGEP provides all possible assistance to such companies through its Rugmark Initiative. These companies are now keen to become socially and environmentally compliant. They are keen to get information about social and environmental standards and its advantages to the carpet and rug industry.

The increase in queries from the carpet belt prompted IGEP to set up an information booth at the India Carpet Expo from 29. October to 1. November 2010 at Varanasi. Smt. Panabaaka Lakshmi, Honorable Minister of State for Textiles, Ministry of Textiles, Government of India inaugurated the four day fair. Smt. Rita Menon, Secretary (Textiles) was also present at the occasion.

IGEP has been in touch with Smt. Panabaaka Lakshmi, Hon'ble Minister of State for Textiles. So she was the Chief Guest at BSCI Round Table organized by IGEP on 23. September 2010.

Sharda Subramaniam, Director-IGEP was at the expo and comprehensive information dissemination about social and environmental compliance was done at the IGEP booth. The importance of BSCI audits and procedure was also explained to them.

The India Carpet Expo – Varanasi is organized by the Carpet Export Promotion Council under the aegis of Ministry of Commerce. The exhibits ranged from hand knotted, tufted carpets and many other types of carpets and floor coverings. The fair provided a unique opportunity to exporters for direct interaction with buyers and showing them their, showrooms, manufacturing units, go downs, warehouses etc. There were professionals from department stores, specialized carpet chains, wholesalers, carpet manufacturers, carpet importers and exporters, handloom houses, designers, representatives from emporiums etc. It was a good platform for all to meet and enhance the business opportunities. IGEP is keen to assist the exporters especially to identify new markets for the carpet trade.



Smt. Panabaaka Lakshmi, Honorable Minister of State for Textiles, Ministry of Textiles, Government of India and Smt. Rita Menon, Secretary (Textiles) at the Carpet Expo in Varanasi.

Pearl Academy and LDT, Nagold - A Decade of Co-operation

"It is a proud moment for IGEP as Pearl Academy of Fashion completed 10 years of association with LDT Nagold, Germany. It seemed yesterday when IGEP brought the two institutions together to facilitate the Indo-German collaboration to usher the retail era in India." These were the thoughts of Dr. Kebschull, Chairperson IGEP Foundation during Continuum 2010. The Pearl Academy of Fashion in association with LDT Nagold, Germany and IGEP Foundation organized an international conference, 'Mapping the Retail Future' on 23. October 2010 at Stein Auditorium in India Habitat Centre, New Delhi. The conference was a part of "CONTINUUM 2010", organized to celebrate ten years of successful academic partnership of Pearl and Nagold, in association with IGEP Foundation.

LDT is a leading institution in Europe on Fashion and marketing. It specializes exclusively in retail education and training. It is set up by a consortium comprising of the most prominent retail organizations in the world. Pearl, India's leading fashion and design institute is having a regular student and faculty exchange programme with LDT for more than a decade now.

IGEP has been associated with Pearl Academy of Fashion for more than a decade now. It has introduced integrated experts under CIM to its faculty and assisted in networking with German institutions and various Indo-German projects over the years. Dr. A.K.G. Nair, Chairperson of Continuum and Group Director has been instrumental in establishing Pearl as India's pioneer fashion institute of international prestige. The conference was a success with eminent personalities from the world of global fashion and retailing sector. It highlighted the key factors that have impacted retail over the years and focused on new trends that will shape up the future growth of retailing, especially fashion retailing.



Sharda Subramaniam with Carpet exporters at the Carpet Fair in Varanasi



The speakers at the 'Continuum 2010' organized by the Pearl Academy of Fashion in association with LDT Nagold, Germany and IGEP Foundation (L to R – Dr. Kebschull – Chairperson of IGEP Foundation, Dr. A.K.G Nair - Group Director Pearl Academy of Fashion, Delhi, Mr. Rudiger K.L. Jung- Director Pedagogy & Organization of LDT Nagold, Mr. Kuffner, Germany, Mr. Manfred Mroz - Managing Director of LDT, Nagold-Germany and a guest.

Conference Speakers:

1. Mr. Manfred Mroz, Managing Director – LDT, Nagold-Germany
2. Mr. Ruediger K.L. Jung, Advisor, Continuum and Director Pedagogy & Organisation, LDT, Nagold – Germany
3. Mr. B.S. Nagesh, Vice Chairman – Shopper's Stop Ltd.
4. Mr. Sanjeev Mohanty, Managing Director – United Colours of Benetton
5. Mr. Shailesh Chaturvedi, CEO and Executive Director, Tommy Hilfiger Apparels for Arvind Murjani Brands
6. Mr. Tarun Joshi, Founder Director – Crew Republica Retail Ltd. (subsidiary of Crew B.O.S. Products Ltd, India's leading exporter of high end leather goods and accessories)
7. Mr. Anupam Bansal, Director – Liberty Shoes Ltd.
8. Mr. Amitabh Taneja, Founder and Editor –in-Chief, Images Group of Publications
9. Mr. Anchal Jain, Founder NUN (a lifestyle retail brand)
10. Mr. Jayant Kochar, Head GO Fish (India's leading retail consulting practice).
11. Mr. Devangshu Dutta, Chief Executive – Third Eyesight (a specialist consulting firm focused on the consumer products and retail sector and managing partner of PVC Partners, an investment firm).

We Welcomed...

S.No	Name	Designation	Company	Date of visit
1.	Mrs. Deniz Richard	Key Account Manager	Nordgetreide GmbH & Co. KG (<i>Lübeck</i>)	22. August – 28. August, 2010
2.	Mr. Jürgen Usinger	Sales Manager	Original Loewe (<i>Kiel</i>)	23. September – 26. September, 2010
3.	Mr. Norbert Goss	Head Foreign Investment	WTSH (Business Development & Technology Transfer Corporation of Schleswig-Holstein) (<i>Kiel</i>)	6. October – 8. October, 2010
4.	Dr. Haas	Head of Department Economic Promotion, Medium Sized Business and Tourism	Ministry of Science, Economic Affairs and Transport of the Federal State of Schleswig-Holstein	30. October, 2010
5.	Mr. Wolfgang Becker	CEO	MINT Media Interactive (<i>Kiel</i>)	22. November- 26. November, 2010
6.	Mr. Peter Kraemer	Head of Projects & R & D	Aerodyn Energiesysteme GmbH (<i>Rendsburg</i>)	13. December 19. December, 2010

Looking Forward to Welcome....

S.No	Name	Designation	Company	Date of visit
1.	Mr. Roland Reiser	Managing Director	Edm. Romberg & Sohn (GmbH & Co.) KG (<i>Deutschland</i>)	3. January- 8. January, 2011
	Mrs. Karen Heiming	Management Assistant		
2.	Mr. Bernard Brandewiede	Managing Director	Amedon GmbH (<i>Lübeck</i>)	9. January- 16. January, 2011
3.	Mrs. Dr. Olga Orozco	Managing Director (Operations)	Business Social Compliance Initiative (BSCI) (<i>Brussels</i>)	16. January 20. January, 2011
4.	Mr. Philipp Hitzbleck	Chairman	Neander Motors (<i>Kiel</i>)	February, 2011
5.	Mr. Thomas Kuehn	General Manager	Gb Meesenburg OHG (<i>Flensburg</i>)	22. February, 2011



Christmas Day Celebrations at the Little Keb School, Neb Sarai



Independence Day flag hoisting at Neb Sarai.



Maria Kebschull at the Little Keb School.



Medical check up at Neb Sarai School



Mid day snacks



Winter assembly with new winter uniforms

The Little Keb Schools' at Jharkhand and Delhi...

The business aspect is the main focus of IGEP. But it is also taking care for many social activities. It runs schools, rehab centre, training centres and organizes health programmes. Examples are the Rugmark activities (www.rugmarkindia.org), the involvement of the stone industry (www.schools-for-children.org) and the Little Keb-Schools in Neb Sarai/Delhi and Tisri/Jharkhand. Another school at Barkitand, Jharkhand would start soon.

As always we will like to share some special moments from the Little Keb Schools' in Neb Sarai, New Delhi and Tisri, Jharkhand :



Chief Guest Mr. Rami Marandi, distributing prizes to the winners. Mrs. Lalitha Baski, the teacher of the Tisri School assisting him



Little Kids participating in biscuit catching competition. They can have and eat their biscuits too



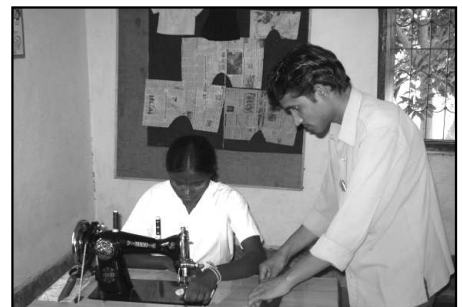
Newly opened Health Center at Saphi village



Physical Education in the morning at Tisri



Students attending Half - Yearly examination



The tailoring practical examination being conducted by the teacher