



BUS DAY - A SUPER HIT -The Day the kochiites took the Bus.



Screamed headlines of a leading daily, BUS DAY - A SUPER HIT. Such was the response to the Bus Day organised by the Indian Chamber of Commerce & Industry. Kochiites travelled by bus on this day to their destination. The host of dignitaries who took bus included the Transport Minister Mr. V.S Shivakumar, MLA Mr. Dominic Presentation, W'shipful Mayor, Mr. Tony Chammany, District Collector, Mr. Sheik Pareeth, Former Transport Minister and MLA Mr. Jose Thettayil, MLA of Aluva, Mr. Anvar Sadath, Actor, Mr Nivin Poly, RDO, Mr. Mohanadasan Pillai, Councillors Mr. TK Ashraf, Mr Antony Kureethara, etc.



President Prathapachandran speaking at Bus Day program

The event started with the dignitaries boarding the AC low floor bus of KSRTC from Thoppumpady proceeding to Fortkochi. At the public function, the Minister extolled the Indian Chamber for its initiative to encourage public transport and declared that Bus Day will be extended to all districts. Indian Chamber, as organiser, decided to celebrate Bus Day on the third Wednesday of every month for the next

three months on trial basis. A press meet was addressed by the President Mr Prathapachandran and Secretary, Mr S Ramakrishnan on 27th May 2011. Bus Day is organized in association with CPPR as Knowledge Partner, Red FM as Radio Partner, and Uninor as Telecom Partner.

The Bus Day marked a new beginning in an effort to provide solace to the city from traffic congestion. Aimed to promote and enthuse people to use more of Public Transport System, the Bus Day created awareness in this direction, with people from all walks of life to leave their private vehicles and take resource to availing buses on this day to reach their destination.

This initiative had support from the District Administration, Motor Vehicles Department, City Police, Private Bus Owners Association, DTPC, KSRTC, Residents Associations, who have all assured their support and co-operations in all respects. Uninor distributed free sim card coupons to every passenger who boarded the bus.

Public Relations Awareness Campaign: In order to improve the public relations skills of the bus crew, the Indian Chamber initiated an awareness class on May 23, 2011, in association with motor vehicles department.



Mr Adarshkumar in training session for bus crew

Eminent master trainer Mr Adarsh kumar, MVI and Mr P R Vijayan, SI Traffic led the practical oriented class which saw a participation of about 40 members. Mr. Bharat Khona, Past President, Indian Chamber of Commerce and Mr. S. Ramakrishnan, Secretary also spoke.

From the President's Desk

The last quarter has seen a flurry of activities from the Chamber with lot of innovative and newer concepts taken up than ever before. Your Chamber has really been in the limelight hogging attention in the media and elsewhere. We were able to join hands with different entities focussing always on the developmental and societal outlook.

Bus Day is one such initiative organised by the chamber recently. Started on a trial basis for three months, on the third Wednesday of every month, this concept has caught attention and new variants are being introduced. We welcome any such initiatives bringing public matters to prominence. Many such activities are planned in coming days too.

DISHA our own project initiated during the centenary year in 1997 is being rejuvenated. We shall be approaching you shortly to be a part of this social responsibility. We are making our presence felt in social networking sites. We are trying to cross boundaries, spreading wings and after the airport office, it is now time to be in the national capital. A new office is being set up there. A Chamber's Day out is in the offing. It is gratifying to mention that the children's park has become a hit among the locals with programs pouring in, giving a platform for showcasing talents of younger generation to sprout. AGM and Annual Session are round the corner.

All these have been made possible with active and whole hearted support from the members. It is my earnest desire that more members chip in actively and forward suggestions as before. In these days of uncertainty, let us together try to make the world a better place to live in.

Cheers!

P. Prathapachandran
President

Aam Admi

Right from the days when R. K Laxman sought to display the idiosyncracies of the Aam admi through his caricatures and cartoons using one of the largest dailies from Independence era, the concept of involving the common man in matters of national importance got highlighted.

The trend continues with lot of variants taking different formats even today. The legendaries made use of aam admi to capture the contemporary incidents and make it easier for the aam admi to understand.

There used to be days when Mumbai traffic froze near Chowpatti area for hours, watching the new Amul hoarding coming up, curious to know what the girl intended to portray next in the campaign. It was Dhabolkar's classic way of reaching out with social messages to the common man through his usual wit and style with more frequent updates.

Kunju kuruppu and many other variants emulated the idea through media. All these creations are made to communicate in a simple, easy to understand language what the babus in power are upto, on subjects which affect the common man. Usually, the 'aam admi' words fade into oblivion after every budget and election.

We wish to identify with the aam admi, breaking high funda stuff into digestible format, reaching out to foster development of trade and commerce. Many of our recent activities point to this direction. So, next time you cross roads with some of our endeavours, you know what we are up to!

Keep in touch!

S. Ramakrishnan
Secretary
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Meeting with Past Presidents: A meeting with the with the Past Presidents was held at Hotel Abad on May 12, 2011, to seek their suggestions, and strategies to be adopted to uplift the charm and glory of the Chamber. Few suggestions from the Seniors were consider for implementation on priority. The newsletter of the Chamber was released at the Meeting.

Interactive Session with the Chairman, Cochin Port Trust: An interactive session was organised by the ICCI with Mr. Paul Antony, IAS, Chairman, Cochin Port Trust on April 11, 2011 at the Chamber Auditorium. Cochin Port is initiating a master plan for the development of real estate in the Wellington Island and will be ready for discussion in three months, according to Mr. Paul Antony, and will be ready for implementation by end 2012. The major



Mr Paul Antony speaking at the interactive session

recommendations are that the seafront areas in the northern side of the island will be reserved for ship related activities and the southern part will be devoted to Business district development. Allaying fears of downturn and reduced activity in Wellington Island, he told that efforts are on to keep the area vibrant by opening more CFS, bonded warehouses etc. Once the draft of 14.5 meters is achieved, the full potential of ICTT will be realised. Earlier, Mr. Prakash James, Vice President of the Chamber welcomed the gathering. Past Presidents Mr. Abraham Philip, Balagopala Pai, Secretary S. Ramakrishnan spoke.

Customer Meet at Airport: A Client Meet was organized on May 27, 2011 at Lotus8 Hotel, Nedumbassery. Shri Abdul Azeez, President, CCHAA, Shri Prathapachandran,



Prathapachandran addressing Airport Office Client Meet President, and S. Ramakrishnan, Secretary addressed the gathering comprising of



View of audience at the Client Meet

executives from various organizations in an around the airport area. The meet saw good participation from around 80 odd customers.

World Environment Day: This year's WED theme was 'Forests: Nature at Your Service', which highlights the crucial



President Prathapachandran planting a sapling at TD East Road

environmental, economic and social roles played by the world's forests. Indian Chamber of Commerce & Industry joined the green movement to protect our environment with a host of programmes as part of World Environment Day with active support from

Yesoram Charitable Trust and Apex bodies of Residents Associations, namely, EDRAC and RACE. Indian Chamber joined Smt. Shyamala Prabhu, Councillor, Kochi Corporation to plant tree saplings along TD East Road at 3 pm on June 4, 2011. About 40 tree guards were also donated.

A public function on '**Back to Nature**' was organized at 4 pm on June 4, 2011 at the Indian Chamber Auditorium. Justice Shri. K. Sukumaran, an active environmentalist and Dr. U K Gopalan, Green Campaigner were the Chief Guest and the Guest of Honour.



Dr UK Gopalan addressing the seminar on Back 2 Nature

They also planted tree saplings at the Indian Chamber premises. On the occasion few tree saplings were distributed to office bearers



Justice (Retd) Sukumaran planting a tree sapling in Chamber premises during World Environment Day

of Residents Associations by Mr.T.K. Ashraf, Standing Committee Chairman, Kochi Corporation. Indian Chamber took active interest in organising this programme to ensure a cleaner, greener and brighter outlook for future generations.

Bus Day Again:

The Indian Chamber of Commerce and Industry organized yet another Bus Day on June 22, 2011. While the last Bus Day was held at Fort Kochi, this time it was held across the city to gather more attention

from public. Dignitaries flagged off the event from various points in the city and traveled in buses to their destination.



District Collector Mr Sheik Pareeth during Bus Day

Indian Chamber of Commerce distributed free coupons worth Rs. 5/- to people who left their private vehicles and took private buses, which could be exchanged for the same amount for travel on the Bus Day. Commuters of private buses plying through Vytilla Circular route traveled unlimited by paying a flat charge of Rs 5/- on that day according to Private Bus Owners Association in Vytilla. Uninor gave free sim cards.

Interactive Session with CEO, DP World:

An interactive session was organised by the Indian Chamber of Commerce with Shri K K Krishnadas, CEO of DP World Cochin, Vallarpadam, on June 27, 2011 at the Indian Chamber Auditorium. The trade and the exporting community could reap the full



Krishnadas, CEO DP World, Cochin addressing members

benefit of the DP world operations within the next three months when the final draft of 15 meters is expected to be achieved, according to Mr Krishnadas. This draft is needed for mother vessels to berth at the DP World. DP World Cochin operations will be the most efficient in the world with the minimum Turn Around Time compared to even advanced ports like Singapore, once the mother vessels start berthing here.

Mr. Prathapachandran, President, Indian Chamber of Commerce, Mr. Elvis D'Cruz, GM-Commercial, DP World, and Mr. Prakash James, Vice President, Indian Chamber of Commerce also spoke.

Felicitation Meeting: A Felicitation Meeting in honour of Customs Commissioner, Shri Vijay



Shri Vijay Kalsi, Customs Commissioner interacting with Chamber members

Kalsi, who had recently taken charge at Cochin, was held on June 30, 2011. A highly fruitful interactive session with the Past Presidents and Committee Members of the Chamber followed.

National Seminar on ICTT: The President addressed the National Seminar on "ICTT Vallarpadom and possible development of Cochin Port" organized by the International Forum for Cultural Heritage and Tradition (IFCHAT) on April 16, 2011 at Indian Chamber Auditorium held to pay homage to the legendary architect of Cochin Port, Sir Robert Bristow.

Cochin Port Trust Open Forum: The Deputy Traffic Manager, Cochin Port Trust convened an OPEN FORUM on June 24, 2011 at Cochin Port Trust Conference Hall to address operational issues and related grievances of Port users. On behalf of the Chamber the President attended the meeting.

KSEB Adalat: The MLA Mr. Dominic Presentation called a meeting with the

authorities of KSEB and citizens to understand and resolve frequent power disruptions in West Kochi on June 25, 2011 at Regal Hall, Chullickal. On behalf of the Chamber, Secretary attended the meeting.

Metro Rail Project: Shri Oommen Chandy, Chief Minister of Kerala, convened a open discussion on June 26, 2011 at Government Guest House, Ernakulam to discuss the prospects of the Kochi Metro rail project. Mr. Prathapachandran, President represented our Chamber.

West Kochi Development Committee:

Based on the discussion with the District Collector, it was advised to constitute a development committee for the West Kochi and to focus on areas of interest in various sectors, especially Tourism, with Indian Chamber taking the lead partner. A meeting was held on May 24, 2011 at the Board Room of the Indian Chamber attended by M/s. Dominic Presentation, MLA, Standing committee Chairmen, K.J Sohan, T.K Ashraf, Thyagarajan, Councillor Shyamala Prabhu, RDO Mohanadasan Pillai, Capt Sushant Dam, Commanding Officer, INS Dronacharya, P. Prathapachandran, President, Prakash James, Vice President, Abraham Tharakan, T. Vidyasagar, Bharat Khona etc.

The following projects were shortlisted for implementation viz., Development of Thoppumpady Junction /Traffic island, Beatification of KJ Hershel Road and renovation of Mattancherry Town Hall.

Traffic Sign Boards: A Meeting of office bearers of the Grain Merchants Association with the City Police and Traffic Police officials was held on June 6, 2011 at the Chamber Board Room to discuss issues related to movement of traffic in the Mattancherry Bazaar area. Indian Chamber President Prathapachandran and Grain Merchants Association President Johny addressed the meeting. Chamber has volunteered to install few traffic sign boards in this area.

Willingdon Island Parking Yard: The President attended the General Meeting of the promoter directors of WIPY Pvt. Ltd at Cochin Steamer Agent's Association office on May 24, 2011.

Chamber Staff's Day out: The Staff and their family members took a day out when they ventured on an inland backwater cruise on a decked up houseboat along Alapuzha coastline. The day started with the members



Chamber Staff with family members near the house boat

being taken in a bus upto Alapuzha in a bus. The five hour trip etched some long lasting memories in all the members participated. Earlier, a sumptuous nadan lunch served along with waving entertainment by a DJ.

Meeting with the Fourth Estate: The Indian Chamber of Commerce and Industry arranged a meeting with the Mattancherry Press Club members on June 20, 2011 at the Hotel Abad, Chullickal. Issues of contemporary relevance were shared with the members of the fourth estate. The President of the Chamber, Prathapachandran thanked the press for the unstinting support given by the media in reaching the message of the Chamber and its



Prathapachandran addressing the media

new initiatives to the people of the city. Vice President Mr Prakash James and Secretary

Ramakrishnan also were present in the meet.

Members Directory: The directory of members is in the final stages of printing. We once again request all members to update their contact details so that the directory contains the latest details. We also solicit advertisement support from members and well wishers. Please contact Chamber office.

Chamber Halls: Indian Chamber has two aircon halls with matching amenities. One with a Board Room seating with 25 pax and The other can accommodate 120 pax with theatre style seating. We request members to



View of the Chamber Auditorium

make use of this facility for their business needs. Please contact the Chamber secretariat for further details.

Website: The Website of the Chamber is undergoing massive overhaul with quite a few lot of new tags and features added in. We request our members to go through the new look website and become interactive. Visit www.iccicochin.com. A provision for one time login is being put in place which is expected to give additional contents of benefit exclusive to our members only.

Communication: As per the provisions of the new amendments to the Company Act, emails have been recognised as the mode of communication for all official purposes. The chamber will be introducing this mode to communicate all official matters with effect from September 1, 2011. Members are requested to register their email ids, if not done already with the Chamber office before August 31, 2011.

Travails of a trader

The rigours and uncertainties of business scare away
 Majority of the people with good academic background
 They prefer cosy employment, secure and sound
 Really those whom family tradition or other reasons
 Compel to join business soon realise its capacity
 Its tough training enables fighting any calamity
 Dignified personal service, the retailer renders
 And acts as his friend philosopher and guide

Engulfed by problems legal, labour or finance
 Trader's life is full of worries and tension
 But he should struggle and survive somehow
 As for self-employed persons there is no pension

Risky trade like magical mascot can turn
 Trivial into a titan and pauper to a prince
 But lack of vigilance will spell disaster
 And make business a tragic experience

Surely career of a trader, swings like pendulum
 Between glory and ignominy, affluence and poverty
 For doctorate in human endeavour and endurance
 Business is perhaps the best university.

Dilip K Mehta
 Past President of the Indian Chamber

Quotable Quotes

It was a high counsel that I once heard given to a young person, "Always do what you are afraid to do." - **Ralph Waldo Emerson**

My mentor said, "Let's go do it" not "You go do it. How powerful when someone says, "Lets!" - **Jim Rohn**

DISHA: A Community based rehabilitation centre, DISHA is a project of the Indian Chamber initiated during the centenary year in 1997. A fresh lease of life is being enthused to this with induction of new Board of Trustees. You will soon receive details about the new activities planned. We request you to kindly extend your co-operation.

26th K R MEHTA MEMORIAL INTER-COLLEGIATE ESSAY COMPETITION

As you are aware, the Indian Chamber of Commerce & Industry, Cochin, is conducting Inter-Collegiate Essay Competitions for students of Colleges situated in the Ernakulam District and affiliated to the Mahatma Gandhi University, for awarding "**K R Mehta Memorial Prizes**". Cash prizes and certificates will be awarded to the first three positions.

The subject for this year's competition will be: "**When you educate a man you educate an individual and when you educate a woman you educate a whole family**" – Jawaharlal Nehru

The competition will be held at 11.00 a.m. on Friday, the **August 26, 2011**, at the Indian Chamber of Commerce & Industry, Indian Chamber Road, Mattancherry, Cochin -2.

Institution heads are requested to forward names of three students **latest by Friday, August 19, 2011**

Logo Design

The Chamber is planning to make some changes to the existing logo to make it more visible especially in backdrops etc. Members are requested to kindly forward their suggestions and designs to the chamber office at the earliest. Soft copies can be mailed to info@iccicochin.com

Independence Day Program: The President Mr. Prathapachandran will hoist the tricolor at the premises of the Indian Chamber of Commerce and Industry premises at 9 am on Monday, August 15, 2011. Members are invited with their family to attend the program.