



American Chamber of Commerce in India

Update

Focus: Human Resources

Amcham - The Voice of American Business in India

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Chairman's Message

Atul Singh

Chairman, Amcham
President and CEO, Coca-Cola India and South West Asia



The past two months have been eventful at Amcham particularly in view of the visit of U.S. Secretary of State Hillary Clinton to India, for the second round of the U.S.-India Strategic Dialogue. The partnership between the world's two largest democracies covered wide ranging issues from counterterrorism and defense cooperation to climate change, high-tech trade, and scientific innovation. Since the inaugural Strategic Dialogue in 2010, the U.S.-India partnership has resulted in advances in nearly every area of human endeavor and nation building.

Amcham organized industry level dialogue for the visiting officials of the advance high level delegation, that arrived ahead of the Secretary's visit. The delegation, led by Mr. Daniel Poneman, U.S. Deputy Secretary, Department of Energy, Mr. Fred Hochberg, Chairman EXIM Bank, Ms. Leocadia Zak, Director, US Trade and Development Agency met with Amcham and Energy Cooperation Program (ECP) members. Members of leading U.S. industries from various energy sectors met the delegation over a roundtable which focused primarily on areas of clean energy where technology upgrade and funding could be pivotal to bring about a sea change in the energy landscape of our country.

This meeting was followed by a luncheon session focusing on the Aviation cooperation areas between India and the U.S. The high level Aviation delegation led by Mr. Randolph Babbitt, Administrator of Federal Aviation Academy met senior representatives of U.S. companies such as Boeing, GE Aviation, American Airlines and Honeywell etc. The meeting preceded the signing of the Bilateral Aviation Safety Agreement (BASA) on July 18. Interactive discussions at both the roundtables picked on the various learning's, recommendations, and experiences that both sides shared across the table to help bring about greater U.S.- India economic partnership.

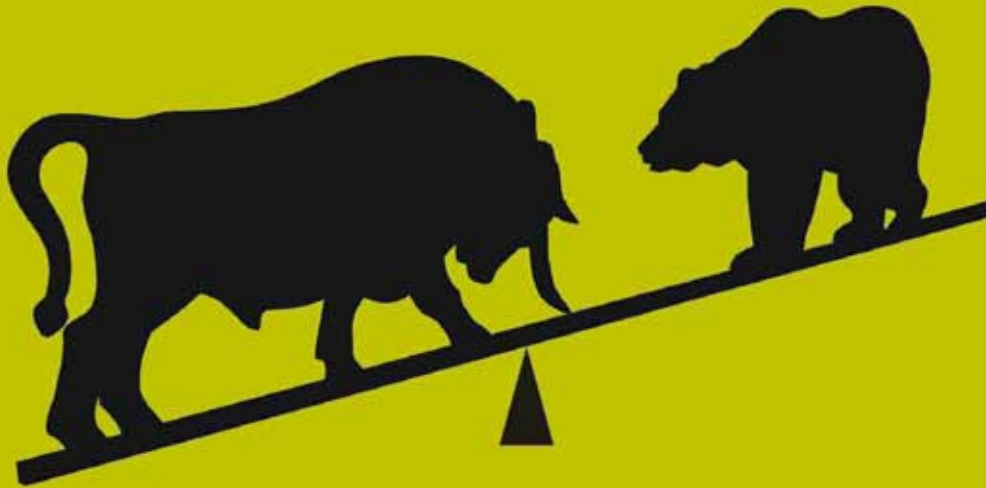
The regional chapters are also actively engaged in hosting events that help U.S. companies in enhancing their outreach and addressing their business related concerns. Mumbai Chapter organized a roundtable breakfast event with Mr. Fred Hochberg, Chairman of the Export-Import Bank USA and his accompanying delegation for our Mumbai based members. Kolkata Chapter was the first to meet with Mr. Partha Chatterjee, after he was appointed Minister in charge of Commerce, Industry and IT, in the new Government in West Bengal. Karnataka Chapter held a roundtable with Mr. Michael Camuñez, the Assistant Secretary for Market

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Ajay Singha
Executive Director

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Access and Compliance, U.S. Department of Commerce, and his delegation. Amcham's Homeland Security committee organized a meeting on Cyber security with the visiting US Deputy Secretary, Homeland Security, Jane Holl Lute in New Delhi.

The other highlight over the past month has been Amcham's Doorknock delegation to U.S. This delegation was headed by Mr. Zubin Irani, member of the Board and Chairman of U.S. India Energy Cooperation Program. The delegation interacted with key India focused offices / individuals, important members of the India Caucus in the US Senate and the Department of Commerce, the State Department and the U.S. Trade and Development Agency. The issues taken up covered areas of Healthcare, Financial Services, Defense, Homeland, Energy, Agriculture, Telecom and investment caps in multiretail & cold chain management. Recognizing the success of the visit, we intend to make the doorknock delegation, a regular feature every year.

A twelve member delegation of Amcham visited Nepal at the invitation of the U.S. Ambassador in Nepal, H.E. Mr. Scott H. DeLisi. The delegation had the privilege of calling on the Nepalese Prime Minister Hon'ble Mr. Jhala Nath Khanal and Deputy Prime Minister Mr. Bharat Mohan Adhikari and senior Maoist leaders. The objective of the visit was to obtain first-hand information on the business environment in the country and identify areas for U.S.-Nepal business expansion.

The theme of this issue is Human Resource Management (HRM). This important aspect has started engaging maximum time and attention from the CEO's of today. Human capital is critical to run a successful business. Companies today can acquire technology, equipment, and capital, at a cost, but it is human resource which is precious and a scarce commodity, and one that requires great effort in recruiting, training and nurturing. This is a key and integral part of a successful business organization. The CEO's rightly accord great attention and effort to this important managerial responsibility. The world is truly emerging as a global village. With interlinked economies, companies are becoming global entities and thus the working ethos and policies are also getting on a common paradigm. Our member companies are MNCs' of unique capability, size and stature. The human

resource developed, trained and equipped with skill sets in a particular geography, has a role and relevance to other geography. This also affords opportunities for employees for assignments in the company's establishments in other countries.

India is currently witnessing this trend in an increasing manner. Many of our member companies including the organization I work with, have developed India as a resource base for Human Capital for its operations in the global setting.

The task of developing talent needs a careful and systematic approach. Talent development has different facets such as attracting talent, training & development, retention and nurturing. All these subsets are important and are interlinked. Trained manpower will always attract the attention of prospective hirers and, hence, emphasis on retention and nurturing of human resource is paramount. While competitive compensation, work place environment and growth opportunities are key determinants of an associate working in an organization, associates today are also increasingly displaying a definite inclination for being contributors in the social and cultural spheres of society.

India and many other emerging economies are witnessing talent deficit. The strategy of tackling this has to be both short term and long term. This may appear to be a monumental challenge, yet it also provides rare opportunities for companies to revisit their human capital strategies and capabilities and ensure that the actions they take now and in the foreseeable future result in a new workforce that embodies the skills and capabilities needed for the organization to excel in the ever growing competitive global workplace. Aligning business strategies and growth plans with Human Resource Planning is very critical for success of the business. It is the creation of a motivated and trained manpower that is the determining factor for the success of the organization, both in the short and long term.

Our Chamber is in the forefront in being an effective bridge between American Companies and policy makers both in India and the U.S. I thank all members for their unstinted support and role in promoting this objective.

Diversity & Inclusion – a leadership dialogue



Nishchae Suri
Managing Director, Mercer India

The culture of diversity and inclusion requires taking central position in the Indian business environment. The creation of a value-centric corporate culture, thinking in the long term, as well as a diverse and receptive working environment can produce results both at business sustainability and social levels. This sentiment was mirrored in a recent survey by The Conference Board, where Asian CEO's rated sustainability to be a key business priority in the future. Creating a diverse and inclusive environment that elicits the very best from the employees is fundamental to the success of the company and society.

To simply put, diversity is difference - all kinds of differences that matter and influence behaviors and actions. Organisational diversity constitutes a varied composition of employees, in terms of human qualities and features such as age, gender, race, disability, nationality, religion, to name a few. On the other hand, inclusion is about the workplace environment where everyone has an opportunity to fully participate in creating business success and where each person is valued for their distinctive skills, experiences and perspectives.

Harnessing the diverse backgrounds, experiences and approaches of people aren't just a business necessity, it's the right thing to do. It is important for organisations to foster an inclusive culture that elevates its people to the highest level of performance and engagement by drawing on their different characteristics and life experiences. This diversity enriches the solutions an organisation brings to clients and creates an environment in which all employees can thrive and contribute fully to sustainability and growth.

Workforce diversity and inclusion arise from efforts to attract and retain a workforce that represents varied backgrounds of the customer and community in which the organization operates. As organisations drive for innovation and excellence globally, differences make us stronger. Inclusive culture supports world class talent and a work environment of mutual respect with all employees aware that they have an opportunity to contribute, grow and succeed. In today's context diversity and inclusion is instrumental in responding to changing demographics of customers, suppliers, stakeholders and employees. Other factors that mirror this need include movement from organisation loyalty to individual focus, strengthening employee's commitment and motivation, opportunity of achieving growth and acquiring new markets, customers offered with more choices from where to purchase and more product and service options.

Some essential elements of diversity & inclusion would encompass, valuing the broad range of cultural and personal differences; respecting each employee's need to balance work and personal demands; providing equal opportunity for everyone to compete through a well understood and consistently applied employment and performance standards; offering means for employees to share personal support, learning and self-development; creating an environment where people feel empowered to speak up and address issues and demonstrating respect and fairness in interactions with external stakeholders.

Leadership commitment towards diversity & inclusion is critical for its success at the

workplace and hence leaders are required to drive employee diversity within the organization and proactively promote diverse employment practices. Inclusion is supported by values and a set of policies and procedures that promote a culture where diversity is valued. Leadership teams need to equip themselves to lead by knowing what diversity & inclusion are and why they matter in the organisation. More importantly, understanding business rationales that drive diversity & inclusion and aligning decision making with the diversity strategy are important to keep in mind.

Diversity leadership means effective communication – speaking on the subject, communicating its importance during 'core business' meetings, clarifying misconceptions, answering tough questions, demonstrating that everyone matters and that we value an inclusive workplace. Recognition of an employees' active role as both a learner and promoter of diversity will enable trust between leaders and their employees. Further, practicing skills needed to address real workplace situations assist in creating awareness on the business necessity of diversity and inclusion. Most importantly leaders and organisations need to ensure continuous improvement in reference to best practices through regular consultation with employees' as diversity is always evolving. Popularising good practices, formulating recommendations as well as addressing a wider corporate sphere are all essential elements enabling sustaining of diversity & inclusion agenda of an organisation.

In conclusion, diversity & inclusion instills the culture of sharing of best practices and offers an opportunity for continued development. A well planned and executed strategy on diversity & inclusion will help position an organisation as ethically considerate, socially responsible and enhance its corporate image. Workplaces where diversity represents value, where everyone has the opportunity to develop and use their skills in harmony with corporate values and business objectives, promote the creation of business values. By striving for development and setting a good example, organisations that promote this aspect are dedicated to contribute to the fulfilment of their people, performance and growth agenda. Organisations need to value and view this as a competitive advantage.

The Future of Work



Ramkumar Ramamoorthy

Chairman Amcham, Tamil Nadu Chapter &
Vice President, Corporate Marketing and
Research, Cognizant Technology Solutions

For most professionals, the technology experienced in the workplace is starkly different from the technology used in everyday lives. The typical Sunday evening experience revolving around dazzling personal computing devices and a riveting and customizable online experience full of friendship, idea-sharing and engagement, is a far cry from the Monday morning computing experience of rigid and mandated enterprise applications—restrictive, confining and shorn of human engagement. While broadband, mobility, and social computing have become enhancers and multipliers in personal lives, work technology has become a limiter of professional lives.

This difference is felt even more sharply by the new generation of digital natives, the so-called millennials, born and raised on collaborative social tools, and accustomed to multitasking across a huge number of connected devices and applications, from social networks and instant messaging, to smart phones and mobile applications. These technology-savvy millennials are truly redefining the way we work and this is where the biggest opportunity as well as challenge for next-generation human resource management lies.

For the first time in our history, consumer IT is beginning to impact corporate IT, even as the following interconnected and irreversible forces are busy re-shaping the world economy:

- **Globalization:** Accelerating globalization is allowing companies to tap skilled workers worldwide and to locate work wherever it is most cost-effective and productive.

- **Virtualization:** Organizations are implementing virtualized processes that allow work to be performed wherever, whenever, and by whoever can best accomplish the task.
- **Cloud Computing:** The broad array of cloud-enabled technologies - including social networking, broadband and mobility - is enabling virtualized processes, globalization, and highly collaborative work.

In this context, more than an age group, these millennials have come to represent a new mindset for collaborative problem-solving, culture-building, and more intimate interaction with customers. For them, the concept of work is no longer about the workplace but about the task or the goal. In other words, they do not “go to work”, they just “do work”.

The new model of work is therefore about reorganizing a company’s internal structures and teams into more collaborative and virtually dynamic functional groups. Reaching new thresholds of performance and value-creation in this context requires businesses to reorient many of their legacy processes, codified and executed by established systems of record. This will drive changes in the ways in which companies gather knowledge, develop products and services, allocate resources, connect with employees and customers, and pursue collaboration and partnership.

In a world where the status of individuals is determined by the following they enjoy in the social networking world; where instant results also need to apply to

rewards and recognition for them to feel motivated, and where their passion for multitasking makes it difficult to sustain prolonged focus on any one single task at hand, the HR function is required to attain newer levels of trust in the workforce and a newer construct of focus on efficiency, while embracing application-enabled remote workspace, boosting flexibility to accommodate varied work habits, and inventing tools and processes that foster and leverage innovation.

In working with a generation that moves in groups, shares instantly, and abhors command-and-control styles of management, HR strategies of the future will have to account for the mobile, connected, kinetic and action-oriented dynamics of the millennial work style.

Forward-thinking companies are already changing their operations to support new work structures based on virtual teams, rather than traditional hierarchies and communication channels. To achieve new ways of working, organizations are realizing the need for more scalable and flexible IT systems and processes that allow knowledge to be captured and applied by virtual teams inside and outside the conventional organizational structure.

It’s inevitable that companies will embrace these new platforms of collaboration and engagement as aggressively as individuals have in their private lives. And it is equally inevitable that the HR function will have to evolve and adapt to the needs of this new reality to support new work structures based on virtual teams. The consumerization of technologies is indicative of a much broader and deeper shift, one that will reshape industry and company structures altogether.

It is in closing the gap between the Sunday night and Monday morning experiences that the real enabler of future innovation, creativity and productivity lies. By availing of the right tools to replicate their digital lives in the workplace, the millennials can truly improve an organization’s overall performance. The future of work is, well, already here.

Changing Face of HR..... The game changer



Laxmi Nadkarni

HR Forum, Chairperson

HR Country Leader – India

Dow Chemical International Pvt Ltd.

There is an unprecedented growth story for HR and its transformation which matches with the current socio economic realities of India's growth. HR front faces these moments of change in organisations. As a strategic partner to business, HR today plays a lead role in creating workplaces that are intrinsically engaging, that naturally manifests into being Employers of Choice.

The trigger for evolution could be the larger socio-economic or business trends that affect industry or complete renewal of the company itself. The big change in HR is, it is forging out of the traditional shackles and getting business imperatives into its genetic code. There are several success stories which illustrate HR's capability to partner and equip leadership for managing transformations.

In today's work environment leadership and HR collaborate effectively in creating workplaces which are full of energy and are able to more than satisfy current fundamental human needs and the emerging needs of today's workforce.

The new role carved out for HR in no way resembles the conventional role and has even dared to redefine itself.

The transformational definition of HR: "HR leads courageously through placing talent on the business agenda".

HR today speaks the language of business. It has built a strong foundation for managing the delivery model for the non-core transaction intensive activities with technological systems / processes and is now a key strategic partner to business and leadership, focusing more on organisational culture and values,

fuelling the growth engine with strategic talent acquisition, development and employee engagement. They conduct predictive modeling exercises by foreseeing emerging risks and planning scenarios for better preparedness.

There are breakthroughs in the manner in which the function has established clear links between business strategy, long term sustainability of the organization and human capital management. The moment HR has stepped in with their commitment to output; they have become business critical and are huge business differentiators. Some good examples are the design of retention drivers for high potential talent and that of executive compensation with emphasis on Long Term Incentive and other elements that are tied to the organisations' strategy.

Emphasis on Collaboration – HR builds a community of leaders

HR not only recognizes the value of collective consciousness and collaboration but forges ahead by creating common platforms for leadership to bond together and brings in the strong purpose around the values and vision of the Company which in turn translates into organizational mission. We all witness great organisations that have a high performance culture where HR has facilitated the synergies between different functions within the organization and has built in close to perfection performance management systems aligned to the corporate goals.

HR contributes to the company's innovation agenda

If HR is not creative and innovative, it will

never be able build an organization of the future. Workforce planning strategies, talent development systems, learning platforms to compensation models are creatively designed by HR to stay ahead of competition. Millennials are today joining in big numbers and are extremely tech savvy. They use social media to create their own communities, giving them a great sense of peer reinforcement. HR is uniquely positioned with its new talent strategy to connect knowledge, expertise, and mentorship possibilities - across all levels in an organization. The innovation agenda is achieved by hiring talent for innovation, providing rich learning platforms and experiences for the best talent. Traditional learning systems are replaced by state of the art newer techniques that make learning joyful and meaningful. When the organization grows and flourishes so do the people.

HR basics on Voice of the Customer

Talent managers' strong empathy factor facilitates better understanding of their clients. Today employees seek much more than satisfaction at the intellectual level. They want to feel passionate about what they are doing and be a part of something meaningful. While on the rational level HR ensures that their processes, policies on development, career progression and reward and recognition are linked closely to employee performance, HR helps leaders to establish deeper connections with employees that can dramatically impact their contribution. Higher value from employees is directly proportionate to the passion that can be generated. There are illustrations on how organizations create this by harnessing the employee's creative energies through path breaking reward and recognition programs. HR paves the way to strong employee commitments by constantly getting the leadership in touch with people and connecting them with the big picture.

HR is fast moving from being omnipresent to invisible entities that simply merge themselves with the leaders, business imperatives and the organisational context by equipping managers to have people as their first priority. They are empowered today to contribute to building the brand of the organisation. There is conviction today that being alive and agile to the environment HR helps organizations develop strategies that can proactively address tomorrow's business realities.

Amcham Welcomes New Members

American Superconductor AMSC offers an array of proprietary technologies and solutions spanning the electric power infrastructure – from generation to delivery to end use. The company is a leader in renewable energy, providing utility-scale grid interconnection solar PV system, proven megawatt-scale wind turbine designs and electrical control systems. The company also offers a host of Smart Grid technologies for power grid operators. These include superconductor power cable systems, grid-level surge protectors and power electronics-based voltage stabilization systems.

Foster Wheeler is a leading global engineering and construction contractor and power equipment supplier, with a reputation for delivering high quality, technically advanced, reliable facilities and equipment on time, on budget and with a world-class safety record. Foster Wheeler Bengal (FWB) is a wholly owned subsidiary of Foster Wheeler USA Corp (FWUSA), and provides engineering and design services to clients in India and overseas.

General Cable (GC), a fortune 500 company with 47 manufacturing locations in 25 countries. It is a

leader in the wire & cable products for energy, industrial, specialty & comm. markets. In 2010, organization reported revenue of over \$4.9 billion.

Herbalife Limited is a global nutrition company, that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 76 countries.

Microsemi Corporation offers a comprehensive portfolio of **semiconductor technology** serving system **manufacturers** around the world in defense, security, aerospace, industrial, enterprise, and commercial markets. Microsemi's products include high-performance, high-reliability analog and RF devices, mixed signal integrated circuits, FPGAs and customizable SoCs, and complete subsystems.

Polycom, Inc. is a global leader in unified communications solutions with industry-leading telepresence, video, voice and infrastructure solutions built on open standards. Polycom powers smarter conversations, transforming lives and businesses worldwide.

A M C H A M E V E N T S

Delhi

22nd-24th June: Amcham's Doorknock Delegation

Amcham organized its first "Doorknock" delegation to Washington D.C from 22nd-24th June 2011. The ten member delegation was led by Mr. Zubin Irani who heads UTC's Commercial companies in India and in addition to being a member of the Board, he is also the Chairman of the U.S India Energy Cooperation Program (ECP).

The "Doorknock" was an exercise by Amcham to establish direct relations with some of the important USG Departments and members of the powerful India Caucus in Washington D.C. The delegation interacted with key India focused offices / individuals, important members of the India Caucus in the U.S. Senate and the Department of Commerce, the State Department and the U.S. Trade Development Agency. Issues taken up for discussion covered Healthcare, Financial Services, Defense / Homeland, Energy, Agriculture, Telecom and investment caps in multi retail / cold chain management.



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OVERWATCH

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A M C H A M E V E N T S



Participating companies included Ingersoll Rand (India), Becton Dickinson & Co Medtronic Inc, GE Capital, Cargill India



General Dynamics International Corporation, Motorola Solutions.

27th-29th June: Amcham's Business Delegation to Nepal

An twelve member delegation of Amcham visited Kathmandu (Nepal) at the invitation of the U.S. Ambassador in Nepal, H.E. Mr. Scott H. DeLisi, from 27th to 29th June 2011 to obtain first-hand information on the business environment in the country and identify areas for business expansion.

The delegation was led by Mr. Aniruddha Lahiri, Vice Chairman, Amcham, and CEO, SkyTECH Solutions Pvt. Ltd. and included senior representatives from U.S. Companies like Bell Helicopter India Inc; Monsanto India Ltd, Coca-Cola India, GE Healthcare, Johnson & Johnson, Bharti Walmart Pvt. Ltd, Rockwell Automation India Pvt. Ltd and Ms. Madhvi Kataria, Deputy Executive Director, Amcham. During the visit the delegation had meetings with Mr. Jhala Nath Khanal, Hon'ble Prime Minister, Mr. Bharat Mohan Adhikari, Hon'ble Deputy Prime Minister and



Amcham delegation with the Prime Minister of Nepal



Mr. Anirudha Lahiri receives momento from the Prime Minister of Nepal (seen in picture from L to R : Mr. Deepak Jolly, Ms. Juhi Gupta, Mr. Anirudha lahiri, U.S. Ambassador in Nepal and Prime Minister of Nepal



Members of Amcham delegation with the U.S. Ambassador in Nepal at the Reception hosted by the Ambassador at his residence



Amcham delegation at a meeting with Maoist leaders

AMCHAM EVENTS

Finance Minister of Nepal and important Ministers, Maoist leaders including Mr. Pushpa Kamal Dahal (Prachanda) and Dr. Baburam Bhattarai, Chairman and Vice Chairman of the Unified

Communist Party of Nepal (Maoist) respectively, and Ms Hisila Yami, former Minister of Nepal and senior officials and Business leaders of Nepal.

7th July: Breakfast Meeting with DAS Ms. Holly Vineyard and Mr. Peter Perez

Amcham organized a Breakfast Meeting with the Deputy Assistant Secretaries, Ms Holly Vineyard and Mr. Peter Perez, Department of Commerce, and the International Trade Specialists, Mr. Jonathan Goldberg and Mr. Kit Rudd, at the office of KPMG at Gurgaon. Amcham members briefed the visiting delegation on sector specific issues.

8th July: Meeting of Amcham's Committee on Tax, Tariff and Regulatory Affairs

The first meeting of Amcham's Committee on Tax, Tariff and Regulatory Affairs for the year 2011-12 was held under the chairmanship of Mr. Ajay Kumar, Executive Director, PricewaterhouseCoopers Pvt. Ltd, at PwC's office at Gurgaon.

18th-20th July: India-U.S. Strategic Dialogue

A high level U.S. Government delegation comprising of senior officials from Department of Energy, USTDA, EXIM Bank, and Federal Aviation Administration, FAA, visited New Delhi prior to the visit of U.S. Secretary of State Hillary Clinton in July 2011. Amcham was associated with organizing of several key events that were part of the programme of the visiting delegation. These were:

18th July: Roundtable with Mr. Daniel Poneman, Deputy Secretary, U.S. DoE, Ms. Leocadia Zak, Director-USTDA and U.S. Government delegates

A high level U.S. delegation comprising of senior officials from Department of Energy, USTDA and EXIM Bank were invited by Amcham for a roundtable discussion with members of the U.S. India Energy Cooperation Program (ECP) and Amcham member companies operating in the various energy related businesses.



The delegation was led by Mr. Daniel Poneman, Deputy Secretary, Department of Energy, Ms. Leocadia Zak, Director-USTDA and Mr. Fred Hochberg Chairman of Export Import Bank. The session was chaired by Mr. Zubin Irani, Chairman, ECP, and was held at ITC Maurya, New Delhi.

Discussions at the roundtable centered on India's clean energy portfolio where U.S. technologies and investments could tap into India's dormant energy resources and lay a roadmap for energy sharing mechanisms.

18th July: Roundtable with Mr. Randolph Babbit, Administrator, Federal Aviation Administration, USTDA and U.S. Government delegates

A luncheon roundtable was organized by Amcham for the delegation led by Administrator, Federal Aviation Administration, Mr. J. Randolph Babbit, USTDA Director -



AMCHAM EVENTS

Ms. Leocadia Zak and members of Amcham's Aviation Committee and the Aviation Cooperation Program. The session focused on areas covered under the Aviation Cooperation Program and was chaired by Mr. Pritam Bhavnani, President Honeywell-Aerospace India.

20th July: Meeting with Deputy Secretary, Homeland Security, Ms. Jane Holl Lute

Ms. Jane Holl Lute, Deputy Secretary of the U.S Department of Homeland Security visited New Delhi in connection with U.S.-India Strategic Dialogue. Amcham organized a roundtable with Homeland Security Committee where views were exchanged on



a broad range of cyber issues including cooperation in cyber security.

28th July: Farewell to Ms. Lola Gulomova, USFCS

Amcham held a session to bid Farewell to Ms. Lola Gulomova, Commercial Officer, USFCS, at U.S. Embassy. Mr. Dinesh Keskar, past Chairman of Amcham, presented her a memento in recognition of the support and guidance provided to Amcham.



REGIONAL

Kolkata

3rd June

Kolkata Chapter organized a breakfast interactive session at ITC Sonar and invited Mr. Partha Chatterjee, Minister in charge of Commerce & Industry & IT as the Chief Guest. Professor Abhirup Sarkar, a renowned economist and a Professor at the Indian



Statistical Institute was also a special guest at the event. Professor Sarkar spoke on the **Revival of the Economic Policy of West Bengal** and the Minister spoke on the **Future of Bengal's Industrialization**.

This was an excellent start for both the committee and members of the chamber with the New Government.



Quenching India's thirst for progress



Positive Water Balance in 2009

In 2009, PepsiCo India gave back more water than it consumed. Through its pioneering initiatives such as 'Direct Seeding' of paddy and many other programs covering water recharge through community programs and harnessing water within its manufacturing plants, **PepsiCo saved over 6 bn litres of water in 2009.**



Benefitting more than 22,000 farmers

PepsiCo India continues to strengthen its partnerships with farmers across the country to boost their productivity and income by providing 360 degree support to the farmers through quality seeds, disease control packages, bank loan & insurance support and technological interventions.



Benefitting 450,000 people

PepsiCo India's award winning partnership with NGO Ekhora for Household Waste Management helps recycle 97% of household waste across seven cities, benefitting more than 450,000 people.



Awards

- CII National Award for Excellence in Water Management
- UNESCO - supported Water Digest Award in CSR for Water Practices
- Golden Peacock Award for Innovative Product/Services for 'Direct Seeding' initiative
- Best Practices in CSR Award by the Bombay Stock Exchange, NASSCOM Foundation & Times Foundation



AMCHAM EVENTS

16th June

Farewell breakfast meeting for U.S. Consul General Beth A. Payne at the Bengal Club was organized by Amcham Kolkata.

26th July

A meeting was called to introduce Mr. Richard Craig, New Foreign Service Commercial Officer to the Executive Committee and Members of Amcham at the office of PriceWaterhouseCoopers Ltd.

Bangalore

20th June

Karnataka Executive Committee meeting was held on June 20.

28th June

A Roundtable with Mr. Michael Camuñez, the Assistant Secretary for Market Access and Compliance, U.S. Department of Commerce, and his delegation was held at the ITC Windsor Manor.



6th July

Amcham Bangalore organised a meeting with James Herman, Minister-Counselor for Consular Affairs, U.S. Embassy to discuss visa related issues of members.



13th July

Amcham Karnataka and BCIC hosted the high-level delegation led by Under Secretary, Mr. Eric L. Hirschhorn, from the Bureau of Industry and Security (BIS), U.S. Department of Commerce, at the ITC Windsor.

Chennai

30th June

Amcham organized a Breakfast Meeting for Chennai members at Hotel Taj Club House, where Mr. E.P. Hareendranathan, Director, Airports Authority of India, was invited for an interactive session on Passenger amenities, cargo handling, immigration and customs issues.

insights from Secretary Clinton's visit to India on current economic, business, labor and environment issues that affect U.S. businesses in India.

16th July

Meeting of the Chennai Executive Committee was held at Hotel Taj Coromandel, Chennai.

28th July

Amcham hosted a breakfast meeting to bid farewell to Consul General, American Consulate Mr. Andrew Simkin and Consul, Mr. Bryan Dalton at Taj Coromandel, Chennai.

22nd July

Amcham's Chennai Executive Committee met with U.S. Charge d' affaires Ambassador A. Peter Burleigh with a view to gain

29th July

Amcham and Ford India Limited organized a Road safety workshop at Ford India Ltd's manufacturing plant at Marai Malai Nagar, T.N.

AMCHAM EVENTS

Mumbai

1st June

The Audit Committee Institute of KPMG in India in association with Amcham hosted an event to provide a perspective on key themes emerging from the recent study titled **"Enterprise Risk Management – A driver of enterprise value in the emerging environment"** and to understand current challenges and practices in ERM and the road ahead.

13th July

Breakfast meeting for Amcham members was organized with Franklin Covey. A Showcase event on "Dr. Stephen R. Covey's ***The 7 Habits of Highly Effective People***" was presented.

21st July

Roundtable Breakfast event with Mr. Fred Hochberg,

Chairman of the Export-Import Bank **USA** and his accompanying delegation provided an excellent platform for exchanging views and leading to a better understanding of the Ex-Im Bank's plans for accelerated engagement in India.



Hyderabad

14th June

Luncheon meeting was organised for Amcham members on New Privacy Regulations in India, held at Hotel Westin.

Mr. Sandeep Baldeva and Mr. Sudesh Shetty of Ernst & Young spoke on the subject.

1st July

The U.S. Consulate Hyderabad celebrated its Independence day at Marriott Hotel and Convention Centre. Amcham members contributed towards this event.



AMERICAN CHAMBER OF COMMERCE IN INDIA

Established in 1992, the American Chamber of Commerce in India (Amcham India) is an association of American business organizations operating in the country.

Amcham India has around 500 members, spread across the nation. The Chamber enjoys a close relationship with the U.S. Embassy, which supports its objectives and helps in fulfilling them. The incumbent U.S. Ambassador to India is the Honorary President of Amcham.

Mission

Amcham's principle objectives are to:

- Promote activities that encourage

and stimulate investment by U.S. companies in the country.

- Support the business operations of its members.
- Encourage bilateral trade between India and the U.S.

These primary objectives are fulfilled by:

- Providing a forum for U.S. – based business organizations to discuss and identify common issues, economic and commercial interests in India and/or the U.S.
- Instituting Sectoral Committees which implement the primary objectives in their respective sectors.
- Reviewing policies and procedures in various sectors that affect the

members as well as growth of foreign direct investment.

Affiliations

Amcham is affiliated to the following Chambers in the U.S.:

- Chamber of Commerce of U.S.A in Washington, D.C.
- Asia Pacific Council of American Chambers of Commerce (APCAC)
- Amcham's in other countries.

Regional Chapters

Amcham's National Secretariat is based in New Delhi with six Regional Chapters in Bangalore, Chennai, Delhi, Hyderabad, Kolkata and Mumbai.

American Chamber Of Commerce In India

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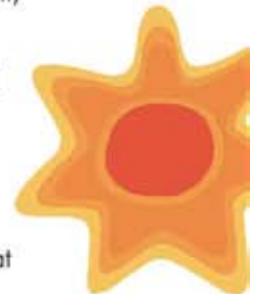


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