



Prosperous West Bengal leads to Economically Empowered India

*Establish the Core Competence of the State
And create enterprise around it*

I am delighted to address and interact with the members of Calcutta Chamber of Commerce (CCC) here in the historic city of Kolkata. My greetings to all of you. Friends, I am happy to know that the Calcutta Chamber of Commerce, which was founded in 1830, is oldest commerce and industry association, not only in India but also the entire continent of Asia. This historic association has seen many national and global economic and political events, including the unfurling of the industrial era, the British industrial subjugation and then to India's independence as a nation and more recently the resurgent Indian Industry which is now, once again, globally recognized and highly competitive. The impact of this Chamber has been immense in shaping the way Kolkata developed, including the broaching of the idea of construction of the famous Howrah Bridge and the first railway track connecting Calcutta to Burdwan. Friends, the State of West Bengal is the third largest economy in the nation and is richly endowed in natural, human, marine and tourism resources. With this background, the industry and corporate of the State have a tremendous opportunity and a significant role to play which would contribute not only to the state, but the nation as well. Keeping this in mind, when I am with all of you, I would like to talk on the topic ***"Prosperous West Bengal leads to economically empowered India"***.

Let me begin by discussing about the societal transformation which we are witnessing.

Growth of Knowledge Society

During the last century, the world has undergone a change from agriculture society, where manual labour was the critical factor, to industrial society where the management of technology, capital and labour provided the competitive advantage. Then the information era was born in the last decade, where connectivity and software products are driving the economy of a few nations. In the 21st century, a new society is emerging where knowledge is the primary production resource instead of capital and labour. The Knowledge society is powered by innovative capacity. Efficient utilization of this existing knowledge can create comprehensive wealth of the nation and also improve the quality of life - in the form of better health, education, infrastructure and other social indicators. Ability to create and maintain the knowledge infrastructure, develop knowledge workers and enhance their productivity through creation, growth and exploitation of new knowledge will be the key factors in deciding the prosperity of this Knowledge Society. Whether a nation has arrived at a stage of knowledge society is judged by the way the country effectively deals with knowledge creation and knowledge deployment in all sectors like IT, Industries, Agriculture, Healthcare etc. Now let me elaborate on the characteristics of a knowledge society.

Characteristics of the Knowledge economy

I was studying different dimensions of knowledge society; how will it be different from the Industrial Economy. In the knowledge economy, the objective of a society changes from fulfilling the basic needs of all round development to empowerment. The education system instead of going by text book teaching will be promoted by creative, interactive self learning - formal and informal with focus on values, merit and quality. The workers instead of being skilled or semi-skilled will be knowledgeable, self empowered and flexibly skilled. The type of work instead of being structured and hardware driven will be less structured and software driven. Management style will be delegative rather than being directive. Impact on environment and ecology will be strikingly less compared to industrial economy. Finally, the economy will be knowledge driven. The key infrastructure required for this is that of telecom and all related tools of communications, computers and software. This has to kept in mind by this chamber of Commerce and realignment in the West Bengal's Education system is needed for the new knowledge society era.

Economic development, competitiveness and creative leadership

Since I am in the midst of professionals in industries and commerce, let me discuss the linkage between national economic development and creative leadership.

- A nation's Economic development is powered by competitiveness.
- Competitiveness is powered by knowledge power.
- Knowledge power is powered by Technology and innovation.
- Technology and innovation is powered by resource investment.
- Resource investment is powered by return on Investment.
- Return on investment is powered by revenue.
- Revenue is powered by Volume and repeat sales.
- Volume and repeat sales is powered by customer loyalty.
- Customer loyalty is powered by Quality and value of products.
- Quality and value of products is powered by Employee Productivity and innovation.
- Employee Productivity is powered by Employee Loyalty.
- Employee Loyalty is powered by employee satisfaction.
- Employee satisfaction is powered by working environment.
- Working Environment is powered by management innovation.
- Management innovation is powered by Creative leadership.

For success in all the missions, it is essential to have creative leaders. Creative leadership means, exercising the vision to change the traditional role from the commander to the coach, manager to mentor, from director to delegator and from one who demands respect to one who facilitates self-respect. For enhancing enterprise value, we need the large number of creative leaders.

Dear friends, now I would like to give my visualization of India in 2020, so that the entrepreneurs, business leaders and professionals attending this function could orient their industrial production missions to contribute themselves for the economic development of the state and the nation based on their choice of the sector. Let me focus on the distinctive profile of the nation by the year 2020. That is: in another 9 years, the nation has to become economically developed. You are all partners.

Distinctive Profile of India by 2020

1. A Nation where the rural and urban divide has reduced to a thin line.
2. A Nation where there is an equitable distribution and adequate access to energy and quality water.
3. A Nation where agriculture, industry and service sector work together in symphony.
4. A Nation where education with value system is not denied to any meritorious candidates because of societal or economic discrimination.
5. A Nation, which is the best destination for the most talented scholars, scientists, and investors.
6. A Nation where the best of health care is available to all.
7. A Nation where the governance is responsive, transparent and corruption free.
8. A Nation where poverty has been totally eradicated, illiteracy removed and crimes against women and children are absent and none in the society feels alienated.
9. A Nation that is prosperous, healthy, secure, devoid of terrorism, peaceful and happy and continues with a sustainable growth path.
10. A Nation that is one of the best places to live in and is proud of its leadership.

Integrated Action for developed India

To achieve the distinctive profile of India, we have the mission of transforming India into a developed nation. We have identified five areas where India has a core competence for integrated action: (1) Agriculture and food processing (2) Education and Healthcare (3) Information and Communication Technology (4) Reliable and Quality Electric power, Surface transport and Infrastructure for all parts of the country. (5) Self-reliance in critical technologies. These five areas are closely inter-related and in a coordinated way leading to food, economic and national security.

This action will need the creation of number of rural enterprises in state as a part of PURA clusters (Provision of Urban Amenities in Rural Areas). Let me now discuss about sustainable development system.

PURA as a Sustainable Development system

In 2011, India will turn 64 years old as the largest democracy in the world and we witness a defining period for the nation and its people. We stand ten years away from the goal of achieving the vision for a developed India by 2020, and there has been significant progress in all directions. Each step we take towards a developed nation also opens a fresh challenge to overcome. The need of the hour is the evolution of sustainable systems which act as "enablers" and bring inclusive growth and integrated development to the nation.

One such sustainable development system is the mission of Provision of Urban Amenities in Rural Areas (PURA). It means that:

1. The villages must be connected within themselves and with main towns and metros through good roads and wherever needed by railway lines. They must have other infrastructure like schools, colleges, hospitals and amenities for the local population and the visitors. This is **physical connectivity**.
2. In the emerging knowledge era, the native knowledge has to be preserved and enhanced with latest tools of technology, training and research. The villages have to have access to good

- education from best teachers wherever they are, must have the benefit of good medical treatment, and must have latest information on their pursuits like agriculture, horticulture, fisheries and food processing. That means they have to have **electronic connectivity**.
3. Once the Physical and Electronic connectivity are enabled, the knowledge connectivity is enabled. That can facilitate the ability increase the productivity, the utilization of spare time, awareness of health welfare, ensuring a market for products, increasing quality conscience, interacting with partners, getting the best equipment, increasing transparency and so in general **knowledge connectivity**.
 4. Once the three connectivities viz physical, electronic and knowledge connectivity are ensured, they facilitate earning capacity leading to *economic connectivity*. When we Provide Urban Amenities to Rural Areas (PURA), we can lead to upliftment of rural areas, we can attract investors, we can introduce effectively useful systems like Rural BPOs, Micro Finance, small-scale industries.

The number of PURA for the whole country is estimated to be 7000 covering 600,000 villages where 700 million people live. WB with about 90 million population needs about 500 PURA complexes. There are a number operational PURA in our country initiated by many educational, healthcare institutions, industry and other institutions. Government of India is already moving ahead with the implementation of PURA on the national scale across several districts of India. Besides, the government the implementation of PURA would also require many other innovative platforms - which are sustainable and replicable. For vibrant growth of West Bengal's village we would need such intellectually thought out and self-sustainable platforms.

WB Development Goals

Developed states will make developed India. To achieve developed India, West Bengal has to be developed. For making WB a developed state, the following five criteria have been identified.

- a. Per-capita income to tripled from the current Rs. 40,000 to over Rs. 120,000 by 2020
- b. Literacy rate to be 100% from the current 75%
- c. IMR rate has to be less than 10 from the current figure of about 35 per 1000
- d. WB to be polio, leprosy and TB free state
- e. Minimize the unemployment rate through value added employment generation especially in the Northern and Sunderban areas

Development Missions for West Bengal Prosperity

For realizing this mission mode programmes are essential taking into account the core competence of the West Bengal. The possible missions are:

1. PURA missions (500 PURA - Providing Urban Amenities in Rural Areas) - Providing Physical connectivity, electronic connectivity and knowledge connectivity leading to economic connectivity to the cluster of villages. Special Delta PURA need to be created to enable the socio-economic development of Deltaic regions in the state
2. Education mission - School drop out to be reduced to zero. Reaching out the quality education through tele-education and computerized primary education. We have also to work on generation of skilled manpower who can undertake tasks in international market.
3. Healthcare mission - reinforcing healthcare through tele-medicine and mobile medical vans and boats to all the PHCs from the corporate and district hospitals.

4. Agro - food processing mission: This would include improved production, processing and marketing of core products like rice, fish and jute
5. De-silting of rivers and water bodies and Linking them for creating smart waterways within West Bengal.
6. Transforming IT into Knowledge products (Value addition) and Setting up of BPO and KPO industries. Kolkata is fast emerging as one of the leading cities in the field of IT Industry and this model needs to be extended across the state including tier 2 and tier 3 cities and towns. West Bengal should target to contribute over \$30 Billion in IT exports by 2020
7. Small scale: West Bengal is historically known for its small and medium industries. We need to embark on a major mission for rejuvenation of these industries by modernization through technology, financing, marketing and product value enhancement support.
8. Creating all weather roads covering the rural villages and cities. Infrastructure up-gradation to reduce the urban congestion is the need of the hour.
9. Evolution of enlightened citizens. (which includes education with value system, bridging religions through spirituality and empowering the state to transform into an economically developed state).

Friends, now I would like to discuss on the role of Calcutta Chamber of Commerce in translating the above missions into reality.

Missions for Calcutta Chamber of Commerce

Friends, as we have discussed, I am suggest the following missions for the Calcutta Chamber of Commerce:

1. Calcutta Chamber of Commerce may like to evolve a road map for the necessary infrastructure which is needed for making West Bengal as a preferred destination for industry both India and abroad. This would include analyzing the power scenario of the state from a futuristic perspective. At the same, with ample of sunshine and presence of multiple smaller islands along the Sunderbans, West Bengal also has a demand and opportunity for solar based power plants.
2. We need to generate a focus on business for livelihood. The CCC may like to use PURA as a tool to propose integrated development and empowerment of the villages of West Bengal. Each of the associated industry or corporate may like to be the champion of PURA mission in their respective district.
3. Calcutta Chamber of Commerce may like to evolve strategies for the partnership between academia and industry and how this can lead to a mutual win-win situation. This may lead to the evolution plans for PURA implementation in the state with focus of value adding enterprise creation.
4. Calcutta Chamber of Commerce should focus on identifying the core-competencies of the state and linking them with employment opportunities and economic activities. This can include forest products, tourism, agro-processing, marine industry and special craft and skills.
5. I was recently going through an article in the Economist, which talked about the growing strength of Indian workforce. The article says that, in the next ten years, out of every ten new worker around the world, three would be Indians. This workforce will be spread across different sectors of the economy and involved in a variety of services. The Calcutta Chamber of Commerce should study the profile of skill in the youth of the state and identifying the gap from a futuristic perspective. The Chamber should further suggest time-bound skill development plan for the youth. There is a potential for both national and international needs.

In achieving these missions, we have to ensure that the entrepreneurial community has to work with integrity and succeed with integrity. Is it possible?

Profit with integrity

Profit with integrity leads to sustained growth. How is it possible? We need to have National ethics for sustained growth and peace. Where from it starts?

- Nation has to have ethics in all its tasks, for sustained economic prosperity and peace.
- If nation is to have ethics; society has to promote ethics and value system.
- If society is to have ethics and value system, families should adhere to ethics and value system;
- If families have to get evolved with ethics and value system, parenthood should have inbuilt ethics.
- Parental ethics come from great learning, value based education and creation of clean environment that leads to righteousness in the heart.

Let us all resolve: we will carry this message to our home, family, business, state and the nation.

Conclusion

What is the most important ingredient that will enable us to realize sustainable state and national development? My study indicates that the creative leadership is the most important component for attaining success in all missions. I would like to define 'creative leadership', based on my experiences:

- a. Leader must have a vision.
- b. Leader must have passion to realize the vision.
- c. Leader must be able to travel into an unexplored path.
- d. Leader must know how to manage a success and failure.
- e. Leader must have courage to take decisions.
- f. Leader should have nobility in management.
- g. Leader should be transparent in every action.
- h. Leader must work with integrity and succeed with integrity.

For a sustainable growth of any organization, the important thrust will be on the generation of a number of creative leaders through nurturing the talent, and promoting innovation in every sector. Calcutta Chamber of Commerce can become the catalyst for generating such leaders at all levels and deploy them across the industry in the city and the state for facilitating accelerated transformation and sustainable development.

My greetings and best wishes to all the members of Calcutta Chamber of Commerce, business and industry leaders for leading to prosperous city and a prosperous state with earning capacity for the youth.

May God Bless you.

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