

'PBD is meant to establish a permanent relationship with the Indian diaspora,' says Director General, CII

Members of the Indian diaspora are keenly following India's growth story and a number of delegates attending the Pravasi Bharatiya Divas (PBD) have come to India to know more about the country of their origin.

According to Chandrajit Banerjee, Director General of the Confederation of Indian Industry, with each passing year the importance of the PBD as a forum has increased. Indeed, the PBD provides a platform where people of Indian origin not only try to know more about India but also what the Indian community is doing in their own country.

"It's a very different connect. The PBD is not only meant for wooing investment but to establish a permanent relationship with the diaspora. The forum showcases India's growth story and delegates have an opportunity to get answers to their queries. By participating in the PBD, delegates get first-hand knowledge about India's economy and the opportunities available here," said Banerjee.

When asked to explain the purpose of this high-profile event, Banerjee said the PBD is organized with the sole motive of bringing the Indian diaspora closer to the country of their origin. It also gives India an opportunity to influence PIOs to return to India and do something in the country. "We try to explain them about the conditions and we do some plain speaking also about infrastructure, innovations, priorities and opportunities. The idea is not to woo investments alone," he explained.

Banerjee said the first few PBD emphasized on the emotional connect and after successfully achieving the objective, it was thought the visitors should be exposed to the development in the country and how PIOs can partner India in the process.

Banerjee said for the first time the Jaipur PBD 2012 brought together a large number of persons who wanted to know how Rajasthan has become a big hub for solar energy. "We are providing them the knowledge about solar energy at the hub itself. Queries were answered with authority and interactions with officials gave them more knowledge about the exciting future of renewable energy, not only solar energy but other energy related projects as well," said Banerjee.



Chandrajit Banerjee, Director General, CII