

# Maharashtra Ahead

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## Global Business Destination

WORLD ECONOMIC FORUM 2015 OPENS UP OPPORTUNITIES FOR MAHARASHTRA'S  
COLLABORATION WITH INTERNATIONAL CORPORATE HOUSES



Maharashtra's tableau depicting Pandharpur pilgrimage won the award of best tableau in the Republic Day Parade at New Delhi

## PANDHARICHI WARI ON RAJPATH



School children of South Central Zone Cultural Centre, Nagpur, present lezim dance of Maharashtra

**THE STATE DISPLAYED A REPLICA OF THE FAMOUS PANDHARPUR TEMPLE. THE PALKHI AND TULSI VRINDAVAN WERE ALSO PART OF IT. THE REPLICA WAS AS HIGH AS 48 FEET**

**M**aharashtra's centuries-old tradition of Pandharichi Wari was depicted at the Republic Day parade in New Delhi this year. The annual pilgrimage, where devotees walk more than 200 km to the holy town of Pandharpur, in Solapur district, for the blessings of Lord Vitthal and Rukmini, the Wari also pays tribute to the State's rich heritage of saints. The

pilgrimage was popularised by Sant Dnyaneshwar and Sant Tukaram.

The Wari consists of thousands of pilgrims, walking relentlessly for 20-21 days, braving all sorts of weather conditions, as this is the peak period of monsoon, chanting 'Viththala, Viththala' all the while. The pilgrims who make this journey each year unflinching are called Varkaris.

The float was ranked number one at the Republic Day parade. Another attraction from the State, a lezim performance by school children of South Central Zone Cultural Centre, Nagpur received consolation prize in the competitive category of school children items. Lezim is a folk dance of Maharashtra done with jingling cymbals.

Chief Minister Devendra Fadnavis congratulated all the

artists that worked for the State tableau for bagging the first prize and presenting the heritage pilgrimage in such an attractive manner.

U.S. President Barack Obama was the special guest at the 66th Republic Day function. A total of 25 tableaux featured in the parade. Last year, the State displayed Narali Purnima, a major festival celebrated by the fishermen of Maharashtra.



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## FROM THE EDITOR'S DESK

### A VALUE CHAIN THAT **BENEFITS** FARMERS

**A**t the outset, I would like to thank the readers of *Maharashtra Ahead*, who have appreciated the re-launched magazine. The letters, both snail mails and e-mails, with feedback and suggestions, have not only boosted our confidence, but also underlined the people connect of this periodical.

January was a busy month for Maharashtra. It was when the State hosted the annual Indian Science Congress, inaugurated by Prime Minister Narendra Modi in Mumbai. The action soon shifted to World Economic Forum in Davos, where Maharashtra showed its determination to become a global financial destination. The unique aspect of State's presence at Davos was much more than networking with business leaders. The idea was how the State could utilise the global

platform to benefit millions of unorganised farmers, particularly those in drought-affected Vidarbha. A result of Chief Minister Devendra Fadnavis's visit was Government's plan to set up a value chain between the State and private companies to benefit the farmers. Around 25 lakh farmers will be accommodated in this chain, where the company will directly buy grains from the farmer. The farmers will cultivate crops as per the demands of a specific company and the product will be directly sold to the company.

The month was also when India celebrated its 66th Republic Day. The national event had U.S. President Barack Obama as chief guest. The occasion was special

for the State too, as its tableau was judged best among the State themes displayed on Rajpath. Maharashtra's theme got a standing ovation by dignitaries and was lauded by Prime Minister Narendra Modi. The Defence Ministry later awarded the tableau in a function in New Delhi. Back home, the State Government celebrated the day by launching Aaple Sarkar, an interactive portal that helps citizens to share ideas, offer suggestions and post grievances on various Government initiatives.

An international product this time, the issue also has a column on the Pravasi Bhartiya Divas held in Gandhinagar, Gujarat. The other sections cover the magnificent caves of Ajanta, Bidriware of Aurangabad, and Nashik as India's proud wine-producing belt.

As always, we welcome your feedback and suggestions.

**Manisha Patankar-Mhaiskar**

Editor-in-Chief, *Maharashtra Ahead*, DGIPR

**The state  
utilised the  
World Economic  
Forum to  
build a value  
chain that will  
benefit farmers,  
particularly  
those in  
drought-affected  
Vidarbha**



# Maharashtra at DAVOS

Chief Minister **Devendra Fadnavis's** participation in World Economic Forum (WEF) 2015, held in Davos, Switzerland, has opened up opportunities for State's collaboration with international corporate houses. The Chief Minister, in an exclusive interview with **Rohit Chandavarkar**, talks about the tour, its objective and what all it achieved. Excerpts:



(From left) Chief Minister Devendra Fadnavis with Schindler EB member Jürgen Tinggren, Volkswagen's Dr Leif Östlin and Managing Director, JP Morgan, Daniel Pinto

**Q.** The World Economic Forum Summit is an event watched by corporate, business leaders and Governments carefully. What was the target of your visit and how did the sessions go?

**A.** I can specifically say that the target was to have networking with international business leaders and investors, and to speak with them about the new "Make In India" initiative and the "Make In Maharashtra" drive that we want to embark on. The target was achieved, as we were able to convince a lot of businessmen that India, and Maharashtra, has much more to offer than just the 'feel good factor'. Most of the business leaders at the Forum looked convinced and showed

“ We have told the investors, you just come to Maharashtra, whatever you want—land, water supply, power—it will be provided. We want to encourage manufacturing in a big way”

interest in coming to the State.

**Q.** The business world is a bit sceptical about Indian bureaucracy's hurdles, like the license and permit regime, which still has not changed much?

**A.** We have done a lot to change that perception. Most clearances required for setting up new projects have been simplified. We are talking about single-

window clearances, which have impressed the investors, and I see a positive reaction from them. We have told them, you just come to Maharashtra, whatever you want—land, water supply, power or anything else—it will be provided. We want to encourage manufacturing in a big way.



(Clockwise from top) Chief Minister Devendra Fadnavis meets Safran Chief Jean-Pierre Cojan, Cognizant Technology President Gordon Coburn and Anthony Pratt, Chairman, Visy

**Q. What is the uniqueness of your visit this time vis-à-vis visits by earlier heads of Maharashtra Government?**

**A.** The unique aspect was how we could transform the interface to benefit millions of unorganised farmers, particularly the drought-affected dry land farmers of Vidarbha. Till now, the WEF has been known as platform where the richest in the world interact and network to become richer. This time we presented different ideas, like how can business processes of global corporate houses be leveraged for transforming the unorganised farming sector. I spoke in the session, Shaping Global Leadership on Food Security, and called for upscaling “new vision agriculture” and its specific initiative in Maharashtra, public-private

“ We want to leverage India Business Council to assist our farmers connect to the various levels of the value chain, with a share in profits of each stage accruing to the farmers”

partnership for integrated development of agriculture, and on leveraging India Business Council to assist farmers of Maharashtra to be formally connected to various stages of the value chain such as storage, grading, processing, packaging and marketing, with a share in the profits of each value addition stage accruing to the farmers.

**Q. Which international companies showed interest in this and who will be the stakeholders?**

**A.** International companies linked to this are Pepsico, United Phosphorous, NVA India Business Council, Bayer, CHEP India, Dow Agro Sciences, DSM India, Heineken, Jain Irrigation, KRBL Ltd, Louis Dreyfus India, Maersk Line India, Monsanto, Nestlé India, Novozymes India, State Bank of India,



## LANDMARK DEALS AT DAVOS

The Chief Minister held meetings with companies from multiple sectors such as manufacturing, financial services, technology and food processing. His team is in discussion with companies like Nomura, GE, Visy, Schindler, Nestle, Pepsico, Hyosung, L'Oreal, JETRO, Mitsui, Cognizant, Safran, Novartis, JP Morgan, Swiss Re, Credit Suisse, Volkswagen, Ajit Khimji Group, Toray International, Deutsche Bank, Hilti and Bharat Light & Power, to enter, invest and expand in Maharashtra.

- Maharashtra handed over land allotment letter to Cognizant for their planned expansion in Pune. This will add 20,000 jobs over the next few years. Cognizant zeroed in on Pune because of its quality workforce.
- Schindler agreed to invest in the second phase of its Talegaon facility manufacturing escalators.
- General Electric plans to invest about ₹3,000 crore in Maharashtra after the steps taken by the State Government under Make In India.
- For Credit Suisse, talent availability is a key factor for business. Hence, Mumbai and Pune are on top of its list for expansion.
- Nestle shared ideas on how Maharashtra can become a leading exporter of milk to the world. The company also expressed keenness in investing in the State.
- Mitsui has expressed interest in investing in manufacturing and financing infrastructure projects.
- JETRO has promised to facilitate investments from Japanese companies planning to enter/expand operations in India.

Swiss Reinsurance Company, Wal-Mart India, Wilmar and Yara India. The other stakeholders will be Government of Maharashtra, Techno Serve, Bombay Chamber of Commerce and Industry, Confederation of Indian Industries, Federation of Indian Chambers of Commerce and Industry, and Small Farmers' Agri-Business Consortium.

Today, 500,000 farmers have access to corporate value chain. We are targeting this to expand to 2.5 million, to which the WEF has agreed to provide all necessary support. WEF will be conducting a follow-up meeting in Mumbai, bringing in global corporate houses, while the Agriculture Department will further target agriculture policies to secure higher values to farmers. This was agreed in a meeting with

the secretariat of WEF, India Global Council.

**Q. You have spoken about the backward areas in the State and the need to bring farmers up to a higher economic level and give them the benefits of growth.**

A. I participated in a session on global water agenda to ensure sustainable access. While explaining water conservation and management initiatives in Maharashtra—including Jalyukta Shivar Abhiyan and ensuring that water-stressed or depleted aquifers in Godavari basin are addressed through water conservation structures—I called upon massive corporate social responsibility initiatives by international companies to take up drought-prone villages to be liberated from water scarcity. On the subject of biotechnology and organic farming, we have the unique idea of combining biotechnology with organic farming to lower input cost to help suicide-prone farmers of Vidarbha and Marathawada. I have stressed the need to bring down the input cost of BT crops and harmonising it with organic farming.

“Today, 500,000 farmers have access to corporate value chain. We are targeting this to expand to 2.5 million, to which the WEF has agreed to provide support. WEF will be following up on this”

**Q. How do you think the backward areas of Maharashtra that have missed out on industrial growth in**

**the past can now benefit with your networking with the business leaders in Davos?**

A. New foreign direct investment policy in defence can benefit industrially backward regions like Vidarbha. Our attempt is to leverage the location of Air force Maintenance Command in Nagpur, the location of Boeing, and availability of abundant land and water in MIHAN to secure commitment of global defence manufacturer, Safran to visit Nagpur and consider locating aero-engineering and defence-related manufacturers in the region. Though Nagpur-Amravati belt has been a leading cotton-growing region, the textile industry has largely ignored the area. We have pursued an agenda of locating a world-class technical fibres, integrated textile park in Nagpur with Shinichi Koizumi of Toray, a Japanese multinational. We have assured all support to the integrated textile park and appealed them to consider the Nagpur-Amravati area for investment.

Diageo, which has large operations in Maharashtra, is also keen to expand its operations in the State. Being part of a water-intensive industry, we have requested the company to consider water-abundant locations in Vidarbha.

**Q. How does the Make In India initiative of the Centre fit into your vision of State development?**

A. The idea is that Maharashtra should push for 10 per cent growth to power the dream of “Make In India.” A paradigm shift from intentions to action is envisaged for this. First, we can plan dramatic improvement with ease of doing business being achieved, by notifying that a factory license will be given in three days, or deemed permission and renewal will be granted. Second, the industrial FSI has been increased from 0.15 to 1 with automatic permission by Collector, thus easing availability of land for industry. Third, environmental permissions have been eased without diluting pollution safeguards, by doing away duplicative permissions like



### FIVE IDEAS THAT WILL TRANSFORM MAHARASHTRA

1. Globalisation and higher value-addition to farmers
2. New FDI policy in defence to benefit regions like Vidarbha
3. Push for 10 per cent growth to power Make in India
4. Mumbai as global financial hub
5. Globalisation and green growth

### WEF AND MAHARASHTRA

World Economic Forum has assured all support to Maharashtra in its plans in the areas of urbanisation, poverty, identification of issues of NGOs, expert opinions, formation of objective groups, and ease of doing business and curbing corruption. The Forum has suggested bringing investors, adopting Cafeteria approach, and creating value creation like Silicon Valley.

### GREEN GROWTH

Chief Minister used the World Economic Forum to promote green growth with environmental sustainability. An example was of Visy, an Australian paper maker, which will be exploring Maharashtra as a location for its paper plant based on 100 per cent waste paper and rags. The plant will not use bamboo or wood, thus reducing pressure on forests. Deutsche Bank also agreed to lead a major initiative to support community-owned conservations around Tadoba, Pench and Nagzira, where farmers suffer from repeated crop damage from wildlife. With the initiative, farmers will be able to transform their livelihood into ecotourism.



(From top) Chief Minister Devendra Fadnavis with Minoru Shinohara, CEO, Nomura Asia and Vikas Sharma, CEO, Nomura India, and Shinichi Koizumi of Toray

“ We plan to set up a high-level advisory group with lead global bankers, WEF and Government of Maharashtra, to transform Mumbai into a global financial hub, creating millions of new jobs”

are interested in a land at Hinjewadi.

**Q. Any further discussions on the target of making Mumbai a global financial capital?**

**A.** I met with the leaders of global financial sectors such as Anshu Jain of Deutsche Bank, Daniel Pinto of JP Morgan, and Minoru Shinohara and Vikas Sharma of Nomura Financial Services. Almost all of the leaders said

that they would prefer Mumbai to Singapore or Hong Kong provided issues of double taxation on foreign investments, easy access to lease/hold properties and improvement in public transport and infrastructure in the city are addressed.

We have outlined plans for adding Metro lines, coastal highway, water transport and new international airport in Navi Mumbai. We will follow up these projects by setting up a high-level advisory group with leading global bankers, World Economic Forum and Government of Maharashtra, to transform Mumbai into a global financial hub, creating millions of new jobs. **M**

River Regulatory Zone and classifying engineering industry into no-discharge category.

**Q. Have these initiatives attracted investors?**

**A.** The effects of our initiatives were visible at the WEF. General Electric Vice President formally announced phase-two expansion of ₹3,000 crore in Pune. Cognizant Chief Gordon Coburn appreciated the ease of doing business in India and announced expansion of its Pune operations, which will create 20,000 jobs and add ₹300 crore of investment. They



# SKILLS MAKE THE DIFFERENCE

A new department set up by the State Government empowers youth to achieve their aspirations with right skills



**Y**outh are the future of this nation. The State Government has set an ambitious target of equipping 4.5 crore youth with employable skills under the National Skill Development Mission by 2022,” said Maharashtra Governor Ch Vidyasagar Rao, while addressing a gathering on the 66th Republic Day at Shivaji Park in Mumbai.

The Governor underlined the need of skilled workforce for any State keen to grow. For Maharashtra, employable workforce is not just crucial for its young population, but also mandatory for its expanding industries. “Youngsters should develop skills that will boost their employment prospects. Every youth in the country should acquire skills required for gaining employment, thus helping in its overall development,” said Chief Minister Devendra Fadnavis.

Skill and knowledge go hand in hand, and drive the economic and social growth of a nation. Higher and better levels of education and skills of citizens help them overcome challenges and make the most of opportunities that now lie across the globe.

The independent department of Skill



“ **The State Government has set a target of equipping 4.5 crore youth with employable skills under the National Skill Development Mission by 2022.**”

—Ch Vidyasagar Rao  
Governor, Maharashtra

Development and Entrepreneurship set up by the State Government will help in creating trained workforce as well as entrepreneurs. The department will not only launch programmes to improve the skills of youth, but also coordinate with industries to train them. It will also mobilise financial sources to encourage young prospective entrepreneurs.

The State is planning to train youth through public-private and public-public partnerships in collaboration with educational institutions and corporate entities. The new department will fill the demand-supply gap of skilled manpower faced by the industry. Besides, it will create entrepreneurs, who, in turn, will create jobs and boost State’s economy.

The department will work along the lines of the skill development and entrepreneurship department set up at the Centre. The Central department is part of the Make In India mission, and aims to establish India as a global production hub with skilled workforce. The department also presents a solution to the problem of unemployed graduates, who fail to meet the demands of the industry. **M**



# From scarcity to empowerment

Jalyukta Shivar Abhiyan aims to make Maharashtra drought free by 2019. **Shruti Ganapatye** shares the details of the programme



**M**aharashtra has been witnessing drought-like situation almost every year, affecting rural life and rural economy. Cracked landscape, dried grass parched crops, thirsty animals and helpless people trying to fetch water from empty wells and dried rivers have become common during the summer season. While water tanker may be the only relief coming to people, in some villages and towns even that takes a fortnight or month to reach. Parts of western Maharashtra and Marathwada face acute shortage of drinking water. The whole situation is worrisome, disturbing not just crops, but also pushing farmers into vicious circle of taking loans.

According to the Government, there were 184 *tehsils* in Maharashtra that received 20 per cent lesser rains in 2014. In 72 *tehsils*, the water level went down by alarming three metres. In 116 *tehsils*, the level was down by two to three metres, and in 119 *tehsils*, by one to two metres. There were 2,234 villages hit by the paucity of water. Taking corrective measures, the State Government in November declared scarcity situation in 19,059 villages. The Government also decided to take a holistic approach and make the State drought free by 2019.

The announcement may sound ambitious, but a systematic plan has already been chalked out involving all the concerned departments, such as Agriculture, Water Conservation, Soil Conservation, Forest and Irrigation. Besides revival of older



(From left) Pankaja Munde, Minister, Rural Development and Water Conservation, and Devendra Fadnavis, Chief Minister, Maharashtra

## DIVISION-WISE VILLAGES TO BE COVERED UNDER JALYUKTA SHIVAR YOJANA

Division	Villages covered under DPAP	Scarcity affected villages	Villages covered under watershed programme	Villages to be covered under Jalyukta Shivar Yojana
Konkan	0	01	178	200
<b>Nashik</b>	<b>300</b>	<b>400</b>	<b>241</b>	<b>941</b>
Pune	300	200	400	900
<b>Aurangabad</b>	<b>208</b>	<b>897</b>	<b>386</b>	<b>1682</b>
Amravati	289	750	273	1200
<b>Nagpur</b>	<b>3</b>	<b>752</b>	<b>322</b>	<b>1077</b>
<b>Total</b>	<b>1200</b>	<b>3000</b>	<b>1800</b>	<b>6000</b>

schemes and ongoing efforts, the Government launched a dedicated water empowerment scheme, Jalyukta Shivar Abhiyan—to provide villages with permanent source of water—on January 26. The scheme will be monitored by the Chief Minister Transformation Office (CMTO), while Mumbai-based Delivering Change Foundation will supervise the scheme and post aerial photographs of the area in the public domain before and after the completion of project. This will help people know whether the work has been done or has remained on paper. In the past too, Maharashtra tried to battle the drought situation, but desired results were not achieved. Efforts like Shirpur Pattern were successful, but remained confined to certain areas.

### JALYUKTA SHIVAR ABHIYAN

It was said earlier by the Water Conservation and Irrigation Commission that even if Maharashtra uses irrigation capacity to its fullest, 44 per cent of its area would still remain a dry land. There are various reasons, like 159 lakh hectare of land under rain shadow, and 42 per cent of the land getting irregular rainfall. These factors are challenges for the State Government.

The new programme, Jalyukta Shivar Abhiyan has been designed to utilise water from natural resources and to recharge water reservoirs every year. Under the Abhiyan, the Government plans to construct 10,000 cement *nalla bunds* in series

“



**One lakh wells should be dug in drought-affected areas of Vidarbha and Marathwada. Private institutions should come forward to participate in the project as a national responsibility**

—Devendra Fadnavis  
Chief Minister



**For a drought-free Maharashtra, we must audit the programme at regular intervals. To maintain the moistness of the soil, Pani Adva Va Jirva programme should be implemented**

—Pankaja Munde,  
Rural Development  
and Water Conservation  
Minister

”

during 2015-16, informed Prabhakar Deshmukh, Secretary, Water Conservation and EGS.

Conservation of rainwater, which to date remains the main source of water for many villages, also helps recharge groundwater. The Government also plans to revive the defunct schemes of water conservation. Many villages have provision for tap water, but zero maintenance has led to closure of certain schemes. These schemes too will be started again. Dams and other types of water reservoirs will be cleaned to incorporate more water. Storage will be decentralised to bring more area under water. Villagers will be encouraged to build small cement dams for storage of water. Tree plantation is another important measure under the Abhiyan. Small rivers and streams will be interconnected to bring more area under irrigation. “Contractors who are given the work of the scheme should be given its maintenance work for next five years,” added Maharashtra Chief Minister Devendra Fadnavis.

### PEOPLE POWER

Besides Government efforts, emphasis will be on citizen participation. Farmers will be sensitised to change cropping pattern as per availability of water in their area. Water resources, streams and small dams will be cleaned and used. People will be encouraged to recharge wells and bores, so that enough water is available. A special campaign appealing people to participate and contribute in saving water will be conducted.

Various communities and geographical terrain are also being considered in Jalyukta Shivar Abhiyan. Under Mahatma Phule Jal Ani Bhumi Abhiyan, the Government wants to resolve the water paucity issue in tribal and hilly areas. The Government has also appealed the NGOs, individuals and private industrialists to participate in the Abhiyan. With a view to monitor the progress of the programme, the Government is keen to form various committees at regional, district and *tehsil* levels. The committees will monitor, implement, review and plan the work under the Abhiyan. The Government has sanctioned ₹600 crore for the programme initially. It has instructed the committees to start at least five projects in every *tehsil* from January. There are norms decided to select villages under the scheme, and required changes will be made in ongoing projects at certain intervals.

With a mega, well-researched and well-planned scheme like Jalyukta Shivar Abhiyan, Maharashtra has begun its journey to water empowerment. Public participation and monitoring are equally important for its progress. **M**





## FIREWALL TO BE INSTALLED

Maharashtra Government gears up to curb rising cyber crimes, proposes setting up a Computer Emergency Response Team centre to address the cases, writes Kaustubh Dhavse

**F**irst the statistics. The number of cyber crimes in India may double to 3 lakh this year and could pose serious economic and national security challenges, warns a recent study by Assocham-Mahindra SSG. India is a favourite among cyber criminals, mostly hackers, and other malicious users, who use the Internet to commit crimes such as identity theft, spamming, phishing and other types of fraud. The increasing use of smartphones and tablets for online banking and other financial transactions have increased the risks. As per the study's findings, total number of cyber crimes registered during 2011, 2012, 2013 and 2014 stood at 13,301, 22,060, 71,780 and 1,49,254, respectively.

Cyber crimes are on an increase in metropolitan cities like Mumbai. It has now become imperative for the State Government to take serious view of this and cap cases of such crimes. Along with this,

### CASE STUDY

- **Status:** Mumbai has the largest number of internet users (16.4 million) of all cities in India; 15.5 GB/Sec is the transaction traffic from Mumbai alone; 89.1 per cent of all emails sent in India in 2010 were spam

- **Legality:** Ambiguity in I.T. Act 2000 leaves it open to interpretation

- **Implementation:** Lack of trained manpower; infrastructure, guidelines and know-how relating to collection of evidence

- **Conviction and Prevention:** No dedicated courts or public prosecutors for cyber crimes and lack of public awareness

cases that already have been registered need to be disposed off quickly. A job that needs to be addressed immediately made Maharashtra Government announce a strategy to make the State safe from any online attack. The plan involves setting up an independent machinery to curb cyber crimes, training police personnel and employing latest equipment. Mumbai will soon have a Computer Emergency Response Team (CERT) centre and an independent court for cyber crime cases. There will be no paucity of funds for the plan, said Devendra Fadnavis, while speaking on Cyber Strategy at Varsha recently.

The meeting was attended by K.P. Bakshi, Additional Chief Secretary, Home; Praveen Pardeshi, Principal Secretary to the Chief Minister; Sanjeev Dayal, Director General of Police; Rakesh Maria, Mumbai Police Commissioner; Rashmi Shukla, Commissioner, Intelligence; Rajesh Aggar-



“I will empower Railways economically and technically”



**T**he identity of Suresh Prabhu in New Delhi is as 'Man of Ideas'. After taking over the reins of Railways as Union Minister, he took many decisions. First, he decided on bringing a white paper on Railways, to find the right direction to move ahead. Guarantee of safety and security to commuters, reforms that go with international standards, and electrification, repair of tracks and bringing maximum profits to Indian Railways are only a few of his priorities. The Union Minister for Railways in an interview with Pramod Mujumdar and Tekchand Sonawane of Daily Loksatta shares his plans. Excerpts:

**Q. What is the plan for the development of railway?**

A. As the Railway Budget will be presented soon, I cannot divulge the details of the plans. However, I can say that Railways have been a rich heritage for us. Railways truly belongs to the common man. Indian economy depends on Railways. Two-third of the revenue for Railways is earned through freight. On an average, around 3 crore people travel by rail daily. This number is more than the total population of Australia. Railway is an institution, which brings people together. Led by this sentiment, we are going to connect India's North-east to the rest of the nation. We are emphasising on connecting and creating a network of rails in entire North-east India, including Arunachal Pradesh, till China border. We will also improve and extend our network to Naxalite areas and Jammu and Kashmir. Railways will have to be looked at as national wealth.

“FOR BRINGING TOGETHER ALL MODES OF TRANSPORT, WE PLAN TO SET UP MULTI-PURPOSE TRANSPORT DEVELOPMENT CORPORATION, WITH A LEAD BY RAILWAY MINISTRY”

**Q. The Union Government is emphasising on road construction. Is it competition for the Railways?**

A. Even if the road network is extended, the importance of Railways will never be undermined. In fact, it will only grow.

Bringing together all modes of transport such as railway, roads, air and water, we are going to establish “Multi-purpose Transport Development Corporation,” with a lead by Railway Ministry. This will bring Indians the option of economical transport. If some Gogte from Konkan needs to send his mangoes to Nagpur, the problem will be solved through the proposed Corporation, whether through railway, air, road or water transport, whatever is cheap and convenient. This will earn Railways a huge economic benefit.

**Q. When will the Railway University materialise?**

A. The staff at Railways needs training in many areas such as signalling, track laying, security and technical training. With trained staff, the quality of services will improve. This need will be addressed by the Railway University. We plan to have an MoU with some Indian Universities by the end of this year. This would be an important step in setting up the University. I would like to share with the readers of *Maharashtra Ahead* that we are thinking on an MoU with University of Mumbai. As a special message to Mumbai, I would like to say that we are trying to resolve the issues of Mumbai commuters.

**Q. When will the bullet train start?**

A. I discussed Mumbai bullet train with Maharashtra Chief Minister Devendra Fadnavis recently. I told him that the details about the place and landing point should be left to experts. We are working on war-footing to accomplish the project.



## FROM THE MINISTER

- Contracts or tenders will not come to Minister for sanction
- Online railway examinations to avoid scams
- An SMS will be sent—in association with ISRO—to people in the vicinity of an unmanned railway crossing to avoid any accident. Additionally, a railway gate, controlled with battery, will be fitted.
- After Independence, roads in India increased by 23 per cent, whereas railway increased by 52 per cent. This is the biggest success for us.
- Railway is a constantly busy system. This is the biggest obstacle in the path of reforms in railway tracks. With modern technology, we can save the time needed for this.
- Bullet train is limited to just two cities. Therefore, even if foreign investors get into it, there will not be any risk. The credibility of the investing agencies is important. Even if investment and technology are foreign, Indians will run and maintain the system. Environment has not been discussed anytime since creation of Indian Railways. For the first time, an Environment Director has been appointed.
- In North India, fog leads to many accidents. If the visibility is poor, the driver can run the train at a speed decided by him. Confusion sets in when the signal is invisible. A technology is being developed that helps the driver see the signal on a screen in front of him.
- Projects worth ₹5 lakh crore have been sanctioned, but there is a delay due to paucity of funds. Last year, we earned a profit of ₹6,000 crore. It is a challenge to maintain tracks and carry out modernisation in this sum. We will create finances through advertisements and other ways.
- We have changed the criteria for development of railway stations. We have given freedom to the developer to choose a station. The station, which will not get a developer, will be our responsibility.

## Q. How was transparency brought to the administration of Railways?

A. Holding the post of Railway Minister is very sensitive. This may be the only department where no contract or tender will come to the Minister or Department Head. Even a tender worth lakhs or crores of rupees will not come to the Minister. The yearly tenders, worth around ₹8-10 crore, will not come to Railway Minister in future. I conveyed this decision to E.

**“RAILWAYS WILL NEVER BE PRIVATISED. BUT, PRIVATE INVESTMENT HAS TO BE THERE, AS THE GOVERNMENT HAS LIMITED CAPACITY TO FINANCE”**

Sreedharan, the Metro Man. He responded with a comment that such a drastic decision has not been taken in the history of Indian Railways. I took this decision so as to bring in transparency and good governance. Many gave me a light-hearted response. They said that no one will be interested in the ‘Railway Minister’ post henceforth, and this decision is relinquishing your rights. Not stopping at this, I

brought transparency in various appointments in the Ministry. Many Railway appointment scams have been brought to book. Since I have taken over, all the vacant posts have been filled in a totally transparent manner. From here on, e-tendering will be in place for Railway catering. People can complain if any wrongdoing is noticed in the deals. We are also going to start a customer service portal for the same.

## Q. Your views on scams in Railway examinations.

A. Many scams in railway examinations have come to the fore. Henceforth, every railway examination will be held online. The orders for the same were issued as soon as I took over. Online examination means immediate results. This is an important decision in terms of transparency.

## Q. It is being propagated that FDI will increase the control of international institutions on Railways.

A. This is not true. FDI is essential. We are in dialogue with Japan and China for the bullet train. They should bring technology and funds. For us, facilities for people are supreme. Railways will not be privatised under any circumstances. However, private investment has to be there, as the Government has limited capacity to finance. The people have unlimited expectations from Railways. With limited resources and unlimited demands, private funds are needed.

## Q. What about modernisation of signal and security?

A. Railway tracks need to be changed after 25 years. We are reviewing the same. The Railway Budget will carry detailed statistics about the same. The security of unmanned crossings all over the country is being considered seriously. Remote sensing will be used to avoid accidents on unmanned railway crossings. We are also looking at participation of local population at such crossings. **M**

# ON THE ROAD TO SUCCESS

The planned 34-km coastal road will transform India's financial capital into a global city of repute, believes Maharashtra Chief Minister. Let's know more about the mega project



**I**ts length is 34 km but stands to transform Mumbai, believes Maharashtra Chief Minister. Indeed, the praise makes city's maiden coastal road—from Nariman Point in Mumbai to Kandivali in the western suburbs—an ambitious project. It is also something Chief Minister Devendra Fadnavis discussed at the World Economic Forum in Davos, Switzerland recently. With Prakash Javadekar, Minister, Environment and Forests, Government of India, finally giving an in-principle approval to the project, Mumbai's 'road to success' is now set to become a reality.

The Brihanmumbai Municipal Corporation (BMC) had set up an expert committee to conduct feasibility and technical study for the road. Over the years, the planners have realised that it is easier to go in for a coastal road, which can act as a ring road and provide connectivity to vehicles travelling from north to south and provide connections for east-

west travel. The project though has been pending with the authorities due to funds and clearances. State administration expects the proposed road to be an ornament in the crown of Mumbai city the way Queens Necklace and Bandra-Worli sea link are.

The project details were disclosed for the first time by BMC members at a presentation made to the Ministry, Environment and Forests, Government of India in New Delhi. Chief Minister Devendra Fadnavis, who is taking keen interest in ensuring better infrastructure for Mumbai, was also present to give a push to the project. The joint technical committee set up by the Government of Maharashtra for the project was headed by the then Municipal Commissioner Subodh Kumar and had many experts in urban town planning. The BMC and State Government have assured the Union Ministry that the proposed coastal road will not breach the high tide line and





will be within 300-400 m of the coastline.

Existing laws do not allow new ports, jetties and elevated roads within the high and low tide lines, as these affect the environment of the coastal region. The primary reason for the project to get delayed was the necessity of land to be reclaimed from the sea. This is prohibited as per the Coastal Regulation Zone notification of 2011. However, the Chief Minister's office plans to pitch from a special dispensation. The office is highlighting the cost effectiveness of the coastal road (as it will cost one-sixth of the cost of a sea link project) and the opportunity to create green spaces (75 hectares of open spaces envisaged) along the road.

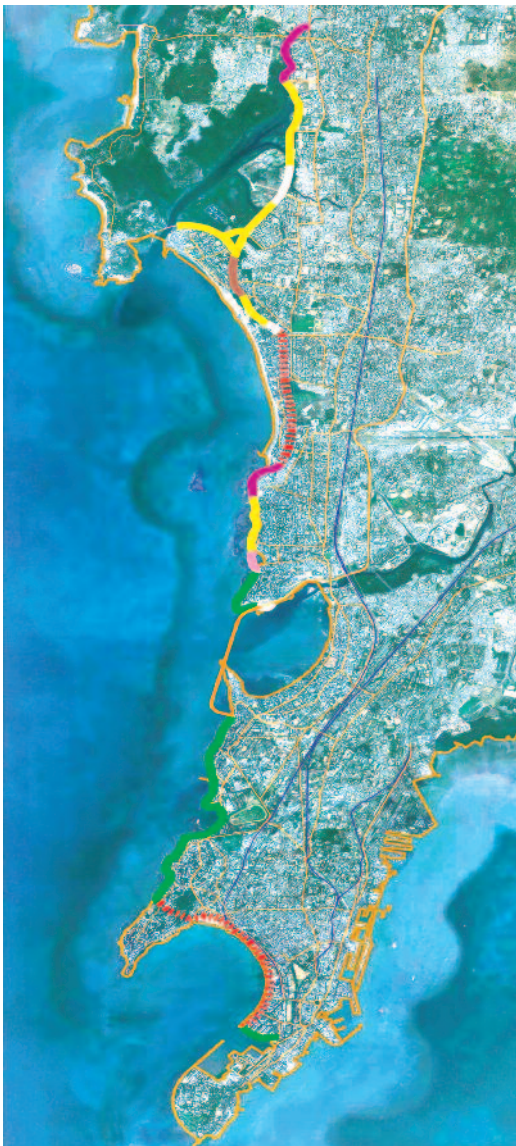
### CONNECTIVITY AND BEYOND

The proposed coastal road will not just decongest traffic and make movement smooth, it will also add up to the beauty of Mumbai. Promenades, gardens, playgrounds and public space for citizens are included in the plan with an objective to get the city a beautiful water front. The project will also have two undersea tunnels to avoid construction of road in congested area where there is no shore available for construction.

The upcoming coastal project is estimated to cost about ₹10,000 crore. The proposed four-lane road will have two corridors totally reserved for bus rapid transit system (BRTS) to make public transport more effective. A point worth mentioning is that the road is not being designed for private vehicles. Special attention is given to public transport system, bus stops and other amenities required by commuters.

The experts, in bid to cut the cost of the project, have not gone for a totally new coastal road, but have planned in a manner that existing roads could be widened and used as a part of the coastal road. Wherever necessary, roads will be built on stilts to allow tide water to pass smoothly. Around 70 hectares of land will have to be acquired to complete the project. The BMC has made it clear that the reclaimed and acquired land will only be used for gardens, bus stops and cycling tracks, and no real estate projects will be allowed.

The expected time period for project's completion is estimated to be five to six years, which may be extended by one year for unseen hurdles. The coastal road is conceived to be completed on the basis of public-private partnership and may involve levying toll tax for using the road. However, the details will have to be worked out as the project progresses further with environmental clearance. **M**



(Clockwise from facing page) BMC officials with Maharashtra Chief Minister Devendra Fadnavis and Union Minister, Environment and Forests, Prakash Javadekar in New Delhi, a picture for representational purpose and a map of the project

**The upcoming coastal project is estimated to cost about ₹10,000 crore. The proposed four-lane road will have two corridors totally reserved for BRTS to make public transport more effective**

# A PEAK HOUR MEETING

Maharashtra Chief Minister Devendra Fadnavis travels by Mumbai local to understand commuters' issues



The best way to travel in Mumbai is by the local train, believe many. The Mumbai local train has always been a mode of transport that is fast, punctual and cuts through the massive traffic rush Mumbai is known for. One person who endorsed the fact yet again was Maharashtra Chief Minister Devendra Fadnavis, who boarded the train to reach Kalyan during evening peak hours and not by clearing the roads with a siren-toting pilot car. The Chief Minister boarded the 6.29 pm Kalyan fast local from Chhatrapati Shivaji Terminus (CST) after attending a function at Colaba in South Mumbai.

Devendra Fadnavis travelled by the railways to get a first-hand account of the harrowing experience commuters of the suburban railway network encounter daily. "Although I have travelled in local trains when I was an Opposition Legislator, I used to avoid travelling during peak hours," the Chief Minister said, adding, "I was running late for the Kalyan function. I thought travelling by a train would also allow me to interact with commuters and understand their problems first-hand."

While it was the best way for the Chief Minister to reach Kalyan, it was a special day for those travelling with him in the first-class carriage. The proximity encouraged many commuters to discuss their problems directly with the leader. "The prime issues discussed were overcrowding in trains and safety issues," shared an official part of Chief Minister's entourage, adding, "Some took his pictures and some took selfies with him. Some enthusiastic commuters even called their relatives on phone and requested the Chief Minister to speak to them, to which

the Chief Minister responded positively."

Devendra Fadnavis spoke to commuters about improvement of train services and reducing congestion at platforms and in the trains in the near future. The episode was soon tagged as 'Train Pe Charcha,' inspired by *Chai Pe Charcha*, an initiative launched by Prime Minister Narendra Modi. The chance meeting with the common people was an equal opportunity for the Chief Minister. His first observation was that Mumbaikars appear to have got used to travelling in overcrowded trains. One would think that commuters would rant the most about overcrowded local trains, but it is not the case.

"People seemed more aggrieved about congestion at railway stations. Some of the commuters told me that the congestion at the Thane railway station, for instance, was unmanageable. They also recited instances on how security of women commuters was at risk due to this overcrowding," said the Chief Minister, sharing that he has decided to ask railway officials to carry out a footprint survey for all stations to check overcrowding. "Most stations need a revamp. The railway stations were designed long ago and lack capacity to handle the crowd we see today," he added.

The Chief Minister also interacted with Government Railway Police (GRP) officers, who stressed the need for a better command structure for coordinating efforts between GRP and railway police. "I will also ask officials to install more cameras and enhance the security systems around the stations," Devendra Fadnavis said. At a review meeting in November, he had asked the railway

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**Most stations need a revamp. The railway stations were designed long ago and lack capacity to handle the crowd we see today. I will also ask officials to install more cameras and enhance the security around the stations**

—Devendra Fadnavis  
Chief Minister

”



officials to evolve a plan to uplift the area in and around railway stations.

#### MORE IDEAS ON TRACK

Chief Minister has been aggressive in taking up issues related to train services in the State. He is also looking at suggestions that stand to improve the system, and is keen to implement them shortly. Replying to a debate on Mumbai's problems in the State Legislative Council, Nagpur, in December, Devendra Fadnavis had announced that trains with automatic closing doors will run as a pilot project on the Harbour Line corridor, in a bid to reduce the number of rail accidents. Harbour Line rakes will be retrofitted with automatic closing doors which, if successful, will be implemented on trains of other corridors.

The Chief Minister has also sent State's wishlist to Union Railway Minister Suresh Prabhu, seeking funds worth more than ₹600 crore for major ongoing railway projects in the State and additional services. According to sources, Devendra Fadnavis is expecting that new railway projects will get a nod in the Railway Budget and so has sent the memorandum of demands well in advance. Suresh Prabhu has also said that special attention will be given to Mumbai's suburban railway network, which is used by 75 lakh commuters every day.

The Chief Minister has demanded for the introduction of air-conditioned local trains, cushioned seats in second-class compartments of more trains, and the provision of funds to control trespassing on the tracks. To address the demand for a greater number of services for far-flung areas in



(From left) Mumbai local train at a station, Maharashtra Chief Minister Devendra Fadnavis and his colleagues on their way to Kalyan, and commuters boarding the train

the Mumbai Metropolitan Region, Devendra Fadnavis has demanded 50 services each on the Western Railway and Central Railway's suburban network, along with more 15-coach trains.

The Chief Minister has sought ₹500 crore for the second phase of the ongoing Mumbai Urban Transport Project, ₹20 crore for the Kalyan Kasara third line project, and ₹100 crore for the Nerul-Belapur-Uran line. He has also requested approval for a third phase of the Mumbai Urban Transport Project, in which he has sought a nod for the Panvel-Karjat doubling project and the Airoli-Kalwa elevated link project. Officials are hoping there are chances of these demands being addressed in the Budget. **M**

—Team Maharashtra Ahead

A portrait of Vinod Tawde, a man with a mustache, wearing a traditional orange turban and a light-colored kurta. He is smiling and looking slightly to the right. The background is white.

# “Education must be taken to each village in the State”

Basic facilities to be provided at schools, emphasis on student-centric planning, syllabus to be made more practical and vocation oriented, elections to College Councils after important reforms in place, and quality enhancement coupled with reforms are few plans **Vinod Tawde**, Minister, School Education, Sports and Youth Welfare, Higher & Technical Education, Medical Education, Marathi Bhasha and Cultural Affairs, Government of Maharashtra has. Excerpts from his interview with **Sanjay Vhanmane**

**Q.** The need for improving quality of education has been discussed on many platforms. What improvements would you like to bring?

**A.** We are laying emphasis on quality improvement in school education and how we can achieve a quality next generation. The present school curriculum has been set in a stereotypical way. Most of the students are not interested in the curriculum. Hence, in the near future, we will try to gauge the inclination of students and discuss their problems in detail with experts in order to reform the curriculum. The Government will also emphasise on improving the standard of examinations and question papers. We have received various suggestions on the issue of autonomy to colleges. We plan to take a decision on the matter within six months.

The field of education should recognise the importance of experts. Accordingly, we plan to avoid political interference while engaging with legendary educationists. Our Government will try to ensure that education does not remain limited to cities and is taken to each village in the State. We are committed to carry good educational projects from State and Centre to every village and improve basic facilities at schools in the State. India is a nation with

maximum population of young people, and a huge quantum of skilled manpower can be made available to the world through them. Hence, State Government efforts are on for developing a skill-based education system.

**Q. Mantralaya visits by VCs are beneficial or not?**

**A.** Till now, whenever a new Minister took over the reins of education portfolio, Vice Chancellors of various universities beelined to the Mantralaya to meet the person. We have decided to do away with this exercise. The jurisdiction of VCs is limited to the Universities. However, a few of them made it a point to meet the Minister quite often. Considering Mumbai University, the importance of Rajabai Tower is immense but different. I believe that Rajabai Tower should never bow before Mantralaya. I am firm on my point that instead of the VCs coming to Mantralaya, I shall visit them on their home turf and definitely consider their issues. Vice Chancellor is the highest post in the field of education and has a revered status. I believe that in order to maintain the sanctity of the post, VCs should avoid frequent visits to the Mantralaya.

**Q. Most of the funds of Education Ministry are spent on teachers' salaries. What's your take on this?**

**A.** About 85 per cent of Education Ministry's budget is spent on salaries of teaching and non-teaching staff. This is generally considered unproductive. In my opinion, this is our investment in future. This is required to create quality, skilled workforce and to make teachers responsible for delivering to the cause. When we make huge financial investment in building roads and dams, we keep in mind the many benefits the structures will bring to us. Similar is the case with educational investments. Although Admission Control Committee and Tuition Fees Committee are binding as per Court orders, there are difficulties in implementing the same.

**Choice-based grade system**

The State Government is looking at implementing choice-based grade system in higher education from the forthcoming academic year, said Vinod Tawde. The Minister stated that he is hopeful that the new system would prove to be an important step towards improving State's higher education standards, allow students to choose subjects of their choice, and be useful for students keen to take study abroad. The Minister stated that his team is attempting to implement the credit system to post-graduate level too. The step will help students not to stick to a particular faculty, and free to study various subjects. Since almost all the States have now agreed to adopt the choice-based credit transfer system, the process of changing Universities would also become easy, he said.

Vinod Tawde shared that UGC recently held a meeting of State Education Ministers at Vigyan Bhavan, New Delhi, during which, he met Union HRD Minister Smriti Irani and discussed various issues. —As told to Varsha Phadke

We will consider bringing an Act for the same.

**Q. Would you change the decisions taken by the Democratic Front Government?**

**A.** Educationists have different opinions on the cancellation of the method of not failing any student till eighth standard. The issue will be decided after an in-depth study. The earlier Government had constituted three committees to suggest amendments to the Maharashtra University Act. Their reports will be used to bring the required changes. New committees will not be appointed for reforms in the sector.

**Q. What is your opinion on University elections?**

**A.** We are positive about conducting University elections. Although earlier University elections presented a picture of rowdiness and squabbles, the situation has changed now.



**“WE WILL TRY TO GAUGE THE INCLINATION OF STUDENTS AND DISCUSS THEIR PROBLEMS WITH EXPERTS IN ORDER TO REFORM CURRICULUM”**

Looking at the recent Parliament and State elections, we observe that the percentage of young voters has increased remarkably. It shows that the youth today is an enlightened lot. They realise their responsibilities. We are, therefore, looking at methods and ways of renewing University elections and conducting them with sportsman spirit. We are currently holding discussions with concerned principals, educationists and educational associations. Only after these discussions, the process of the elections will be decided.

**Q. A demand for Classical Language Status for Marathi has existed for many years.**

**What are your plans?**

**A.** A report by Dr. Nagnath Kotapalle Committee, which looked at the matter of giving Classical Language Status to Marathi, has been submitted to the Government. Its recommendations will be considered and the matter will be followed up with Government of India. Every dialect needs to be preserved, as the identity and existence of a respective community is based on its language/dialect. Preservation of all these dialects in an audio-visual format will also be done.

**Q. Are the funds allocated to the Ministry adequate for all wings of education?**

**A.** The funds required for School Education must be 6 per cent of the GSDP. However, the present allocated fund is just 2.7 per cent. A review of Higher and Technical Education shows, the division gets just 0.4 per cent funds of the GSDP instead of the expected essential funds of 2 per cent. Hence, the fund allocated to State education on the whole must increase. **M**

# AN INTERNATIONAL AUTO-HUB

Among the suburbs of Pune, Chakan has become a focus zone for the auto sector with over ₹10,000 crore of investments in the pipeline.

Chandragupta Amritkar visits the zone to know more



**A**utomotive industry is one of the key drivers of the Indian economy. In Maharashtra, Pune, for decades, has been the automobile hub of India with presence of manufacturers such as Bajaj Auto, Fiat India and Force Motors and other prominent players from across the globe. Thanks to Bremen, in Germany, being Pune's sister city, the region has been successful in attracting German companies, especially those in the auto sector.

Among the suburbs of Pune, Chakan (34 km from Pune) is fast becoming a popular location for the sector with over ₹10,000 crore of investment in the pipeline. Chakan is home to the Indian operations of Mercedes Benz and Volkswagen, and base of companies like Tata Motors and Mahindra & Mahindra (M&M), and auto ancillary units. Chakan is strategically located on the outskirts of Pune on the way to Nashik. The proposed Pune

International Airport is just 6 km away. In recent news, M&M, Bajaj Auto, Tata Motors and Volkswagen have announced to invest ₹11,510 crore in Maharashtra. Three projects will be in Pune (of which two are in Chakan) and one in Waluj, Aurangabad.

M&M has proposed to invest ₹4,000 crore over a seven-year period to expand manufacturing facilities for automobiles at Chakan, Pune which is a 'C' zone under the Package Scheme of Incentives. This would take M&M's total investment in Chakan to ₹8,000 crore. The expansion is expected to provide employment to 2,500 persons.

"The funds will be utilised towards infrastructure development, product development and capacity expansion. I am sure that with this expansion, Mahindra will continue to play an integral part in the development of not only Chakan and Maharashtra, but also the Indian auto

(Clockwise from above)  
A parking lot at a car factory, Volkswagen factory, cars being made in a plant, and the Hyundai facility at Chakan



## WHY CHAKAN?

- Favourable industrial atmosphere
- Availability of skilled manpower
- Required infrastructure
- Close proximity to the port of Mumbai and Pune
- International hotel brands
- Affordable housing
- Friendly policies from the State Government



“  
**The funds will be used for infrastructure, product development and capacity expansion at the Chakan plant. I am sure, with this expansion, Mahindra & Mahindra will continue to play an integral part in the development of Chakan, Maharashtra and Indian auto industry.**

—Pawan Goenka,  
 Executive Director,  
 Mahindra & Mahindra



industry in times to come,” said Pawan Goenka, Executive Director, Mahindra & Mahindra.

The M&M plant at Chakan has an annual capacity to roll out 3.2 lakh units and currently manufacture M&M’s entire medium and heavy commercial vehicle range, including the 0.75 tonne Maxximo, Single and Double Cab Pik-Ups and the whole new range of Mahindra Trucks and SUV XUV 500. It also assembles SsangYong Rexton.

Volkswagen India has proposed to invest ₹1,510 crore for manufacturing of diesel engine and related part of backward integration at Chakan that will provide employment to around 570 persons. The plant with annual capacity of one lakh plus cars is company’s largest investment outside Germany. It is also the only plant operated by a German automotive maker in India that covers the entire production process, from the press shop through body and paint shops to

assembly. The company has stepped up exports from the plant, especially that of Polo hatchback to Mexico. The plant has produced over 89,000 cars for export till date.

Luxury car maker Mercedes-Benz India would soon double its manufacturing capacity at its greenfield plant at Chakan. This is company’s first owned plant in India. Started production in 2009, it has an annual installed capacity of 10,000, which would become 20,000 post-expansion. Mercedes-Benz plans to launch three more models. With the expansion, company’s total investments in India would touch ₹850 crore.

Chakan region will also benefit by Tata Motors that has proposed to invest ₹4,000 crore to expand its manufacturing facilities in Pune and provide employment to 1,200 persons.

Chakan also has presence of auto ancillary units. Delphi—a global supplier of electronics and technologies for automotive, commercial vehicles and other market segments—has leased 1.29 lakh square feet built-to-suit manufacturing facility at IndoSpace Industrial Park, Chakan. Another global leader, Leoni has opened its new plant at Chakan from where it will deliver cables and cable systems to automotive companies. Tyre maker Bridgestone has two plants (one recently announced) at Chakan. Spread across 187 acres, it will have a capacity to produce 5,000 passenger car radial tyres and about 1,000 truck and bus radial tyres per day by the end of the year. US-based transmission manufacturer, Tremec, which has a plant at Chakan and supplies 5-speed rear-wheel-drive transmission systems, plans to make the Indian facility its global sourcing hub. The Chakan plant, which is Tremec’s fourth production facility globally, is spread across 95,000 square feet and designed to manufacture rear-wheel-drive transmissions and drivetrain components for India and the Asia-Pacific region.

Leading automotive and commercial vehicle interiors supplier, International Automotive Components (IAC) has a 80,000-square-foot manufacturing, design and technical centre in Chakan. This allows IAC to expand its local manufacturing support to its growing customer base in the region, which includes M&M, Mahindra Trucks and Buses, Volkswagen, Volvo-Eicher Commercial Vehicles and Fiat.

Considering India’s high-skilled manpower and technical competence, many auto companies are setting up their R&D facilities at Chakan. Pune also has various testing facilities making Chakan an ideal auto hub. [M](#)



## Push on 'ease of doing business'

It is seen that non-agriculture (NA) permissions are taken on a large scale for industrial use of land, but no factory is set up there. There should be a penalty for the concerned (owner) if the factory is not set up even five years after obtaining the NA permission. Such a land should be returned to the farmer or given to other entrepreneurs," said Maharashtra Chief Minister at a review meet of measures taken for Ease of Doing Business under Make in Maharashtra programme in Mumbai.

Speaking at the second review meeting, Chief Minister Devendra Fadnavis said, it will be mandatory to set up factory on the land within five years of obtaining permission of its non-agricultural industrial use, and officials should ensure that such a land is not misused.

There are various outdated permissions required while setting up a factory in the State. It should be examined if scrapping of such rules would make any special difference, he said. The Chief Minister also asked to study no-objection certificates (NOCs) required for starting construction or setting up industrial units, weed out certificates that are irrelevant, and reduce the time taken to give permissions.

For starting any industrial set-up, Tree Authority's approval is mandatory for cutting trees, but the process may take up to 90 days. To start any construction in Mumbai, one has to get NOCs from almost all departments. One of the amendments being proposed is to see whether a fixed timeline can be kept for these NOCs, and if they are not granted, they can be considered as deemed clearances.



**"It will be mandatory to set up factory on the land within five years of obtaining permission of its non-agricultural industrial use, and officials should ensure that such a land is not misused"**

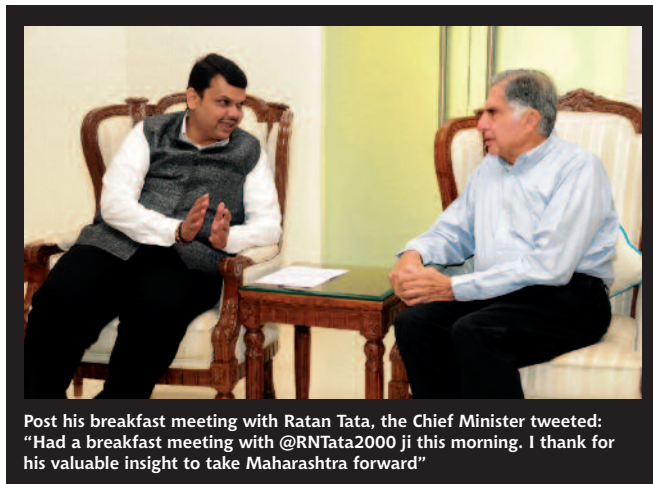
A high-level committee set up for Make in Maharashtra has given permission to ten big industrial units to start their business, which in turn will generate

4,285 employment opportunities. Also, soon, 12 mega projects with investment of ₹8,456 crore will come up in the State, generating 11,800 employment opportunities.

Efforts are being made to reduce the number of permissions required to start a business from 75 to 25. Permissions to delayed projects of Schindler India and Lenzing Modi Fiber India have also been given, while hurdles faced by Ultratech and Parkinson India Ltd., have been solved.

The Chief Minister said, service-oriented work should be done through outsourcing. About 3.5 lakh labour force is in unorganised sector. For them Unorganised Labour Social Security Board should be set up.

Presentations by Industries, Power, Environment, Revenue, Labour, Law and Judiciary, Urban Development, Water Supply Departments and Mumbai Municipal Corporation were made at the meeting.



Post his breakfast meeting with Ratan Tata, the Chief Minister tweeted: "Had a breakfast meeting with @RNTata2000 ji this morning. I thank for his valuable insight to take Maharashtra forward"

### COMMENTS...



**"According** to the World Bank Annual Ease of Doing Business Survey, we

presently occupy 142nd place, but with the help of 98 agendas under Make in India, the State will complete all these by May 2015 to reach the top 50 countries within a year"

—Swadheen Kshatriya, Chief Secretary

**"There** are 25 various permissions needed to start any construction



in Mumbai. To make the process easy, we will cut down the number of permissions from 25 to 16"

—Sitaram Kunte, Municipal Commissioner, MCGM



**"Efforts** are being made to reduce the number of permissions

required to start a business from 75 to 25. As one part of it, Maharashtra Industrial Development Corporation has reduced the number of permissions from 14 to 5"

—Apurva Chandra, Principal Secretary, Industries

**"Environ-**

**ment** clearance has been made easy, and within a week, 100 licenses were issued. A detailed policy will come up in next three months"



—Ajoy Mehta, Principal Secretary, Environment





## Maharashtra, the Most Preferred Investment Destination

The Maharashtra Government is aiming to make the State most preferred investment destination by simplifying rules and regulations and licensing process, said Chief Minister Devendra Fadnavis at the 3rd Maharashtra Economic Summit organised by Maharashtra Industrial and Economic Development Association (MIEDA) in Mumbai. The Chief Minister said that instead of making Mumbai a Shanghai, he wants to make Mumbai, Mumbai first.

Speaking about infrastructure in the city, he stressed on the need to decongest Mumbai by building coastal roads, a project soon to be commenced. Also, impetus is being given to Navi Mumbai Airport, which will become operational by 2019.

On the occasion, Dr. Anil Kakodkar, Chairman, Solar Energy Research Advisory Council, was felicitated with Life-

time Achievement Award, Pride of Maharashtra. Also K.Venkataramanan, Managing Director, Larsen & Toubro Ltd., Dr. Earnest Joseph of Ready Portal Ltd., Rakesh Singh, CEO, Aditya Birla Finance Ltd, and Nalin Shah and Avinash Gupta were felicitated with mementos.

Chandrakant Salunkhe, President, Maharashtra Industrial and Economic Development Association, proposed a vote of thanks. Prashant Nagre, CEO, Fermenta Biotech Ltd. and Satish Jamdar, Managing Director, Blue Star; included the other dignitaries present at the summit.

This Summit reviewed the inclusive growth of the State, as well as present a development agenda for the new Government on infrastructure, industry, power, foreign direct investment, agriculture, tourism, skill development, and others.

## Maharashtra and New South Wales sign MoU

An Australian delegation led by Premier Mike Baird of South Wales met Chief Minister Devendra Fadnavis regarding a Memorandum of Understanding (MoU) signed between Maharashtra and New South Wales. Under the MoU, both States will co-operate and co-ordinate for effective implementation of

**Under the MoU, Australia and Maharashtra will jointly work in sectors of agri, health, education, water supply and museums**

schemes related to agriculture, health, higher and technical education, water supply and museums.

The Chief Minister said, there is a need of investment in different sectors. Investment in manufacturing sector will be

fruitful. Government will extend its full co-operation to Australian entrepreneurs for investment made in the State. There are large numbers of technical students in Maharashtra. If Australia gives them training, it will help in generating skilled manpower for both the States.



## World Bank to support inclusive development

Maharashtra Government, under its objective to bring transparency and speedy development in the State administration, is open to take support of global institutions, said Chief Minister Devendra Fadnavis. The Chief Minister was discussing Resources, Globalisation and Long-term Planning of Maharashtra—for speedy development of the State in terms of areas of water, agriculture, education, public health, rural and urban development through implementation of Pemandu model of Malaysia—with World Bank representatives.

Malaysia's Performance Management and Delivery Unit (Pemandu), is an "excellent example" of how Government performance monitoring should be done, say experts.

Ono Ruhul, Regional Director, World Bank, India; economy expert Arun Maira; Ravindran Devagunam, Director, Pemandu Department of Malaysia; Praveen Pardeshi, Principal Secretary, Chief Minister's Office; Milind Mhaiskar and Praveen Darade, Secretaries, Chief Minister's Office; S.K.Goel, Additional Chief Secretary, Agriculture and Marketing; and others were present in the meeting. Ruhul assured full cooperation from the World Bank for the inclusive development of Maharashtra.

# The power of Small

Women self-help groups are playing a pivotal role in creating a new rural economy. **Pravin Kulkarni** discovers this at Mahalaxmi Saras, Mumbai

It is a busy time for the members of women self-help groups (SHGs) at Mahalaxmi Saras. Busy selling a wide range of products—from every nook and corner of the State—the ladies display attitude and confidence. More than the footfalls and sales the exhibition registers annually, it is this combination of attitude and confidence that makes the platform a model of women empowerment.

Every year, the Rural Development Department, Government of Maharashtra; Ministry of Rural Development, Government of India; and National Bank for Agriculture and Rural Development (NABARD) jointly organise and host a grand exhibition-cum-sale of goods and articles produced by rural artisans and self-help

groups from all States of India. Saras exhibitions are hosted every year in all the States to encourage SHGs and for promoting their products. The exhibition organised in Maharashtra is called Mahalaxmi Saras.

A couple of years ago, women members of SHGs showcasing at this event were reluctant to step out of their comfort zones and to think of venturing into business. Today, a new breed of young women from rural areas has embarked on an entrepreneurial journey. While today, most of them are bread winners of their families, it was not how it started. There was no regular employment, no capital for starting a business, no training and negligible knowledge about markets from where they could start.

A phenomenon in itself, SHGs changed the game with their inspirational encouragement. The women who joined the SHGs out of sheer financial necessities have now become small entrepreneurs. Today, their success stories are an ideal for other women. Apart from traditional *papad* and pickles business, the women make wooden toys and grow turmeric as a crop. Drawing advantage from Government schemes, they have taken their businesses to newer heights. Led by the good response, the State Government is now supporting the women toiling in the field. The movement is now playing a pivotal role in creating a new rural economy.

## SNIPPETS FROM SARAS

The first stall at the exhibition is from Pragati group, Varad, *taluka* Malwan. Laxmi Varadkar and Ramai Varadkar have travelled more than 500 km to reach the venue. The group is exhibiting a wide range of bamboo products. The products are

Women entrepreneurs showcase their products and interact with buyers





Colourful Attractions: From utility items to handicrafts, Mahalaxmi Saras 2015 had something for everyone

artistic and of utility. From wooden toys to pen stands, clocks and trays, every product shows skills and beauty. The group also had plaques of various honours bestowed on them. Mahila Arthik Vikas Mahamandal (MAVIM) provided a helping hand to artisans like Varadkars to start making bamboo products through a women SHG. They also made markets available, and soon the venture reached financial stability. Ramai Varadkar underlines the importance of social awareness brought by MAVIM.

Laxmi Kamble is another self-made, small entrepreneur benefited through a women SHG. She hails from Nagthane, Sangli. Initially facing difficulties even to earn food, she associated with the group. Making and selling *papad* satisfied the issue of livelihood and survival, but education of her children remained as a challenge. The SHG then took a loan from State Bank of India and the journey of women like Laxmi Kamble continued.

Today, the success of Samadhan is helping women—in the group and outside—become self-sufficient. Kamble is not afraid of calling herself a small entrepreneur and her self-confidence is visible. “I do not consider a women self-help group as an employment,

but as an opportunity,” says the lady, who now wants to get the next generation onboard.

### PROMOTION OF CULTURE

The biggest attraction of the exhibition this year is Ramabai women SHG from Shingwe, *taluka* Niphad, district Nashik. Dressed in traditional attire and ornaments, the 60-year-old self-made entrepreneur is showcasing her products with rare confidence. While stating that she has travelled all over the country for selling her products manufactured at the group, she did not forget to emphasise that one must never forget one’s culture. Showing her attire and ornaments, she asks, “What is the harm if—while travelling all over the country for selling our products manufactured through women self-help groups—we also propagate Marathi culture?”

**Mahila Arthik Vikas Mahamandal provides the members of SHGs a market, and trains them how to sustain their work. This increases enthusiasm in the group members**

### SOCIAL CONSCIOUSNESS

Ratnaprabha Wagh, Chairman, Panchsheel SHG at Vinchur, *taluka* Niphad, Nashik, emphasises on the social consciousness aspect these groups bring. “While economic development is the basic



Chief Minister Devendra Fadnavis, Maharashtra Governor Ch Vidyasagar Rao and Rural Development Minister Pankaja Munde with participants at the event

**“We will increase the number of stalls at Mahalaxmi Saras next year. The exhibition is the best medium to empower women”**  
—Pankaja Munde



#### RURAL WOMEN EMPOWERMENT POSSIBLE WITH SARAS

“Mahalaxmi Saras provides strength to rural women to fight poverty. It is said that when a woman is empowered, she, her family and society are empowered. But, I will say, with her, the whole State and country are empowered in true sense,” said Pankaja Munde, Minister, Rural Development and Water Conservation, Employee Guarantee Scheme, and Women and Child Development.

Acknowledging the officials working for National Rural Livelihood Mission, she said the mission of women empowerment through self-help groups has been successfully implemented in the State, giving an opportunity to women in rural areas.

Pankaja Munde also appealed to banks to help rural women artisans with loans, so that they can sell their art abroad. “We will increase the number of stalls at Mahalaxmi Saras next year. The exhibition is the best medium to empower women. With the help of other such projects, we will try to give impetus to rural women and infuse the confidence of entrepreneurship in them,” she said.



#### THE ELABORATE MAHARASHTRIAN PLATTER

**A** star feature of Mahalaxmi Saras is an exposition of food culture from five different regions of Maharashtra—Konkan, Marathwada, Western Maharashtra, Khandesh and Vidarbha. Khandesh delicacies of Mande and Bhakri-Bharit, Dhapate and Mavli chicken from Marathwada, authentic rural chicken from Vidarbha, white and red gravy from Western Maharashtra, and extremely spicy non-vegetarian menu from Konkan—from Pomphrate-Surma to prawns and other fish items—were spread to tempt the visitors. The SHGs had exulted in bringing the entire Maharashtra cuisine under one roof.

There is a crowd at the stall selling Mande from Khandesh. This is a type of sweet-stuffed bread three times the size of a normal chapatti. People have also lined up to see its preparation and to savour the delicacy. Bhakri-Bharit from Khandesh is equally famous. During its preparation, the outer skin of brinjal is taken off. The dish has a different method of preparation, making it a huge attraction for foodies. The white and red gravy has become a new identity of Kolhapur: The foodies have made a beeline for this spicy variety. Also on display are chicken and mutton dishes from Amravati, prepared in an earthen pot. The Konkan stalls are busy serving traditional fried Pomphrate-Surma, prawns, crabs and other exquisite sea foods.



Maharashtra Governor Ch Vidyasagar Rao with Chief Minister Devendra Fadnavis at Mahalaxmi Saras 2015 at Bandra Reclamation, Mumbai

objective of women SHGs, social progress is another. Even the consciousness about “changing society” has increased due to these groups,” she adds.

#### ART AND ASPIRATION

At one of the stalls, a young man is occupied in drawing Warli line drawings on envelopes. His stall is full of Warli paintings and artifacts. The artist, Madhukar Kharpade has a rhythm in his drawings. Kharpade is the Chairman of Warli Shri Sai Navayuvak (UMED). He has talent and people appreciate his work. It is for this audience he is participating at Mahalaxmi Saras, he says. “Rural youth like me were doing their own businesses to make ends meet. But, UMED enhanced our aspirations, and showed us the way of reaching people. Today, Warli has become our lifeline. We have preserved in our products the various elements seen in the art. Now, we earn anywhere between ₹10,000 and ₹15,000 every month. We also have the satisfaction and joy of taking Warli ahead. It has been possible only because of UMED,” he adds. **M**



Chief Minister Devendra Fadnavis inaugurating the Aaple Sarkar portal in Mumbai

# CLICK HERE FOR COMPLAINTS

**Maharashtra Government launches a one-stop platform for people to record grievances and send suggestions**



Chief Minister Devendra Fadnavis launched Aaple Sarkar, an interactive portal and mobile application, which helps citizens to share ideas, offer suggestions and post grievances. Launched on the Republic Day, this technology-based platform connects people with the Government. A success already, the portal on its first day received about 500 emails.

The portal and app, monitored by the Chief Minister's Office (CMO), is a platform for citizens to participate in discussions on Maharashtra's development. Aaple Sarkar is part of Government's participative governance measures with a motto, Minimum Government–Maximum Governance. Speaking at the launch, Chief Minister Devendra Fadnavis informed that, to achieve the goal, the draft bill of Right to Services has been made public for suggestions. Views on the same will be tabled in

the forthcoming Budget session of the State Legislature. The direct communication between people and Government will ensure timely delivery of services to citizens in Government offices, he added. The State Government has also declared 2015 as Digital Year to make a number of Government facilities available online. For the Government, the portal is also a tool to achieve transparency.

Maharashtra is the first State in the country to start online Right to Information Services. The State Government plans to announce a cut-off date after which only e-files will be accepted by the Government. Grievances registered on Aaple Sarkar will be addressed within 21 days. No personal information and details of any matter which is sub judice will be entertained on the portal. In the second phase, Government offices at district, municipal and *tehsil* level will be included on the portal.

## Aaple Sarkar is:

- A platform for people to share ideas about Government's key schemes
- A platform for citizens to register grievances, which will be answered in a time-bound manner
- A platform to help connect to Government through various tools, applications and methods
- An interface to share ideas

Aaple Sarkar is divided into three parts: grievance management, RTI online and collaboration. Grievances redressal is a one-stop platform for citizens to seek redressal of their issues, which can be filed under appropriate category and a token number will be provided for the same. The number can be used to track the status of the complaint. Citizens can file RTI application or first appeal online. The portal provides the facility to make requisite fee payments for application online through internet banking, debit card and credit card.

In order to promote the concept of good governance, the collaboration platform assists citizens to give suggestions to the Government. These suggestions are for effective public participation in policy making. The suggestions or grievances will not confine to the Chief Minister and will cover all the Ministers. If one is sending suggestions to the Government, one will be able to keep a count of the number of submissions made to a particular department and the response from the department. **M**

# LET THERE BE SUNLIGHT

Known for one of world's largest solar power projects, Sakri is the first step Maharashtra has taken to realise its renewable energy dream. **Chandragupta Amritkar** records the journey and solar ambitions of the State



**State** power generation body, Mahagenco is planning to construct large-sized solar power projects at Osmanabad and Parbhani. It has already commissioned a 5 MW solar power project in Chandrapur

In India, where most villagers and landowners protest against power plants and large industries to open up in their neighbourhood and resist giving up land for any development project—often due to politically motivated reasons, not getting the right compensation or other unjustified factors—one village in Maharashtra did exactly the opposite and set a trend. The people of Sakri, a small town in Dhule district of northern Maharashtra, embraced renewable energy and set Maharashtra on the path of green energy.

This March, it will be two years for the 125 MW Shivajinagar Sakri Solar Power Plant to be commissioned. Spread over 382 hectares, the solar plant is not just India's but also Asia's largest solar project located at a single parcel of land. Though conceived in 2009 by Maharashtra State

Power Generation Company (Mahagenco)—the power generation utility of the State Government—it took the project four years to harness the free and widely available source of energy. The initial hurdles ranged from State Forest Department claiming ownership over 180 hectares of land to locals resisting the project. Sakri was chosen as a location with the help of NASA after conducting careful study of solar radiation levels. Soon, discussions made both Forest Department and residents change their stand, and the project began.

## NEED OF THE HOUR

Renewable energy is a game changer for any country today, whether developed or developing. To tackle the twin problems of widening power



the tune of €250 million (around ₹1,600 crore) from KfW.

● The plant was expected to record carbon emission as low as 2.2 lakh CER, and this would accrue a refund of ₹10 crore per year to Mahagenco under the Clean Development Initiative.

● The total cost of the solar plant, including expansion, was €370 million. With KfW providing the reduced-interest loan of €250 million, Mahagenco gave the balance.

### SPECIFICATIONS

● Sakri Solar Plant was jointly funded by Frankfurt-based development bank, KfW Entwicklungsbank and Mahagenco. Under an Indo-German Cooperation agreement, the project received financial assistance to

**“ In order to reduce State’s carbon footprint and give a boost to the renewable energy sector, the Integrated Policy for Renewable Sector will come up. Under the policy, rooftop solar panels will be promoted in a big way and installed atop Government offices and Universities. The Government would encourage solar pumps to help farmers in drought-affected areas.**

—Chandrashekhar Bawankule,  
Minister for Energy,  
New and Renewable Energy



deficits and mounting carbon emissions, the Indian Government too set ambitious goals to provide energy access to all Indians and to steadily replace coal with renewable sources for producing power. Solar energy projects such as at Sakri support Centre’s agenda of inclusive growth and focus on a low-carbon growth strategy for power generation in India.

The solar power plant is the result of a deal between Frankfurt-based development bank, KfW Entwicklungsbank and Mahagenco. Under an Indo-German Cooperation agreement, the project received financial assistance to the tune of €250 million (around ₹1,600 crore) from KfW. The carbon emission was expected to be as low as 2.2 lakh CER, accruing a refund of ₹10 crore per year to Mahagenco under the Clean Development Initiative. KfW, which acts as the implementing agency for Berlin, is one of the largest banks in Germany and the largest financier of renewable energy projects under development cooperation worldwide. The bank finalised the €250 million loan agreement on behalf of the German Federal Ministry for Economic Cooperation and Development. Initially, the Sakri plant had a capacity of 125 MW, which was later expanded to 150 MW. The total cost of the solar power plant, including expansion, was €370 million. With KfW providing the reduced-interest loan of €250 million, Mahagenco contributed the balance.

Following the commissioning of its third 50 MW unit last September—bringing the combined installed capacity of the plant to 150 MW—the Sakri Solar Power Plant replaced Andasol, Spain, to become world’s largest commercial solar power plant. The Indian facility, however, is far cheaper. Each of Andasol’s three units is estimated to have cost between €300 million and €350 million. The project is implemented with dual technology, with 100 MW power generated based on crystalline technology using photovoltaic cells, whereas 50 MW of electricity generated using thin film solar cells.

Led by the positive energy of its maiden solar plant, Mahagenco is now keen to construct large-sized solar power projects at Osmanabad and Parbhani. The State power utility has already commissioned a 5 MW solar power project in Chandrapur, and its future solar projects are planned at Kudgaon and Gangakhed. Equal, aggressive initiatives can be seen in the neighbouring states of Rajasthan and Gujarat, where new solar energy projects are making headlines. It seems the sun of India’s solar energy vision has finally risen, though in country’s west. **M**





# A SPARKLING BUSINESS

India, a budding wine market, has Nashik to thank for the status. The district is home to some 38 wineries of Maharashtra's 72 odd wineries. **Sameer K** maps the sector

**F**rance has its Bordeaux and Champagne that specialise in winemaking. California has its Napa Valley. We in India have Nashik, the country's biggest wine region that has come to be known as the wine bowl of India. Wines are a pretty new concept in India compared to the rest of the world, but interestingly it has hardly taken about 15 years for this new industry to be considered a serious player in the world wine market. India is the first country from Asia to become the member of the Paris-based International Organisation of Vine and Wine (OIV) in 2011, indicating the world is recognising and watching the Indian wine industry with interest. At the heart of this growth is Nashik that alone is home to some 38 wineries of Maharashtra's 72 odd wineries, including Sula Vineyards—the country's top winemaker, Grover Zampa Vineyards, Charosa and Moet Chandon.

So what makes Nashik tick as the country's biggest wine region? More importantly, why are Nashik grapes at the top spot all the time?



(Clockwise from above) A vineyard, wines from Sula Vineyards, wines and grapes, a winery and fresh grapes in Nashik

Nashik has the best climatic conditions in the country for growing wine grapes and is perfect for premium wine grapes, says Rajeev Samant, CEO, Sula Vineyards. Jagdish Holkar, Chairman, Indian Grape Processing Board (IGPB) agrees, adding that the micro-climatic conditions in Nashik and the soil terroir (temperature and humidity) is responsible for some of the best wines coming out of the region.

The State of Maharashtra is the largest exporter of grape in India. In the past couple of years, grape export from the State has reached around 30,000 tonnes, of which almost half is from Nashik district. Traditional viticulture practices, mineral-rich soil, temperature and humidity, all are needed for good wines, which is why you will find some 38 wineries concentrated in Nashik alone. Niphad and Dindori are regions with some 3,000 acres coming under wine grape cultivation, Holkar points out. The Geographical Indication status granted to Nashik grapes only serves to prove that Nashik grapes are among the best in



the country and ideal for making wines, he adds.

The success story of Nashik, however, begins with the market leader Sula Vineyards. Begun by Samant who left a corporate job in the Silicon Valley to enter the sector, Sula Vineyards has come a long way in the last 15 years to dominate the Indian wine market with a 65 per cent market share. Other rivals are far behind in terms of both production volumes and market mindshare, but according to Samant, there are serious new players emerging on the Indian horizon, which augurs well for the industry. "The systemic problems have been tackled and stability has come back to the Indian market and there are players now who are making good wines," he says.

Charosa Vineyards competes with the likes of Sula, Grover Zampa Vineyards, Four Seasons, Fratelli, Moët Hennessy India, Heritage and Nirvana. Its 230-acre campus located at Dindori-Niphad-Satara, Nashik, has a master plan for development for the next ten years for the winery. The entry of Moët-Hennessy's Chandon brand last

## INDIAN WINE INDUSTRY

- Wine sales in India continue to grow—at 15-20 per cent annually—driven by changes in lifestyle and spending habits and with better quality of wines now being made in India.

- In 2014, India produced 2.5-2.8 million cases of wine of which 1.5 million cases were for the export market.

- Indian wines have managed to equal the price and quality status of imported wines despite the high customs duties on the latter, which amounts to 162 per cent in India.

year in Nashik has opened up the market for more winemakers to join the sparkling brigade.

## STEADY GROWTH

According to a recent Assocham report, the domestic wine market is growing at 30 per cent per annum and likely to touch around 28 million litres by 2015 from current estimated level of 21 million litres in major cities like Delhi, Mumbai, Goa, Bengaluru and Pune, and Punjab, producing a good deal of wine consumers. Greater exposure to Western culture, global travel and experience of other countries where drinking wine is part of the lifestyle, are also helping the sale of wine in India, reveals the report.

For the year 2014, India produced 2.5 million to 2.8 million cases of wine of which 1.5 million cases were for the export market, according to Holkar. The IGPB Chairman claims, although there is no authentic data, imports in 2014 have been to the tune of 4,00,000 cases.

Wine sales in India continue to grow—at 15-20 per cent annually—driven by changes in

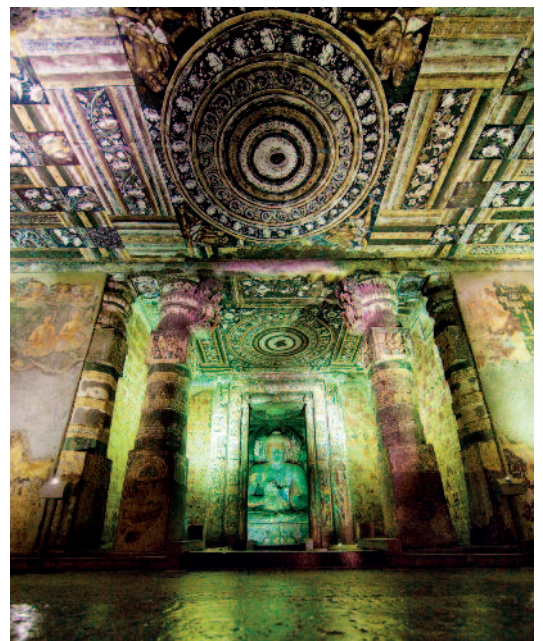


lifestyle and spending habits and with better quality of wines now being made in India. Indian wines have managed to equal the price and quality status of imported wines despite the high customs duties on the latter, which amounts to 162 per cent in India. While entry-level imported wines start at around ₹1,000 per bottle, today there are at least a dozen reserve Indian wines priced between ₹800 and ₹1,700—a far cry from when no Indian wines were priced over ₹500 per bottle seven years ago.

India's expanding wine industry is in the midst of a transition. With a growing export sector, expanding domestic consumer market, and increasing industry support, the sector has the potential to be a global market competitor in which Nashik will continue to play a major role. **M**

# GRAND RENAISSANCE

The rock-cut caves of Ajanta not just present a generous view of Buddha's life, but are also world's greatest chronological monument of paintings of religious art. The landmark is a must visit for anyone interested in history, art and India, says [Jyoti Verma](#)



If there's one place in India that entralls you visually and moves you spiritually, it is Ajanta, says a friend. Always interested in excavations, he had visited the caves many times and always had something new to share about the place. The piece of advice came when I told him about an upcoming visit to Aurangabad for work. "The experience depends how much you take from the place—a healthy break, heritage, art, Buddha or a new perspective on life. Visit it for sure, as you may find something beyond," he said, making the caves more interesting for me.

I had to be in Aurangabad for three days, out of which one day was free for me to travel around. It takes about two hours by road to reach Ajanta from Aurangabad city. My packing included the many facts I read about the caves. Regarded as India's most outstanding heritage site, Ajanta caves were built as places of worship between the 2nd century BC and 6th century AD. The caves were accidentally discovered by a British officer, Jack Smith during a hunting expedition in 1819. In next three decades, the site was excavated in a horseshoe-shaped bend of a rock overlooking a



(From left) A magnificent view of Ajanta, and arched pillars, elaborate work on the roof and a Buddha statue in the caves



narrow stream, Waghora. In 1983, the caves were recognised by UNESCO as a World Heritage Site. While most visitors come here because of its beautiful location and its revered status, the learned insist the caves mirror the journey of human civilisation, and are a window to the life of Buddha and a magnificent showcase of art that survived centuries.

Ajanta has total 30 excavations, including an unfinished one. Out of these, five (cave number 9, 10, 19, 26 and 29) are *chaityagrihas* (prayer halls) and the rest are *viharas* (monasteries). The excavations were done in different periods. Each cave was connected to the stream by a flight of steps, which is now almost wiped out. The caves feature murals—from both Hinayana and Mahayana periods—with Buddha as central character and Bodhisattvas and Jataka protagonists as others. Birth of Buddha, young Buddha drawing a bow, Buddha returning to Kapilavastu and offering his begging bowl to his son, Buddha preaching in Tushita heaven, are only a few scenes depicted on the walls. Paintings of couples, music bands, children playing with hens, a woman plaiting another's hair and so on, run parallel with animal and floral motifs and geometrical patterns. The paintings also have monks, who are seen standing on blue lotuses, with green haloes, and wearing orange and yellow coloured robes. All in all, the caves have characters, colours and chronicles.

While art lovers underline Ajanta's spectacular leap of creativity achieved centuries ago, historians tag Ajanta as audacious by the way

#### HOW TO REACH



Aurangabad (110 km) is the nearest airport, while Jalgaon (52 km) is the most convenient railhead. Additionally, there's Bhusaval, 28 km from Jalgaon, which serves as a stop for most super-fast, mail and passenger trains. From Jalgaon, taxis and buses will take you to Ajanta.

#### WHAT ELSE TO SEE

**Bibi-ka-Makbara:** It is a tomb that bears some resemblance with the Taj Mahal. It attracts tourists due to its wonderful architecture.

**Daulatabad Fort:** The fort was built during the 12th century. Due to its uncommon location on a pyramid-shaped hill, it is a popular spot.

**Jama Masjid:** The mosque, built by Aurangzeb, is centred in a grove of trees in Killa Arrack.

**Shirdi:** The holy shrine of Shirdi Sai Baba is located here.

**IIT Bombay aims to restore the architecture and sculptures of the heritage site, reconstruct its paintings, and develop it as a hotspot for tourists**

sculptors cut the 76-metre-tall rock to make *chaityas* and *viharas*. Moving inside the caves is easy, as the site is well maintained and well administered. However, it was not the case earlier.

For many years, Ajanta's masterpieces bore the brunt of human apathy. The caves became the permanent home of bats, the walls were defaced by graffiti, and there was weathering in the rocks. The dire state soon became a worry of Maharashtra Tourism Development Corporation (MTDC), which took up the challenge of restoring the heritage site. A well-conceived and well-researched plan, co-ordination efforts, implementation of conservation measures and foreign aid brought about sweeping changes.

Besides MTDC, IIT Bombay—under a planned multi-disciplinary project—aims to restore the architecture and sculptures of the site, reconstruct its paintings, and develop it as a hotspot for tourists with the help of locals. Recent reports suggest that Industrial Design Centre (IDC) of the institute plans to spearhead the project with the Archaeological Survey of India. The phase-wise project will incorporate local communities and arts and crafts of the region. The IDC team plans to make a knowledge database on the caves for tourists, students and professionals. The planned value additions include a palanquin designed to ferry tourists to the caves.

By the end of an eventful day at the caves, I had a mixed bag that had pictures, knowledge, appreciation and pride. And, there was communication, as I found Ajanta to be a medium for every human—Indian or not—to connect with people who lived on the planet centuries ago. The paintings—with their continuity of thought, composition, characters, stories and artistic excellence—seem like a message from them. Being one of the millions of visitors flocking the caves every year, I was thrilled to accept the fact that this message would outlive us to enthrall future generations. The thought itself presented a new perspective on life. **M**

# A poem on *Metal*

Originated in far Islamic lands, Bidri travelled to India centuries ago and flourished during the era of Bahmani Sultans. Today, India is the only nation that has the art, with Aurangabad being a prime centre



Gawai Madhukar Dharmaji is an acclaimed Bidri artist settled in Aurangabad. He took up the art in 1975 and is today supported by his sons Vijay and Mukesh, who help him run his venture, Madhu Bidri Works Krishi Residency. “The sales are limited. Expensive raw material, limited customers and marketing platforms, and lack of awareness among people are challenges we face. But, Bidri is a heritage for us, something we just cannot leave,” says Vijay Gawai, the elder son.

Bidri—the ancient craft of inlaying or brocading silver on black metal and ultimately creating beautiful eye-catching pieces—has its origin in Persia and Syria. It is believed to have entered India more than 4,000 years ago, but the art developed only during the Mughal reign. Artisans trained in this technique had settled down in the fortress town of Bidar, Karnataka, thus giving the metal art form its name. Slowly, over a period of time, the craft moved to other Indian cities such as Lucknow, Hyderabad and Aurangabad.

For Aurangabad, Bidri is one of the many heritage crafts left behind by several dynasties that ruled the region over centuries. In recent decades, the art found artists like Gawai, who brought new thoughts to the craft. Initially, the skill was confined to decorating items used by royals such as weapons, *hookahs* and *paan daans*. Today, Bidri can be seen on plates, trays, bowls, vases, ashtrays, trinket boxes, studded bangles and earrings, making the products one of the best souvenirs from the city. “Name plates, cufflinks and other handicrafts like vases and jewellery boxes are the most picked items,” says Mukesh.

## EMBEDDED ART

Bidri consists of four stages, and requires lots of efforts. These four processes are casting, engraving, inlaying and oxidising. The entire process is either



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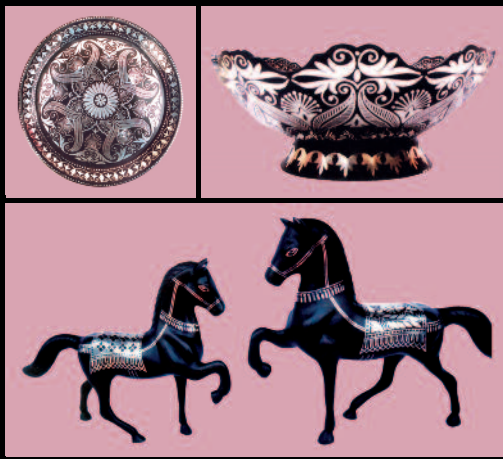
The sales are limited. Expensive raw materials, limited customers and marketing platforms, and lack of awareness among people are challenges we face. But, Bidri is a heritage for us, something we just cannot leave

—Vijay Gawai  
Madhu Bidri Works  
Krishi Residency

”

### THE ART IS IN THE DETAILS

- Bidri consists of four stages—casting, engraving, inlaying and oxidising.
- The base metal (black) is an alloy of zinc and copper.
- Depending on the depth of embedding and the quality of the metal affixed to the surface, the work is called *nashan*, *zar nashan* and *tarkashi*.
- Patterns such as *Asharfi-ki-booti*, stars, vine creepers and flowers are frequently seen on Bidri items.



performed by one person or shared by various artists specialised in respective areas. Besides copper and silver, zinc is used in the craft. The base metal (black) is a combination of zinc with copper, which are gently heated together to be smeared with sal ammoniac (a mineral composed of ammonium chloride) subsequently.

The alloy is then poured into a mould, engraved with intricate designs and inlaid primarily with silver and, at times, with gold or brass. A chisel, *kornechi kalam* is then used to engrave the design, after which strands of silver wire are hammered into the grooves. If the design has large patterns, then small pieces of silver and brass sheets are pressed in. The item is then passed through a chemical solution mixed with soil to get striking black finish. The alloy used is rustproof and non-corrosive. Depending on the depth of embedding and the quality of the metal affixed to the surface, the work is called *nashan* (deeply-cut work), *zar nashan* (raised work) and *tarkashi* (wire-inlay work).

Patterns such as *Asharfi-ki-booti*, stars, vine creepers and stylised poppy plants with flowers are frequently seen in Bidri items. “Traditional designs include Persian Rose and passages from the *Quran* in Arabic script. The motifs today come from ancient caves like Ajanta to those used by new-age fashion designers in their collection,” adds Vijay.

Artists use a mixture of ammonium chloride, water and a special soil from Bidar fort’s unlit portion to darken the body of the item. The paste

obtained is rubbed onto the heated Bidri surface. This paste darkens only the body without affecting the silver inlay. After the paste is washed, a shiny silver design appears on the black surface. Oil is then applied on the surface for a finishing touch.

While Bidar in Karnataka and Hyderabad in Andhra Pradesh are other vibrant centres for Bidri, the art is also practiced in Purnia in Bihar, Lucknow in Uttar Pradesh and Murshidabad in West Bengal. Today this craft of metalware is practiced only in India.

Over the years, Bidriware has become an art collector’s prized possession, best souvenir and a perfect gift. The reason is simple. Other than being visually striking and elegant, the enduring and non-corrosive work is also value for money. **M**

—Jyoti Verma



# PROJECT CLEARANCES AND HEALTHY DISCUSSIONS

Maharashtra Chief Minister, Devendra Fadnavis has resolved to expeditiously remove the administrative and physical roadblocks concerning Maharashtra. He has been successful in fast tracking the decision-making process and clearing all stalled projects with alacrity. From Central assistance to drought-prone areas to effective fair remunerative price to sugarcane growers, his discussions with concerned Union Ministers in New Delhi seem to have delivered

Promising to “fast track” the decision-making process in the State administration and to clear all stalled projects, the Chief Minister Devendra Fadnavis has been continuously doing the rounds of the National Capital. He has been meeting concerned Union Ministers to resolve protracted issues like drought intensity and water crisis, seeking central assistance for effective fair remunerative price (FRP) to sugarcane growers and urging for speedier clearance of developmental projects. He has been continuously following up the issues as well.

Devendra Fadnavis called on the Union Home Minister Rajnath Singh to apprise him of the gravity of the drought faced



Union Home Minister Rajnath Singh and Chief Minister Devendra Fadnavis



Union Finance Minister Arun Jaitely with the Maharashtra delegation



Union Minister Ram Vilas Paswan with Maharashtra Ministers



Union Human Resource Minister, Smriti Irani with Maharashtra Education Minister Vinod Tawde

## MATTERS OF EDUCATION

Enhancing the quality of education standards and adoption of a choice-based credit system are ways to bring about changes to meet students' aspirations and employment needs. Led by the idea, choice-based credit system would come into effect from the current academic year, said State's Higher Education Minister Vinod Tawde after a one-on-one meeting with the Union Human Resources Minister, Smriti Irani on the issue at Vigyan Bhavan.

The State Minister was glad to inform Union HRD Minister about the launch of Indian Institute of Management (IIM) in Nagpur. He added that IIM-Ahmedabad would be the guardian institution looking at the affair of IIM Nagpur.

Vinod Tawde informed that soon a pilot project, “School Darpan Yojana” will be started by the Centre. The State of Maharashtra has been included in the project. Initially, the Yojana would be applicable to schools falling under Zila Parishads, Municipal Corporations and Councils. It would oversee student management, scholarships and yearly reports. It would also send regular SMSes to parents on their ward's evaluation. Informing about filling up of 3,500 teaching posts, he said that the process would be expedited.

by the State and the miserable condition of the farmers. Union Home Minister Rajnath Singh assured the Chief Minister that the Committee set by him would soon consider the State's memorandum on the drought situation and release maximum possible assistance to the farmers in drought-affected areas.

Meanwhile, a concrete policy decision assuring FRP to sugarcane growers would be expedited, assured Union Finance Minister Arun Jaitley in a meeting with Devendra Fadnavis at former's residence in New Delhi. The Chief Minister had led an all-party delegation to meet Arun Jaitley and Union Minister of State for Public Distribution System and Consumer Protection, Ram Vilas Paswan. A memorandum to concede to the demands for extending concessions to the sugar sector to tide over a sharp financial downturn was also submitted. This meeting paved the way for resolving the crisis in the sugar industry in Maharashtra.

The Maharashtra delegation had urged for granting subsidies in exports of sugar and export of 20 lakh mt of sugar to be allowed on which a ₹5000 per metric tonne subsidy be granted by the Central Government. Also, the three-year loan sanctioned under the Sugar Development Fund be granted a further extension of two years, and a buffer stock of 50 lakh mt be maintained in the Central pool on which the accrued interests would be shared by the sugar mills. A reconstruction in the debt structure of sugar mills is necessary to overcome these challenges. The Chief Minister said both the Union Ministers have been positive to consider all the demands.

Devendra Fadnavis was accompanied by Union Minister of State for Consumer Protection Raosaheb Danve-Patil, Minister of State for Cooperative and Marketing Chandrakant Patil, PWD Minister Eknath Shinde, Sugar Federation Chairman and Member of Parliament Vijaysinh Mohite-Patil, Leader of Opposition in Vidhan Sabha Radhakrishna Vikhe-Patil, Leader of Opposition in Vidhan Parishad Dhananjay Munde, and Members of Parliament Raju Shetty, Sanjay Kaka Patil and Shrikant Shinde. **M**

—Compiled by **Amarjyot Kaur Arora**, IO, MIC, New Delhi



Union Environment Minister Prakash Javadekar with Chief Minister Devendra Fadnavis in New Delhi

## COASTAL ROAD PROJECT ASSURED OF SPEEDY CLEARANCE

In a bid to make Mumbai a city of global standards replete with good infrastructure, the Chief Minister sought Centre's clearance for the coastal road proposal. The project was stalled due to some provisions of the environmental laws, which prohibit reclaiming the land from the sea for road projects. Accompanied by a team of high-level officials from the State, Devendra Fadnavis met Union Minister, Environment and Forests, Prakash Javadekar seeking to ease the bottlenecks in the coastal road project along Mumbai's western coastline.

A detailed presentation on the project was made by State officials during the meeting. The Union Minister assured of a speedy approval of the project, which is set to decongest traffic in Mumbai, saying: "A broader structure is ready with details what the Centre and State have to do."

Centre is considering the possibility of modifying Coastal Regulation Zone (CRZ) norms to permit reclamation of land along Mumbai's coastline for crucial road projects without harming the environment. After the meeting, Devendra Fadnavis said, "We requested the Central Government to give environmental sanctions. There are many issues that need to be addressed. In order to make it sustainable, the State Government has to work on some safeguards. We will work on those to make the coastal road a reality."

The Chief Minister further added that the regulations governing the constructions on Nariman Point-Malad-Kandivali stretch would be amended, and no construction would be permitted in this 34-km long stretch.



(From left) Union Minister for Defence, Manohar Parrikar presenting Maharashtra the award for best tableau and consolation prize for lezim dance performance in New Delhi

## MAHARASHTRA TABLEAU BEST ON RAJPATH

The State tableau, which depicted Wari to Pandharpur (pilgrimage to Pandharpur) was given first prize among the total of 25 tableaux that rolled down Rajpath this year on Republic Day. Union Minister for Defence Manohar Parrikar presented the award to the Maharashtra team in a function in New Delhi. The Minister also presented the consolation prize to South Central Zone Cultural Centre, Nagpur (Maharashtra) for its beautiful presentation of the folk dance of lezim in the category of school performances.



**FOR INCLUSIVE DEVELOPMENT OF MINORITIES**

There will be no dearth of funds from the Centre for the schemes implemented for inclusive development of minorities by the State Government, assured Union Minister of State for Minority Affairs Mukhtar Abbas Naqvi, while taking review of minorities-related development schemes implemented by the State Government.

Eknath Khadse, Minister for Minorities; Mohammed Hussien alias Amir Khan, Chairman

Minorities Commission; Jayshree Mukherji, Principal Secretary, Minorities Development and Madhav Bhandari, BJP spokesperson were present on the occasion.

“With minorities, there would be inclusive development of society as a whole, and it is the agenda of Modiji’s Government. Full co-operation will be extended from the Centre for the overall socio-economic and educational empowerment of minorities,” said Union Minister of State for Minority Affairs Mukhtar Abbas Naqvi.

Speaking during the meeting, Eknath Khadse said, “The Government has given thrust to

the skill development programme for minorities. In minority-dominated areas, Industrial Training Institutes are run in two shifts to impart training to more students. Now, there will be an independent technical college for minority students. Hostels for girls from minority communities at *taluka* and district level are being constructed. Government will provide funds of ₹100 crore to Maulana Azad Minorities Financial Development Corporation. For this, soon a proposal will be submitted to the Centre. Health, education, roads and other facilities will be provided in minority-dominated *vastis* on priority.”

**INFRASTRUCTURE UPGRADE FOR KOLHAPUR AND MUMBAI FILM CITIES**

The film cities of Mumbai and Kolhapur will soon be transformed into state-of-the-art facilities, as their film studios will be upgraded to attract more film makers, said Chief Minister Devendra Fadnavis.

The Chief Minister was speaking at the inauguration of 13th Pune International Film Festival. Prakash Javadekar, Union Minister for Forests and Environment, was the chief guest on the occasion. Guardian Minister of Pune, Girish Bapat; Minister for Cultural Affairs, Vinod Tawde; and Minister for Social Justice, Dilip Kamble were also present on the occasion.

“The film cities are useful in making good and quality movies, and many new movies



will be produced here,” said the Chief Minister. “Like other businesses, the film industry requires many licenses, hence, efforts will be made to build a single-window system for the sector,” he added.

Prakash Javadekar said, “Indian cinema is loved globally, and we need a good marketing strategy for this industry. Centre will extend its support in funding the film festival.”

Vinod Tawde said that the State has taken a decision to preserve and conserve the cultural ethos of Maharashtra. The need of the hour is to organise film festivals at rural level, he said.

The ceremony also saw actors Shatrughan Sinha and Tanuja Mukherjee and senior poet N.D. Mahanor felicitated by the Chief Minister for their valuable contribution to the Indian cinema.

**EMPHASIS TO MAKE GRAM PANCHAYATS ONLINE**

The Zila Parishads in the State are known as Mini Mantralaya. Government will make efforts to computerise Gram Panchayats in the State to make available various welfare schemes online,” said Pankaja Munde, Minister for Rural Development, while inaugurating a two-day conference of Chief



**MAHARASHTRA TO BUY DR. AMBEDKAR’S LONDON HOUSE**

The Maharashtra Government has dispatched a letter of intent to the Indian High Commission in the U.K., formally setting in motion the process to purchase the London house, where Dr. Babasaheb Ambedkar lived during his stint with the London School of Economics (LSE), informed Vinod Tawde.

The Minister for Cultural Affairs recently held primary discussions with Indian officials and representatives of Federation of Ambedkarites and Buddhist Organisations (FABO) during his London visit for a



Executive Officers of Zila Parishads in the State.

Deepak Kesarkar, Minister of State for Rural Development; V. Girirajan, Principal Secretary, Rural Development; Rajeshwari Chandrashekhar, State Head, UNICEF; and other senior officials were present at the conference.

In order to lessen the workload of Zila Parishads and to bring transparency and efficiency in their operations, the Government will focus on computerisation of Gram Panchayats and making various

schemes available online, said Pankaja Munde.

Speaking at a conference, Deepak Kesarkar said, "There is a large-scale need for administrative reforms in local self-governing bodies. Zila Parishads are the actual implementation machinery of Government welfare schemes in rural areas. The bodies should be result oriented rather than target oriented. Discipline should be brought in the functioning of self-governing bodies through training, workshops and computerisation."



global education conference.

"The Government of Maharashtra has principally decided to purchase the residence of Dr. Babasaheb Ambedkar in London. Therefore, I am sending this as "letter of intent" to purchase 10, King Henry's Road, London NW3," the letter said.

The three-storied, 2,050 feet bungalow—used by Dr. Ambedkar, when he was completing higher studies at the LSE in 1920-21—has been put on the block by the present landlord in September 2014 through ads in local newspapers.

The Government plans to open a museum-cum-memorial at the bungalow from April 14, 2015—the 124th birth anniversary of Dr. Babasaheb Ambedkar.



### FOR RIGHTFUL SHELTER TO POLICEMEN

The policemen, who tirelessly and relentlessly work day and night for security and safety of people, should have every right to get a shelter on their head. Efforts will be made to provide affordable housing to policemen in the next four years," said Prakash Mehta, Minister for Housing, while inaugurating a natural gym and

anganwadi at Ghatkopar.

Prakash Mehta said that Mumbai alone has over 60,000 policemen, but housing of this order is not available. Hence, provision of special funds will be done to provide them houses.

In the next four years, all police colonies will be given 4 FSI, and number of houses will be increased through redevelopment. After retirement, officials should have their own houses. Efforts will be made to provide them affordable houses, he added.



### VOLKSWAGEN OPENS ENGINE ASSEMBLY PLANT IN CHAKAN

Chief Minister Devendra Fadnavis inaugurated Volkswagen India's engine assembly plant, which also includes a full-fledged engine testing facility, at its plant in Chakan. Also present at the inauguration were Minister for Industries, Subhash Desai; MP, Shivajirao Adhalrao Patil and MLA, Suresh Gore.

"I am happy to see that a company like Volkswagen has brought German engineering to India, and is committed towards its production in Chakan and investing further to increase manufacturing. It is really encouraging to see that Volkswagen is creating so many jobs in this industrial belt," said Devendra Fadnavis.

Mahesh Kodumudi, Chief Representative, Volkswagen Group India and President and Managing Director, Volkswagen India Ltd., said, "The latest investment by Volkswagen India in the Chakan plant takes the company's total investment to almost €710 million. The manufacturing facility started its operations in March 2009, and has rolled out over 4,50,000 cars for the Indian market and over 32 export markets across three continents. Currently, Volkswagen Polo, Volkswagen Vento and ŠKODA Rapid are being manufactured here. The Pune plant will manufacture more than 1,30,000 cars annually."



(From left) Prime Minister Narendra Modi and Chief Minister Devendra Fadnavis address the Indian Science Congress in Mumbai

# WINGS OF SCIENCE

The 102nd edition of Indian Science Congress pushed many to look at past and future and people and development with a new perspective. **Team Maharashtra Ahead** brings to you what made the Congress special this time



Dr Raghunath A. Mashelkar at the Indian Science Congress

**Y**ear 2015 started on a good note for Mumbai. The city, otherwise established as the financial capital of India, donned the robe of science for five eventful days. The occasion was the annual Indian Science Congress (ISC) and the venue was the prestigious Mumbai University. The 102nd session of the Congress took place from January 3 to 7, and hosted Nobel laureates and dignitaries like Prime Minister Narendra Modi and Former President of India, A.P.J. Abdul Kalam.

The annual Science Congress has always been a pride for the host city, as the national event brings together the best of scientific minds from India and abroad, besides leaders from other sectors. Considering the Congress returned to Mumbai after 45 years, the event was larger than life for the city. Though Mumbai has world-renowned institutes such as Tata Institute of Fundamental Research, Bhabha Atomic Research Centre,



A display on Make In India listing eminent areas where one can invest

Indian Institute of Technology and Tata Memorial Centre, it is known more for business. Thus, the Congress was an opportunity for the Government to talk science. During the five action-packed days, Mumbai had hosted over 12,000 delegates, including Nobel laureates, eminent scientists, research scholars and national leaders, speaking on various subjects under this year's theme, Science and Technology for Human Development.

#### NOTES FROM ISC 2015

The Congress was inaugurated by the Prime Minister, Narendra Modi, who in his address called for the need to rekindle the love for science and technology and relaxing excessive regulations and cumbersome procedures for universities to give a boost to research. "Our scientists should be able to explore the mysteries of science and not get stuck in Government procedures," he said.

The Prime Minister added that India's research is restricted to Central agencies and must be made broad based. Citing the success story of Mangalyaan, he asked parents to encourage their children to take up the stream. He linked country's

progress and development to science and called for efforts to make sure that the arms of science and technology reached the poorest, remotest and most vulnerable person.

While science is important for any nation to get noticed in the global competitive world, is it equally important when it comes to addressing local problems?

The elaborate sessions of the Congress tried to answer the question. The ISC sessions covered 14 broad segments ranging from agriculture and forestry to information and communications. There was also a mega-science exposition—titled Pride of India organised at MMRDA Grounds in Bandra-Kurla Complex—which showcased cutting-edge technologies and path-breaking research and development initiatives, schemes and achievements of India's leading public and private sector players, Government departments, research labs, educational institutions and allied sectors. Parallel to the main ISC event, there was a Women's Science Congress, Children's Science Congress and a Science Communicators' Meet.

Scientific Adviser to Government of India R. Chidambaram, Dr. Anil Kakodkar, K. Kasturirangan, Dr. Raghunath A. Mashelkar, Dr Vijay Bhatkar, Dr C.D. Mayee, Minister of Science and Technology and Earth Sciences Dr. Harshvardhan, Human Resource Development Minister Smriti Irani, Maharashtra Chief Minister Devendra Fadnavis and Maharashtra Governor Vidyasagar Rao participated in various sessions.

Prof U.C. Mishra, Director, Health, Safety and Environment Group, BARC, said that one of the problems facing researchers was that politicians used research to make money for themselves which resulted in the research remaining only on paper. He stressed on the need for Indian scientists to compete with their Chinese counterparts in helping realise programmes like Make In India.

#### MAHARASHTRA FOCUS

As it turned out, ISC 2015 was more than just an event for Maharashtra. It was when the State Government reached out to scientists for problems like drought. In his address, Devendra Fadnavis stressed on the need for use of science and technology in agriculture. "Climate change is a big challenge to sustainable agriculture. We need a solution for that," he said, adding that Vidarbha region had agricultural problems and technology could help in improving farmers' plight.

Prof. Rajan Welukar, Vice Chancellor, Mumbai University announced the dedication of University-based Nano Science Cell and Nano Technology department to the nation for open research. [M](#)

**Mumbai hosted over 12,000 delegates, including Nobel laureates, eminent scientists, research scholars and national leaders, during the five days of ISC 2015**



Union Minister, Science and Technology and Earth Sciences, Dr Harsh Vardhan and Education Minister, Maharashtra, Vinod Tawde inaugurate Pride of India exhibition at Bandra-Kurla Complex



The audience had a mix of scientists, research scholars and Government officials



Maharashtra Chief Minister addresses the audience at Pravasi Bhartiya Divas in Gujarat

# MAHARASHTRA CALLING

The 2015 edition of Pravasi Bhartiya Divas was a platform where Indian States rolled out red carpets to fellow Indians abroad to come and invest. It was where Maharashtra presented his mega programme, Make In Maharashtra to the world, says **Jaya Singh**

Golden opportunity awaits investors at changed Maharashtra,” said Maharashtra Chief Minister Devendra Fadnavis, while addressing a packed house at Pravasi Bhartiya Divas 2015 in Gandhinagar, Gujarat. “Maharashtra constitutes 10 per cent of the total population of the country, whereas it contributes 15 per cent to the country’s GDP. If India needs to grow at 8 per cent, then Maharashtra would have to grow at more than 10 per cent,” added the young leader.

The warm and encouraging speech had a bearing considering India is looking at its diaspora to invest in its development dream. The speech was also needed as every Indian State today is trying to connect with the diaspora and get a share in the funds the community plans to send home, especially after the launch of aggressive programmes like Make In India by the Centre.

Pravasi Bhartiya Divas (PBD) is the world’s largest annual gathering of people of Indian origin aimed to connect India to its vast overseas population and bring their knowledge, expertise and skills on a common platform. There are an estimated 25 million people of Indian origin residing across the globe. India is also the single

largest recipient of remittances from abroad. As per the Department of Industrial Policy and Promotions, Ministry of Commerce, Government of India, the total foreign direct investment equity inflows from non-resident Indians (NRIs) from January 2000 to April 2013 was \$4,684.25 million. “Maharashtra has consistently ranked number one State for investment in the country. Between April and October this year, the State witnessed a foreign direct investment equity inflow of \$20,193 million,” Devendra Fadnavis informed investors.

The event this year commemorated the centenary of Mahatma Gandhi’s return to India from South Africa. On January 9, 1915, Mahatma Gandhi landed in Mumbai and started his mass movements against the Colonial rule. The event held in Gujarat’s capital Gandhinagar was attended by 4,000-plus NRIs from over 45 countries.

Pravasi Bhartiya Divas 2015 was inaugurated by Prime Minister Narendra Modi on January 8, where Foreign Minister of South Africa, Maite Nkoana-Mashabane was the guest of honour, and President of Guyana, Donald Ramotar was the chief guest. Ramotar was also presented the Pravasi Bhartiya

“  
**Humne to hamara mann khol diya aap ke liye, jab mann kare tab aa jayen Maharashtra mein. You name the sector you wish to invest in, I will myself ensure you get the required support**

—Devendra Fadnavis  
 Chief Minister

”



(From left) Chief Ministers of Maharashtra, Haryana, Goa, Gujarat, Punjab, Andhra Pradesh, Madhya Pradesh, Jharkhand and Kerala with Rajnath Singh



## MAHARASHTRA@PBD 2015

### MAKE SMALL CITIES GO BIG

Maharashtra is the only State where 50 per cent urbanisation has been achieved. Many small cities are earning prosperity. The Chief Minister appealed to the investors to go for investments in essential areas for development of these cities. Citing MIHAN project at Nagpur, he emphasised that huge investment opportunities exist in this centrally located city. Other major cities such as Aurangabad, Nashik and Pune also offer excellent opportunities. The Chief Minister provided a financial status report of Maharashtra.



### SEVEN NEW CITIES

The State presents huge opportunities for investors in the infrastructure sector: Maharashtra is going to create seven new small cities, which will provide ample scope for agencies working in the housing sector: The Chief Minister also talked about a third Mumbai being created in Kalyan-Dombivali area. He appealed to the real estate investors for participation.

### BIGGEST FDI GROSSER

“Maharashtra has consistently ranked number one State for investment in the country. Between April and October this year, the State witnessed an FDI equity inflow of \$20,193 million,” Devendra Fadnavis informed investors.

Samman, the highest honour conferred on overseas Indians and people of Indian origin. Union Home Minister Rajnath Singh and Union External Affairs Minister Sushma Swaraj and Chief Ministers of Uttar Pradesh, Kerala, Nagaland, Goa, Madhya Pradesh, Chhattisgarh, Rajasthan and Haryana were part of the mega event. Other eminent speakers included Vice President Hamid Ansari, Union Cabinet Ministers and prominent NRIs across the fields of education, politics and business.

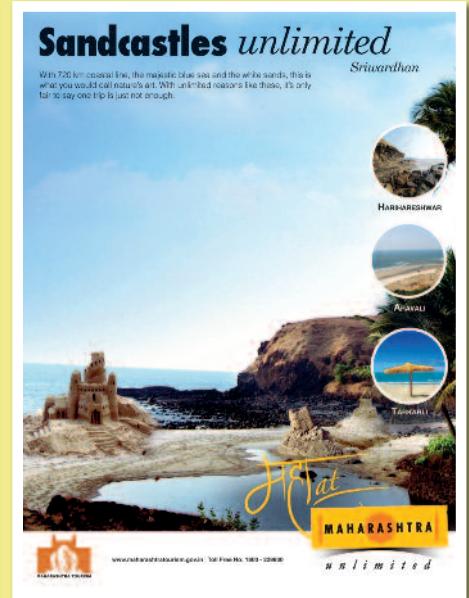
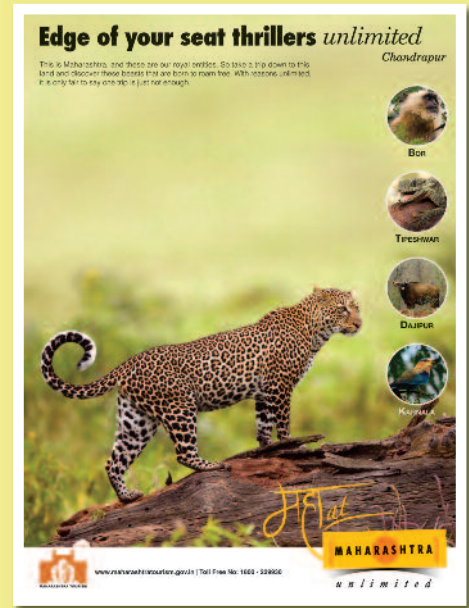
In his address, Devendra Fadnavis brought to light the many initiatives taken by his Government to encourage business in Maharashtra. The prime ones being the current year declared as digital year, investment of around ₹1 lakh-crore in infrastructure development, smart urban cities being planned in the State, and the steps introduced for ease of doing business. Promoting his State as a “changed

Maharashtra” and a “land of opportunities”, he underlined the introduction of “Single IT Platform” to cut down bureaucratic red tape. Giving example of a project worth ₹1,600 crore by CEAT Tyres, he said the approval happened in just 25 days. “Now, we have scaled down their number to 26, and in the coming days, we will ensure that the time taken for getting these is not more than two months,” he added.

Rolling out the red carpet to investors, Devendra Fadnavis further said, “*Humne to hamara mann khol diya aap ke liye, jab mann kare tab aa jayen Maharashtra mein* (We have opened our hearts to you, come to Maharashtra whenever you wish). You name the sector you wish to invest in, I will myself ensure you get the required support.” He added that for ease of communication with investors, the Maharashtra Government plans to launch a web portal, Your Government (*Aaple Sarkar*) on Republic Day. **M**

# TRAVEL BESTSELLER

Maharashtra Tourism Development Corporation ranks number one tourism board among India's best performing public sector enterprises. **Mewati Sitaram** speaks to people behind the success on their plans on tourism in the State



(From top left) The trophy MTDC received and grabs of Maharashtra Tourism brand campaigns

The beginning of New Year brought good luck to Maharashtra Tourism Development Corporation (MTDC), as the tourism body was recognised as number one tourism board among India's best performing public sector enterprises (PSEs) early January. The Corporation bagged the award for 'Tourism PSE of the Year' to become the first and only tourism board in India to get this appreciation in the quarterly review of India's PSEs held in New Delhi. MTDC has been promoting tourism brand, Maharashtra Unlimited. Its campaign, Maha Hai Maharashtra, was also appreciated as

the Best Tourism Brand Media Campaign. The award was received by Sunil Kungeri, Manager, Marketing MTDC.

Though there are other Indian States doing extensive publicity to promote their tourism at national and international levels, Maharashtra ranks number one in attracting foreign tourists. In 2013, the State received 4,156,343 foreign tourists and 82,700,556 domestic tourists, and the numbers are rising. Maharashtra has a plethora of tourist attractions, ranging from ancient caves and forts to beaches and wildlife. To publicise the State globally, MTDC has

launched initiatives such as World Travel Mart, Maharashtra Travel Mart and Times Square New York. Besides are festivals, travel shows (like Mahaparyatan and Chal Yatrika), television commercials, exhibitions and familiarisation tours. A major share of domestic tourists visits Maharashtra to see film personalities. For them, MTDC offers a day tour to Filmcity in Goregaon, a western suburban of Mumbai. The two-hour guided tour, priced at ₹499 plus taxes, brings first-hand experience of Hindi cinema to tourists.

Professor Ram Shinde, Minister of State, Tourism, Government of Maharashtra, says, "It is a proud moment for people of Maharashtra and the State Government. The Chief Minister has a great vision for State's tourism industry, as it has tremendous potential. We have many plans to give a boost to the sector. Those who are part of the industry need to understand that tourism is a source of income for many, and we all should work towards its growth."

For Valsa R Nair-Singh, Secretary, Tourism, Maharashtra, the award is a morale booster for

are happy that Mumbai will get its first floating restaurant soon. The restaurant will be based out of Maharashtra Maritime Board jetty, near Bandra-Worli Sealink. There were some technical issues pertaining to the commencement of the restaurant, which now stand cleared. The work of inaugurating the restaurant is at an advanced stage, and it would be thrown open for public shortly. The floating restaurant would open a new era in Maharashtra tourism. It will not just get us more tourists from across the globe, but will also generate good revenue."

A globetrotter and tourism expert, Dr. Mahendra Singh Churiyana says, "As there is a widening trend of specialisation among tourists, we see cultural heritage to be the fastest growing segment. The trend is evident in the increasing volume of tourists, who seek adventure, culture, history, archaeology and interaction with local people. Maharashtra has all these."

Chandrashekhar Oak, Director General, Information and Public Relations, Maharashtra underlines the social development tourism has

**In 2013, Maharashtra received 4,156,343 foreign tourists and 82,700,556 domestic tourists. It has varied tourist attractions, ranging from ancient caves and forts to beaches and forests**



**"We** have taken several initiatives to take Maharashtra tourism to newer heights. It includes rural and agricultural tourism. We air a weekly program on Doordarshan, which highlights best places to visit in the State"

—Valsa R Nair-Singh  
Secretary, Tourism Maharashtra



**"Through** its concerted efforts, MTDC has not only promoted tourism, but also generated employment and self-employment in rural Maharashtra. Indeed, it is a good move and it is on the rise globally"

—Chandrashekhar Oak  
Director General, Information and Public Relations, Maharashtra

**"It** is a proud moment for Maharashtra. Those who are part of the industry need to understand that tourism is a source of income for many, and we all should work towards its growth"

—Ram Shinde  
Minister of State, Tourism,  
Government of Maharashtra



**"We** are in the process of getting Mumbai its first floating restaurant, which will further enhance tourism. The restaurant will be based out of Maharashtra Maritime Board jetty, near Bandra-Worli Sea link"

—Paraag Jain Nainuttia  
Managing Director, MTDC



her team. "Maharashtra has multiple choices for a tourist. The State has best-of-the-world landmarks, right from ancient caves to world-renowned forts built in different eras, shrines, beaches, hill stations, bird sanctuaries, leisure and adventure sports destinations, and museums. Last but not least, MTDC has Niladri open double-decker bus, which is similar to London's open deck bus; the bus is quite popular," she says.

Paraag Jain Nainuttia, Managing Director, MTDC adds, "Maharashtra receives maximum number of foreign tourists in India, besides Mumbai has many affluent domestic tourists. We

brought. "Through its concerted efforts, MTDC has not only promoted tourism, but has also generated employment and self-employment in rural Maharashtra. Indeed, it is a good move and it is on the rise globally," he says.

For Sanjay Dhekane, Senior Manager, Publicity & PR, MTDC, the award is an encouragement to do more. "We are proud of being a trendsetter in the tourism industry through various innovative promotional campaigns and marketing strategies. The award is a result of planned, focused and aggressive marketing for two years. It is an appreciation of our hard work," he says. **M**

# MAHARASHTRA AHEAD MAKES HEADLINES

Directorate General of Information and Public Relations re-launches its English monthly with much fanfare at Pravasi Bhartiya Divas in Gujarat



*Maharashtra Ahead* was distributed at Gandhi Mandir, where thousands of foreign delegates visited to explore new investment opportunities in India. Like other States, Maharashtra also exhibited its potential in industries, services, infrastructure, tourism and other important sectors.

The monthly English mouthpiece of Government of Maharashtra, *Maharashtra Ahead* had detailed information of various industrial sectors and the many initiatives taken by the Government to present Maharashtra as the most favoured destination for foreign investors. The January issue also presented key details of State Government's recently launched programme, Make in Maharashtra, and other initiatives taken to make manufacturing better.

DGIPR distributed 5,000 copies of the issue at the event. The NRIs and other foreign delegations visiting the Maharashtra stall were happy to pick the magazine. The edition also acted as a handy booklet on State's art, culture,

tourism, infrastructure and agriculture.

The visitors included reporters and journalists from all over India who were happy to receive the issue, as it had vital details on Government schemes, State economy and other interesting articles. In the session where Chief Minister Devendra Fadnavis had a live talk with non-resident Indian investors, the audience, with *Maharashtra Ahead* in their hands, asked focused questions on State's approach towards increasing foreign investment. It seems the magazine was successful in introducing Maharashtra, its Government and plans to the visitors.



## MAHARASHTRA AHEAD

### Your favourite magazine is back

The month of January rings in new hopes and new beginnings, and fills the environment with joy and aspirations. For Directorate General of Information and Public Relations (DGIPR) the month this year brought new transformation.

The occasion was Pravasi Bhartiya Divas (PBD), the flagship event of the Ministry of Overseas Indian Affairs, and the venue was Gandhi Mandir. Every year, PBD is celebrated on January 9 to mark the contribution of Indian diaspora in the development of the country. The day is mainly chosen to commemorate the return of Mahatma Gandhi, the greatest Pravasi of India, from South Africa to India. Since 2003, the event is organised from January 7 to 9. The day was special this year, as it marked the centenary of Mahatma Gandhi's return from South Africa.

On this momentous day, DGIPR re-launched its niche publication, *Maharashtra Ahead*. In its new avatar, the magazine is smarter, glossier and packed with more information. Led by Secretary, Information and Public Relations, Manisha Patankar-Mhaiskar and Director General, Chandrashekhar Oak, a specially designed issue of

## MAHANEWS

### The Twitter milestone

The *Mahanews* web portal has maintained its undisputed reach in publicising welfare schemes, projects and policies since 2008. The aim behind its launch was to disseminate immediate information regarding Government welfare policies. The portal, launched under the leadership of the then Director General and present Secretary of the



## DILKHULAS

### Guarantee of safe travel



Road safety is a priority for Maharashtra Government, said Diwakar Raote, Minister for Transport in an interview to *Dilkhulas*. "Priority will also be given to safe travel for women, and directives have been issued to keep the last row of State transport buses

reserved for school-going girls. Emphasis has been given to secure travel of school children in school buses," said Raote. Minister for Transport also emphasised that everyone should endeavour to provide immediate medical aid in case of emergency. "Government is always supportive to those helping others in case of an emergency or accident," he said.



### Knowledge is everyone's right

Dr. Vijaya Wad, Chairman, Marathi Vishwakosh Mandal, in a programme of Dilkhulas said, "*Vishwakosh Mandal* is committed that nobody should be deprived of knowledge of Marathi. *The Mandal* (Encyclopedia Board) aims for effective access to Marathi through technology." She informed the listeners about *Kumar Vishwakosh*, *Bolka*, *Kanyakosh* and other kinds of *Vishwakosh*. "People can have detailed knowledge of all these *Vishwakosh* by visiting our website [www.marathivishvakosh.in](http://www.marathivishvakosh.in)," she added.

## JAI MAHARASHTRA

### Attractions of the month



Subash Desai



Sudhir Nandgaonkar

A programme on social responsibility now airs on prime time. From January 27, the programme is on air every Tuesday and Friday from 7.15 p.m. to 8 p.m. *Jai Maharashtra*—started August 16, 2007—completed eight years running more than 700 episodes. With its content, the programme has maintained its position among the top ten programmes on Doordarshan. The programme recently invited Minister for Industries, Subash Desai to know more about Make in Maharashtra and the industrial policy of the State. Subash Desai gave

detailed information regarding the programme. It was evident from the telecast that, in coming years, Maharashtra will become number one industrial destination and, in a true sense, an industrial State.

India's highest civilian honour, Bharat Ratna was announced by the Union Government to former Prime Minister Atal Bihari Vajpayee and freedom fighter Pandit Madan Mohan Malviya. To visit the life and work of the luminaries, writer and film critic Sudhir Nandgaonkar was interviewed by senior journalist Sudhir Joglekar. In his interview, Nandgaonkar threw light on the similarities between the two leaders, their political journeys and other key aspects of their lives. The most interesting elements were information on Atal Bihari Vajpayee's first Sabha in Mumbai and his journey to become the Prime Minister.



department, Manisha Patankar-Mhaiskar, soon became a favourite of the people. An authentic source of Government on the internet, the platform is known for doing its job with due diligence.

Now, the news on *Mahanews* has received its due place on Chief Minister's Twitter and Facebook accounts. The news links on Chief Minister's account have



increased the responsibilities of team *Mahanews* to ensure accurate, mistake-free news.

The Chief Minister makes use of various social sites. Hence, *Mahanews* has also changed its traditional work culture, and is now giving publicity through its twitter account,

@MahaDGIPR. The value additions have increased the hits on the portal from about 5,000 to 6,500 every day, showing the acceptance of its new functions.



# THE UNCOMMON MAN

India's most loved cartoonist, R.K. Laxman, creator of the omnipresent silent spectator Common Man, was accorded a State funeral in Pune. *Maharashtra Ahead* pays tribute to the legend

**H**is column was an early-morning ritual for many. Amidst the harsh newspaper headlines that one is forced to read, the section was a sigh of relief, a message not to take too seriously the power-drunk pompous politician, the bureaucratic automaton, pothole-laden roads and declining Sensex—the world of the Common Man. Years of active work of capturing the entire gamut of idiosyncrasies of Indian politicians and elite in a box immortalised India's most favourite cartoonist R. K. Laxman, who breathed his last in Pune after a prolonged illness.

Son of a school teacher and brother of respected author R.K. Narayan, Laxman was born in Mysore on October 24, 1921. With a penchant for drawing since his school days, he was influenced by world-renowned British cartoonist Sir David Low and took inspiration from illustrations in magazines like *Punch*, *Tit-Bits*, *Strand* and *Bystander*. In his autobiography, *The Tunnel of Time*, Laxman recalls, "I drew objects that caught my eye outside the widow of my room—the dry twigs,



**Chief Minister Devendra Fadnavis paid tribute to R.K. Laxman in Pune and announced to build a memorial for the eminent cartoonist**

leaves and lizard like creatures crawling about, the servant chopping firewood and, of course, the number of crows in various postures on the rooftops of the buildings opposite."

Overcoming the setback in the death of his father, young Laxman completed high school education and sought admission in Mumbai's J.J. School of Arts. Rejected by the institute, he later graduated with a Bachelor of Arts from University of Mysore even as he contributed cartoons to *Blitz* and *Swarajya*. He also illustrated his brother's short stories in *The Hindu* and drew cartoons for local newspapers. Soon came his first full-time job as a political cartoonist at *Free Press Journal*, in Mumbai, where he found colleagues like Bal Thackeray.

His next job was with *The Times of India*, where he got his celebrated comic strip, *You Said It*. The hero of the strip was the Common Man, a mute spectator of the system that is marred by problems. Laxman often said that politicians may have been bad for the country, but they have been very good for his profession!

Laxman's association with *The Times of India* continued through six decades. One of his last cartoons was for the *Mangalyaan*. He also wrote novels, *Hotel Riviera* and *The Messenger*. His autobiography is translated into Marathi under title *Laxmanrekha*.

R.K. Laxman was accorded a State funeral in Pune, where Chief Minister Devendra Fadnavis paid him tribute and announced to build a memorial for the legend. **M**



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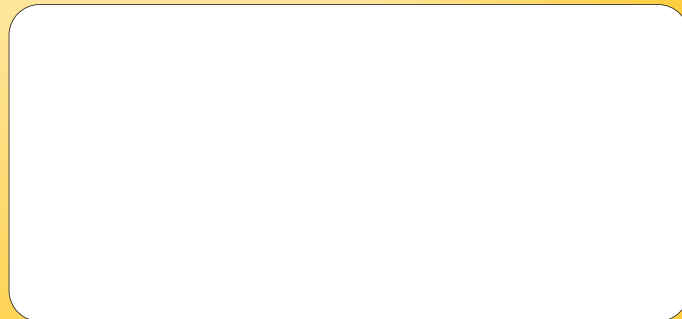
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