



CHANDIGARH

OPPORTUNITIES FOR UK PLC IN EMERGING CITIES OF INDIA



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CHANDIGARH

Chandigarh was the first planned city of India after independence, designed by French architect Le Corbusier. The original plan divided the city into self-contained units called 'sectors' as self-sufficient entities for living, working and leisure. The sectors were linked to each other with roads running in a grid format. Today, the city has wide public parks, vibrant markets and a city lake, which contribute to the high standard of living in the city. Chandigarh scores over many emerging cities due to this very balance between above average urban hardware and software.

CITY OVERVIEW

Chandigarh, also called 'The City Beautiful', serves as the capital of two northern Indian states, Punjab and Haryana, and has been accorded a union territory status. Chandigarh has been described as a "micropolitan"⁷³ city – a city, which, while offering the benefits of a large city, has none of its disadvantages. The city also enjoys the geographical advantage of being close to the National Capital Region (NCR). Chandigarh has two satellite cities, Panchkula in Haryana and Mohali in Punjab. The Gross State Domestic Product (GSDP) growth of Chandigarh has almost doubled from 5.6 per cent in 2000-01 to 11.2 per cent in 2004-05. The services sector contributes nearly 72 per cent of the GSDP of the union territory.⁷⁴

PHYSICAL INFRASTRUCTURE

POWER

97% of households in Chandigarh are electrified.⁷⁵ Chandigarh gets power from neighbouring states and central generation projects to meet its power requirement. It receives 3.5 per cent of the total power generated at Bhakra complex. About 2,000 energy efficient lamps have been installed in various public buildings.

The quality of physical infrastructure like roads, water and hours of availability of power in Chandigarh is much better as compared to other Indian cities. One of the reasons that motivated me to establish my business here and not move to a metropolitan city was the good quality of life the city offers.

Robin Baghai, CEO, SRPEPL Pvt Ltd

CHANDIGARH IN NUMBERS

- The city has the highest per capita income -- thrice the national average
- Ranks 1st in the human development index of the country with a score of 0.987
- Ranked 7th in the list of top 50 centres for outsourcing in the world
- Ranked 5th top location of the country by Jones Lang LaSalle
- Ranked 7th in terms of FDI inflow into India's cities

CONNECTIVITY

The city is built as a well-ordered matrix with road arteries running throughout the city in a grid form. Footpaths and cycle tracks are built on each side of the road. Low floor buses are in place and a metro rail project has been sanctioned by the Government of India to meet increasing transport needs of the city. National Highways 21 (Ambala-Kinnaur) and 22 (Chandigarh-Leh) are the chief road arteries linking Chandigarh with the rest of the country. A number of express trains connect Chandigarh to other towns of India. The city is well connected to the national capital, Delhi, via express trains. The airport is 12km from the city centre and is being upgraded to an international airport, a move which is expected to give a major boost to the city's economy.⁷⁶

INDUSTRY

Chandigarh has 493 factories with an estimated investment of GBP 73.66 million and net income of GBP 20.38 million as of 2003-04.⁷⁷ Traditionally, the main industries of Chandigarh have been light engineering, manufacturing of tractor components, agricultural equipment, basic metals and alloys, light electronic items, paper and paper products, plastics, wooden furniture, synthetic and woollen textile, tourism and hospitality and banking. The emerging industries are IT and ITES, biotechnology, fashion, and education.

INVESTMENT CLIMATE

The Chandigarh Administration has been actively introducing policies to stimulate investments in the city. The IT Park in Chandigarh has attracted investments from leading IT players like Infosys and Daksh. The government has also launched a number of initiatives to support entrepreneurial initiatives and SMEs. Chandigarh has the highest implementation ratio of FDI at 88.8 per cent, which was more than double of the national average implementation ratio of 41.4 per cent.⁷⁸



The last few years have seen a silent but steady transformation [of] Chandigarh. From a city which was more well-known for its sedate yet extremely high quality of life, Chandigarh has today become an economic hub for north India.

Pratap K Aggarwal, Chairman, CII Chandigarh Council, Chandigarh State Annual Review

⁷³Chandigarh Administration

⁷⁴CII (2007)

⁷⁵Indicus Analytics (2006)

⁷⁶Jaswal (2009); The Airport Authority of India will be spending GBP 80.075 million for the construction of the International Airport at Mohali. A joint venture company would be formed for the project between the AAI and the Governments of Punjab and Haryana. PricewaterhouseCoopers has been appointed as a consultant for the project. (Indian Express 23 September, 2008)

⁷⁷CII (2007)

⁷⁸Financial Express, 7 September, 2005

SOCIAL INFRASTRUCTURE

UNIVERSITIES AND EDUCATIONAL INSTITUTIONS

Punjab University is one of the oldest universities in India. The University has a residential campus located in Chandigarh and has 172 affiliated colleges spread over Punjab, Haryana, Himachal Pradesh and Chandigarh. The Chandigarh administration plans to upgrade R&D activities in biosciences and has set up institutes such as Central Scientific Instruments Organisation (CSIO), Institute of Microbial Technology (IMTECH) and PGI MER). Punjab Engineering College (PEC), an autonomous deemed university, will soon be upgraded to IIT status. A number of private educational institutions, especially in the field of engineering and biosciences, are in the process of being set up.

HEALTHCARE

Chandigarh offers excellent medical facilities. PG Institute of Medical Research and Education (PGIMER), established in 1960, is one of the premier medical institutes and hospitals in India and provides inexpensive medical care to a large number of patients. Chandigarh has the rare distinction of having two hospitals with the world-renowned JCI accreditation - The Fortis Hospital and the Mohali and Grewal Eye Institute at Chandigarh. Following an emerging trend⁸⁰ across India, the Chandigarh Administration has begun promoting the city as a medical tourism destination⁸¹.

CASE STUDY C1: MEDICAL TOURISM IN CHANDIGARH⁷⁹

Gerard Conroy came to Chandigarh in 2007 for a cosmetic surgery. Two years later, he has returned with his wife for another treatment -- Blepharoplasty (a treatment done for loose skin on both upper and lower eyelids). Gerard says, "Quality services at cheap prices and excellent hospitality make the city a preferred destination for the treatment." While the global slowdown has affected almost every enterprise, medical tourism in the city has not only remained unaffected, but also seems to be on the rise. Dr KM Kapoor, Consultant, Cosmetology, Fortis Hospital, says, "We have had 70 NRI patients this fiscal for various cosmetic treatments and about 35 foreigners visited especially for various treatments as compared to a total of only 60 patients who visited during the last financial year." Throwing more light on the trend, cosmetologist Dr KD Singh Aneja, a consultant at INSCOL and Indus Hospital, says, "The number of international patients has gone up in the recent times. In fact, there has been 30 per cent to 40 per cent rise in the number of cases I have taken this fiscal."

⁷⁹Times of India 4 February 2009

⁸⁰See Case Study C1: Medical Tourism in Chandigarh

⁸¹Government of India has developed a new category of 'Medical Visa' for the convenience of 'Health Tourist'. The three major factors of growth in medical tourism in India are Cost, Quality and Availability. The major benefit offered by India to overseas patients is significant savings compared to their domestic private healthcare. For example cost of a knee joint replacement is approx GBP 12000 in the UK while the same surgery costs about GBP 3500 in India. Easy availability is also a crucial factor. By an estimate, there are more than 850,000 patients on waiting lists in the UK. Compared to waiting lists of up to 2 years for elective surgery in overstretched government health plans in Canada and UK, there is no waiting time in India and there is easy and friendly access to Indian doctors. Availability of large pool of English speaking staff gives India an edge over other Asian competitors like Thailand and Malaysia. (<http://chandigarhtourism.gov.in/>)

HUMAN CAPITAL POTENTIAL

The Chandigarh administration is placing special emphasis on the creation of a skilled workforce for the IT/ITES sector. In order to equip the youth of Chandigarh with the skills required by industry construction of a 150-acre, state of the art education city is already underway. The administration is also focusing on soft skills training through a soft skills program called C-TOSS program, which is being run in collaboration with UK industry.⁸²

CITY ECOSYSTEM

SOCIAL AND PROFESSIONAL NETWORKS

Chandigarh is a compact city, which lends itself to the formation of informal social networks. Spaces such as the Golf Club, Gymkhana Club and other smaller sporting clubs nurture and strengthen these informal networks. Local chapters of organisations such as Rotary and AIESEC offer opportunities for more formal networks.

LOCAL MEDIA

The Tribune, published in Chandigarh, is Punjab's oldest English newspaper with a wide circulation across Punjab, Haryana and Himachal Pradesh. Other popular newspapers include The Indian Express and The Hindustan Times. Well known newspapers in local languages include Dainik Bhaskar, Amar Ujala, Punjab Kesri, and Apna Punjab.

LANGUAGE AND CULTURE

Chandigarh is a cosmopolitan city that reflects a blend of different cultures. Manifold political and religious groups coexist harmoniously. Hindi and Punjabi are the two main languages.

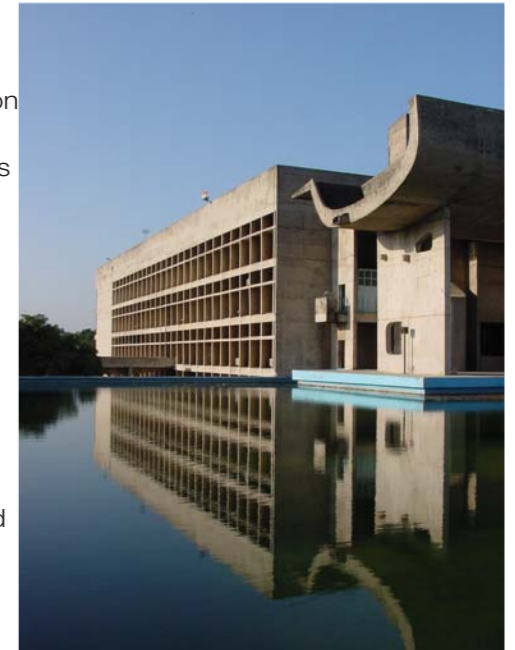
BUSINESS SUPPORT

The Confederation of Indian Industry (CII-Chandigarh) and The Federation of Indian Chambers of Commerce and Industry (FICCI-Chandigarh) are the key business support organisations in Chandigarh. CII-Chandigarh also has an active IT committee which meets regularly. This group shares best practices and facilitates discussion between the knowledge industry and the government.

STATE AND STATE AGENCIES

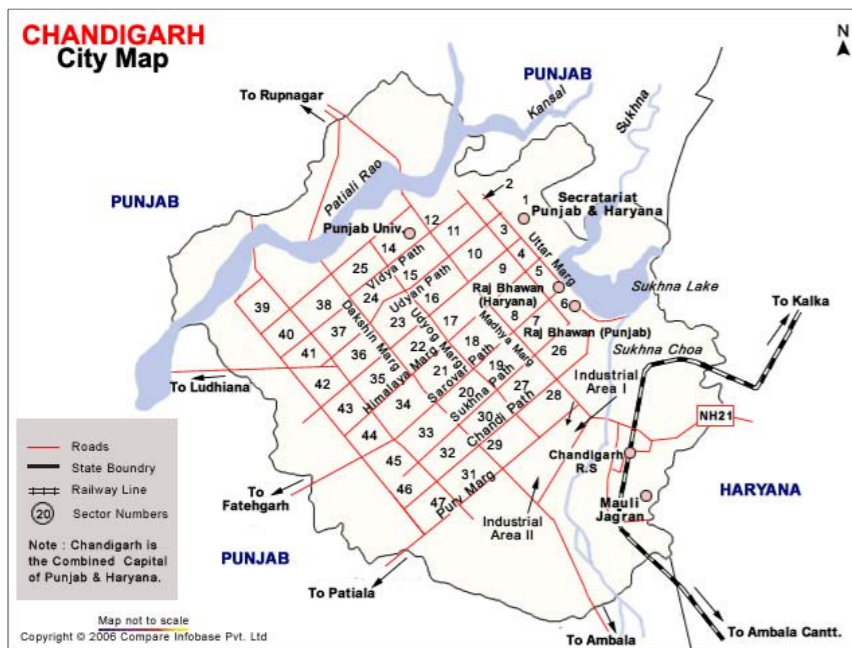
Since Chandigarh is a union territory, it is directly administered by the central government and has a compact, efficient and responsive administration. There are two main Secretaries to the Government of Chandigarh. The Finance Secretary oversees Information Technology, Urban Planning and Engineering whilst the Home Secretary administers Industries, Tourism, Education and Technical education.

⁸²Chandigarh Administration



ENTREPRENEURIAL ACTIVITY

According to the directorial team of Cueblocs, an IT company started by a group of entrepreneurs, “the environment in the city is favourable for innovation and enterprise”. The Chandigarh Administration sponsored Entrepreneurs Development Centre, set up at the Rajiv Gandhi Chandigarh Technology Park (RGCTP), which shall provide office space for small IT companies with facilities that offer ‘plug and play’ facilities.



CASE STUDY C2: CHANDIGARH - INNOVATION AND ENTERPRISE DESTINATION

It took thirty-eight years of cumulative work experience, a rapidly changing global economy and an entrepreneur-friendly Government to bring about Drish Infotech, a Chandigarh based IT firm. Realising the inherent opportunities presented by a growing IT segment in the country, Vijay Kumar and Harshvir Singh Jaswal, both with several years worth of experience in software consulting and development, training, exports and IT enabled services, set out to establish Drish Infotech Limited (Drish) in the year 1999 as a 100 per cent Export Oriented Unit.

Jaswal recalls, “I went to Europe as part of a CII delegation where I met a number of people in the IT industry. [That interaction] helped me understand the international IT market. One of the things that I found was that even though UK and some other developed European countries had a mature IT and software development market, their products were very expensive, especially for the Asian countries”. This was the genesis of Drish Infotech, a company that would deliver affordable business and technology solutions to its customers.

The duo’s decision to launch Drish Infotech Pvt. Ltd. came at a time when Chandigarh’s economy was undergoing rapid change. With the knowledge revolution sweeping across the country, Chandigarh too saw a rapid shift from traditional industrial activity to the services sector. Kumar points out that while Bangalore by virtue of being among one of the first cities to capitalise on the IT boom, attracted most of the country’s technical manpower; Chandigarh, with various initiatives taken by the administration to promote the IT industry in the city, has reformed itself to become a preferred IT destination.

Jaswal and Kumar got Drish Infotech registered under the Mohali Software Technology Parks of India (STPI), an autonomous society under Ministry of Information Technology, Government of India to support Mohali is among the 21 centres of STPIs in the country. Drish Infotech has since then expanded to include a range of services like manufacture of device drivers, e-commerce, e-transformation, client/server, systems integration, migration/conversion/ porting, support and maintenance, medical transcription etc. Drish is now a Microsoft Gold Certified Partner and an ISO 9001:2000 Certified Company. Jaswal and Kumar believe the Chandigarh Administration has a long-term vision of developing Chandigarh as a unique IT destination.

ECONOMIC GEOGRAPHY

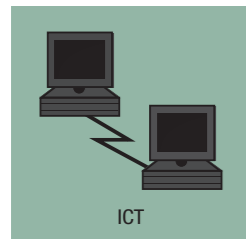
Regions adjoining Chandigarh are now buzzing with economic activity. Panchkula in Haryana, Mohali in Punjab and Chandigarh have integrated together to form Chandigarh’s own ‘tricity’.

CASE STUDY C3: SATELLITE TOWNS OF CHANDIGARH - THE TRICITY

Mohali and Saharngpur are the fastest developing areas for commercial and industrial activities around Chandigarh. Both these areas are located in Punjab and offer a number of benefits and incentives to companies. The Electronics Township (ELTOP) spanning 365 acres, with 500 additional acres of land under development for setting up an IT Park, is emerging as the electronic nerve centre of north India. It has already become the largest conglomerate of telecommunications industry in the country. Quark city, named after the Denver based IT giant, in Mohali is a 51-acre development that includes world-class residential, commercial, retail and hotel projects, and an IT/ITES SEZ.

BUSINESS OPPORTUNITY ANALYSIS

Four key sectors have emerged in Chandigarh. Each of these sectors is likely to offer several opportunities for UK SMEs:



ICT



CREATIVE & MEDIA



FOOD AND DRINKS



LIFE SCIENCES

ICT

Chandigarh declared its IT policy in April 2000 and ITES policy in Jan 2003. Initiatives taken by government include giving priority to IT services companies for funding, single window clearances, annual awards for excellence in IT, e-governance and provide high speed connectivity in technology parks.

FOOD AND DRINK

- Being located centrally vis-à-vis the agriculturally rich states of Punjab and Haryana, there is enormous potential for the food processing and beverage industries.
- Three food parks close to Chandigarh have been approved by the Haryana government. The presence of a large number of agricultural tractor units in the neighbouring districts has created opportunities for ancillary units.

CASE STUDY C4: RAJIV GANDHI CHANDIGARH TECHNOLOGY PARK

RGCTP was conceived of in 2001 by Chandigarh administration. An area of 123 acres was allocated under phase-one and an additional 250 acres was earmarked for phase-two of the project. However, due to high demand another 270 acres of land has been allotted for development. RGCTP was planned in order to increase employment opportunities in the city, especially in the Knowledge sector and boost the economic growth of the city. An entrepreneurship development centre has also been planned which will provide readymade space for young entrepreneurs and small IT companies. There is enormous opportunity for tapping these new companies for foreign collaboration. So far, RGCTP has attracted investment of about GBP 72.79 million from Infosys Technologies and DLF Ltd. Annual software export of about GBP 14.55 million is likely to take place in the next 3 years. The technology park would provide an optimal ecosystem for the development and growth of the ICT and BPO industries.⁸³

CREATIVE AND MEDIA

- The Chandigarh Administration and Parsvnath Developers are developing a state-of-the-art multimedia and film city centre at Saharangpur. The project is valued at GBP 116.47 million. The Multimedia Park will provide ready to use built space for multimedia technology companies, a college and research centre.⁸⁴

⁸³Chandigarh Administration

⁸⁴Financial Express, 30 December, 2007

- With a number of fashion technology and design institutes, Chandigarh is fast becoming a fashion technology and designing hub.

LIFE SCIENCES

- The Chandigarh Administration intends for the city to become a preferred biotechnology destination.
- A large pool of personnel with skills in different aspects of biotechnology (which have applications in the field of agriculture, industry, food and nutrition, medicine, pharmaceuticals, health and environmental services) are being trained.
- A Science Park alongside the Botanical Gardens in Saharangpur and an integrated Medicity at Raipur-Kalan, Chandigarh, with a super specialty hospital cum recuperation centre, medical college, nursing college, medicine research centre and terminal care centre is underway.

There is ample opportunity for growth of the biosciences sector in Chandigarh. A number of pharmaceutical companies are setting up their own research facilities; however, there is there is a lack of adequate talent, faculty and trainers required for the research.

POTENTIAL BUSINESS OPPORTUNITIES

BUSINESS OPPORTUNITY OWNER

C1 is a research driven pharmaceutical group, and one of India's largest pharmaceutical manufacturers. The company was established in 1983, and went public in 1994. It has offices in forty locations in India and eleven locations outside India. The company achieved an annual turnover of over GBP 145 million in 2007-08 and was ranked thirty fifth amongst the top 300 Pharma Industries. The company has seven manufacturing facilities spread over 1,200,000 sq. ft. Its Active Pharmaceutical Ingredients⁶⁵ wing is spread over 700,000 sq ft and has filed 3 patents for APIs for non-infringing processes. The company plans to expand its manufacturing capabilities. It has strategic R&D and manufacturing alliances with companies in UK, Turkey, and Iran. It has a product portfolio of 650 products and has been ranked as One of the Fortune 600 companies in India. The Express Pharma Pulse profiled it as one of the most promising pharmaceutical groups.

The company has diversified into other segments, which are as follows:

a) Infrastructure - It is developing a housing society in Chandigarh with flats and penthouses. It also plans to venture into building its own motel and resort chains.

b) Publishing and Packaging - Initially setup to deal in aluminium-based packaging goods and printing packaging materials. It has launched a separate unit for Lami tubes and PET⁶⁶ Bottles, a move that is expected to increase sales by 200 per cent. A project for injection modelling has also been proposed with a total layout of GBP 5.8 million.

c) Media and Publication - Leveraging its sectoral expertise, the company has launched a publications division. They are currently publishing four life sciences periodicals that cater to the life sciences sector.

d) Others - It has recently entered into the IT and Software development sectors. They have developed five portals which are up and functioning.

It has also set up Industrial Training Institute (ITI) courses in Pharmaceutical Sciences, targeted at equipping high-school graduates with skills suitable for the pharma industry. This was setup keeping in mind the human resource requirements of the group. They have trained 400 students within the group. In 2008, the company also inaugurated a Pharmacy and Nursing college, which launched its first batch of sixty students.

LINKAGE WITH UK INDUSTRY CAPACITY

The opportunity could help create potential linkages with UK industry capacity in the **Life Sciences** and **Creative and Media** sectors.

Within these, the sub-sectors it maps to are **Pharmaceuticals, and Publishing.**

The opportunity owner is primarily interested in partnering with firms with expertise in R&D, Healthcare and Medical Technologies for manufacturing pharma drugs and biomedical research.

The opportunity owner is also seeking expertise in designing and editing niche magazine publications. Special emphasis is being laid on content creation for healthcare and entertainment magazines.

For its ITI and Pharmacy college, the opportunity owner is looking for inputs for so-development of content of medical courses. Avenues for knowledge collaboration, affiliation to foreign universities, and certification by foreign expert institutes can also be explored.

BUSINESS OPPORTUNITY OWNER

C2 is a 100 per cent export oriented unit setup in 1999 offering a broad range of information technology solutions. It is a registered member of the Software Technology Park of India (STPI), Mohali, Punjab. .

The company is a Microsoft certified Gold Partner, and an ISO 9001:2000 certified. It is also a partner in the Sun Microsystems programme and actively contributes to business networks in the city. It provides outsourced IT solutions and delivers business and technology solutions through software development and outsourcing.

The company has a 4500 sq. ft facility which houses the training and software development division. Its annual turnover is approximately GBP 364,000 and it currently employs 150 people, it is led by an experienced team of nine personnel that are drawn from diverse backgrounds. Their current portfolio includes sixteen well-developed websites, seven web-based solutions, and four telecoms solutions.

The company offers services like manufacturing device drivers, website applications, e-commerce solutions, systems integration, and content creation and management for value added services for the Telecom sector. It is one of the leading providers of SMS (Short Message Service) and IVR (Interactive Voice Response) based mobile marketing applications.

To ensure high and consistent quality of services, they have put in place an in-house quality assurance department that oversees every stage of development. A tech lab engages in R&D to drive continuous innovation.,

The company opened its office in the US this year and is collaborating with Cbay systems of U.S.A for medical transcriptions.

LINKAGE WITH UK INDUSTRY CAPACITY

The opportunity could help create potential linkages with UK industry capacity in the **ICT** and **Creative and Media** sectors.

Within these, the sub-sectors it appeals to are **Software, Graphics, BPO** and **IT.**

The opportunity owner is interested in co-development of web solutions such as device drivers, software services, and content creation for Value Added Services (VAS) for telecom industry

The opportunity owner plans to expand its activities internationally and is thus looking for international partners. The opportunity owner seeks collaboration with a UK company which could provide local coverage in UK and Europe for its off shore component.

BUSINESS OPPORTUNITY OWNER

C3 is an IT software development company established in 2000. The company has an annual turnover of GBP 182,000 and about 40 employees who work in a 3200 sq. ft. facility in Mohali.

A certified Microsoft partner, the company has close ties with a Singapore firm that promotes its products outside India. They also have a registered office there.

It has two divisions. The first deals with IT solutions and software development and the second with animation (both 2D and 3D) and multimedia solutions.

Their software solutions deal with document collaborations, digital library platforms, shop floor management solutions, network and IT management, and retail management solutions.

LINKAGE WITH UK INDUSTRY CAPACITY

The opportunity could help create potential linkages with UK industry capacity in the **ICT** and **Creative and Media** sectors.

Within these, the sub-sectors it maps back to are **Architecture, Software, Design, Graphics, Film Production, BPO,** and **IT.**

The opportunity owner requires inputs for developing content for animated movies, advertisements and 3D animation. It is interested in collaborating to build an animation and film studio, to establish its own animation outsourcing business.

⁶⁵A dosage form of a drug is traditionally composed of two things: The API (Active Pharmaceutical Ingredients), which is the drug itself; and an excipient, which is the substance of the tablet, or the liquid the API is suspended in.

⁶⁶PET bottles are bottles made of Polyethylene terephthalate commonly abbreviated as PET. It is normally used for packaging applications

Initially setup as an outsourcing firm, it ventured into animation and computer graphics backing 2003. Its animation division currently develops animated movies, advertisements, and virtual architecture drawings. One of its flagship products are the animated movies (2D) on Sikh history that it develops. Their first movie was completed in 2005. Their next movie, also on Sikh history, came out in 2006. Their latest offering was released in 2008. Combined sales of the three features exceed 100,000 copies. One of their multimedia projects was judged 5th (from amongst 22 entries) at the NYC Animadness Competition 2006.

The company plans to scale up its graphic design segment. The company wants to enter the 3D animation and motion-capturing segment. It also plans to upgrade its animation studio into a world class facility.

All the above are live business opportunities in Chandigarh-based organisations. If you are interested in finding out more about any of these opportunities, please contact UKIBC who will be able to facilitate an introduction.

KEY OBSERVATIONS

- The Chandigarh administration is taking steps to promote citizen-centric applications of IT, such as e-governance to enhance transparency and efficiency of Government services.
- There are several specialised education and training institutes generating large volumes of world-class human capital. The integration of these institutes with major businesses has led to the creation of niche training programs.
- Besides large-scale construction in city outskirts, there is a growing market for entertainment and hospitality related infrastructure like sports infrastructure, large conference halls, marriage palaces, shopping malls, and group housing. Local developers are seeking innovative and creative ways of building this type of infrastructure.
- Potential sectors for development and growth in the future are likely to include other UK priority sectors:

Logistics: Chandigarh is also growing as a logistics hub for the states of Haryana, Punjab, Himachal Pradesh and Jammu and Kashmir. According to Mr. Neeraj, Managing Director of Quadrax Ltd. a local logistics company, a number of big logistics companies have their branches established in Chandigarh.

Environmental services: Chandigarh has a very strategic location to support the environmental technology industry., especially the hydro power, solar power and water and waste water recycling industry. Most of the hydro projects are in the hilly areas. Chandigarh, located in the Himalayan foothills can support technological expertise for hydro power and water and waste water related projects. Some companies in the city are already developing a niche in environmental technology area. The Chandigarh administration is contacting domestic and foreign companies to harness solar energy.

We have plans to develop Chandigarh as a solar city. The Government of India is giving a subsidy of GBP 0.17 per unit on grids generating solar energy. We thus plan to generate 25 MW from solar power which will be spread across the [potential] green belt in Chandigarh.

Manjit Singh Brar, Head, Department of Information Technology, Chandigarh Administration

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