



Efter en intressant, spännande och rolig Kunskapsresa till Kina hösten 2006 kom vi fram till att denna typ av resor är viktiga för människor som i sitt arbete känner behov av en bättre kunskap om världen och de stora förändringar som nu sker och påverkar oss alla. Att i dialog med medresenärerna skapa insikt genom att träffa intressanta människor som har något att berätta och genom att själv se och uppleva, få en bättre förståelse än man kan få genom medier och litteratur. Vi har därför startat företaget Travelogue Sweden AB – där vi valt namnet som en sammansättning av *Travel* och *Dialogue*. Vi kommer att erbjuda Kunskapsresor till platser, valda med utgångspunkten att det där pågår stora, omvälvande och intressanta samhällsförändringar.

Du är välkommen att följa med på den första resan som Travelogue arrangerar, en:

## **KUNSKAPSRESA TILL BANGALORE, INDIEN**

### **15 – 25 NOVEMBER 2007**

I Indien har man myntat begreppet ”Om Kina är världens fabrik, är Indien världens kontor”. Under senare år har ett stort antal företag valt att ”outsourca” funktioner som call centers, administrativa rutiner, IT- och produktutveckling till Indien. Centrum för denna utveckling är Bangalore i södra Indien. Därför har vi valt att fokusera på just Bangalore, som anses vara Indiens modernaste stad. Under resan kommer vi att träffa representanter för olika företag och organisationer. Vi kommer också att få uppleva en indisk by, genom ett studiebesök hos Hand-in-Hand – en organisation, med Percy Barnevik i spetsen, som bl.a. arbetar med att utveckla entreprenörskap hos kvinnor genom s.k. mikrolån.

En av Travelouge’s principer är att först erbjuda våra tidigare Kunskapsresenärer möjlighet att följa med på en ny resa, sedan går erbjudandet vidare till andra som är intresserade. Om det finns fler intresserade än platser gäller ”först till kvarn får först mala”. Anmäl Dig därför så fort som möjligt för att säkerställa en plats.

Travelogue Sweden AB  
Göteborg 2007-05-12

Vänliga hälsningar

Elisabet Litsmark Nordenstam, Kerstin Corné och Ewa Bjurström

# “INDIA, THE LAND OF CONTRASTS”

## KNOWLEDGE TRAIL

NOVEMBER 15 – 25, 2007

### FACTS ABOUT THE TRAIL

Why did we choose India as our first Knowledge Trail? We do believe it is difficult to grasp the fast development of India without being there. India is a rising power in the world and will eventually influence us much more than today. The economic development is fast, the education standards high and English is the common language. But India is a land of contrasts and we have chosen to divide our trip into two parts, concentrating on Economic and Industrial development in Bangalore, India’s most modern city, on one hand and the development initiative of Hand in Hand, aiming to create better lives for the poorest people on the other hand. Welcome to join us!

#### Facts about India:

- *Today India has appr. 1,1 billion inhabitants – in 2030 India is expected to have more inhabitants than China*
- *Until 2020 appr. 140 million people are expected to move from the countryside to the cities – 10 of the fast growing so called megacities, out of totally 30, are in India*
- *The middle class of India, 300 million people, has good purchasing power – the same amount of people are extremely poor and illiterate*
- *India became independant 1947 – the same year the country was divided in two parts – the hindu India and the muslim Pakistan – ”The Partition”*
- *In India over 300 languages are spoken, 18 with official status. English is the common language*
- *India is a federal nation and the world’s largest democracy*
- *Every year 2,5 million young people graduate from the universities, of which 300 000 are engineers*
- *50% of the world’s ITO (IT offshoring) och BPO (Business Process offshoring) is located in India*
- *The growth rate is expected to be 7 – 8 % per year*
- *Poor infrastructure and lack of energy are problem areas slowing the economic growth*
- *Examples of areas of growth: Telecom, Med- and CleanTech, Retail*

**Time:** November 15 – 25, 2007

**Price:** SEK 26.000

Extra cost for single room: SEK 3.580 for the whole period

The price includes Economy Class airfare and taxes with Luft Hansa Gothenburg – Bangalore and Chennai – Gothenburg and all other travel arrangements in India

Hotels: Vijay Residency Hotel during our stay in Bangalore [www.choicehotelsindia.com](http://www.choicehotelsindia.com)

and Hotel Grt Regency [www.grthotels.com](http://www.grthotels.com) in Kanchipuram

Breakfast, 7 lunches and 5 dinners as well as all arrangements mentioned in the program

The price is subject to changes of the SEK/USD exchange rate.

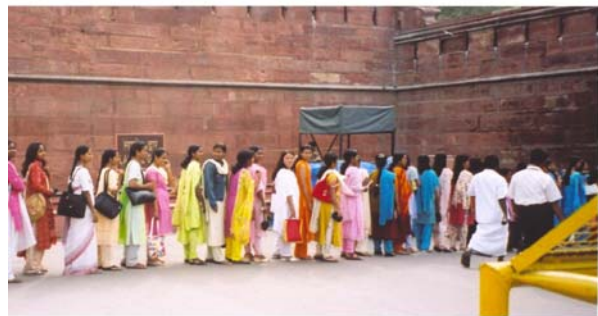
The trail is arranged by Reseriet, a Travel Agency in Gothenburg. The no. of delegates will be maximum 25.

## **PROGRAMME**

### **Thursday November 15**

Thursday is our travelling day:

- 07.00 – 08.45 Gothenburg – Frankfurt
- 11.25 – 00.45 Frankfurt – Bangalore



We travel with Lufthansa and will stay at the Vijay Residency Hotel during our days in Bangalore.

### **Friday November 16**

After a short night's sleep we will spend our first day learning about the India of today:

10.00 Bengt Johansson, The Swedish Trade Council in Bangalore will give us an overview of the present development in India [www.swedishtrade.se/Indien/](http://www.swedishtrade.se/Indien/)

12.00 Lunch

14.00 Seminar on the Indian Economic Development

Handelsbanken is so far the only Swedish bank established in India, with headquarters in Mumbai (Bombay). John Ödmann, Managing Director of Handelsbanken India will lead our seminar and has invited representatives from the Standard Chartered Bank and Merill Lynch to discuss issues such as:

- What is happening in the Indian economy and where is it heading
- The Indian stock market and India as an investment destination

John Ödmann, who recently arrived in India will also share some of his personal experiences of living in the country.

20.00 Dinner including presentation of delegates

### **Saturday November 17 and Sunday November 18**

Programme under development

### **Monday November 19**

11.00 A representative from the Red Cross will give us an insight in the health situation in India

11.30 Lunch

**12.45 Visit to Volvo Trucks**

**The Volvo Trucks factory is situated in Hosakote, an hour's bus trip outside of Bangalore. Eric Leblanc, Managing Director of Volvo India Pvt Ltd will describe the establishment of the company in Bangalore. We will also have an opportunity to visit the factory.**

[www.volvo.com/group/india/](http://www.volvo.com/group/india/)

*Volvo was awarded the 'Commercial Vehicle Manufacturer of the Year' award by Auto Monitor Magazine, during the third edition of the magazine's annual Awards Ceremony, held recently in New Delhi. (2007-02-23)*

**Tuesday November 20**

**10.00 Dr Tanjore Balgan will introduce us to AstraZeneca R&D Laboratory and inform us about their activities**

[www.astrazenecaindia.com](http://www.astrazenecaindia.com)

*AstraZeneca India Pvt. Limited (AZIPL) is an integral part of the global organisation with a mandate to discover new chemical entities for the treatment of infectious diseases of the developing world. The Company, with its state-of-the-art facility in Bangalore, is dedicated to the "Discovery of Novel Therapies for the Developing World diseases", a unique and brave commitment from one of the world's leading pharmaceutical companies in the world, a recognition of the talent in India and the environment at Bangalore, a pledge to work together to combat diseases of the developing world like Tuberculosis, which needs a major research thrust to find newer therapies. (From the homepage)*

**Afternoon Meeting with students from a Bangalore University**

**Wednesday November 21**

**10.00 We hope to arrange a visit to Wipro, described as a "Bangalore Tiger" and one of the biggest Indian Tech companies, that presents itself in the following way:**

**Fast Facts about Wipro**

- The largest independent R&D Services provider in the world
- Over half a billion in revenue from R&D
- Among the top 3 offshore BPO services provider in the world
- A strategic partner to five of the top ten most innovative companies in the world
- Only Indian company to be ranked among the top 10 global outsourcing providers in IAOP's 2006 Global Outsourcing 100 listing

[www.wipro.com](http://www.wipro.com)

### **Fler jobb när Bangalore möter Skellefteå**

"300 miljoner Indier har samma levnadsstandard som vi i Europa – tänk vilken enorm marknad" sade Olov Larsson, VD på Hydrato Group i Skellefteå. Han var en av talarna när Svenskt Näringsliv i samarbete med Skellefteåföretagarna och Exportrådet diskuterade globaliseringens möjligheter i Skellefteå 24 april.

Hydrato är en av Europas största tillverkare av hydrauliska cylindrar till last och skogskranar. I november i fjol blev företaget uppköpt av det indiska företaget Wipro, med 60 000 anställda i 60 länder.

Bangalore möter Skellefteå, eller staan som skellefteåborna själva säger. Olov Larsson är imponerad över det indiska företagets agerande och de anställdas kunskaper.

"Ett oerhört proffsigt övertagande. De har implementerat sina strategier mycket skickligt och är oerhört välutbildade. Och vet mer om hydraulikbranschen än jag, trots att jag varit i branschen i 30 år" sade Olov Larsson  
[www.svensktnaringsliv.se](http://www.svensktnaringsliv.se) artikel publicerad 2007-05-02

**16.25** We leave Bangalore and take the train to Chennai with arrival at 21.30. We then continue with bus to Kanchipuram, a small town west of Chennai. In Kanchipuram we will visit the Head Office of Hand in Hand. We will stay at Hotel Grt Regency for 3 nights.

Kanchipuram is well known for its temples and is a center for weaving beautiful Indian pure silk sarees. <http://www.geocities.com/~kanchipuram/>

### **Thursday November 22 – Friday November 23**

*Hand in Hand is a Public Charitable Trust registered in the year 2003 with an initial focus on education and the elimination of child labour. Hand in Hand has been in operation since 1988, initially working in Kancheepuram District with child labour elimination, education, and the empowerment of women. With time, our activities have expanded as per the demands from the rural communities in which we are working, and have come to include poverty reduction interventions among rural, poor families in a big way. Hand in Hand is currently involved in implementing an Integrated Community Development Project for poverty reduction with five interconnected and interdependent sectors:*

- *Child Labour, SHGs and Microfinance, Citizens' Centres, Health, Environment*

Hand in Hand is sponsored by Percy Barnevik, who also dedicates most of his time to the project. The goal is to create 1,3 million jobs. The programme is also implemented in Northern India, South Africa and Afganistan. We will be the guests of Dr Kalpana Sankar, CEO of Hand in Hand, who will give us an opportunity to study the different parts of the this interesting Poverty Reduction Project.

[www.hihseed.org](http://www.hihseed.org)

#### *November 22*

<b>11.30</b>	<b>Presentation of Hand in Hand's activities</b>	<b>Dr Kalpana Sankar</b>
<b>12.00</b>	<b>Visit to Crisp Bakery, Weaving Loom, Citizen Centre and Aina Tailoring Unit</b>	<b>Dr Kalpana Sankar Mr Murugan</b>
<b>13.00</b>	<b>Lunch at the hotel</b>	
<b>14.00 -</b>	<b>Visit to adult literacy training, Self Help</b>	<b>Dr Kalpana Sankar</b>
<b>17.00</b>	<b>Groups Federation Meeting and Residential School</b>	<b>Mr Swaminathan</b>

*November 23*

<b>09.00</b>	<b>Visit to the Celebrity Fashions Training Centre and the Embroidery Unit</b>	<b>Mr Karuthoviyan Mr Kannan</b>
<b>12.00</b>	<b>Lunch at the hotel</b>	
<b>13.00</b>	<b>Visit to Uttramerur and the Poultry Unit Vermi-Compost and Agri-Based Micro-Enterprises</b>	<b>Mr Karuthoviyan Mr Kannan</b>
<b>18.00</b>	<b>Discussion on new insights earned during the Knowledge Trail</b>	

**Saturday November 24**

**09.00**            **Transfer to Chennai. In Chennai we will take a tour around the city with an Indian guide with opportunities to visit some interesting sites. Final dinner and transfer to the airport.**

**Sunday November 25**

**01.50 – 07.15 Chennai – Frankfurt**  
**08.50 – 10.30 Frankfurt - Gothenburg**