



A U S T R A L I A - I N D I A F O C U S

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Australian Studies in India

January 2004 was a busy month for Australian Studies in India.

First was the Indian Association for the Study of Australia (IASA) biennial conference held at the Habitat Centre, New Delhi, from 15-17 January, on the theme “Australia-Identity, Representation and Belonging”. The Conference was hosted by Jawaharlal Nehru University (JNU) and the Australian High Commission in partnership with the Australia-India Council (AIC).

Around 300 academics, editors, scholars and students participated in a lively conference highlighted by the pairing of leading Australian and Indian scholars in plenary session on topics of mutual interest. President of IASA and conference organiser was Professor Santosh Sareen from JNU. IASA’s proposed next conference is to be held in Pune in 2006.

A smaller-scale symposium “Caring Cultures: Sharing Imaginations – Australia and India” was held on 20-21 January, at Dayanand College, affiliated to the University of Ajmer, Rajasthan. The organisers, Drs Anuraag Sharma and Pradeep Trikha, both have doctorates from the University of Rajasthan in Australian literature. The PhD students from Dayanand College are completing their doctorates on Australian topics and participated in the symposium.

Three Australian literary experts Professors Bennett, Satendra Nandan and Denis Haskell participated in the seminar that was inaugurated by First Secretary, Mr John Fisher. A book of Hindi translation of select poems of Les Murray was also launched on the occasion.



(L to R) Ms Veronica Bhense (Wilson College), Ms Shireen Ardheshir (IDP Education Australia), Ms Michelle Phillip (Head of English Department, Wilson College) and Professor Bruce Bennett AO at Wilson College, Mumbai



(L to R) Mr Michael Abbott QC, Chairman, Australia-India Council, Dr Karan Singh, Chancellor, JNU and High Commissioner Penny Wensley AO at the inauguration of the 2nd International conference of the Indian Association for the Study of Australia (IASA) in New Delhi on 15 January 2004.

The seminar, the first ever international one in Ajmer, provided great encouragement to the faculty and students in pursuing further research in Australian studies. Dayanand College is one of the few select Indian institutions offering courses in Australian studies that the AIC is supporting. As a result of the success of the seminar and the support extended by the AIC from time-to-time, the Principal of the College has approved establishing an Australian studies Centre at the College.

Professor Bruce Bennett AO, a member of the AIC gave keynote addresses at both the above conferences and also lectured on Australian culture and society to ninety undergraduate studies at Wilson College in Mumbai, which is affiliated with the University of Mumbai. Professor Bennett observes “a growing constituency in Indian University students who are interested in Australia and wish to study courses about Australian literature, history and contemporary society”.

Preserving the collective past for the future

AusHeritage is the Australian network for the export of cultural heritage services, especially to the Asia-Pacific region. The core organisation represents 43 members comprised of universities, national collecting institutions, the Australian Heritage Commission, State galleries, libraries and museums, private architectural firms, and private and government conservation services. The network represents highly skilled specialists in conservation practice, including: building conservation, cultural tourism and heritage promotion, education, materials conservation, heritage identification for urban planning purposes, specialised design for art storage museums and laboratories associated with conserving moveable heritage, exhibition development, archaeology, historical research, and conservation management.



AusHeritage is becoming a major force in presenting and sharing the skills and achievements gained in Australia with other communities. Valuable experience is also being brought back to Australia. AusHeritage, with support from the Australia-India Council, has been closely working with India for over six years. Its primary initial objective was to build better people to people relationships between Indian and Australian heritage practitioners through workshops on materials conservation, architectural conservation, site management and collections management as well as specific projects such as technical assistance in designing an international gallery for the Prince of Wales Museum in India. AusHeritage has also signed a Memorandum of Understandings with Indian National Trust for Art and Cultural Heritage.

Through support from the Australia-India Council, AusHeritage will be pursuing two major initiatives in 2004 that will assist in building long term sustainable heritage practices and projects. They include:

1) Development of Cultural Heritage Certificate Programs in India. As a pilot exercise two certificate programs will be trialled. It is envisaged that the seed funding from AIC for the pilot program will assist in developing agreements with the two university bodies as well as publicise the programs. The twelve-day intensive program will provide models for sustainable self-funded certificate/diploma programs between Australian and Indian institutions. It is also recognised that the programs to be delivered will add value to existing Indian programs and will not duplicate any ongoing initiatives. The two specific certificate courses planned for 2004 are a) *Preventive Conservation* at the National Museum Institute (University of Delhi) and b) *Sustainable Heritage Buildings* at the Indian Institute for Technology, Chennai.



2) Organise a Conservation Management Planning initiative in conjunction with the Indian National Trust for Art and Cultural Heritage (INTACH). This will provide INTACH and other heritage practitioners in India with a framework for developing conservation management plans (CMP), building initiatives and provide a map for management. The CMP initiative will include a one-day open conference, and a three day INTACH-AusHeritage closed workshop. The primary focus will be to share expertise in developing a Charter for Conservation which can assist in the development of a consistent best practice conservation management planning process.

For further information on the above or any of the Australian heritage initiatives in India, please contact Vinod Daniel, Chairman, AusHeritage, Tel: 02 9320 6115, Email: Vinodd@austmus.gov.au

Indo-Australian Biotechnology Cooperation – The Nossal Workshop

In March 2003 the Australia-India Council (AIC) sponsored Sir Gustav Nossal to deliver the Sir John Crawford Lecture in New Delhi, India. During the course of his visit to India, Sir Gustav recommended that a workshop dedicated to scientific cooperation between Australia and India be initiated. He envisaged the workshop as a means to enhance cooperation in biotechnology between India and Australia, and to develop high-level links between scientists and institutions from both nations.

The Nossal workshop, organised by the Australian High Commission, was held in Bangalore during February of 2004. Together, the delegations worked on the development of an Indo-Australian framework for future collaboration in biotechnology.

Following the Nossal Workshop was the Indo-Australian Conference on Biotechnology in Medicine at the Indian Institute of Science, Bangalore. The conference, organised through the collaboration of the Australian High Commission, the Indian Institute of Science, the Kasurba Medical College of Manipal and the Christian Medical College of Vellore, drew more than 700 young Indian scholars in addition to the contingents of Australian and Indian scientists. Professor G. Padmanaban, Emeritus Scientist from the Indian Institute of Science, opened the conference, while Professor Michael Good, Director of the Queensland Institute of Medical Research, gave the keynote address. Australian High Commissioner Penny Wensley AO, who was also in attendance, expressed the belief that such continued cooperation would open up opportunities for new scientific partnerships between India and Australia. She also acknowledged the presence of so many young Indian scientists, noting that they were “India’s future in biotechnology”.

Mr John Grace attended the Nossal Workshop and conference as part of a wider AIC supported biotechnology project. He met with biotechnology experts and visited biotech companies and institutes at Bangalore, Mumbai and New Delhi, where he investigated and spoke on the prospects for collaboration between India and Australia in the commercial application of biotechnology research. He also met with representatives from the Government of India and the Ministry of Science and Technology, where he discussed more generally the opportunities for cooperation between the two countries.



Nossal Workshop participants from Australia included:

Professor Michael F. Good, Director, Queensland Institute of Medical Research.

Professor Andrew Boyd, Assistant Director, Head, Leukaemia Foundation Lab, Queensland Institute of Medical Research.

Professor Ian Frazer, Director, Centre for Immunology and Cancer Research, Princess Alexandra Hospital, Woolloongabba, Queensland.

Professor Warwick Britton, Professor of Medicine, and Head (Central), Discipline of Medicine, Central Clinical School, University of Sydney and Head, Mycobacterial Research Group, Centenary Institute of Cancer Medicine & Cell Biology.

Professor Ian Dawes, Professor of Genetics and Director, Ramaciotti Centre for Gene Function Analysis, School of Biotechnology and Biomolecular Sciences, University of New South Wales

Dr Bob Anderson, Lions Fellow, Autoimmunity and Transplantation Division, Walter & Eliza Hall Institute, Victoria.

Mr John Grace, Chief Executive Officer, Nextec Biosciences Pty Ltd, Victoria

Mr Joe McCormack, University of Queensland.

Nossal Workshop participants from India included:

Professor M K Bhan, Department of Paediatrics, All India Institute of Medical Sciences and Secretary Designate, Department of Biotechnology, Govt of India

Professor Ashok Kolaskar, Vice Chancellor University of Pune

Professor K Muniyappa, Department of Biochemistry, Indian Institute of Science, Bangalore.

Professor K Satyamoorthy, Department of Biotechnology, Kasturba Medical College, Manipal

Dr Mittur N Jagadish, Monsanto Research Center, Bangalore

Cricket and business

Australia-India relations received a strong boost over the 2003-04 summer as the Indian cricket team posted strong results against the world champion Australian side. Australian captain Stephen Waugh played a memorable game in his final international series against India.

The Australia-India rivalry generated intense media focus in India creating opportunities for Australian cricketers, including Steve Waugh, in a market of over 250 million middle class consumers.

Steve's commercial contracts with Indian corporates include deals with AMP Sanmar (insurance) and tyre firm Madras Rubber Factory (MRF). He also writes regular columns for an Indian cricket website and promotes Australia as a tourist destination for Indian travellers.

Steve has not been the only Australian to find opportunities in the Indian market. Many Australian cricketers, including ex-captain Allan Border, Justin Langer and Adam Gilchrist, have contributed commentary to Indian cricket websites.

Dennis Lillee, Jeff Thompson and other Australian cricketers have worked with the MRF Pace Foundation in India to train young fast bowlers from around the world.

Brett Lee, new captain Ricky Ponting and Glen McGrath have promoted Seagram's Royal Stag in India. Ricky Ponting is the brand ambassador for cricketnext.com and promotes Videocon's consumer durables to Indian middle class households. Shane Warne promotes Pepsi in a Hindi-language television commercial.

Within Asia (including East Asian countries where our trading links are strongest) Australian products have unique branding and marketing opportunities in India as a result of shared cricketing passions, membership of the Commonwealth and popular use of the English language.

Over the summer, Australian stadiums secured corporate advertising from large Indian companies that sought to reach the huge Indian domestic market.

Hero Honda (one of the largest manufacturers of motorcycles in the world), Britannia (biscuit company), Seagram's Royal Stag (alcohol), Elf (lubricants, motor oil), Smirnoff (alcohol) and Sariton (pharmaceuticals) were some of the India-based companies that chose to promote their products to Indian consumers via Australian cricket grounds.

Indian consumers and companies are now globally confident. The Bombay Stock Exchange's Sensex index rose by over 70% in the past year. The economy posted GDP growth of 8.4% in the last quarter, and is projected to grow at over 6% in 2004.

The growing competitiveness of the Indian team in the game of international test cricket has ensured that the Border-Gavaskar trophy remains the only silverware unclaimed by the world champion Australian side. In spite of this trend, Australian cricketers have managed to take great advantage of the commercial opportunities in India.



New Australian captain Ricky Ponting promoting Seagram's Royal Stag



Similarly, India's growing competitiveness in international business continues to open up opportunities for those Australian companies that are prepared to consider India as part of their offshore strategies.

These opportunities lay not only in the IT sector. The IT driven services sector continues to drive GDP growth, growing at 9.9% last quarter. Manufacturing production has also contributed to the booming economy, growing at 6.3%. Following a good monsoon last year the agricultural sector has also joined the party, posting growth of 7.4%. In an economy that grew by over 8% last quarter, opportunities may be found across all sectors.

High Commissioner-designate

Mr Prabhat Parkash Shukla is the Indian High Commissioner-designate to Australia. He arrived in Australia on March 6 to replace the outgoing High Commissioner, His Excellency Mr Rajendra Singh Rathore, who will be taking up a new posting in Cairo.

Mr Shukla has 30 years experience in the Indian Foreign Service, starting in Sofia, Bulgaria in 1974 and going on to serve variously in Moscow (twice), Brussels, Kathmandu, London, Kiev and lastly in Singapore (where he was also High Commissioner). He has post-graduate qualifications in economics and speaks four languages fluently (English, Hindi, Russian and French). Mr Shukla is married and has one daughter.

AIBC signs MoU with 20 India Business Associations and Chambers of Commerce

The AIBC has signed a memorandum of understanding (MoU) with 20 global India business associations and chambers of commerce to formalise a global network among them.

The agreement was signed at the second Pravasi Bharatiya Divas the Government of India's flagship event, to build stronger links with the 'Global Indian Family'. Held in New Delhi between January 7-11, the second Pravasi Bharatiya Diwas focused on international trade and investment linkages. As part of the understanding, signatories have agreed to exchange information on critical areas such as general economic environment, government policies in relation to investments and sectoral strengths of the respective regions. Signatories will also facilitate trade and investment flows and promote other related exchanges between their respective representative enterprises.

The Federation of Indian Chambers of Commerce & Industry will serve as the secretariat for this cooperation. Other members associations include:

- Asia Pacific Indian Chambers of Commerce & Industry
- Asian Business Association, London Chamber of Commerce & Industry
- Indian Business & Professional Council Dubai
- Indo American Business Promotion Council
- Indo-Canada Chamber of Commerce
- Singapore Indian Chamber of Commerce & Industry
- Small Business Advisory Council to the President of USA
- The Indian Chamber of Commerce Hong Kong
- The Netherlands India Chamber of Commerce and Trade

Arts of India 2004 lunchtime lecture series

Tuesdays 1-2pm Domain Theatre

Art Gallery of New South Wales



The *Arts of India* lecture series at the Art Gallery of New South Wales draws on the expertise of leading scholars and curators to present the rich variety of artistic traditions originating from the sub-continent. The first semester begins with the Sultanate period of Indian art history and explores the development of traditional forms of architecture, sculpture and painting. The second semester provides an overview of more contemporary art practices including lectures on textiles, folk art, photography and Indian cinema. The architectural historian, George Michell will be a special guest lecturer in this series. Dr Michell is the author of numerous publications including *The Hindu temple* (University of Chicago Press, 1988) and *The Royal Palaces of India* (Thames and Hudson, 1999). He is co-director of an international team of scholars and archaeologists working on the medieval Hindu kingdom of Vijayanagar.

For further information visit the website:

http://www.visasia.com.au/programmes/arts_of_asia/arts_of_india_2004 .



Peace Trust Scholarship

Applications for the inaugural Peace Trust Scholarship opened in February for eligible students in India and six other countries worldwide. In 2004, 67 students in total will be offered the opportunity to study in Australia for a one or two semester study abroad program, preceded in some cases by a one semester English language program. Eight students from India will be invited to participate in the Peace Scholarship Trust program. Each student will receive free tuition for a one or two semester study abroad program at one of the participating Australian universities, plus a financial contribution of \$2,000 - \$3,000 per semester to assist with living and accommodation expenses whilst in Australia.

Twenty-seven Australian universities have committed fee waivers for the Trust, and significant financial and in-kind support has been provided by various Australian and international organisations and governments including IDP Education Australia, IELTS Australia, the Secretary of Public Education in Mexico, Queensland Education and Training International, the Victorian Department of Education and Training, English Australia, Mallesons Stephens Jacques and SASS Advertising.

The Peace Scholarship Trust is an initiative of IDP Education Australia Limited, supported by the Australian international education industry. A wholly owned subsidiary company of IDP Education Australia Limited is the trustee of the Trust: Education Australia (International Enterprises) Pty Ltd. The Peace Scholarship Trust is committed to providing opportunities for eligible students in selected countries worldwide to study abroad in Australia for one or two semesters. The Trust believes that providing this opportunity will facilitate the interaction of diverse cultures through international education opportunities, improve cross-cultural understanding and lead to enduring global peace. For details on how you can support the Trust please go to www.idp.com/globalpeace.

Australia To Open 6 New Visa Centres

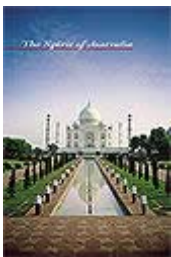
Indian applicants for business and tourist visas for India will be able to lodge their applications at six visa application and collection centres in New Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore, with further offices to follow. Applicants will no longer be required to apply directly to the Australian High Commission in New Delhi or Consulate General in Mumbai.

Opening the new centre in New Delhi on 1 March, Australian High Commissioner Penelope Wensley AO said the new visa application and collection centres would make the application process easier and more efficient for Indians travelling to the Australia. "There has been a large increase in the number of Indians seeking to travel to Australia, including students, tourists, business people and officials. We expect this trend to continue and accelerate as our bilateral relations grow in strength, scope and substance. This new user-friendly system will help us manage this welcome growth and provide a better service to the Indian community."

Open from 9 am to 5 pm Monday to Friday (excluding public holidays), the new centres will work for longer hours than the visa section of the High Commission and allow for tracking visas online. While the new centres will accept applications for tourist, business and transit visas to Australia, the High Commission will continue to handle student and immigration visas. The Australian government has concluded an agreement with TT Services, a division of TT Enterprises, to provide the new visa application and collection centres. T.T. Enterprises is a division of TTK Group, a leading industrial conglomerate based in South India.

Qantas to fly direct to Mumbai

Qantas, Australia's national flag carrier, has applied to the International Air Services Commission for the rights to commence non-stop services from Australia to Mumbai in India and Shanghai in China.



Executive General Manager of Qantas Airlines, John Borghetti, said the Mumbai services would operate three times per week from 1 September 2004 on two-class Boeing 747-300 aircraft. For the first time, these services will operate non-stop to Mumbai, leaving Sydney on Wednesdays, Fridays and Sundays and landing in Mumbai 11.5 hours later.

The Australia India Business Council welcomed the announcement. "This is really excellent news for both Australia and India", said AIBC Chairman, Neville Roach AO. "The convenience of non-stop flights between the commercial capitals of Sydney and Mumbai will encourage significantly greater business contact between the two countries, which is sure to give a big boost to bilateral business generally."

India is one of the fastest growing economies in the world and the burgeoning trade relationship between Australia and India has increased demand for business travel between our two countries," Mr Borghetti said. "In total, inbound passenger numbers from India to Australia are on the rise."

SPIRIT of INDIA 2004 with Sarangi player Sultan Khan

The eminent Sarangi player Sultan Khan will tour Australia and New Zealand between 2-24 March, under the Nataraj Cultural Centre's SPIRIT of INDIA program. He will be presented in collaboration with the Womadelaide Festival (in association with the Adelaide Festival), the New Zealand Festival, the Brisbane-based Worldbeat Festival, the Victorian Arts Centre, The Edge (Auckland) and, in association with the Sydney Opera House, in a number of concerts (13) in major cities in Australia and New Zealand.

An eighth generation player of Sarangi, Sultan Khan, already a celebrity, shot to international prominence when Richard Attenborough invited him and Ravi Shankar to provide background music for his *Gandhi* film.

The Sarangi is a 38-string Indian violin, which has the range and depth of the Western violin and the cello. Besides the south Indian Veena, the Sarangi is the only authentic Indian concert instrument. The Sitar and the Sarod, two of India's better known instruments, came from Persia and Afghanistan, and the violin came from the West. The Sarangi is constructed from one block of hollowed-out wood with a parchment cover. Of the 4 main strings, which are bowed, 3 are made of gut, with one of brass for low pitch. The 34 sympathetic strings, sitting underneath, are played with the flat of the fingernails. Due to its ability to echo the human voice, the Sarangi is a popular accompaniment to singing.

Australian Tour Dates for Sultan Khan**SYDNEY**

Drama Theatre, Sydney Opera House. Sunday 21 March 11 am.

Book with SOH Ph: 9250 7777; www.sydneyoperahouse.com

MELBOURNE

The Playhouse, Vic A Centre, Sunday 21 March 8 pm.

Book with Ticketmaster7 Ph: 1300 136 166; www.ticketmaster7.com

Concerts have been held in Perth, Canberra, Brisbane, and Adelaide

Further information: www.nataraj.org.au

Assisted by Australia-India Council and the Indian Council for Cultural

**Medialink Journalist Exchange** by Soumya Bhattacharya

Maybe I say this because I am a journalist but here is my belief for what it is worth: one of the best ways to get to know a country is through its newspapers; and the best way to get to know a newspaper is to be on it. Which is why the Australia-India Council-funded fellowship under which I spent three wonderful months in Australia worked so well for me in terms of absorbing a new culture.

Being with a group of dedicated professionals at the Sydney Morning Herald – and trying to do my bit by contributing to the paper which had been kind enough to not just accommodate but encourage the many idiosyncratic pieces which I offered – gave me a window into a country I had always wanted to get under the skin of but had never had even the opportunity to see as a visitor.

There were people who took me on fascinating journeys through the gamut of excellent Australian wines; there were people who told me stories I never suspected existed about Australian cricket legends; there were people who, after the riots in Redfern in Sydney, told me more about the country's Aboriginal population and past and the cusp at which that community was poised in Australian society than I could otherwise have hoped to have learnt in so short a time; there were people who gave me tips about and notes on Australia's popular culture (and while we are on it, Delta Goodrem is really good and I regretted not having heard her before); and there were people who told me of interesting places to visit and worthwhile things to do. Ah, the people of Australia. More than the construct of the jokey, matey, beer-drenched people one expects from popular imagination, what struck me most was the warmth and the hospitality, the kindness and the help I received from almost everyone I met. A country is often what its people are but that is, of course, not all there is to it.

The astonishing, awesome physical beauty of Australia moved me as much as anything else. (And I still haven't been to enough places that would have reinforced that notion.) Its multicultural face, evident in as much in its demography as in its food was a delight. Its short history and what that means for its future fascinated me. Which other country has the emu and kangaroo as the bird and animal which are its national symbols because they are creatures which can't walk backwards? It is an amazing philosophy for a young nation and it told me a lot about Australia. The Medialink fellowship is one that is well worth its while for any journalist. I must thank the AIC for making it possible for me by being generous with funds. I'd love to go back there if I get the chance. (I have lost my heart to Australia so I don't really have a choice.)

UPCOMING EVENTS OF INTEREST—AUSTRALIA

To obtain email notification of India-related business and cultural events in Australia as and when they occur, provide your email address to info@aicb.org.au and (preferably) indicate which State of Australia you would like to attend events in.

- Asia Business Connection and AIBC, India Briefing March 30 2004. Email divya.raghavan@aseanfocus.com;
- AICC Business Opportunities in India, Thursday 25th March, The Dandenong Club 1579 Heatherton Road (Cnr. Heatherton & Stud Roads) Dandenong VIC 3175 7:30am to 9:00am Email: info@aicc.com.au
- IMA Asia *Asia Strategic Forecast* with Adit Jain, Managing Director IMA India “Tapping India’s Domestic Market: lessons from IMA India’s 200 multinational clients” - 29 March Sheraton Southgate Southbank, Melbourne and 31 March Swisshotel Hotel, Market St Sydney Email: catherine.bell@imaasia.com
- AIBC and Qld Department of State Development, Doing Business in India Seminar 6 April, The Inchholm Hotel, Brisbane For more information contact Ms Gayle Queensland Department of State Development (Vice Chairman, Queensland, AIBC) on Gayle.OBrien@sd.qld.gov.au;
- AIBC FAME Council FRAMES 2004 Screening, April, Email: divya.raghavan@aseanfocus.com
- AIBC FAME Council meeting 13 April, Briefing by Ms Ekta Kapoor, Balaji Films Email: swahid@asiaworld.com.au
- AIBC India Briefing, 19 April, Melbourne Email: swahid@asiaworld.com.au
- 2004 K R Narayanan Oration to be delivered by Dr Vijay Kelkar (Advisor to the Minister of Finance, Government of India) on Tuesday 27 April. For further details: Professor Raghbendra Jha, Australia South Asia Research Centre, r.jah@anu.edu.au
- AIBC India Briefing with Mr RVS Rao, Housing Development Finance Corporation, India, 30 April, Melbourne Email: swahid@asiaworld.com.au

UPCOMING EVENTS OF INTEREST—INDIA

- Workshop on Coal for Power, 22-24 March IICM, Ranchi, Jharkhand Email: mngirish@ficci.com
- International Healthcare and Herbal expo 2004, 2-4 April, Pragati Maidan, New Delhi Email: ficciexhibitions@vsnl.net
- TransMat Expo - 2004, April 8-10, 2004, Mumbai, International forum for presentations, discussions and deliberations on the Advances in Materials and Processes for the Transport Industry: Road, Sea, Rail, Air and Space
- Justice-In-Time, April 10th, 2004, Federation House, Tansen Marg, New Delhi, FICCI and The Bar Association of India (BAI) - "Reinventing the Indian Legal System for Achieving Double Digit Economic Growth"
- BPO Summit 22-23 March 2004, Bangalore Email: sandhya.satwadi@ciionline.org
- Co-operative Forum on the Information Society, EuroIndia 2004, 24th-26th March 2004, Taj Palace Hotel, New Delhi. Please visit the website www.euroindia2004.org, for further details. anindya.acharya@ciionline.org
- Exports Summit 26 March 2004: Crystal Central, Taj Mahal Hotel, Mumbai
- Agriculture Summit 2004. In the last few years, corporate India has started to find new opportunities for profit from agriculture. New investments are being planned, new areas of business are being identified, and new models of success are being found and then implemented. The Confederation of Indian Industry is organizing The Agriculture Summit 2004 (TAS 2004) on April 23 and 24 in Jaipur to highlight and discuss specific success stories in Indian agriculture. Email: Dibyajyoti Bora dibyajyoti.bora@ciionline.org

FRAMES 2004 – Doing Business with the Australian Film Industry

The Indian film industry is the largest in the world, producing over 800 films per annum, across 32 different languages. The global commercial success of Indian cinema - and films with India in it - have attracted foreign investors including those from the US, UK and Australia.

The volume of business between the Australian and Indian film industries has grown strongly in the past few years and not only are Indian film-makers coming to Australia, but a greater number of Australians are successfully working in the Indian industry.

The Australia India Business Council and Australia India Film, Arts, Media and Entertainment (FAME) Council has supported a comprehensive Australian film and media delegation to India to participate in FRAMES 2004, the biggest annual event for international players interested in the Indian entertainment sector.

FRAMES 2004 will be held in Mumbai between 15-17 March 2004 and is a key networking event for anyone doing business with, or considering doing business with, the Indian film industry. This year the conference has a special session on doing business with the Australian film industry.



Dil Chata Hai, produced by Ritesh Sidhwani, was filmed in Sydney, Mumbai and Goa



Australia-India Focus

The Australia-India Council (AIC) was established in 1992 in response to a recommendation by the Senate Standing Committee on Foreign Affairs, Defence and Trade, following an inquiry into Australia's relations with India.

The Council initiates or supports a range of activities designed to promote a greater awareness of Australia in India and a greater awareness of India in Australia, including visits and exchanges between the two countries, development of institutional links, and support of studies in each country of the other. The Council offers support, in the form of funding, for projects likely to contribute to the development of the relationship, within the context of AIC objectives and guidelines.

For more information, visit www.dfat.gov.au/aic

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The AIBC is a national NGO and is recognised by the Australian government as the peak body for promoting business links between Australia and India. The AIBC first point of contact by government and business representatives from both countries seeking access to industry, business and government leaders of both countries.

The AIBC maintains close relationships with strategic government agencies, the diplomatic corps and industry bodies, and also has an affiliated counterpart in India, the India Australia Joint Business Council.

The AIBC has representatives and members across all states and territories in Australia, and has three different membership categories available.

For more information, visit www.aibc.org.au

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and the Australia-India Council's website at www.dfat.gov.au/aic