



INDIA NEWSLETTER

Embassy of India, Tel Aviv No.39 October-December 2009

Indian Film Festival in Israel, December 7-26, 2009



Ambassador addressing the audience at the inaugural show at Tel Aviv Cinematheque

The Embassy of India organized an Indian Film Festival from December 7-26, 2009. The festival, supported by the Indian Council for Cultural Relations (ICCR) and Directorate of Film Festival (DFF), was held in collaboration with the Cinematheques of Tel Aviv, Jerusalem and Haifa.

The festival showcased a wide variety of Indian films including "A Wednesday"; "Anaahat"; "Rock On"; "Taare Zameen Par"; "Corporate" and "Baazi". The Embassy hosted actors Anupam Kher and Amol Palekar, whose movies were screened.

The inaugural function was held on December 7, 2009 at Tel Aviv Cinematheque to a packed audience with the screening of Hindi film "A Wednesday". More than 350 people attended the inaugural screenings of "Anaahat" subsequently held at the Jerusalem Cinematheque on December 8 and Haifa Cinematheque on December 10. Mr. Anupam Kher and Mr. Amol Palekar addressed the audience and spoke on their experiences in film industry and



At the reception at Tel Aviv Cinematheque

impressions about their visit to Israel. Both Mr. Kher and Mr. Palekar attended all their inaugural screenings, thereby promoting interest in the festival. Ambassador expressed happiness at the growing interest of Israelis in Indian



Anupam Kher talks about 'A Wednesday'

cinema and reflected on the evolution of Indian cinema and its richness today. Cocktail receptions preceded the inaugurals at Tel Aviv and Jerusalem. The film festival generated a huge response and excitement among the Israeli people, including the Indian community. All the films shown in the three Cinematheques were attended by capacity crowds. Presence of film personalities – Mr. Anupam Kher and Mr. Amol Palekar – was very well received and was the highlight of the film festival. This year's film festival



Amol Palekar addressing the audience in Tel Aviv

followed the highly successful film festival held in August, 2007 and was considered by many even a bigger success.

The Embassy would like to thank Shai Motion Pictures (SMP) – Petah Tiqwa,



View of the audience at the inaugural show
State Bank of India – Tel Aviv, Triple "S" Ltd. – Rehovot, Netafim Ltd. – Tel Aviv, M/s NaanDan Jain – Post Naan, Alliance and El Al Airlines for their valuable support and contribution in making the festival a grand success.

Indian Film Festival – A Guru Dutt Retrospective January 20- February 8, 2010

The Embassy is organizing an Indian Film Festival, this time a Guru Dutt Retrospective, in Israel in collaboration with the Cinematheques of Tel Aviv, Jerusalem and Haifa, and Shai Motion Pictures, Petah Tikva. The festival would be screening some of the acclaimed Guru Dutt's films including "Sahib Bibi Aur Ghulam", "Chaudhvin Ka Chand", "Kaagaz Ke Phool", "Pyasa", "Mr. & Mrs. 55", "Baaz" and "Jaal". The films will be screened at the cinematheques of Tel Aviv, Jerusalem and Haifa from January

20 - February 8, 2010. More information, including the programme schedules, etc., can be obtained from the three cinematheques. Tel Aviv Cinematheque - Tel: 03 6060800, website: www.cinema.co.il, Jerusalem Cinematheque - Tel: 02 5654333, website: www.jer-cin.org.il, Haifa Cinematheque - Tel: 04 8353529, 04 8104299, website: www.ethos.co.il. For more information, please also visit the Embassy website: www.indembassy.co.il.

WATEC Israel 2009

Photo: Itan Levi



From R to L: Ambassador, Binyamin (Fuad) Ben Eliezer - Israeli Minister of Industry, Trade and Labor; Mr. Parkash Singh Badal - Chief Minister of the State of Punjab and Prof. Prem Kumar Dhumal - Chief Minister of the State of Himachal Pradesh



Photo: Itan Levi

At the WATEC Israel 2009 exhibition

The 5th International Water Technologies, Renewable Energy & Environmental Control Exhibition (WATEC 2009) was held in Tel Aviv Exhibition Grounds from November 17-19. Several high-level delegations from India visited Israel in order to attend the WATEC 2009 exhibition and further explore the Israeli market of water technologies and renewable energies.

The Indian delegations that visited Israel

for WATEC 2009 included the following: a 11-member delegation from the State of Punjab led by Mr. Parkash Singh Badal, Chief Minister; a 5-member delegation from the State of Himachal Pradesh, led by Prof. Prem Kumar Dhumal, Chief Minister; a 3-member delegation led by former Union Minister of Power, Government of India, Mr. Suresh Prabhu; a 7-member delegation from CII led by Mr. Gunbir Singh, Chairman, CII

Punjab State Council and more.

The delegations from Punjab and Himachal Pradesh met with senior officials from the Israeli Ministry of Foreign Affairs as well as the Ministry of Industry, Trade and Labor. They also met with leading Israeli Water Technologies and Renewable Energies companies at a conference organized by the Embassy at the Exhibitions Grounds.

Visit of Minister for Excise, Information IT & BT, BWSSB, Karnataka

Delegation from Nasscom visits Israel



Ambassador addressing the gathering

A 24-member high-level delegation from NASSCOM, led by Mr. Som Mittal, President of NASSCOM, visited Israel from November 26 – December 1, 2009. The delegation participated in the "India – Israel IT Business Forum" (professional panel and networking) which was organized by the Israel Export and International Cooperation Institute on November 29, 2009. The conference included presentations on the Israeli

high tech industry in general and the Israeli software industry in specific. The delegates interacted with leading Israeli IT companies, IT Incubators, and semi-government associations (e.g. the Association of Electronics & Software Industries). The delegation also met with senior government officials and visited various sites related to Israeli innovation and entrepreneurship.



One-on-one meetings



In the middle (third from right): Mr. Katta Subramanya Naidu, Minister for Excise, Information IT & BT, BWSSB, State of Karnataka

A four member delegation led by Mr. Katta Subramanya Naidu, Minister for Excise, Information IT & BT, BWSSB from Karnataka State visited Israel from October 26-28, 2009. A round table meeting with businessmen was arranged for them by the Israel-Asia Chamber of Commerce on November 27, 2009. The delegation also met with senior officials from the Israeli Industry Center for Research and Development.

India-Israel Technology Forum (Yatra)



Ambassador addressing the gathering

A delegation comprising 44 senior CTOs and CIOs of leading Indian companies visited Israel from November 8 -11 to participate in the India - Israel Technology Forum - Yatra (Yatra is an initiative of the CTO Forum of India). The event was organized by A&G Partners in cooperation with the Israel - Asia

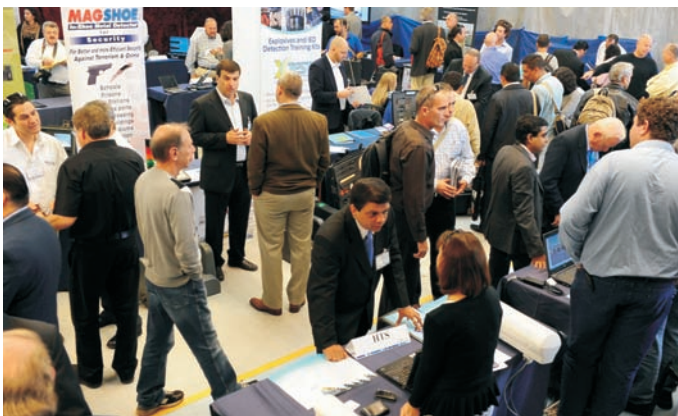
Chamber of Commerce. The visit included a two-day Conference and Workshop which explored new and transformational technologies and included presentations by leading Israeli and Indian technology experts and representatives from leading Israeli IT companies. In addition, the delegation visited leading companies and R&D



A group photo of the delegation

centers which are well known for their cutting-edge technology development (e.g. Check Point, Magic Software and HP).

Indian HLS delegation visits Israel



At the seminar

A delegation comprising eight leading Indian Home Land Security companies visited Israel from December 8-11, 2009 to further explore the Israeli HLS market and participate in a seminar organized by the Israel Export & International Cooperation Institute. The delegation visited several HLS related sites including

the Ashdod Sea Port and the Central Monitoring Facility of HASH. In addition, the delegation watched demonstrations of the Dog Squad, Security Guards, Martial Arts ('Krav Magaa') and firing techniques. The delegates interacted with various Israeli HLS companies and security experts. The delegation's visit resulted in the signing of a MoU between Micro Technologies (India) Ltd. and Hash System Service Ltd. of Israel for the marketing of the Indian company's products in Israel, Jordan and the Palestinian Authority.

Visit of officials from the Government of Meghalaya

A delegation of 8 officials from the Government of Meghalaya visited Israel from October 20-28, 2009 to study soil restoration and water conservation techniques. The delegation met with the Ambassador and visited agriculture plantations, greenhouses and water projects. They also visited the Yarkon River Authority (YRA) in Tel Aviv to see the Yarkon Project and explored the YRA functions and methods of working. The object here was to show the delegation how a river which used to be highly polluted could become a destination for eco-tourism.

Delegation from Ministry of Consumer Affairs, Food and Public Distribution & Bureau of Indian Standards visits Israel

A three-member delegation led by Mr. Sharad Gupta, Director General, Bureau of Indian Standards, visited Israel from October 17-23, 2009 to attend the 73rd International Electrotechnical Commission's (IEC) General Meeting which was held at the David Inter-Continental Hotel in Tel Aviv. The IEC is the world's leading organization that prepares and publishes International Standards for all electrical, electronic and related technologies. The IEC also manages conformity assessment systems that certify that equipment, systems or components conform to its International Standards.



Demonstrations of Dog Squad

Israel Gateway 2009 and the Safe City Conference



The Indian Booth at Israel Gateway 2009

"Israel Gateway 2009" (Israel's 7th foreign trade convention) and the 1st "Safe City Conference" organized by the Globus Gate Group Limited were held from November 30 – December 1, 2009 at the David Intercontinental Hotel, Tel Aviv. Israel Gateway is an annual event which is attended by various embassies,

international organizations and companies from around the world. The 1st Safe City Conference (which was introduced in the framework of the 7th Israel Gateway) is an international event co-organized by MK International Security Consulting, which brought together security experts from across the

globe, representatives of Governments, city mayors and managers, embassies, CEOs from the corporate and private sectors, international and local law enforcement and safety officials and more. The Embassy set up a booth which showcased both business and tourism material on India.

BIRD`s Study Visit to Israel

A 17-member delegation comprising senior bankers, CEOs of Non-Government Organizations led by Dr. Gyanendra Mani, faculty members of the Bankers' Institute of Rural Development (BIRD), a subsidiary of NABARD (the National Bank for Agriculture and Rural Development) visited Israel from November 1-10, 2009 in order to further explore Israeli agricultural industry (agro processing, regional development, SMEs, high tech in agriculture, and

innovative irrigation solutions). The delegation visited the State Bank of India branch in Tel Aviv, agricultural research stations, Jerusalem and the Galilee. The delegation also met with the Ambassador and explained the purpose of their visit. The visit was organized by the Weitz Center for Development Studies, a non-governmental, non-profit organization that is world known in the field of Integrated Regional Development (IRD) and is located in Rehovot, Israel.

Visit of farmers' delegation from Tamil Nadu to Israel

A farmers' delegation from Tamil Nadu led by Agricultural Production Commissioner; Director, Horticulture & Plantation Crops; Horticulture Officer and 24 farmers visited Israel from October 11-24, 2009. The delegation visited Netafim Irrigation's production site and training center. Lectures included sectors for mechanized tools for pruning of orchards; drip irrigation principles, growing in protected environment and crop management technology.

The delegation also visited various sites such as pomegranate orchards; mango plantation and cultivation; mango nurseries; packing houses for bananas and mangoes; seeds breeding and production; greenhouses and net houses.



A group photo of the delegation

Israeli delegation attends IndiaChem Gujarat 2009



A 3-member delegation comprising leading Israeli chemical companies attended the Buyer-Seller Meet held during India-Chem Gujarat 2009 on December 12-14, 2009 at Ahmedabad. The Buyer-Seller Meet

was organized by Chemexcil (Basic Chemicals, Pharmaceuticals and Cosmetics Export Promotion Council). Chemexcil sponsored the visit of the Israeli delegates who interacted with various Indian suppliers and

explored the Indian market of chemicals and the huge opportunity it offers to Israeli companies. The delegates reported of fruitful meetings and it is expected that some deals will follow the visit.

ECONOMIC NEWS FROM INDIA

INDIAN ECONOMY:

India targets FDI of US\$ 50-billion by 2012

India is targeting annual foreign direct investments (FDI) worth US\$ 50 billion by 2012. It would double the inflows by 2017. In order to make the investment environment in states more lucrative for prospective overseas investors, the Ministry of Commerce would set up a panel comprising state industrial ministers. The panel would recommend measures to iron out procedural difficulties faced while setting up a business.

More foreign broking companies queue up for India entry

Competition in the institutional stock broking space in India is set to intensify with foreign institutions including StanChart, Barclays and DBS, looking to make an entry in the equity capital market (ECM) business in the country.

India tops BRIC gold-to-forex reserve ratio

Following the purchase of 200 tonnes of gold from the International Monetary Fund (IMF), India now has the highest gold reserves as a percentage of total forex reserves among Brazil, Russia, India, China (BRIC nations).

100% FDI in Renewables

The government has allowed 100% FDI in the renewable energy sector and a conducive policy has been put in place to attract foreign companies. According to the Ministry of New and Renewable Energy, over two million solar energy-run appliances had been distributed or installed across the country under the solar energy programme.

Real Estate

India leads real estate investment market in Asia

India leads the top real estate investment markets in Asia for 2010, according to a study by PricewaterhouseCoopers (PwC) and Urban Land Institute, a global non-profit education and research institute. The study is prepared by over 270 international real estate professionals, including investors, developers, property company representatives, lenders, brokers and consultants. The report provides development trends and outlook on Asia-Pacific real estate investment and indicates Mumbai and Delhi as particularly good destinations in India. Mumbai, Delhi and Bangalore lead in the hotel 'buy' prospects. Also, residential properties are viewed as more promising than other sectors.

Automobiles

Car sales surge to 6-year high

The positive environment saw car sales register their highest growth rate in nearly six years in November as sales were up a massive 61%, though a lower base also contributed to the numbers. According to data released by Society of Indian Automobile Manufacturers, car sales in November stood at 133,000 units in the domestic market, up from 83,121 in the same month last year. Demand has been helped by the surge in the stock markets as well as lower interest rates.

Toyota's Hino Motors to launch luxury buses in India by December

Hino Motors Corporation (HMC), a Toyota Group company, has said it would launch luxury buses for Indian roads by December 2009, according to the company's Executive Vice-President.

Telecom/ IT/ Automobiles

IT to regain double-digit growth in 2010

IT sector is expected to grow between 4% and 7% in the current fiscal as global economies are yet to recover fully from the downturn, but may return to over 10% growth next year according to Nasscom.

Software fastest growing sector in 2009: Deloitte

Software companies continued to constitute the fastest growing firms in the Deloitte Technology Fast 50 India 2009 programme. This year, the composition of software companies amounted to as much as 80%. The fifth annual edition of the Deloitte Technology Fast 50 India 2009 programme also ranked the fastest growing technology companies in India based on their percentage revenue growth over the last three financial years. The overall winner was Hyderabad-based Tanla Solutions, with a 2,997% growth over the last three financial years. The second place went to Enzen Global Solutions with a revenue growth of 1,847%. While Latentview Analytics, with a growth rate of 987%, bagged the third place.

Volkswagen begins component sourcing from India

German auto major Volkswagen says it has started sourcing auto components from India for its European factories. According to the President and Managing Director of Volkswagen Group, India would become one of the major sources of components for the company's global units. The company has also set a target to capture 8%-10% of market share in the passenger car segment in India by 2014, with a series of launches and by doubling the number of its dealers.

Screening of "India in Motion"



Ambassador at the screening with actor Anupam Kher, Anat Bernstein-Reich and Israeli acting legend Haim Topol

The Embassy, in collaboration with Cinema Park Jerusalem, organized a special screening of six-dimensional movies "India in Motion" and "The Time

Elevator - Jerusalem" on December 6, 2009 at the Cinema Park in Jerusalem. The event opened with a welcome speech by Mr. Ori Yardeni, Founder & CEO of Cinema Park Network. Indian actors Mr. Anupam Kher, Mr. Amol Palekar and Israeli acting legend Mr Haim Topol attended the show and interacted with the audience. The event was attended by foreign diplomats, academicians and TV/Cinema personalities. Ambassador reflected on the richness of Indian cinema and prospects for future cooperation with Israel in the field of cinema. The event was organized as a prelude to the film festival.

12th Know India Programme (KIP)



Group picture of 12th KIP participants

Four Israeli youth (2 girls and 2 boys) of Indian origin participated in the 12th Know India Programme (KIP) from September 25 - October 15, 2009 organised by the Ministry of Overseas Indian Affairs, Government of India, in partnership with Confederation of Indian Industry (CII). They were joined by participants from all over the world. The participants were taken to Karnataka and Himachal Pradesh as a part of the KIP programme. They also visited Delhi and Agra apart from various places of interest in Karnataka and Himachal Pradesh. The participants were exposed to various facets of modern India and were also familiarized with Indian history, culture and heritage during the three week

programme. They also got an opportunity to meet the President of India, Smt. Pratibha Devisingh Patil at Rashtrapati Bhavan and other high dignitaries during the programme. The KIP provides a unique forum for youth of Indian origin to visit India, share their views, expectations/experiences and bond closely with contemporary India.



A delegate with a folk dance troupe

FORTHCOMING EVENTS IN INDIA

India International Leather Fair

January 31- February 3, 2010, Chennai

www.biztradesbows.com

Aquatech India

February 3-5, 2010, New Delhi

www.biztradesbows.com

India Lab Expo

February 11-13, 2010, New Delhi

www.biztradesbows.com

13th India International Security Expo

February 15-18, 2010, New Delhi

www.indiatradefair.com

IJS Signature 2010

February 19-22, 2010, Goa

www.ijs-signature.org

IndiaSoft

March 10-12, 2010, Jaipur, Rajasthan

www.biztradesbows.com

Indian Journalists interact with Community

An interactive session for visiting Indian journalists with prominent members of the Indian community in Israel was organized by the Embassy on December 24, 2009 at the Chancery. The session was attended by Mr. Sujit Ghosh and Mr. Sharad Srivastava, First Secretaries.

Ambassador's Visits/ Events at Embassy Residence

October 1-2, 2009:

Visited Eilat and met Indian Community.

October 17, 2009:

Attended a Diwali gathering organised by the Indian diamond community in Tel Aviv.

October 18, 2009:

Attended the Diwali celebration at Israel Diamond Exchange.

October 20, 2009:

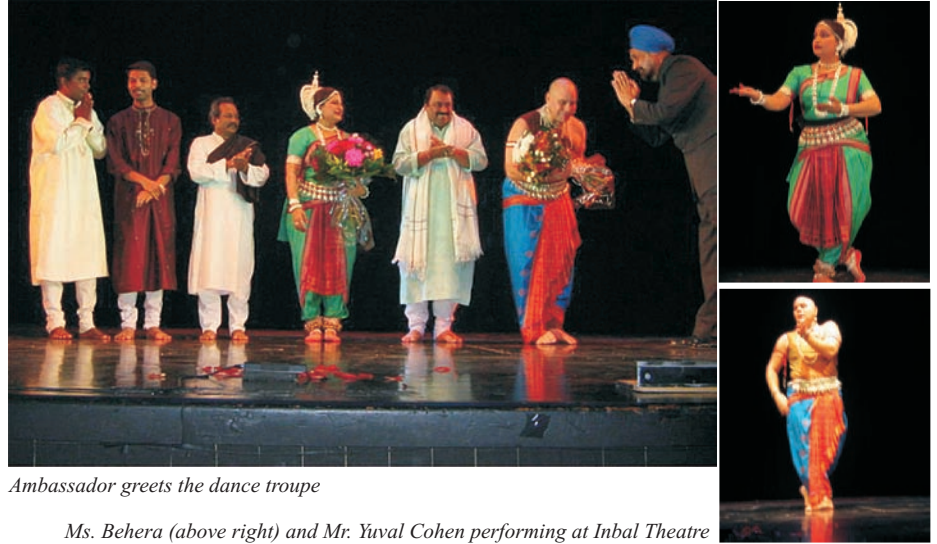
Attended ceremony to confer Honorary Degree to Maestro Zubin Mehta.

October 22, 2009:

Hosted dinner at the Embassy residence in honour of Sri Sri Ravi Shanker.

Indian classical dance performance by Ms. Rajashree Chintak Behera

The Embassy, under ICCR's sponsorship, arranged the visit of a five member Odissi dance troupe led by Ms. Rajashree Chintak Behera for performances in Israel. The group performed in Eilat on November 26, 2009 and at the Inbal Dance Theatre in Tel Aviv on November 28, 2009. "Sitar" - an Indian community group based in Eilat - assisted the Embassy in organizing the Eilat show. The performance in Tel Aviv was preceded by a short Odissi recited by Mr. Yuval Cohen, a local artiste. The performances at both places were well attended and highly appreciated.



Ambassador greets the dance troupe

Ms. Behera (above right) and Mr. Yuval Cohen performing at Inbal Theatre

International Oud Festival

A five member Carnatic vocal music group led by Ms. Sudha Raghunathan visited Israel from November 16-19, 2009 to perform at the International Oud Festival in Jerusalem organized by Confederation House. The group's visit was coordinated by the Embassy and sponsored by the Indian Council for Cultural Relations



Ms. Sudha Raghunathan

(I C C R) . The performance was well attended and appreciated by the audience. Ambassador, who addressed the gathering, reflected on the significance of cultural exchanges in bonding the peoples of the two countries. He also congratulated the organizers for a successful festival.



Ms. Sudha Raghunathan's group performing at the Oud Festival

Diwali celebration at Embassy residence

Ambassador hosted a dinner on the occasion of Diwali at Embassy residence on October 18, 2009. About 100 guests, including prominent persons from Israeli government, diplomats, academicians, artists and Embassy officers were invited. Indian classical

dance recitals were rendered on the occasion by Israeli dancers Mr. Yuval Cohen (Odissi) and Ms. Miho Kataoka (Bharatnatyam).



Miho Kataoka performing Bharatnatyam



Dr. Avina Sarna, wife of the Ambassador, felicitating the artists after the performance

India Calls - Jaisalmer

The Golden City

Located deep into the heart of the Thar Desert in Rajasthan, Jaisalmer, with its one-of-a-kind golden sandstone fort and intricately carved havelis, opulent Jain temples, enchanting sand dunes and a wondrously colorful but simple people, produces a magical effect on the visitor. Founded in 1156 by

Bhatti Rajput ruler Rawal Jaisal, after whom the city takes its name, Jaisalmer lay on the main trade route linking India to the West in medieval times and its rulers owed their prosperity almost entirely to taxes collected from caravans passing through the area.



Attractions

- **Jaisalmer Fort:** Also known as Sonar Quila or Golden Fort, this massive edifice in yellow sandstone appears to rise from the surrounding desert, and acquires a resplendent golden hue under the setting sun. Within its walls lies the old city, a palace complex, intricately carved havelis of rich merchants, magnificent temples, and residential complex of the armies and trades.
- **Havelis:** These sandstone mansions with their facades decorated with sculptural filigree, screen windows, delicate pavilions and beautiful balconies, besides colorful interiors, are veritable pieces of art that are still inhabited. Some of the famous havelis are: Nathmal Ji Ki Haveli, built in the 19th century and remarkable for its symmetry and miniature paintings; the 300-year-old Salim Singh Ki Haveli, the mansion of the prime minister of Jaisalmer with its beautifully arched roof and carved brackets in the form of peacocks; and the five-storied Patwonji Ki Haveli, the largest and most elaborate mansion, which also houses the office of the Archaeological Survey of India.
- **Sam Sand Dunes:** Located 42 km from Jaisalmer is the glorious stretch of sweeping sand dunes, undoubtedly the most amazing sight in the desert, and an important stop for many camel safaris. Festivities showcasing the colorful culture of Rajasthan at the annual desert festival in January-February.

Tourist information

How to reach

- **By Air:** Nearest all-weather airport to Jaisalmer is at Jodhpur, about 250 km away.
- **By Rail:** Main railhead is at Jodhpur.
- **By Road:** Well-connected by road from Delhi and other important cities.

Climate

- **Winter:** Maximum temperature is 23.6 degrees Celsius, minimum is 7.9 degrees Celsius.
- **Summer:** Maximum temperature is 41.6 degrees Celsius; minimum is 25 degrees.
- **Best time to visit:** Between October and March.

For more on India tourism, visit: www.tourindia.com; www.tourismofindia.com

Popular Indian Recipes

Aloo Paratha (Potato Stuffed Roti)



Ingredients for making dough

- 250 gm whole wheat flour
- salt
- water
- 50 ml oil

Filling

- 500 gm potatoes
- 20 gm coriander leaves (optional)
- 20 gm ginger garlic paste
- 75 gm onions
- 5 gm green chillies (optional)
- 5 gm chilli powder (optional)
- salt to taste
- 10 ml lime juice
- oil for frying

Method

- Make a soft dough with the specified ingredients. Divide the dough into balls, as per the required size.
- Chop the onions, green chillies and the coriander leaves.
- Boil the potatoes; remove the skin and mash. Add the rest of the ingredients and mix well.
- Take each portion of the dough, flatten it on palm.
- Stuff the filling in the dough and roll into balls.
- With a rolling pin, flatten the balls into 1/2" thick round parathas.
- Grease a pan with a little oil and heat on a medium flame.

Place the parathas in the pan and cook until both sides are golden and cooked through (oil should be applied evenly on both sides while cooking).