



OIFC Market Place
at
9th Pravasi Bharatiya Divas 2011

7-9 January, Vigyan Bhavan

A Report

Prepared by Overseas Indian Facilitation Centre: January 2011

I. Introduction

Pravasi Bharatiya Divas (PBD) 2011, ninth in the series, brought together the Overseas Indian community with Indian policy makers and businesses, to celebrate as well as address common issues and challenges, from 7-9 January in New Delhi. The annual flagship convention of the Ministry of Overseas Indian Affairs (MOIA), partnered by Confederation of Indian Industry (CII), focused on “*Engaging the Global Indian*”.



To expand the economic engagement of the Indian diaspora with India, the Overseas Indian Facilitation Centre (OIFC), organized its 5th interactive Market Place

Forum at the PBD 2011.

The OIFC Marketplace is a premier business networking forum for the PBD delegates who wish to expand their economic linkages with India, and encompasses the setting up of business meetings with OIFC’s partners and between delegates, that help match buyers and suppliers, through a pre event scheduling. The platform for scheduling the appointments was facilitated by OIFC.

OIFC's State Government Partners, Premium Knowledge Partners and Knowledge Partners showcased their services at the OIFC Market Place Pavilion and interacted with the delegates to discuss various investment opportunities in India, procedures to set up a business in India, NRI Banking, Investing in Capital Markets, Recruitment and more. A list of OIFC partners participating in the OIFC Market Place is given in **Annexure III**.

On the occasion of PBD 2011, the Hon'ble Prime Minister of India released 'Homeward Bound – A regulatory and investment



handbook for Overseas Indians' prepared by

Dr. Manmohan Singh, Hon'ble Prime Minister of India releasing the OIFC and Ernst & Young Publication 'Homeward Bound'

OIFC with Ernst & Young as its knowledge partner. The single-point handbook for Individual Overseas Indian investors summarizes: India's Investment regulatory framework, immigration norms; tax provisions including Direct Tax Code; compliance requirements; Entry options and emerging investment opportunities; Central and State Government initiatives for NRIs; and, Nodal points of contact / agencies. 'Homeward Bound' was available for sale at the OIFC Pavilion.

II. Highlights of the Market Place

- OIFC Partners who were all housed at the Market Place Pavilion had the opportunity to meet over 800 Overseas Indians representing more than 63 countries around the world.
- In total, 85 business meetings were held.
- Shri Vayalar Ravi, Minister of Overseas Indian Affairs; Shri B K Handique, Union Minister of Development of North Eastern Region (DoNER) and Mines; Shri Bhupinder Singh Hooda, Chief Minister of Haryana; and, Shri Sukhbir Singh Badal, Deputy Chief Minister of Punjab were some of the senior political leaders who visited the OIFC Marketplace Pavilion.
- A contest was organized in the OIFC Pavilion to attract more visitors. The theme of the contest was to identify at least 10 names out 15, of famous Overseas Indians. The winners of the contest were given a free copy of 'Homeward Bound'.
- Free registrations were invited, both on the OIFC business networking portal (www.oifc.in) as well as the online business directory.
- A structured questionnaire was distributed to be filled in by the delegates, who came to attend pre-scheduled business meetings at the Market Place to get their feedback. A sample questionnaire is attached in **Annexure I** and detailed analysis of responses is given in **Annexure II**.

As per the responses,

- 42 % of respondents strongly agreed that OIFC Market Place Forum has been an effective platform to promote business-to-business partnerships.
- Around 47% of the respondents strongly agreed that the stalls set up by OIFC's Partner States in India helped them in understanding the NRI services, investment opportunities offered.
- Approximately 52% of the respondents strongly agreed that OIFC's Premium Knowledge Partners / Knowledge Partners were responsive to their needs
- 56% strongly agreed that the OIFC Market Place provided them a forum to discuss their investment plans, issues etc.
- Around 28% of the respondents strongly agreed that the OIFC secretariat was helpful in facilitating their business meetings, both before, and during the event.

III. Conclusion and Moving Forward

- The OIFC Market Place forum has been a useful platform to create awareness about promote OIFC's activities and promote business-to-business partnerships.
- OIFC will plan similar Market Place Forum at PBD 2012 and at various State Investors Meets, to expand the economic linkages between the Global Indians and India.

- OIFC will continue its interaction with the delegates, who visited the OIFC Market Place Pavilion. This will help strengthen the interface and reach out of the diaspora with India. Some of the activities include:
 - Regularly updating the PBD delegates with sector and state specific investment opportunities through OIFC's online business networking portal and monthly e-newsletters.
 - Inviting the delegates to share their feedback; and, sign in for the online business network and directory to enable them to reach out to the potential Indian partners.
 - Global Organization of People of Indian Origin (GOPIO) has confirmed its interest in becoming an Associate Partner of OIFC, following discussions held during the Market Place Forum. OIFC will also invite other like-minded associations who attended this PBD, to become OIFC's Associate Partners.
- More States have expressed interest in becoming OIFC State Government Partners. OIFC will take the discussions forward with those States.
- OIFC will explore the possibility of expanding its information services to include the much sought after education opportunities for diaspora members in various States.

IV. OIFC Market Place: Remembering Moments



Shri Vayalar Ravi, Minister of Overseas Indian Affairs at the Market Place



Shri Bhupinder Singh Hooda, Chief Minister of Haryana at the Market Place



Shri Sukhbir Singh Badal, Deputy Chief Minister of Punjab at the Market Place



Dr A Didar Singh, Secretary, Ministry of Overseas Indian Affairs and Chairman OIFC with OIFC Secretariat at the Market Place



Dr Didar Singh, Secretary, Ministry of Overseas Indian Affairs and Chairman OIFC with Ms Shefali Chaturvedi, CEO, OIFC.



Mr Yusuff Ali M.A, Member, OIFC Governing Council & Managing Director, EMKE Group at the Market Place



Mr Jasbir Singh, Member, OIFC Governing Council & President, Foundation of Critical Choices at the Market Place



Shri Karan Singh, PGE and JS (DS), Ministry of Overseas Indian Affairs participated in OIFC Contest – “Guess the name of some prominent Overseas Indians”

Capt. Ganesh Karnik, Deputy Chairman, NRI Forum Karnataka participated in OIFC Contest – “Guess the name of some prominent Overseas Indians”



Ms Shefali Chaturvedi, CEO, OIFC briefing Dr S.S. Channy, Principal Secretary Industries, Government of Punjab about OIFC



Business Meetings at the Market Place

Business Meetings at the Market Place



Business Meetings at the Market Place



ANNEXURE I



OIFC MARKET PLACE AT PRAVASI BHARATIYA DIVAS 2011 7-9 January 2011 Hall-A, PBD Exhibition Area, Vigyan Bhawan, New Delhi

FEEDBACK FORM

Delegate Name

.....

Overseas Indian (Y/N).....

Present country of residence:

.....

Phone:email:

.....

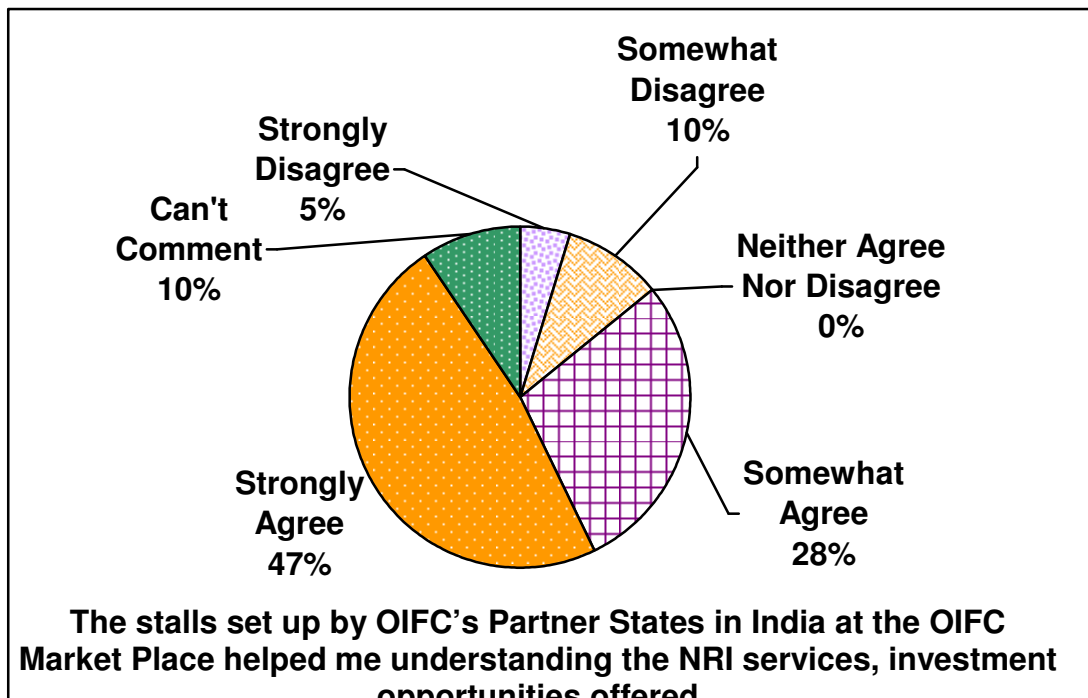
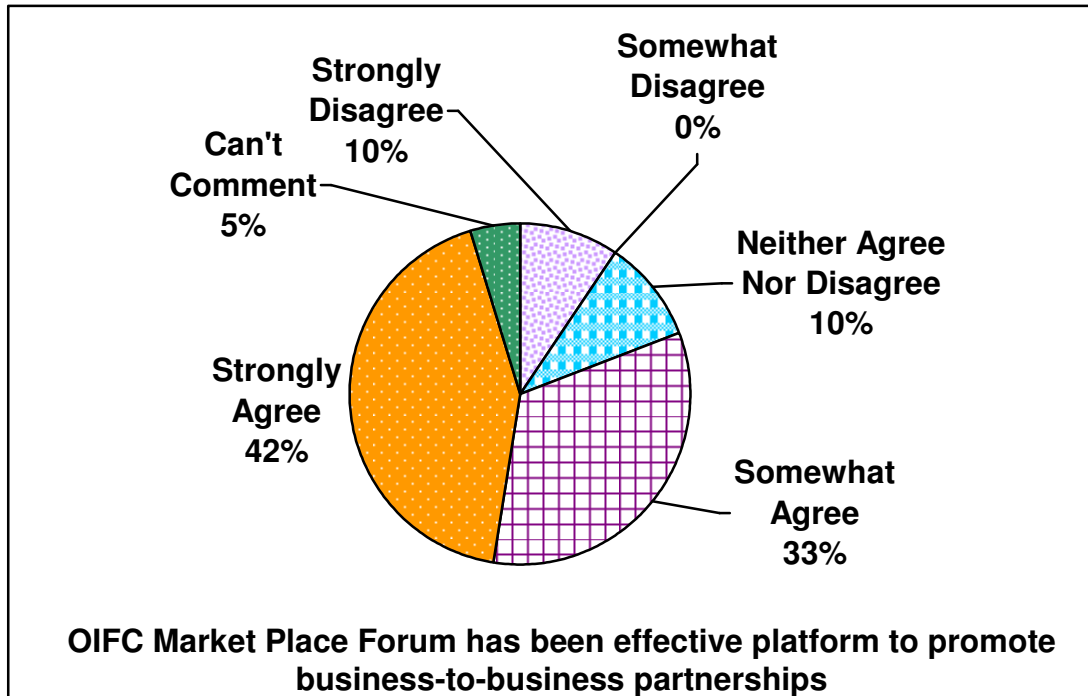
There are certain statements in the grid below that are **meant to assess your perception about the core objectives and relevance of various activities of OIFC Market Place Forum**. Please Tick (✓) the statements in the grid on the scale of 'Strongly Agree' to 'Strongly Disagree' as shown in the grid below. **Please note that there is no right or wrong answers and we are interested only in your opinion.**

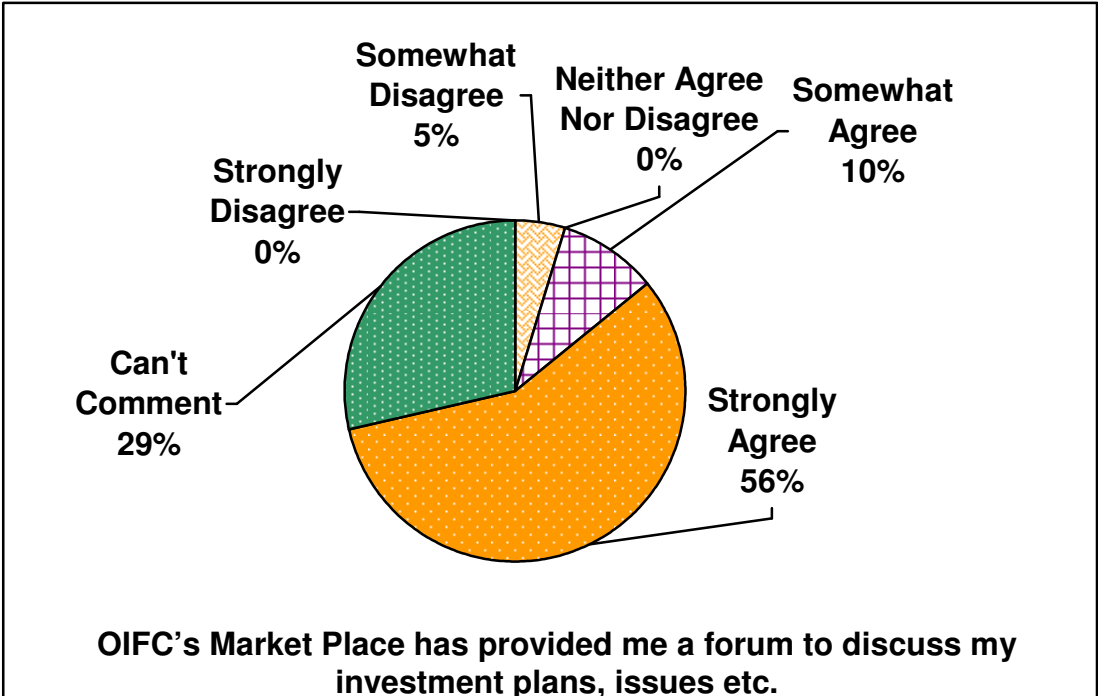
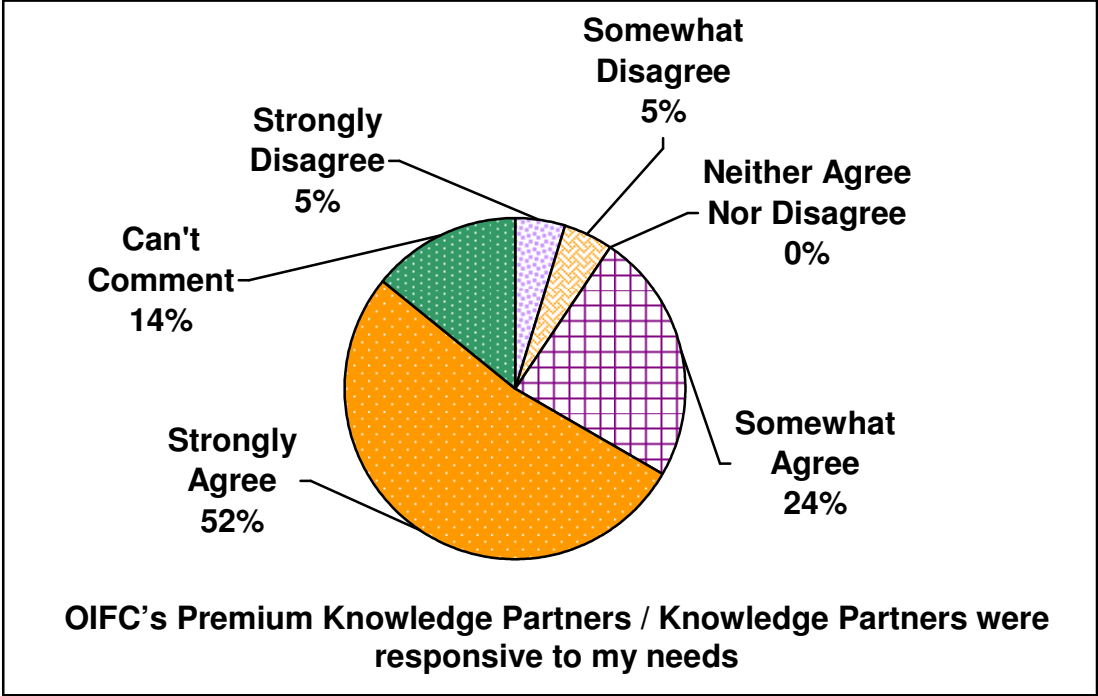
Statements about OIFC Market Place Forum	Your agreement w.r.t statement about OIFC Market Place					
	Strongly Disagree	Somewh at Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	I Can't Comment
1. OIFC Market Place Forum has been an effective platform to promote business-to-business partnerships.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The stalls set up by OIFC's Partner States in India at OIFC Market Place helped me in understanding the NRI services, investment opportunities offered.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. OIFC's Premium Knowledge Partners and Knowledge Partners were responsive to my needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. OIFC Market Place has provided me a forum to discuss my investment plans, issues etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The OIFC secretariat was helpful in facilitating my business meetings, both before and during the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

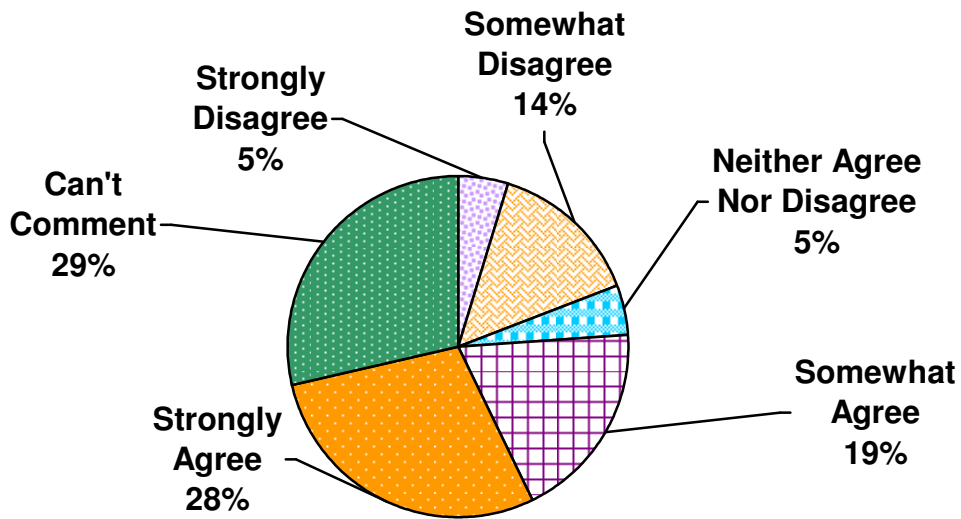
ANNEXURE II

Analysis of the Responses through the Questionnaire

Number of Respondents – 21







The OIFC secretariat was helpful in facilitating my business meetings, both before and during the event.

ANNEXURE III

List of OIFC Partners at the Market Place and Sectors/ Services

State Partners	Premium Knowledge Partners	Knowledge Partners
NRI Division, General Administration Department (Government of Gujarat)	Corporate Professionals (Market Entry Services)	Peeyush Aggarwal & Co Ltd (Taxation)
NRI Forum (Government of Karnataka)	Everonn Education Limited (Education)	Ventura Securities Ltd (Equity Brokerage)
NORKA -ROOTS (Government of Kerala)	Kotak Mahindra Bank (NRI Banking)	
Department of Industries & Commerce (Government of Punjab)	Placement Pundits (HR Services)	
	Union Bank of India (NRI Banking)	

- **Ernst & Young Pvt Ltd also participated at the Market Place**