

## ICSI International Chamber of Service Industry

ICSI represents a cross section of NRI professionals, experts, entrepreneurs, visionaries, businessmen, scholars, educationists, writers and authors, besides trade, commercial, educational and cultural organisations in countries where they are settled and the domestic corporate which shall serve as a conduit for promoting the Service Industry and overall cross-cultural relations.

### Objectives :

- ♦ To link Non-Resident Indians, particularly of Punjabi origin with their motherland culturally & emotionally.
- ♦ To harness the rich financial, scientific, technical and entrepreneurial resources of the NRIs for developing Service Industry related projects and infrastructure in Northern India for employment generation, having a multiplier effect on the economy.
- ♦ To carry out research on NRI contribution for India's economic and social development & to their adopted countries.
- ♦ To help the Indian Corporate set up Service Industry related projects overseas and develop collaborations/partnerships/alliances with their counterparts in other countries.
- ♦ To assist/encourage joint research in Service Industry segments by scholars, academicians, HR practitioners and others in India and overseas.
- ♦ To provide consultancy and also prepare Project/Feasibility Reports for setting up Service Industry related ventures in Northern India.
- ♦ To organise annual Conventions/Conferences/Conclaves of Non-Resident Indians and Domestic Corporate for promoting mutual business & social interests .
- ♦ To promote NRI visits to Northern India and help offer customized packages especially for religious and pilgrimage sites.
- ♦ To honour NRIs for their outstanding contribution to the Service Industry.
- ♦ To compile & maintain a DataBank of NRIs, especially of Punjabi origin for possible use by domestic Corporate, educationists and others for possible collaborations/partnerships with their counterparts abroad.
- ♦ To facilitate NRIs during their visits to their motherland.
- ♦ To organize student exchange programmes between children of NRIs and Indian students forging stronger emotional and cultural ties.



Govt. of Punjab  
NRI Department



Chandigarh Administration  
Department of Tourism  
NRI Facilitation Cell



Empowering India for Service Industry  
International Chamber of Service Industry

# Punjabi Parvasi Divas 2006 International Convention- of NRIs and Indian Corporate

## “Business Opportunities in the Service Industry”

- Retail & Real Estate
- IT & Telecom
- Banking, Insurance & Financial Services
- Aviation, Hospitality, Travel & Tourism
- Healthcare & Bio-Technology
- Media & Entertainment
- Rural and Community Development
- Human Resource Development
- Knowledge Capital & Knowledge Outsourcing
- Infrastructure Development  
with Focus on Employment and Entrepreneurship

International Chamber  
of Service Industry

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14 - 15 January 2006 (Saturday - Sunday)  
HOTEL MOUNTVIEW, Chandigarh, India

The Indian Diaspora, estimated over 25 million including approximately 8 million of Punjabi origin, is the largest in the world today and has its roots in almost every country across the globe. The West today has started viewing Indians with their rich cultural heritage, art forms, traditions and cuisine, as a very hardworking and intelligent lot due to their remarkable contribution in professional, entrepreneurial as well as in business fields. NRIs, in fact, are India's ambassadors at large, who serve as a bridge to reach out to the best of the corporate world over. They can help catapult India to higher growth by supporting and promoting environmental, economic, social, and educational causes by bringing in technical and scientific know-how, financial resources, entrepreneurial spirit and proven ideas.

Their relationship with their motherland is more than monetary. They are keen to set up foundations/endowments, trusts to help promote environmental, social and educational causes in India leading to Human Capital Management. Then there are some who are eager to start, strengthen or diversify business ventures or enter into collaborations/partnerships with Indian corporate. Furthermore, they wish to visit places of religious importance in their motherland, each of which is replete with history and antiquity.

### India Awaits You ...

## Welcome to the Service Industry

In most economies of the world, business avenues and employment has been shifting from the sectors that produce goods (agriculture and manufacturing industry) to the service providing sectors. The Service Industry generates over two-thirds of GNP and employment in developed countries and its importance is growing in developing countries as well. In line with the global trends, the Service Industry in India is also growing rapidly, with its contribution of 52% to the country's GDP which is likely to rise to 60% in the next 5 years. By virtue of having the second largest scientific and technical manpower in the world, India has been providing consultancy and other varied services globally.

Northern India on account of its fairly developed infrastructure and other facilities, offers considerable potential for Service Industry development, this in turn ensures employment generation and entrepreneurship for its educated youth and investments by NRIs. While exploring business opportunities in the various segments of the Service Industry, the International Convention of ICSI on 14-15 January 2006, would also focus on the areas of infrastructure without which service industry growth cannot be accelerated.

❖ **Banking, Insurance and other Financial Services:** In view of the rapid and significant changes taking place in the structure of financial services around the world, financial services, especially banking and insurance are now perceived as a great catalyst for infrastructure development, agriculture and meeting educational requirements. This sector has great potential for profitable investment in the region.

❖ **Retail & Real Estate:** Rapid growth of supermarkets, departmental stores, hypermarkets, multiplexes, has vast potential for development in the region. Besides, there is great scope for developing apartment complexes for the NRIs and by the NRIs.

❖ **Telecom & IT Industry:** India's software industry has emerged to be one of the most competitive in the world. Under the stimulus of competition and changing technologies, new services are constantly being added. With the government offering incentives, there is immense scope for developing the IT & Telecom segments of the nation's economy.

❖ **Aviation, Hospitality & Tourism:** With India experiencing a boom in the Aviation sector, Hospitality and Tourism industry also having been given high priority in the country, there are ample opportunities for investment in these areas. Airports, Air taxi services, high-end Hotels, Resorts, Adventure/Rural/ Heritage/ Pilgrimage/Health & Herbal Tourism, Conventions and many such projects offer abundant opportunities for investment.

❖ **Healthcare & Bio-technology:** Healthcare and bio-technology are two other areas which herald great expansion with India having a large pool of doctors, nurses and paramedics, with English speaking skills. Northern India offers great scope in this field as well. Low cost treatments, conducive climate and a strong pharma sector are the other advantages.

❖ **Media & Entertainment:** India has emerged as a significant sector in the international Media & Entertainment market, which is projected to be the next prime driving force of the economy well ahead of the IT sector. The Indian entertainment industry is also expected to take a quantum leap in its growth in the next few years. The NRIs and the domestic developers can encash these opportunities by getting actively involved in the production of Films and TV serials, Music, Radio and Live Entertainment.

❖ **Human Resource Development:** Human resources have and will continue to play a significant role in the socio-economic development of a country. The developed and the developing countries emphasise the importance of developing human resources in their national planning because without it, economic development cannot be accelerated and may, in fact, become almost impossible.

❖ **Rural & Community Development:** Despite agriculture being the mainstay of the economy and the green revolution in the 60s, rural areas are still beset with a plethora of problems i.e. continuous deterioration in soil health, ecological and environmental degradation, shrinking size of landholdings and underemployment resulting in migration of people to urban settlements for their livelihood. A holistic approach needs to be adopted for the all-around economic development of the villages with planning starting from grassroots and active involvement of the local communities with the assistance of Banks and Institutional credit.

Besides the above, there will be deliberations on other subjects such as Knowledge Capital & Knowledge Outsourcing, Technology & R&D Transfer. With a view to tap the potential of attracting NRIs, special drives will also have to be launched in tandem with Travel Trade, Indian Missions overseas, Ministry of Tourism, State Governments, Road Shows abroad, NRI associations, involving the ethnic media and other special packages.

Let us streamline the immigration of deserving youth from Northern India on merit in a dignified & proper way.

## PROGRAMME

### 14th January 2006 ( Saturday )

10:00 a.m.	Welcome NRIs & Corporate / Inauguration
Technical Session I	<ul style="list-style-type: none"> <li>• Infrastructure Development</li> <li>- Need &amp; Future Prospective Plans</li> <li>• Aviation, Hospitality &amp; Tourism</li> <li>• Retail &amp; Real Estate</li> <li>• Banking, Insurance &amp; other Financial Services</li> </ul>
12:30 p.m. - 1:30 p.m.	Business Networking Lunch
1:30 p.m. - 3:30 p.m.	Technical Session II
	<ul style="list-style-type: none"> <li>Telecom &amp; IT Industry</li> <li>Healthcare &amp; Bio-technology</li> <li>Media &amp; Entertainment</li> </ul>
4:00 p.m.	<b>Punjabi Parvasi Divas - Deliberations &amp; Celebrations</b> <ul style="list-style-type: none"> <li>- Welcome Address</li> <li>- Presentation of Action Taken Report</li> <li>- Investment Opportunities in Punjab</li> <li>- Chief Guest's Address</li> <li>- Question - Answer Session</li> <li>- Awards Ceremony</li> <li>- Cultural Evening over Cocktails and Business Networking Dinner</li> </ul>

### 15th January 2006 ( Sunday )

10:30 a.m. - 12:30 p.m.	Technical Session III
	<ul style="list-style-type: none"> <li>• Human Resource Development for Service Industry</li> <li>• Knowledge Capital &amp; Knowledge Outsourcing</li> <li>• Technology, R&amp;D Transfer</li> <li>• Rural and Community Development</li> </ul>
12:30 p.m. - 1:30 p.m.	Business Networking Lunch
1:30 p.m. - 3:30 p.m.	Technical Session IV
	<ul style="list-style-type: none"> <li>• Streamlining Immigration Process</li> <li>• NRIs Technological &amp; Professional Resources</li> <li>• Sustainable Practices &amp; Environment Protection</li> <li>• Promoting NRI Tourism - Discovering Roots &amp; Pilgrimage Trails</li> <li>• Awards Ceremony and Valedictory Function</li> </ul>

