

Strengthening Cultural Relations: ICCR

THE Indian Council for Cultural Relations (ICCR) was established in 1950 with the primary objective of establishing, reviving and strengthening cultural relations and mutual understanding between India and other countries. It is an autonomous organisation administratively attached to the Ministry of External Affairs, with its headquarters located in Azad Bhawan, New Delhi.

ICCR has regional offices in Bombay, Bangalore, Calcutta, Chandigarh, Hyderabad, Lucknow, Madras and Thiruvananthapuram besides eight Indian cultural centres abroad situated in Cairo (ARE), Berlin (FRG), Georgetown (Guyana), Jakarta (Indonesia), Port Louis (Mauritius), Moscow (Russia), Paramaribo (Surinam) and London (UK).

Aims and Objectives of ICCR

- Participation in the for-

- Exchange of exhibitions.
- Organisation of and participation in seminars and symposia and conferences of cultural interests.
- Exchange of performing arts groups.
- Establishing and maintaining Chairs and fellowships for Indian studies abroad.
- Organising annual Maulana Azad Memorial Lectures and Essays Competitions.
- Administration of the Jawaharlal Nehru Award for International Understanding.
- Taking up publications in the fields of art, history, culture, literature and philosophy.
- Maintaining Indian cultural centres abroad.
- Organising festivals on Indian culture in India and abroad to project India's cultural heritage and to bring together eminent artists.
- Supporting special bilateral programmes.

Major Activities of ICCR

- Administration of scholarship schemes on behalf of the Government of India for international students and welfare of international students.
- Exchange of scholars, academicians, opinion makers, artistes and writers.

Scholarship Schemes for International Students

Indian universities and educational institutions have been recognised the world over as seats of learning. Over the years, excellent educational institutions have emerged all over the country on various disciplines ranging from the arts and humanities to physical and natural sciences, medicine and engineering. India enjoys the reputations of having the third largest system of education in the world. The comparatively inexpensive education that India offers makes India one of the best choices for both undergraduate studies and higher learning.

The Indian Council for Cultural Relations offers 1000 scholarships every year under its various schemes. International students from over 70 countries study in different universities and educational institutions in India and pursue a variety of courses from undergraduate studies to doctoral degrees in various subjects. Scholarships are also given for learning Indian classical music and dances, paintings, sculptures etc. The international students stay in India for over three years as ICCR scholars and when they return to their country, several of them occupy positions of importance. They are able to reflect a greater understanding and appreciation of India's cultural, economic, political and social diversity.

Indian universities, however, do not give blanket recognition to the degree, diploma or certificate awarded by the foreign universities or educational boards. International students who intend to study at Indian universities may ascertain their eligibility from Indian missions in their countries before applying for scholarships.

Self-Financing International Students

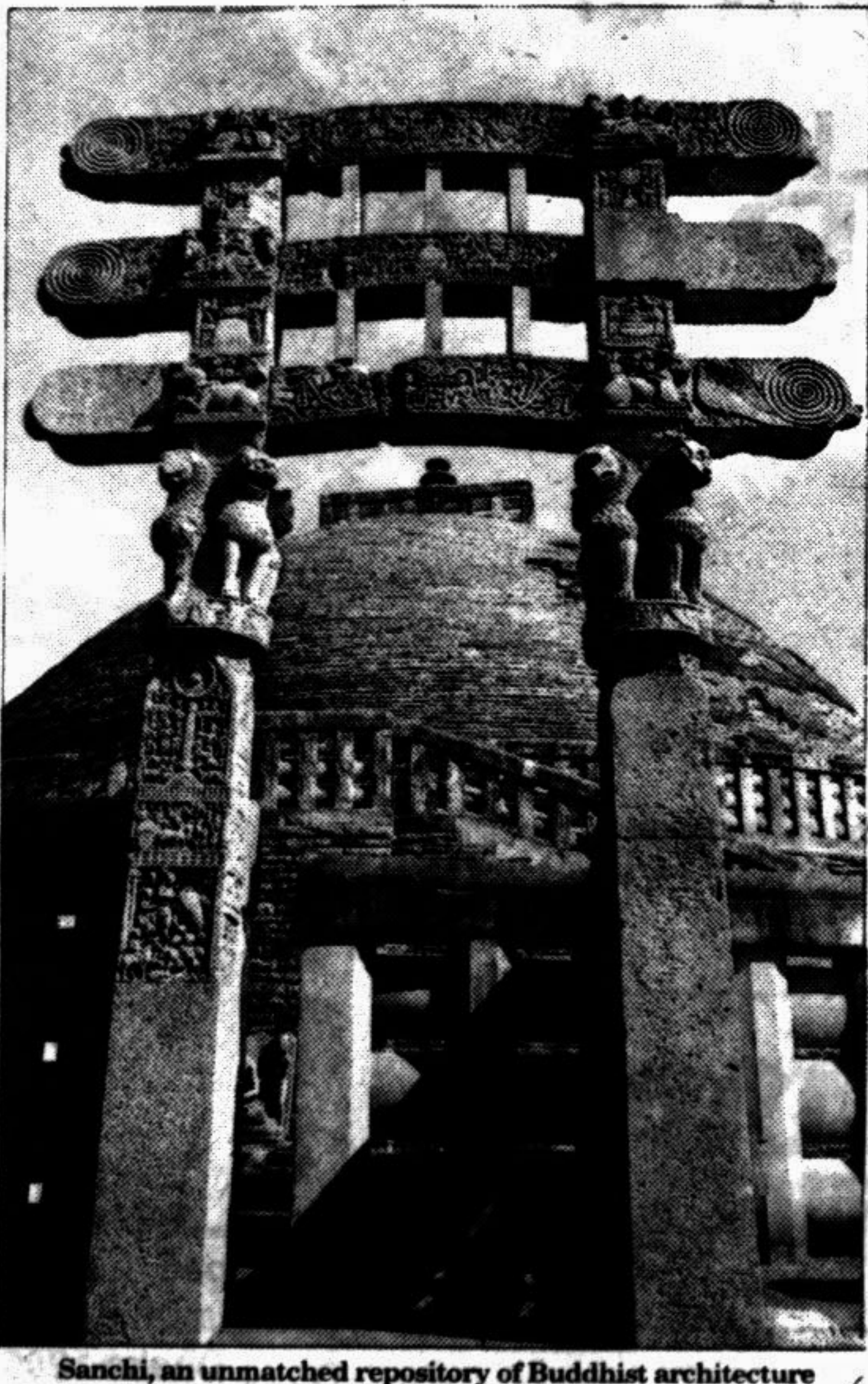
Apart from ICCR scholar-

ship holders there is a very large number of international students who themselves pay for their studies as well as their stay in India. The Self-Financing International Students Scheme is intended to provide facilities for higher studies to self-financing international students in India. Currently there are more than 20,000 such international students in India. This self-financing category of students has been growing over the years. Welfare of the international students community in India. Both scholarship holders as well as self-financing is the responsibility of the Indian Council for Cultural Relations.

At present there are 216 university-level institutions. Of these, 133 are traditional universities while others are professional/technical institutions. As against traditional universities which are multidisciplinary, the professional/technical universities are for specialised studies in a few disciplines. Of these, 33 provide education in agriculture/forestry/dairy/fisheries/veterinary science, 12 in medical sciences, and 17 in engineering/technology. Other specialised institutions include: Sanskrit Universities (6), Women's Universities (5), Sangeet Vishwavidyalaya (2), Population Sciences (1), Regional languages (3) and Hindi, Statistics, Law and Journalism (one each).

Of the 10 Institutes of National Importance, the five Indian Institutes of Technology provide education in technology and science at higher level, one provides education in statistical techniques, three in medical sciences, and one in Hindi language. Besides, there are four Institutes of Management at Ahmedabad, Bangalore, Calcutta and Lucknow, which provide advanced management education, but do not have degree awarding authority, (therefore, these are not listed in the handbook).

India has the unique characteristic of having the third largest system of higher education (next to the USA and the erstwhile USSR) with one of the lowest per student expenditure on higher education in the world. Compared to the advanced countries, magnitude of the task faced by India in education is vast while the per capita income is meager, which pose formidable difficulties in providing financial sustenance to the system.



Sanchi, an unmatched repository of Buddhist architecture



The tomb of Sheikh Salim Chisti in Fatehpur Sikri

On
Indian Republic Day
we felicitate the
People & Govt of India




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Technical and Economic Cooperation

THE Indian technical and Economic Cooperation (ITEC) programme was instituted by the Government of India on 15th September 1964. The ITEC programme is administered by the Economic Division of the Ministry of External Affairs. The programme is an expression of India's earnest desire to share-albeit within its limited resources — the fruits of the socio-economic development with other developing countries. The ITEC programme operates through a series of bilateral programmes with recipient countries in core areas of

technical assistance, namely: a) Provision of training facilities in Indian technical institutions for experts from these countries in a wide variety of disciplines; b) Making available services of highly qualified Indian experts to assist in development activities in partner countries; c) Assistance in setting up projects; d) Provision of consultancy services and undertaking techno-economic surveys; and e) Sponsoring foreign study terms to visit India to gain insights into our economic and technical capabilities.

Over 60 regular training

programmes are being organised in 35 premier institutes in India in 26 disciplines, ranging from traditional fields like small-scale industries, rural development, poultry, textiles etc. to new areas like computers, medical and electronic equipment, flow-process technology etc. Special courses/ attachments in select areas based on specific requests of partner countries are also undertaken. Training is also organised in Defence institutions for courses at the prestigious national defence college (NDC) as well as elsewhere geared to techni-

cal short duration courses for the defence personnel of friendly countries.

Among the projects recently executed or under implementation are the solar energy projects in Cuba, Syria and Oman; an eye clinic and mobile hospital in Ghana; a technical demonstration center in Senegal; multi-purpose vocational training centres in Mongolia, Vietnam and Zimbabwe; a thermo-container plant in Kazakhstan and an artificial limb signment can in Cambodia.

The ITEC programme has

currently a total annual outlay of Rs. 15 crores. It covers 105 countries. While Africa has traditionally been a thrust area for ITEC programme, the coverage has now been extended to cover the countries of the commonwealth of independent states as well as several East European countries.

ITEC provides ample testimony to India's abiding faith in and deep commitment to technical cooperation among developing countries (TCDC) and through it to the larger cause of South-South Cooperation.

Automobile Industry

Cars

With rapid economic development and increase in standards of living India is among the largest prospective car markets in the world and many international players are making a beeline for it.

Production of passenger cars shot up by 29 per cent in 1994-95 over the previous year. The Indian customer is demanding quality and performance and the luxury cars offered by these foreign collaborators will meet his requirements.

Porsche, Volvo, Samsung, Renault and Proton are among the others gearing up for the Indian market.

Let us look at some of the joint ventures. PAL and Automobiles Peugeot signed an

agreement in October 1994 for making Peugeot cars starting with Peugeot 309 (petrol version first and diesel version later on) at PAL's Kalyan plant. This is a joint venture with equal equity participation and involves technology transfer of product and manufacturing engineering. This has a low gestation period, with the use of existing infrastructure and plant facilities at Kalyan. Peugeot 309, a competitively priced medium size car, extensively used in developing countries, will be ideally suitable for Indian operation conditions.

The US car giant General Motors and Hindustan Motors have formally announced the setting up of a joint venture for the manufacture of Opel Astra cars (priced

around Rs. 5 lakhs) at HM's existing plant near Vadodra. GM will have the principal management responsibility in the 50:50 joint venture. General Motors India Ltd is planning to go into production in the first quarter of 1996.

Daimler-Benz is collaborating with Telco for making 40,000 petrol and diesel cars of the E class series, beginning with the E 220. The Rs. 300 crore venture, named Mercedes Benz (India) Ltd, is a 51:49 equity collaboration between the German and Indian partners. Telco is also planning to cater to the lower end of the market by introducing small cars. They have their own R&D capability (which even MUL does not have) and with this they can introduce highly indigenised cars at a reasonable price in the market.

The Korean giant Daewoo has invested \$ 1 billion in the first two phases for making its 'Cielo' cars in collaboration with DCM Toyota, and it plans to sell about 15,000 cars in the first year. To allow Daewoo to exercise complete control over the project, DCM is allowing it a 51 per cent stake.

Recently Ford of the US signed up with the Mahindra for making their range of vehicles in India. As a measure of commitment to investing India, Ford has taken

seven per cent equity stake in M&M. Unlike other ventures, they will be looking at large volumes. The feasibility study is expected to be completed shortly.

Volkswagen plans to introduce a range of models in the medium size segment in collaboration with Eicher in a new plant. The feasibility study is expected to be completed in four months. Ashok Leyland is yet to take a decision about its car project.

With the planned entry of the major international new manufacturing facilities are being planned in collaboration with world leaders in all segments of vehicles, more particularly for passenger cars.

Talking into account the growing purchasing power in the hands of the people, supported by a vibrant recovery, India is predicted to be the largest emerging market in this region. It has been conservatively estimated that the passenger car industry in this country will reach a volume of eight lakh cars per annum by the turn of the century. With this rate of growth, this segment of the automotive industry will witness the fastest growth.

The total vehicle population in the country which is now estimated at 2.7 million is expected to double by the year 2001.

Auto Component Industry

Continuous technical collaboration with world leaders has enabled many of the Indian auto component units to keep themselves abreast of the technological advances and this in turn has helped them to face international competition while developing export bases in the country. In fact, despite stiff international competition, a few of the successful Indian component manufacturers have emerged as global players. Currently, 420 collaborations are in operation and more than 50 component companies have obtained ISO 9000 accreditation.

The past year has been one of recovery and consolidation for the Indian component industry with the following developments:

- Turnover of Rs. 6,500 crores-a growth rate of 20 per cent.
- Investment in plant and machinery worth over more than Rs. 200 crores.

To meet the challenges ahead, the industry is planning:

- An annual capacity expansion of 25 per cent with an estimated investment of Rs. 6,000 crores in the next five years.
- An export turnover of Rs. 2,000 crores by the year 2000.
- To become systems suppliers for world markets with capability to design and develop larger parts.

An important factor which inspires confidence in the component industry is the indigenisation programme announced by some of the new entrants into the Indian automobile sector. The Indian component industry is not only capable of absorbing new technology but has already capabilities which can cater to the state-of-the-art models of automobiles, trucks and two wheelers, which are expected to hit the road in a few years. The challenge before the industry is to be a leader in design and technology and adopt a strategy for customer satisfaction in terms of quality cost and service.

Folk Culture

Ramayana and you will find so many religions of it that it is amazing. Each version is adapted to the people of that region and therefore presented in folkore similarly. Even in Buddhist communities one finds a similar story. Along with the story comes the symbolism which too is retained intact through the length and breadth of India. Mythological figures are identified with a particular area completely and so some difference in the story told becomes inevitable.

Stories, as one can see can be religious, explain nature or deal with history and even social themes. Religious themes are generally aimed at appeasing a deity and that is why we find in all the regions of India a dance devoted to Kali or Durga. Sometimes she is worshipped as Draupadi since Draupadi is also considered to be an incarnation of Shakti, that is Durga. The regional variations give an interesting insight

into the surroundings of the people, their climatic conditions as well as their eating habits!

Drop the inhibition and join the dance if you really want to get a feel of the local rhythm. It is easy to pick up. Generally there are specific formations of the dancers. They are in a ring with the Sutradhar (story teller) in the centre. This may be varied to find one ring of men and another of women. Semi circles and concentric circles are other formations. Another interesting formation is the linear one where they may be in a single file or facing each other as in the bamboo dance from Mizoram.

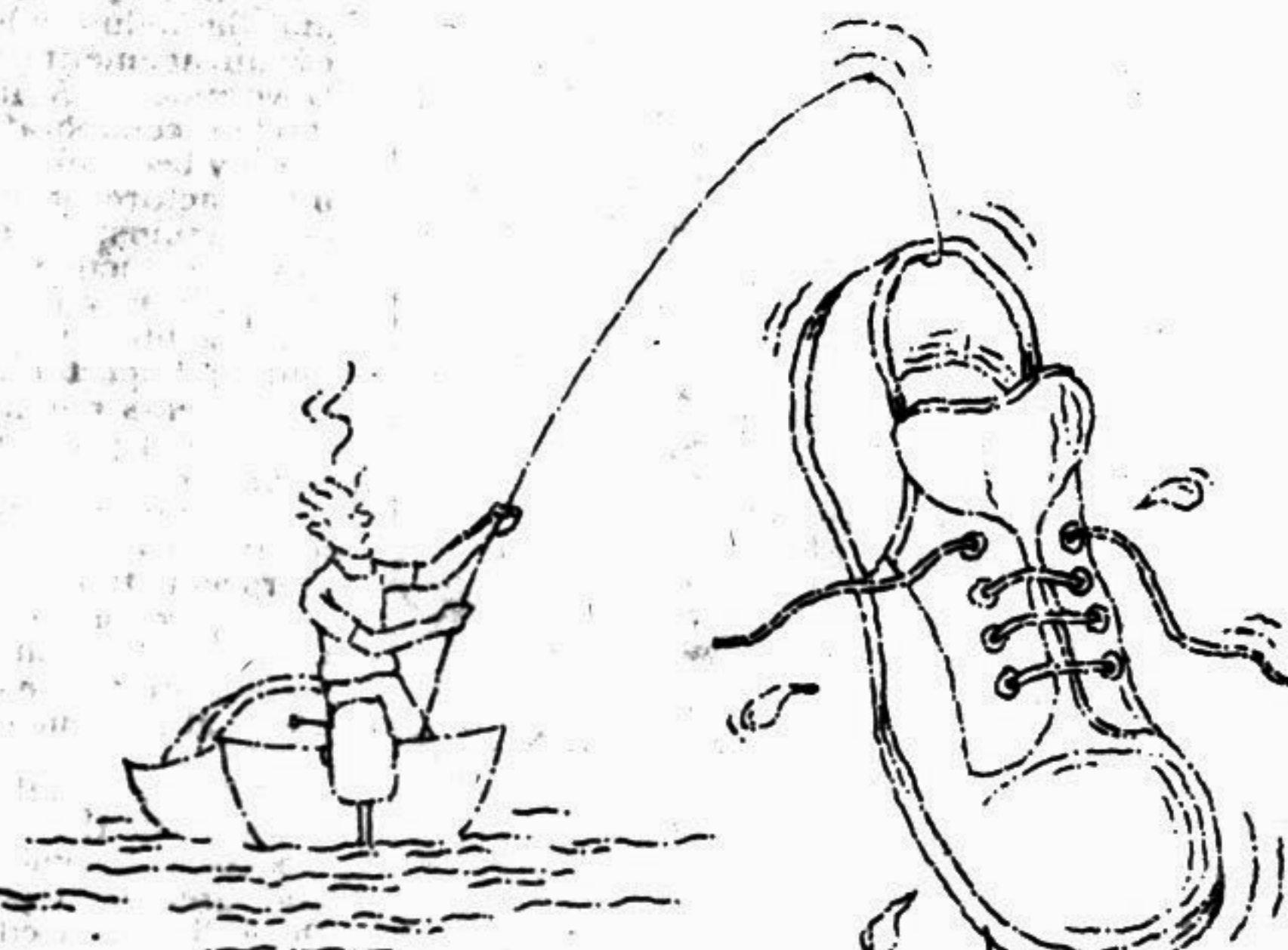
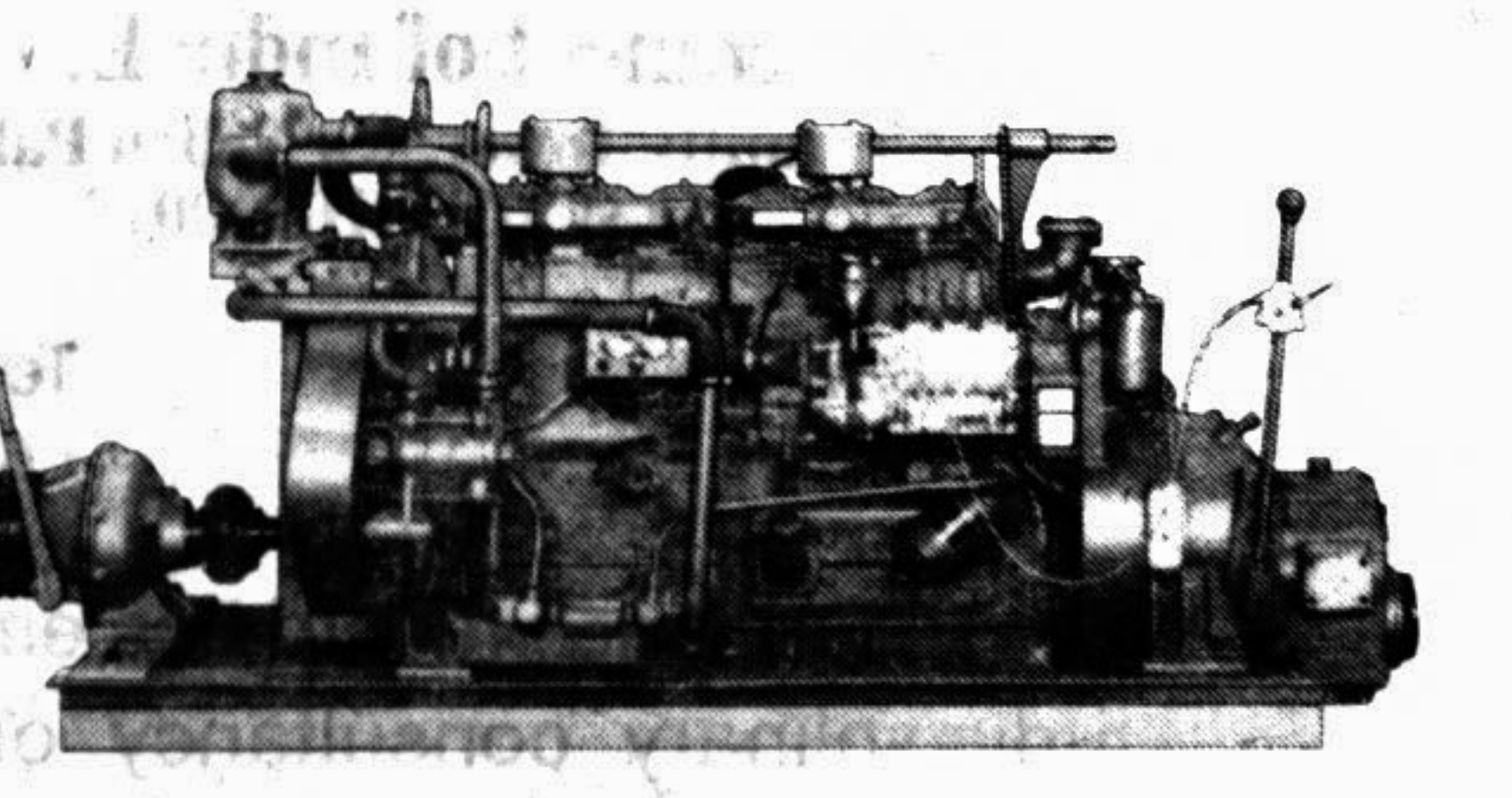
At once striking in the diversity is their costume. Folk dancers are always performed in the traditional attire of the people and that again is common to all folk dances. The joy and celebration of life is perhaps the most common feature of all and their expression of it, the most diverse of it all.



A glimpse into India's handicrafts

সমুদ্রের
হয়
না
কোনো পূর্বাভাস।

আপনার এঞ্জিনের প্রয়োজন হয়।

একটা মেরিন এঞ্জিনের বিকল্পতা সবসময় কাজের বিপদ ঘটায়। ফলে মাছ বা সুনাম বা উভয়ই আপনি হারান।

শ্রীভাসু মেরিন এঞ্জিন তৈরী হয়েছে নিখুঁত ডিজাইন এবং সেরা যন্ত্রাংশ সহযোগে। যা আপনারকে দেবে বিশ্বমানের কোয়ালিটি, নৈশুশতা এবং নির্ভরতা। ইহা সবরকমের মাছধরার নৌকা, মালবাহী জাহাজ, যাত্রীবাহী জেট, বিনোদন জাহাজ, লাইফবোট, পাইলট লঞ্চ, গাধাবোট এবং বজরার প্রপেশালার যোয়ারানের জন্যে আদর্শ এঞ্জিন। কয়েকটি অসাধারণ বৈশিষ্ট্য হ'ল:

- যেকোন অবস্থাতেই সংগে-সংগে চালু হয়
- ইন-লিট সক্ষমতা
- বিক্রী-পরবর্তী ব্যাপক পরিষেবা

সুতরাং একটা শ্রীভাসু মেরিন এঞ্জিন মিন' আর' লাইভের পূর্বাভাসকে সুনিশ্চিত করুন। এমনকি সমুদ্রকেও!

শ্রী ভাসু
মেরিন ডিজেল এঞ্জিন

(পূর্বতন রাষ্ট্র নামে পরিচিত)

আপনার সাফল্যের জন্যে সাবলীল নৌ-যাত্রা

এছাড়াও পাবেন: শ্রীভাসু জেনুইন এবং বক রোনার বিটস

শ্রীভাসু লিঃ, ১, জাঃ বিঃ সিঃ সার্ভিস মার্গ, বোম্বাই - ৪০০ ০০১
ফোন: ৯১-২২ ২৬৯১০২৪ ফ্যাক্স: ৯১-২২ ২৬৯১০২০