

**Per Se**

**"Bengal now provides a conducive environment to foreign companies."**

- Ole Lonsmann Poulsen,  
Denmark's Ambassador

**Upcoming Events**

**The Franchise Plus Expo**

Date: 30th -31st August, 2008  
Venue: Swabhumi Exhibition Hall

**PMP Fastrack**

Date: 28th -31st August, 2008  
Venue: The Park Hotel, Kolkata  
Website: [www.astrowix.com](http://www.astrowix.com)

**Updates on American School in Kolkata**

Visit : <http://askolkata.org/>

**"New"-s This Month**

- TCS SEZ at Rajarhat to be operational by 2011
- Ernst &Young study on State perception
- NASSCOM focuses on Kolkata
- Westbank Hospital in the city
- Kolkata traffic system revamps
- State Government portal "Banglar Mukh" is being revamped
- Business Park in Kolkata
- More e-governance in the State
- West Bengal to get more investment
- Update on housing facility in the city

**TCS SEZ at Rajarhat to be operational by 2011**

Tata Consultancy Services, the largest software exporter from the city, will employ nearly 12,000 software engineers in the second campus which is under construction at the IT Corridor, Newtown, in the city. The campus will be under Special Economic Zone and will focus on system software development, system software conversion, design and implementation of management information systems and decision support system, application re-engineering and development. TCS employs 9500 professionals in its existing Salt Lake campuses with nearly 1900 heads on overseas projects. With this expansion plan the State is poised to take a quantum leap in the growth of IT sector in next few years.

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**Ernst &Young study on State perception**

The leading consultancy firm Ernst &Young, in a recent perception study, reveals that West Bengal gets a great majority of industrialists who prefer their future expansion and diversification of business in this state. The report says that there is a general 'feel good' factor about the government who always stood beside the industry in any challenging situation and 80% of the respondent cited the State's investor friendly image. The industry feels that the State government has a clear idea of what it wants to achieve over the next five years and accordingly it has taken the necessary measures.

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**NASSCOM focuses on Kolkata**

The long awaited eastern regional council of National Association of Software and Services Companies (NASSCOM) has been setup in Kolkata with 12 major member companies. NASSCOM also announced the NASSCOM & A.T. Kearney study on location roadmap on IT BPO growth where Kolkata shoot up as a leader location with Siliguri and Durgapur as aspirant locations. NASSCOM plans to develop the huge reservoir of talent into industry-ready workforce, with a view to meet the imminent demand of IT human resource in the country.

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**Westbank Hospital in the city**

The 300 bed project Westbank Hospital is coming up in Kolkata with a host of latest medical facilities. The hospital will have strong Western connection where specialist doctors from all over the world will work along with the city doctors. The hospital will have a tie up with a Swedish health care group to provide specialty treatment at subsidized rates to cancer patients. The hospital will have state-of-the-art cancer, neurosurgery, high risk obstetrics, neo-natal intensive care unit and trauma and orthopedic units.

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**Kolkata traffic system revamps**

An Open Source software will monitor the traffic flow in the city. An intelligent system will enable the data to be sent to network operating center at traffic headquarter where a team will act on real time to control the traffic flow. The intelligent traffic monitoring system is based on open source software controlling information from cameras and sensors. This is the first such project in India of such intricacy. The software will also respond to distress calls and surveillance system at public places and VIP areas. The city will have a traffic system that will take care of any unforeseen events disrupting traffic flows. The new traffic system will have an integrated GIS based automated vehicle tracking and management system, area traffic control, distress call response management system and critical public surveillance system.

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**State Government portal "Banglar Mukh" is being revamped**

"Banglar Mukh", West Bengal Government portal is going to get a new direction while the portal is being revamped. The idea is to make the portal more user-friendly and to ensure the citizens are getting their job done through portals. PwC has been entrusted with the mandate to complete the assignment by the end of current fiscal year. The portal is going to have more G2C interactive features including a payment gateway through which citizens can pay municipal and other taxes.

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**Business Park in Kolkata**

A flamboyant business park, on a hundred acres land is coming up in three year's time on the Eastern Metropolitan Bypass at Nonadanga, Kolkata. This is the second of its kind in the country and first in the state after Pune in Maharashtra. This is new concept of a trendy Business Park which will help in changing the city's future image. The whole idea of creating a business park is to centralize the city's business activity in one place. Top architects and town planners from India and abroad will join in to create a showpiece business center in Kolkata. The project is undertaken by Kolkata Metropolitan Development Authority on a PPP model.

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**More e-governance in the State**

In another private e-governance initiative Shapoorji Pallonji Group joins hand with Reliance Communications to create Suvidhaa Infoserve in order to create a service backbone for the common people across West Bengal. The company plans to offer multiple services such as banking, commodity prices, information on fertilizer and seeds, FMCG products and consumer electronics through its platform to rural consumers. Suvidhaa plans to make rapid inroads in the rural market. It has already outlined its plan to reach out the maximum number of Common Service Centers in partnership with companies who are building e-governance CSCs on a revenue sharing model. The company is planning to provide localized services by tying up with CESC and BSNL for bill payment. It also plans to set up three thousand odd outlets in this region.

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**West Bengal to get more investment**

Both ITC Infotech and Satyam are likely to join Infosys and Wipro in creating SEZs in the proposed IT Township near Rajarhat. Both the companies will create campuses similar to their headquarters at Bangalore and Hyderabad respectively. ITC will have its software development centers, training units and call centers on a proposed 50 acres land and shall offer solutions across verticals like banking, financial services, insurance, manufacturing, travel, hospitality and various other consumer segments from this center. On the other hand Satyam plans its SEZ on a 25 acre land to setup their facility in Kolkata. Satyam will also have separate training center to be built on a three acre land at Salt Lake Electronic Complex.

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**Update on housing facility in the city**

In order to meet the ever increasing demand for housing facility, West Bengal Housing Board has recently entered into agreements with city based Merlin Group and Sureka Group for construction of housing projects in Kolkata. In both the projects, West Bengal Housing Board is acting as a facilitator. The Board entered into joint ventures with private developers for creating housing facilities and ensuring a proper distribution among different segments of population at an affordable price.

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