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Canada & South Asia



Partners for the
New Century



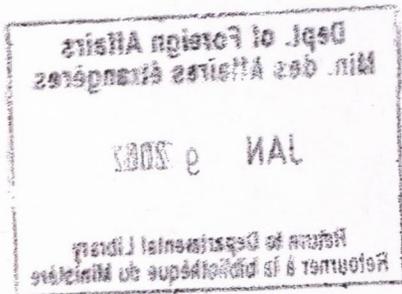


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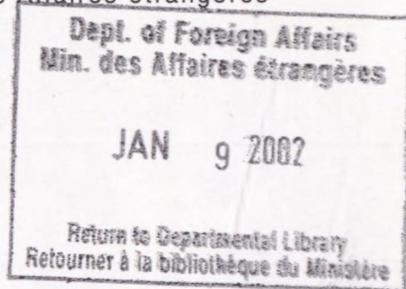
Minister of Foreign Affairs



Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

The Honourable L'honorable
John Manley P.C., M.P. c.p., député



I am pleased to introduce *Canada & South Asia: Partners for the New Century*.

South Asia is undergoing an historic period of change. Demographic patterns – including the impending "youth boom" – as well as technological innovations spreading rapidly throughout the region will increase South Asia's prominence on the world stage in the coming decades.

Canada looks forward to being an active participant in the sweeping changes taking place in South Asia. Our strong historical ties to the region coupled with our position as a world leader in telecommunications, transportation, power, natural resources and education distinguish Canada as both a recognized and a logical partner to meet many of South Asia's infrastructure needs. Canadian companies look forward to collaborating further with the South Asian private sector in areas such as research and development, and will continue to actively seek joint business opportunities, particularly in the emerging information technology sector.

This overview reaffirms the significant importance that the Government of Canada places on its relationship with South Asia, emphasizes the strong ties that exist already between Canada and the region and underscores the tremendous potential for enhanced links and increased activity. Our common interests in such areas as trade, arts and culture, and governance are also highlighted.

At the outset of the 21st century, Canada stands poised to make a significant contribution to the countries of South Asia in their transition to more prosperous societies. Canadians of South Asian origin, just under one million strong, are an essential element in strengthening this valuable relationship. I hope that you enjoy reading this publication and are inspired to be a part of this exciting and growing partnership.

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Minister of Foreign Affairs

Oliver, Canada RTAB

The Honourable J. Lloyd

John Manley P.C., M.P., O.C.

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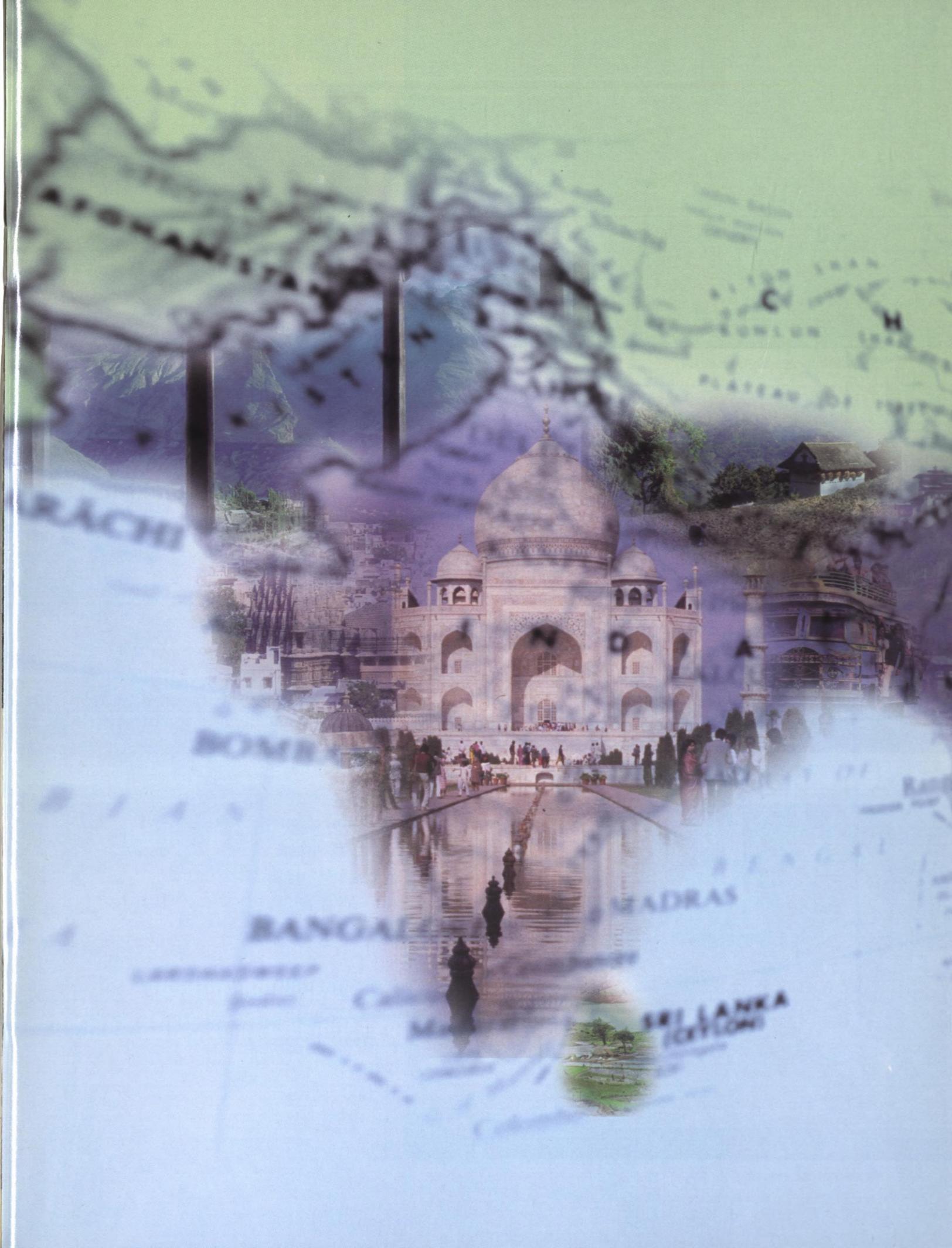
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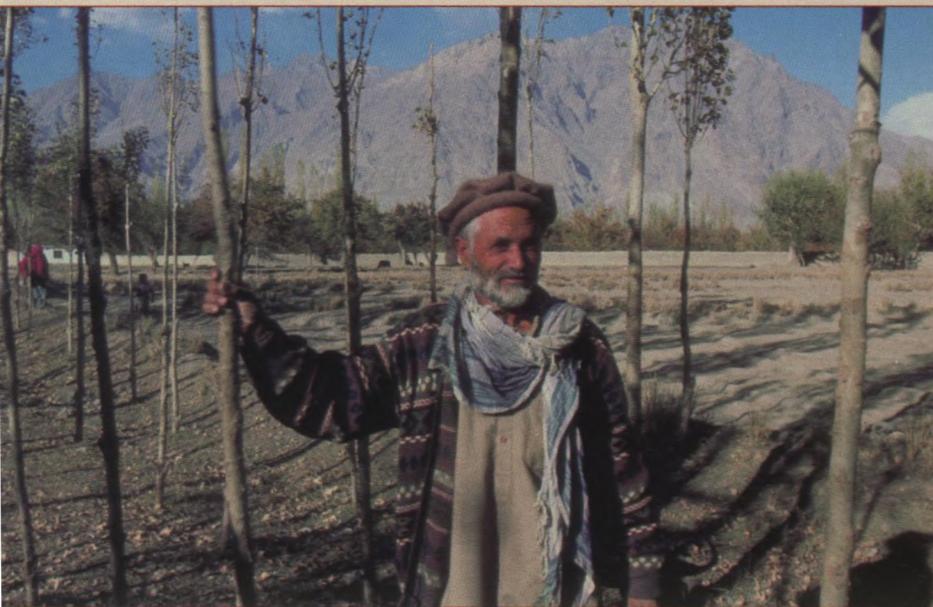
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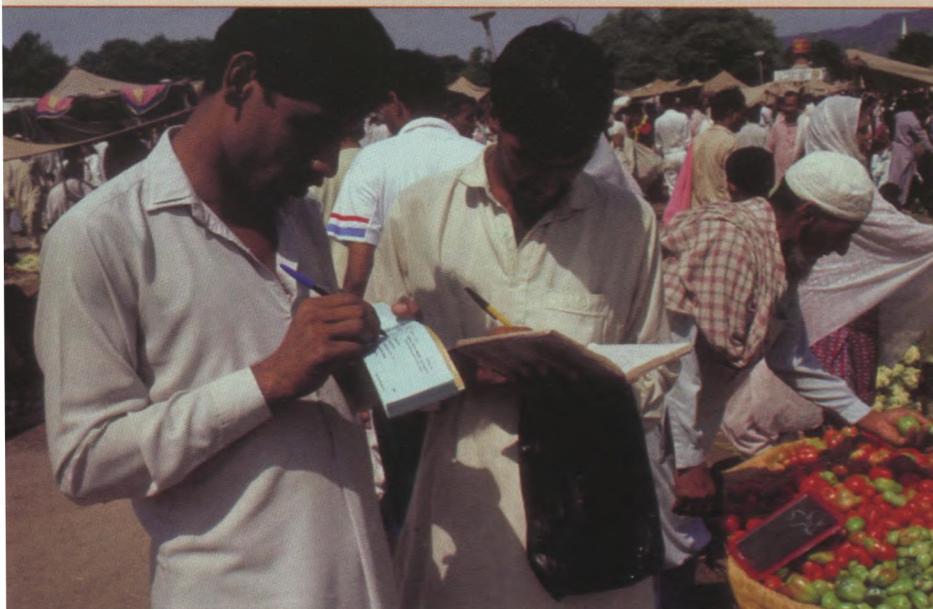




Bangladesh CIDA Photo: Nancy Durrell McKenna



Pakistan CIDA Photo: Nancy Durrell McKenna



Pakistan CIDA Photo: Phillip Tresch

South Asia

- 1.3 billion people
- Home of the world's most populous democracy
- Growing youth population
- Markets opening up to the world with economic deregulation
- Rising living standards and longer life expectancy
- Crossroads of global culture
- Nearly one million Canadians of South Asian origin

Canada and South Asia: the Relationship

From the moment that Canada established diplomatic relations following the independence of countries in the region, Canada has worked to develop close relations with India, Pakistan, Bangladesh and Sri Lanka. Almost a million Canadians have family origins in these countries, and Canada is greatly enriched by their contribution.

The Canadian government has played an active role in human development in South Asia since the 1950s. Through assistance programs that focus on poverty reduction and promoting economic and social development, Canada has made a difference in the region.

South Asia's strong demand for improved infrastructure, along with the growing purchasing power of its consumers, makes it an ideal destination for Canadian products and services, particularly in the transportation and emerging information and communications sectors. Indeed, there are already many Canadian companies active in the region. With some of the fastest-growing economies in the world, and a dynamic and flourishing high-tech sector, there is no doubt that South Asia will become an increasingly important market for Canada in the 21st century.



Note the clothing of these two young people in India. He is wearing a Western style shirt rather than a white kurta, and she is wearing a salwar kameez – a dress with pants – that is slightly more modern than a sari but in keeping with customary modesty.

CIDA Photo: David Trattles

Common membership of Canada and South Asian countries in international institutions such as the United Nations and the Commonwealth reflect shared values and a desire to contribute to global peace and understanding. Canadian peacekeepers continue to serve side by side with South Asian peacekeeping units around the world.

South Asian culture is also having a greater influence worldwide. Music, dance, literature and films from the region are gaining popularity in many countries, including Canada. Contemporary Canadian performers – Alanis Morissette, Bryan Adams and Céline Dion – are also popular in South Asia. These artists continue to include South Asian destinations in their world tours.

With well-established ties to the region and the current high level of interest and activity in two-way trade, Canada will continue to actively pursue opportunities in South Asia in the 21st century, promoting prosperity at home and abroad.



Living Longer And Better

People are living longer and better lives in South Asia. During the past few decades, the quality of life has improved for the average person in South Asia. Ten years ago, only half of the population had access to safe water; now 80% do. Twenty years ago, life expectancy was only 49 years – in 1998 it was 63.¹



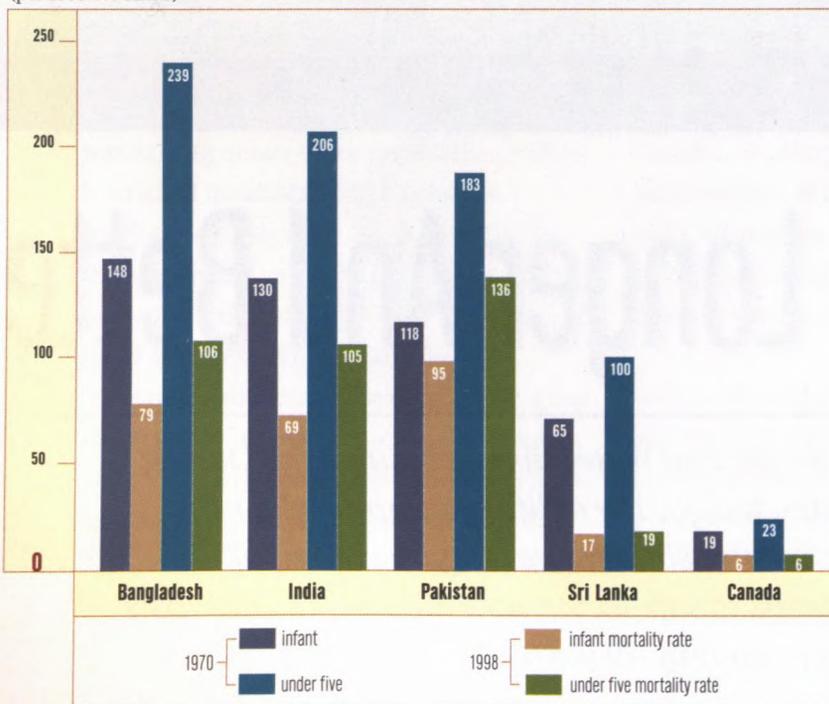
CIDA Photo: Nancy Durell McKenna

Taking Care of Children

- Children who have received full immunization: 50% (up from 5% in 1970s)
- Average cost per child of full immunization: US\$15.00
- Number of people sharing one doctor: 2,300

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Tremendous Decline in Mortality Rates (per 1000 live births)



The greatest change has been in the mortality rates for infants and toddlers: since 1980, the number of deaths per thousand births for children under the age of five in South Asia has dropped. This decrease in childhood mortality rates is in part attributable to immunization, which the World Bank Group declares "...is one of the outstanding public health successes of developing countries. Millions of children who would have died of vaccine-preventable diseases, like measles, are now able to lead healthy lives thanks to international efforts in the past two decades."²

How Many Babies? In Canada, 39 babies are born every hour; in India, every hour brings 1,800 babies.



Volunteers from the Canadian High Commission have been donating their time on National Immunization Sundays since 1998, contributing to the vaccination of thousands of children under the age of five in India's Intensified Pulse Polio Immunization Campaign. Eradicated in the developed world, polio in India accounts for 75% of the world's cases.

Apart from times of disaster and strife, such as flooding in Bangladesh and the civil war in Afghanistan, the countries of South Asia are now able to feed themselves. The Green Revolution started 40 years ago, bringing high-yield crop varieties and irrigation techniques. With approximately half of the land area under cultivation, South Asia produces a cereal yield of, on average, 2,400 kg per hectare – so much that countries such as Pakistan and India are exporters of cereal, amongst other food crops. Indeed, India harvests about 70 million tons of wheat a year. In 2000, the Government of India kept back about half of their 44 million tons of food-grain stocks and exported the remainder at subsidized prices, including 25,000 tons to Bangladesh.³

The decline in infant mortality reflects better nutrition and health practices, as well as a demographic shift. Although population growth is slowing, South Asia is experiencing something equivalent to Canada's baby boom: a demographic youth bulge. While our baby boomers are aging, children (ages 0-6) are 15% of India's population, and those now in the young adult group (16-24) are about 25%. This youth bulge will command a greater say on such issues as economic globalization, world peace, and the environment. The implications for Canadian trade can best be summed up by the potential market: India's middle class is 200 million strong – and growing.



CIDA Photo: Nancy Durell McKenna

Who is the pulse supplier of choice in Pakistan? Canada, that's who. Export of Canadian pulses has risen from less than \$1m in 1997 to over \$11m in 1999.

Did you know

that India is the largest producer in the world of some foodstuffs, exporting tea, rice, wheat, and other products?⁴

CIDA Photo: Phillip Tresch

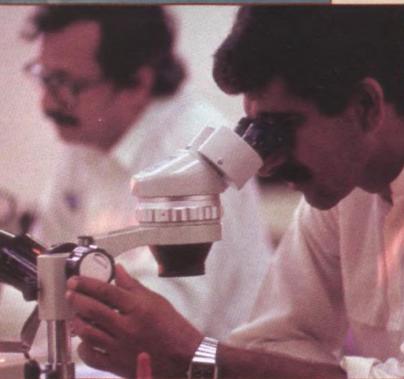
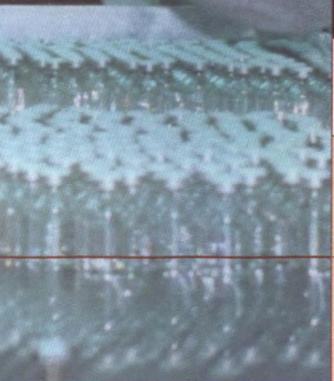




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Sri Lanka CIDA Photo: Dilip Mehta



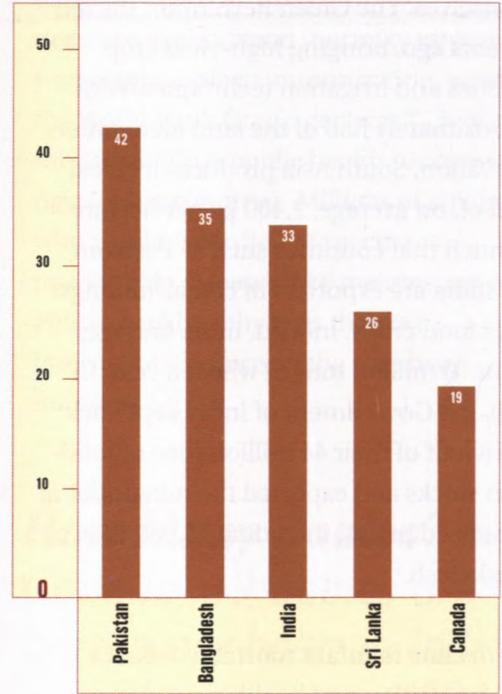
Pakistan CIDA Photo: Ron Watts

CIDA Photo: Phillip Tresch

Did you know

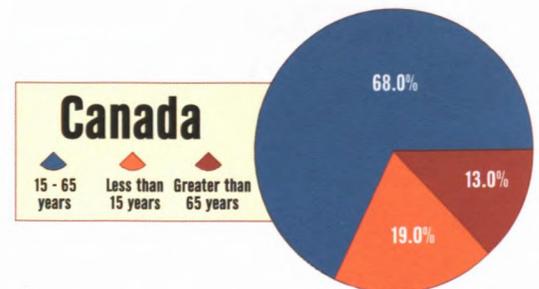
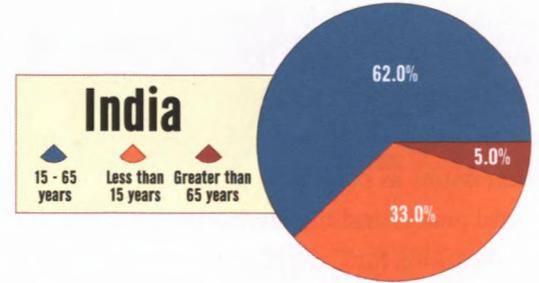
that there are almost 400,000 South Asians involved in scientific and technological research and development? That 139 scientists from South Asian countries are members of the Third World Academy of Sciences? That there are 197 universities and 8,210 colleges in India?

South Asia's Youth Boom Percentage of Population Less Than 15 (in year 2000)

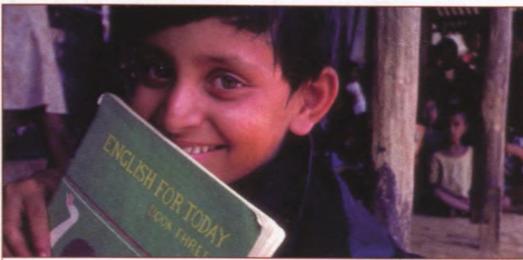


Source: World Resources 2000-01

Percentages of Population in Specific Age Groups (in year 2000)



Source: World Resources 2000-01



CIDA Photo: Dilip Mehta

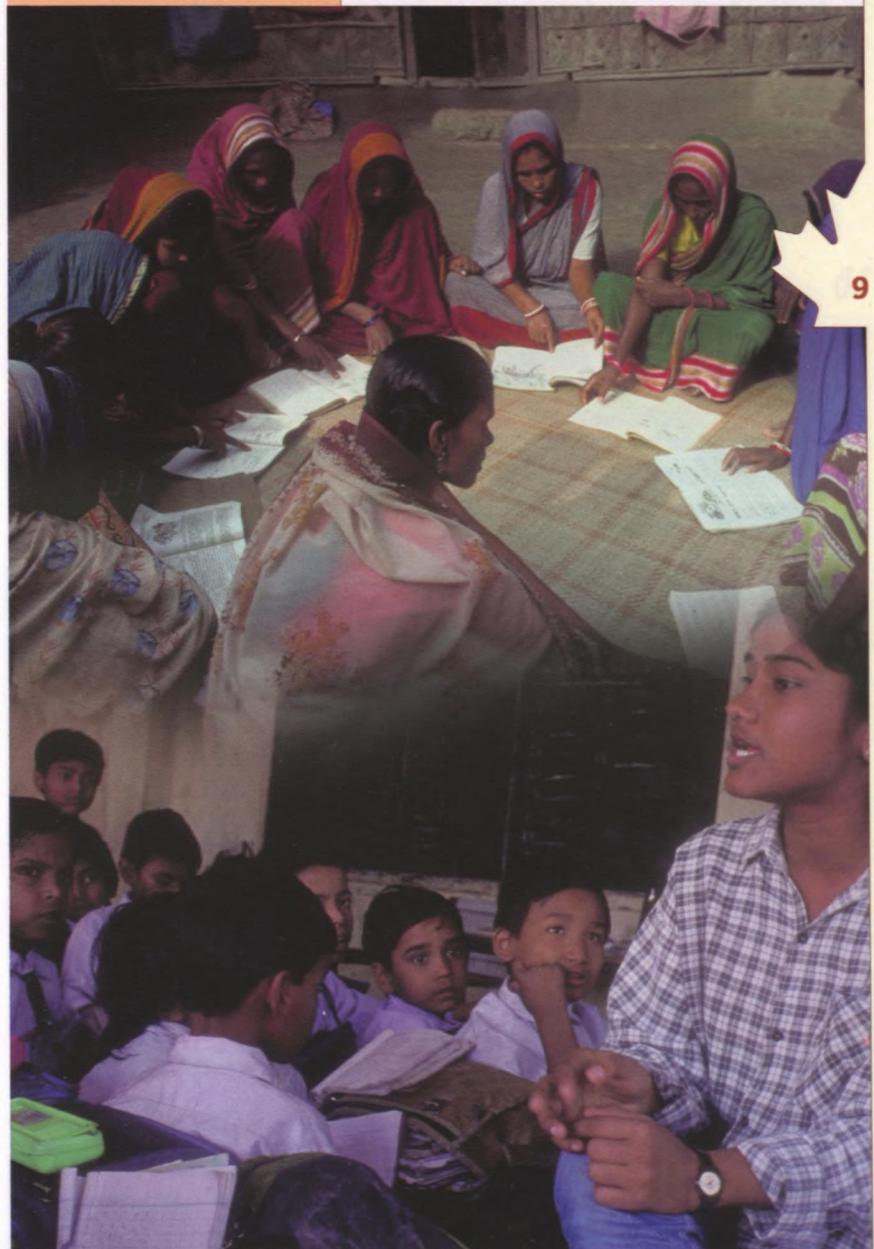
India's literacy rate for ages 7 and above went up from 44% in 1981 to 65% in 2001. The gap between male and female literacy rates decreased from 29% in 1991 to 22% in 2001. In Bihar, which is one of the poorest and most overpopulated states, the population growth rate is 2.3% and the literacy rate is the lowest in the country at 47%. A multilateral project involving UNICEF and the governments of India and Bihar was established in 1991 to focus on castes and women; the 1994 review of the Bihar Education Project noted positive improvements through village education committees and non-formal education through NGOs. Similarly, Pakistan, whose literacy rate for women is a mere 24%, but whose population growth rate is over 2%, has announced a plan to educate 200,000 women by 2002.⁵

There is a strong correlation between the well-being of families and the educational level of women. Indeed, the southern states of India are proof of this cause and effect. Kerala was one of the first states to commit to literacy and now has a literacy rate of 90%. It is currently reaping the benefits: it has the lowest population growth rate (1.4%), the highest number of women per 1,000 men (1,058), and a household income higher than that of other states. With literacy comes a decline in the birth rate; with a decline in the birth rate comes an improved standard of living; with an improved standard of living comes better health and longer life.

- Children in the labour force, of 10-14 age group: 26%
- Net primary enrollment, of relevant age group: 77%
- Net secondary enrollment: 55%

(top photo) Bangladesh
CIDA Photo: Roger Lemoyne

(bottom photo) India
CIDA Photo: David Trattles



Distance Education

Thanks to technology, new doors to education are opening in South Asia. While some Canadian institutions, such as the University of Athabasca and the University of Guelph, are involved in distance education in Sri Lanka and India respectively, the real impetus for distance education comes from within the region. Recently, the G. Ram Reddy Research Academy of Distance Education began operations through the Dr. B. R. Ambedkar Open University Campus, which has 137 study centres offering degrees and diplomas in India. In Bangladesh, the lack of university places for secondary school graduates means 200,000 are studying overseas, and the next ten years will see an increase of annual graduates to 300,000. For those who cannot afford to go abroad, their options are currently limited to local universities (if they can get a spot) and private institutions, such as the MBA programme offered by the Royal Roads University from British Columbia in Uttara, Bangladesh.

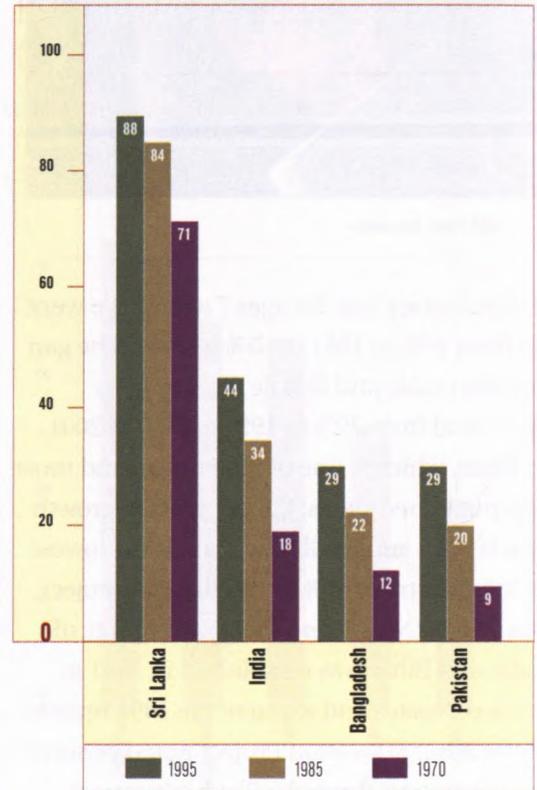
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CIDA Photo: Roger Lemoine

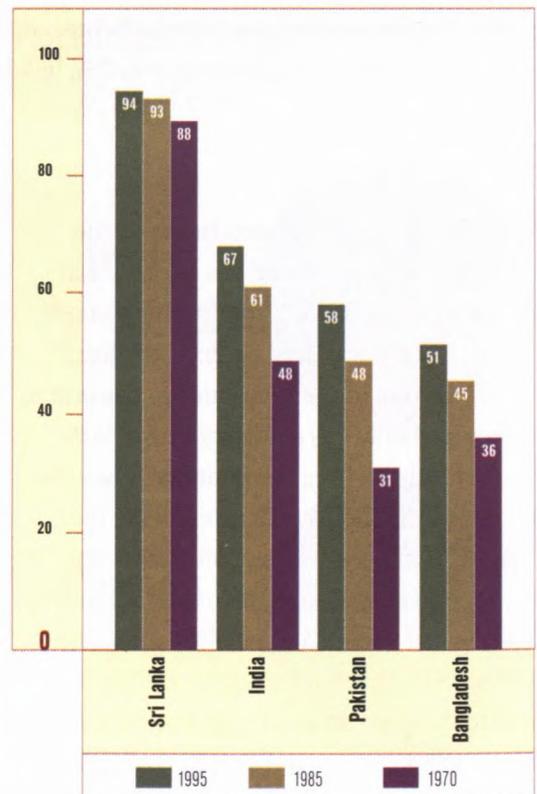


The Canadian Ambassador to Nepal, Peter Sutherland, handing over one of the books in 43 boxes of books donated by the students of Elmwood School, Ottawa, to Child Haven International, Kathmandu.
Canadian High Commission New Delhi: Pradeep Shakya

Female Adult Literacy Rate (percent)



Male Adult Literacy Rate (percent)

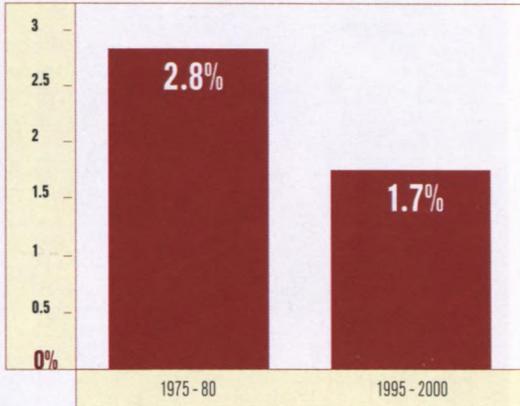


Source: World Resources 2000-01, 1996-97

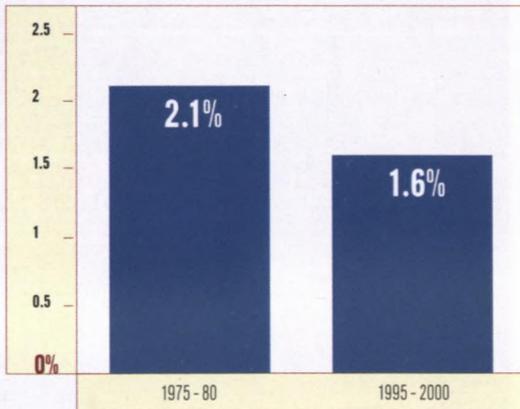
Declining Population Growth Rates in South Asia

Average Annual Population Change (percent)

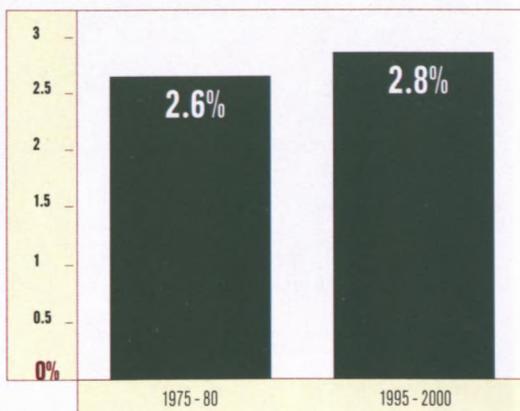
Bangladesh



India



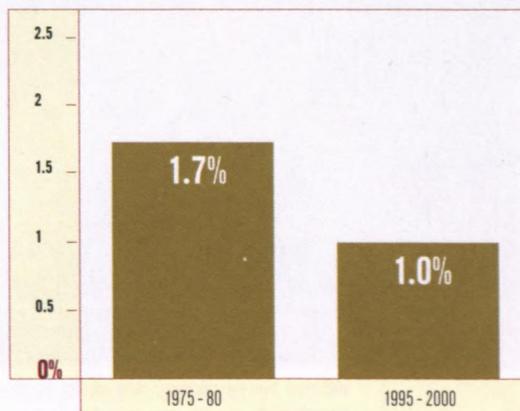
Pakistan (Increasing rate)



The Star of South Asia

Sri Lanka leads the way in South Asian literacy: 91% of the population of Sri Lanka is literate. Education is compulsory and provided without charge. In 1999 the government's educational reforms gave the teaching of English and computer literacy a high priority. The population growth rate has slowed to an average of 1.3% in recent years, and the population is expected to stabilize in the first quarter of this century. Only 2% of children aged 10-14 are in the labour force. The GDP per head is almost double that for India or Pakistan. Their life expectancy at birth is ten years more than for people in India. What better proof that literacy brings lower population growth and better conditions for children? If it weren't for the civil war of the past seventeen years, Sri Lanka could very well be the star of South Asia.

Sri Lanka



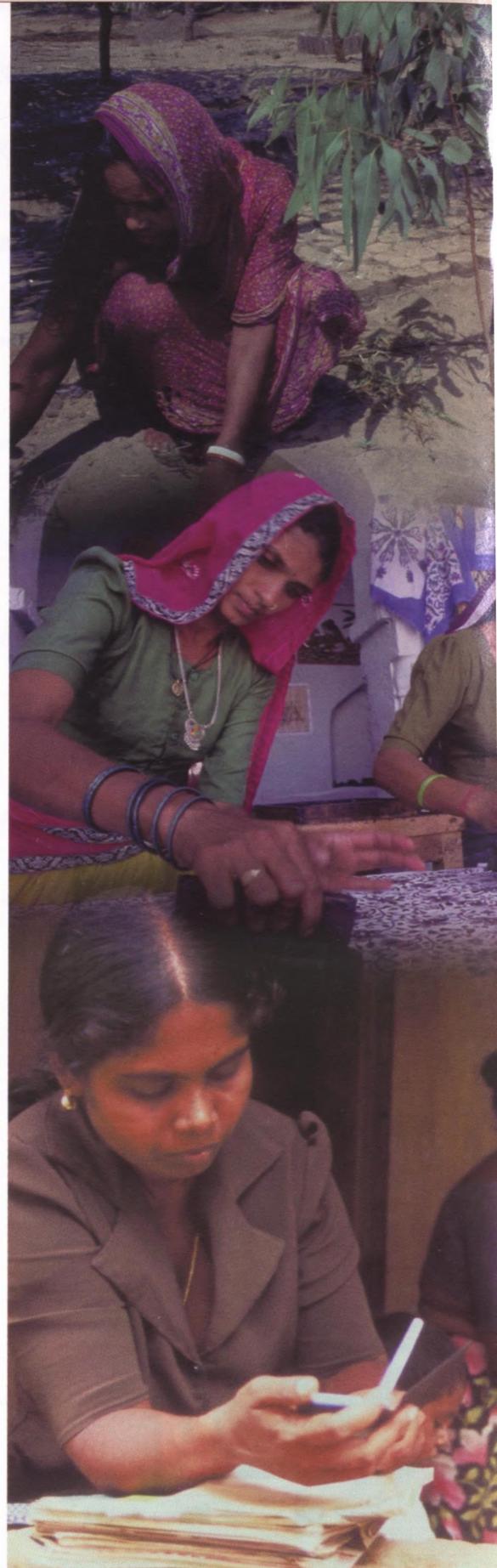
The Progress of Women

All development indicators show continuing improvement for women in South Asia: fewer births, more girls in school, longer life, increased literacy. Increasingly, women are taking positions of power in the realms of business, education, and government: in Sri Lanka, 18% of administrators and managers are women; in Bangladesh, 35% of professional and technical workers are women; and in India, 10% of the Cabinet are women. About 14% of the female labour force are in services, while over 70% are in agriculture.

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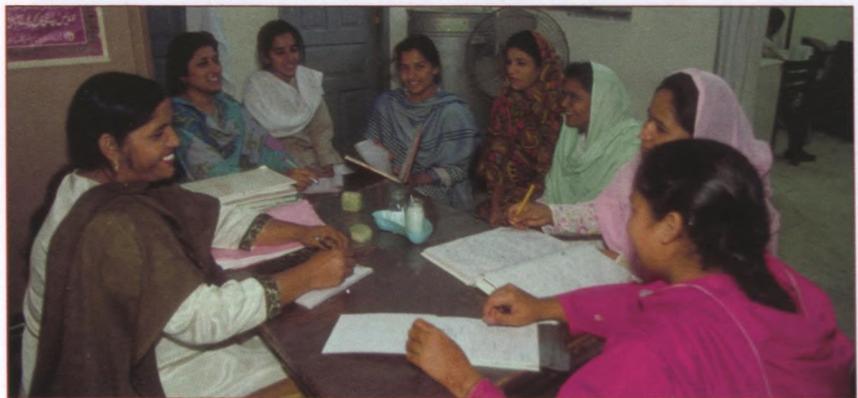


Women are developing new skills, as this worker in Bangladesh shows. CIDA Photo: Dilip Mehta



For rural women, progress has not been as profound. For the region, rural poverty rates for the total population are higher than urban ones: 47% compared to the urban 37% in 1990. Rates for employment in the formal sector are also low: 417 adults of every 1,000. Most economically active women work in agriculture, where mechanization of agricultural work has taken jobs away from women and gone to men who enjoy the prestige of controlling machinery. Changes such as chemical spraying and rice mills have also taken away such jobs as weeding and grinding, traditionally done by women.

Public policy can improve the situation for women. Indeed, the Government of India has led the way, long ago outlawing *sati* (widows burning themselves on their husband's funeral pyre) and dowry (paying a price to marry off a daughter). While dowry payments continue to be made, they are not approved of by the more educated classes. After a case of *sati* in Rajasthan in 1987, the Government of India passed a law making the failure to prevent *sati* a crime. In April 2000, the Government of Pakistan, aware of the light sentences given to 'honour killers,' declared such killings to be murder.⁶



Training of health workers in Pakistan.
CIDA Photo: Nancy Durrell McKenna

The Progress of Women

- Girls in primary school: 43% of school enrollment
- Female illiteracy over age 15: 59%
- Female youth illiteracy: 42%
- Sex ratio of population in India: 933 women per thousand men
- Female percentage of labour force, in India: 32%; Pakistan: 27%; Bangladesh: 42%

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CIDA Photo: Roger Lemoyne



War-affected children in Afghanistan. There are more than two million refugees from Afghanistan in Iran and Pakistan, as well as about one million internally displaced persons.

CIDA Photo: Roger Lemoyne



India CIDA Photo: David Trattles

Pakistan CIDA Photo: Nancy Durrell McKenna





India CIDA Photo: Stephanie Colvey

Activism At Its Best: Awaaz-e-Niswan

In Mumbai, an organization run by women, Awaaz-e-Niswan, helps women who have been victims of domestic violence work out a solution for themselves. They accompany a woman through the various legal channels to help her get a proper settlement. Sometimes the settlement means the woman goes back to her husband's house, but the very process of negotiation seems to give her more power in her home. The women they have helped return to Awaaz-e-Niswan, either to take literacy classes or give support to other women in need. The work of the organization, and the histories of the women in it, give women the courage and desire to get on with their lives, and in so doing, help change the oppressive traditions and customs that have hindered their individual development.

Strength in numbers can be effective against hierarchy and officials unwilling to affront men. Salma married into a wealthy family, but spousal abuse drove her back to her mother's house. She had possession, on paper, of a house, which her brother-in-law rented out. Naturally he refused to hand over the house. The women from Awaaz-e-Niswan, through their own detective work, found out when the lease was up. On moving day, 15 women entered the house, explained the situation to the tenants, and helped the tenants pack. The in-laws called the police about the intruders, and the police, forewarned by the organization, gave the house keys to Salma, saying the house was rightfully hers. She now lives there with her two children and works to support them.

While interesting, Salma's case is unusual because most of the women helped by the organization are poor. One such woman, who supports her children by sewing, and is putting them through school without her husband's help, says, "With my courage and the support of Awaaz-e-Niswan, I want to move forward, teach other women to read and write and help them in their struggles." Women working for women, that is what Awaaz-e-Niswan is all about.

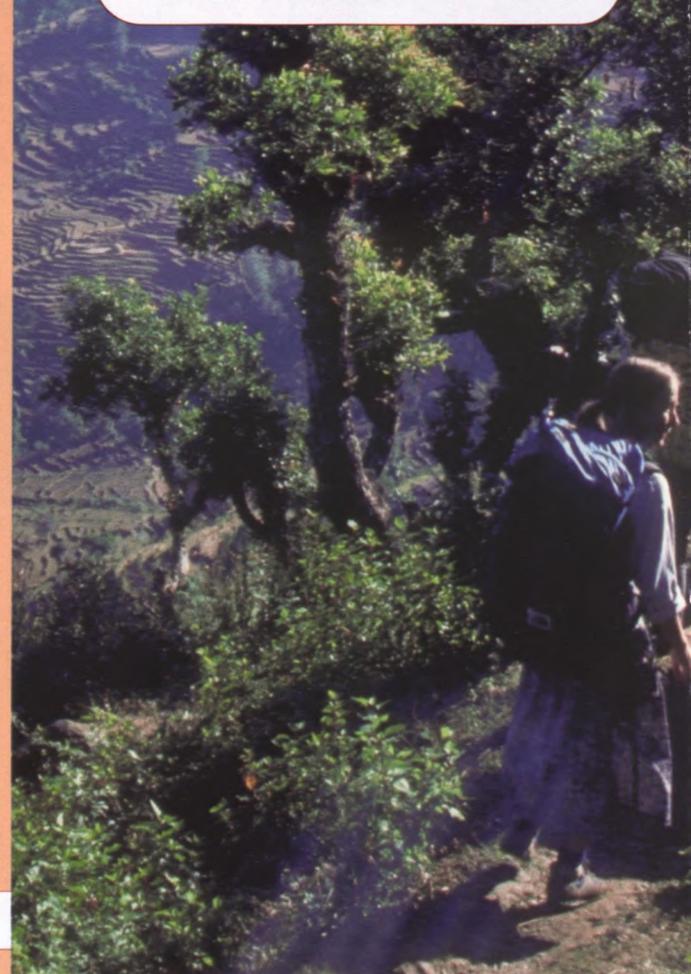
"With my courage and the support of Awaaz-e-Niswan, I want to move forward, teach other women to read and write and help them in their struggles."

People and the Environment

- Share of population in urban areas: 28%
- Urban population with access to safe water: 83%
- Urban population with access to sanitation: 46%
- Forests: 744,000 per sq km (down from 750,000 in 1990)
- CO² emissions: 0.9 metric tons per capita
- Energy use per capita (kg of oil equivalent): 443
- Electricity use per capita (kWh): 324
- Irrigated land: 40% of cropland



Bangladesh CIDA Photo: David Barbour



CIDA Photo: Pat Morrow



Challenges

Protection and improvement of the environment are major challenges facing South Asia. Air pollution is a particular problem for many urban dwellers. In rural areas, water quality and availability is a pressing concern. Canadian environmental technologies and approaches can help respond to many of these challenges.



Shepherd leaving village in morning, Rajasthan, India CIDA Photo: Roger Lemoyne



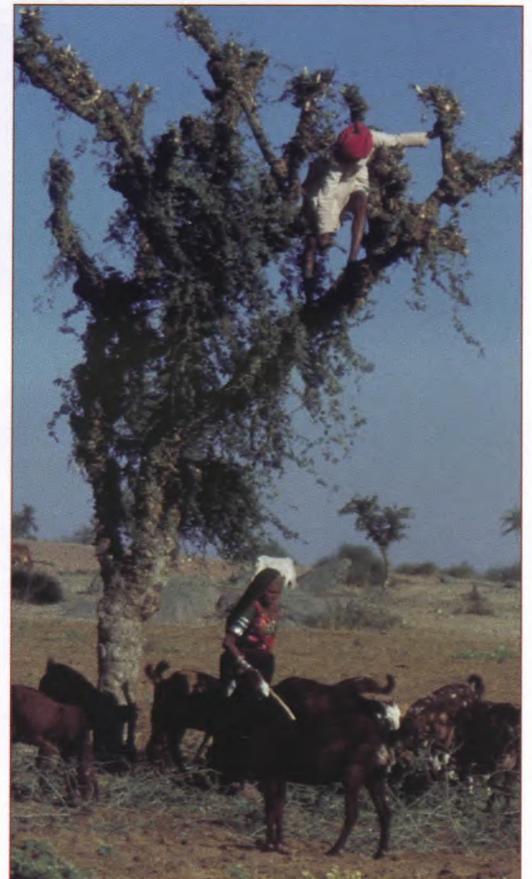
Irrigation in Pakistan CIDA Photo: Ron Watts

Did you know

that motorcycles and scooters (23 million) outnumber cars, taxis, jeeps, and buses (together about 5 million) in India?

CIDA Photo: Dilip Mehtra

The quantity and quality of water in South Asia is an urgent issue. The city of Delhi needs 770 million gallons of water a day, but can supply only 600. In Rajasthan, where there has been no rain for three years, and in Gujarat, where the groundwater aquifers are drying up, water supply is critical. India has a million bore wells; in Gujarat, water is pumped up from as deep as 300 metres, and 43% of Gujarat's electricity goes to power these bore wells. Salt water from overused bore wells, arsenic contamination of wells in Bangladesh, and pollution of groundwater by industrial waste and municipal effluents are all cause for concern.⁷



Cutting trees to feed goats, Rajasthan, India CIDA Photo: Roger Lemoyne

Over half of the roads in South Asia are paved (more than Canada's) – but not well maintained. Communications infrastructure also remains a problem. Overall, the number of telephone mainlines has tripled in 10 years to 19 per 1,000 people – a good improvement, but not enough to sustain the economic and technological growth that could continue in South Asia. In 1996, India's consumption per capita of electric power, in kilowatt-hours, was 347, which is more than twice that used in 1980. Canada's per capita consumption of power was 43 times higher than India's. As it is now, the public sector cannot meet India's future power requirements. All of which brings us to the sobering fact that economic growth in South Asia could be constrained by lack of infrastructure. Massive investments in transportation, telecommunication, and social infrastructure are needed for South Asia to take its place in the global economy. Such massive investment needs will create tremendous opportunities for the many Canadian firms that are world leaders in these fields.

These goats on the road in Bangladesh represent a variety of traffic challenges that include bullock carts, cows, elephants, bicycles, scooters, three-wheelers... CIDA Photo: David Barbour



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*Loading at a harbour in Bangladesh
CIDA Photo: Dillip Mehta*

Converting Rickshaws

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Working together, various organizations in Bangladesh, Canada, and Pakistan are putting in place the technology that will reduce rickshaw emissions. The 50,000 two-stroke three-wheeler auto-rickshaws in Dhaka contribute to air pollution because of poor maintenance, a high oil to fuel mix, and the use of adulterated oils. To alleviate the heavy smog caused by these vehicles, Environment Canada and two Canadian companies, ARA-KPMG and Resources Futures International, are collaborating with the Government of Bangladesh to convert auto-rickshaws to compressed natural gas (CNG). Since Bangladesh has large reserves of natural gas, which costs less than imported petrol, the operators have an extra incentive to do the conversion. Training and workshops as well as converted models help bring the benefits of CNG to the public's awareness. In Pakistan, conversion is ongoing in Quetta, Lahore and Karachi with the help of Yugo-tech Inc. (based in Mississauga), environmental protection agencies (EPAs) in Pakistan, the Hydrocarbon Development Institute of Pakistan, and a manufacturer of auto-rickshaws, Raja Autocars Ltd. In addition to demonstration conversions, 15 mechanics have been trained in CNG conversion and maintenance, and five EPA staff have been trained in emissions testing and the use of gas analysers. Monitoring of the converted rickshaws showed a reduction of tailpipe emissions of carbon monoxide and hydrocarbons by about 75%. Next step: helping fund rickshaw owners so they can buy the conversion kit.



Established major gasoline retailers and independent private investors in Pakistan are building new CNG filling stations to meet consumer demand. Jordair Compressors Inc., of British Columbia, has entered the market by supplying nine units to date.



They might be pretty, but these two-stroke auto-rickshaws, or three-wheelers, are a major source of air pollution. Photo courtesy of W. Khan

Converted rickshaws advertising the CNG conversion project, Pakistan. Photo courtesy of W. Khan

Government regulation of bore wells, higher charges for water, better infrastructure, harvesting of rain water, and more efficient water use are all required to alleviate the water problems facing India. With drought and unreliable monsoons, construction projects such as the Narmada valley development project, which includes 30 large dams and thousands of smaller ones, are inevitable, as they regulate water supply and provide electricity. Yet such projects are useful only if they are completed, right down to building the feeder canals and mitigating the effects on local inhabitants and the environment. Canadian expertise in the development of hydro power projects could well be used here, particularly our skills in applying the five core values recommended in the recent report of the World Commission on Dams: equity, sustainability, efficiency, participatory decision-making, and accountability.⁸

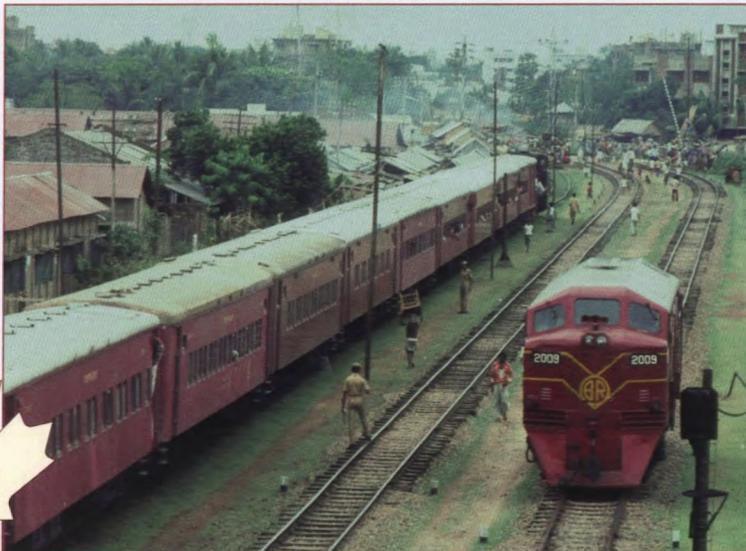
South Asia is adept at growing grain: difficulties, however, arise from unreliable weather, and the transportation and storage of agricultural produce. Once they are overcome, and deregulation is in place, South Asia could become a competitor in the world market. And Canadian expertise in such areas as grain storage could work to the mutual advantage of South Asian countries and Canada.

Bombardier Railways project, Bangladesh CIDA Photo: Dilip Mehta



Pakistan CIDA Photo: Ron Watts

Building It Up: Canadian Infrastructure Projects in South Asia



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Bangladesh CIDA Photo: Dilip Mehta



Pakistan CIDA Photo: Dilip Mehta

- Bangladesh Railway has signed an agreement with Canarail to prepare a feasibility study for construction of Dohazari-Cox's Bazar-Ramu rail line.
- Hydro Quebec International has signed a contract valued in excess of US\$3 million with the Bangladesh Power Development Board for the upgrading of the Central Load Despatch Centre located at Siddhirganj, near Dhaka.
- The Indo-Canadian Hydro Consortium, comprised of SNC-Lavalin, Acres International, GE (Canada) and local partner Jaiprakesh Industries, was awarded a contract in November 1999 for Stage II (300 MW) of the Chamera Hydro-electric project in Himachal Pradesh. SNC-Lavalin was involved in goods and services associated with Stage I (540 MW) of the dam project in India.
- With funding from CIDA and the Government of Pakistan, in partnership with SNC-Shawinigan and the Pakistan Water and Power Development Authority, the rehabilitation of the Warsak dam and power station is well underway. It includes repairs, equipment, and training.
- DSCL Energy Services of India, a division of DCM Shriram Consolidated, has entered into an alliance with BC Hydro International to work on energy conservation projects. They will begin with projects in the building sectors, specifically hotel, hospital, and commercial complexes, and then work on projects in the power-intensive paper and sugar industries.

- **RV Anderson Associates** have been involved in **India** since 1994, when they began work on the Mumbai sewage system with their study funded by the World Bank. They are also involved with a Common Effluent Treatment Plant for the industrial park in Vapi, Gujarat, and the requirements for trunk sewage and water sanitation for Mumbai.

- **Global Thermoelectric (Calgary)** has signed agreements with the Gas Authority of **India Limited** to provide generators for converting gas into electric energy. The stand-alone units will power communications and instrumentation near pipelines.

- With assistance from **CIDA**, **India's** Department of Telecommunications is improving and expanding cost-effective telecom services in rural areas.

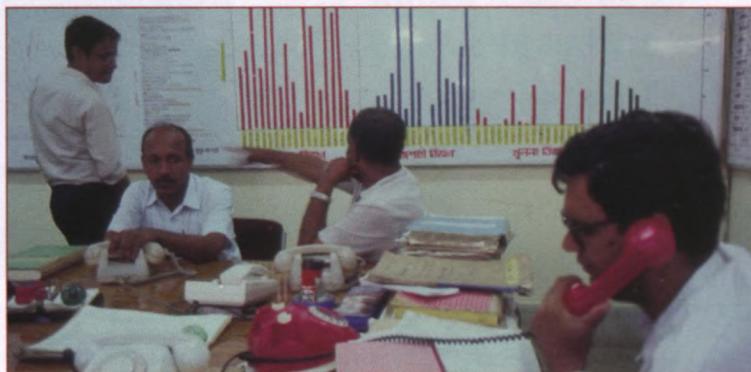
- The privatization of **Pakistan Telecommunication Company Limited** opened the way to the largest contract won by a Canadian company in Pakistan over the last decade. Nortel is at work on the first phase of the new mobile telephone system for **Pak Telecom Mobile Limited**. Technical support for this multi-million dollar project is expected to be drawn, in part, from Nortel operations in Calgary.

- **Nortel Networks (Mississauga)** has signed a turnkey contract valued at **US\$8.54 million** with the **Bangladesh Telephone and Telegraph Board** for the supply, installation, and commissioning of a telephone transmission network in four different regions in **Bangladesh**.



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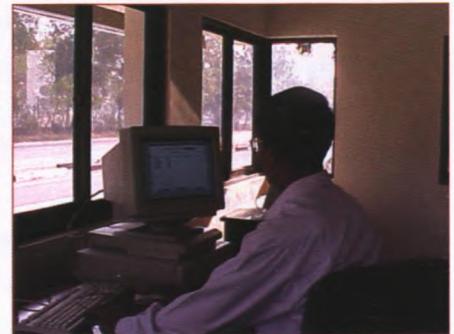
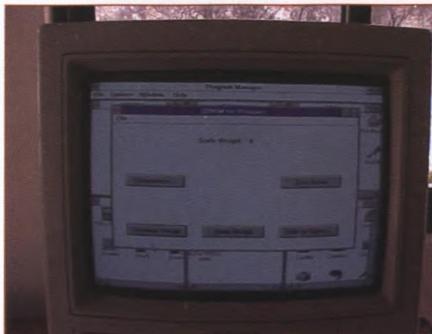
Pakistan CIDA Photo: Ron Watts



Bangladesh CIDA Photo: Roger Lemoyne

Overloaded trucks are a hazard to roads and the other users of roads. Pakistan's National Highway Authority has been working with Saskatoon's International Road Dynamics Inc. (IRD) since 1995 to reduce the number of overloaded trucks plying the roads.

24 IRD has installed 14 weigh-in-motion scales and is working on a toll collection system. IRD is also doing millions of dollars' worth of business in India, most recently the sale of a traffic counting and collection system for toll roads in Mumbai.



Photos courtesy of International Road Dynamics Inc.



Governance

Citizens of South Asia value democracy. As living standards rise, more people are taking an active interest in the democratic process. The rapid growth in community-based organizations and NGOs is a sign of this trend. Grass-roots activism is an essential element of a vibrant democracy.

While democracy has made significant advances in South Asia overall, governments still face daunting challenges to the full development of their peoples. Meeting these challenges will require increased long-term investment in the social sector, including broadening the tax base. Greater efforts will also be needed to reduce the size of the bureaucracy and improve government transparency. In short, there needs to be a focus on development with accountability.

NGOs

In Bangladesh, BRAC, the largest NGO in the world, has 59,000 employees and runs 34,000 schools. It operates as a civil society alternative to government, and has a memorandum of understanding with the government for the delivery of services. Not only that, BRAC is also moving into those areas of commercial activity that the private sector has ignored, such as a poultry and dairy farm, and a university to provide business education. Together, BRAC, Grameen and Proshika control three of Bangladesh's four Internet Service Providers. Grameen Bank, which was one of the first to introduce micro-credit and has 2.5 million borrowers, now offers other services to the poor, such as Grameen Phone. With its Norwegian partner, Grameen Phone will ensure that a network of mobile phones reaches villages.

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Next on the agenda for Grameen? – to house a computer kiosk in every village for children to learn the basics and for villagers to learn market prices for their products.



Women Councillors in Pakistan

If you've never left your house before, and not gone to school, can you be elected in local body elections? The answer is yes, and the new councillors discussed debt relief, computers, and the need for better access to information with the Canadian High Commissioner, Ferry de Kerckhove, at a December 2000 meeting in the province of Punjab in Pakistan. The women had received training in development, planning and management from a CIDA funded NGO, Strengthening Participatory Organization (SPO), which works with community-based organizations and female development organizations. When asked why they had run for election, the women mentioned not only the encouragement they had received from their training but also that they felt men could not properly talk about their rights, that is, issues pertaining to women and households. They also felt that with the new single constituencies (as opposed to the previous multiple ridings) there was less election fraud. Acknowledging a need for further guidance, the women deemed the elections useful because "We have rights now."



*Demographic surveillance department in Bangladesh
CIDA Photo: David Barbour*

Workshops have been delivered on training needs analysis and course design, training the trainers, audit techniques, systems analyst training...

Taxes, Taxes, Taxes

Economic liberalization in India has led to tax reforms, which began in 1993 with a Tax Reform Committee. As India increased and facilitated trade, they decreased tax on imports; as they moved away from a tax on commodities towards a direct (income) tax, the modernization of tax collecting became an imperative. Following a visit of senior administrators to Canada in 1995-96, the Capacity Development of Revenue Administration project was formed in 1997, and will run until 2003. Funded by CIDA, the project has three main streams: Customs, Excise, and Direct (Income) Tax. Much of the expertise has been provided by the Canada Customs and Revenue Agency (CCRA). CCRA representatives work directly with their counterparts from India on a variety of topics ranging from expanding the direct tax base to developing audit manuals. Project activities take place in both India and Canada. Workshops have been delivered on training needs analysis and course design, training the trainers, audit techniques, systems analyst training, IT management issues and so on. Oh, and the CCRA trainers that have gone to India are asking to go back, they've so much enjoyed working there.

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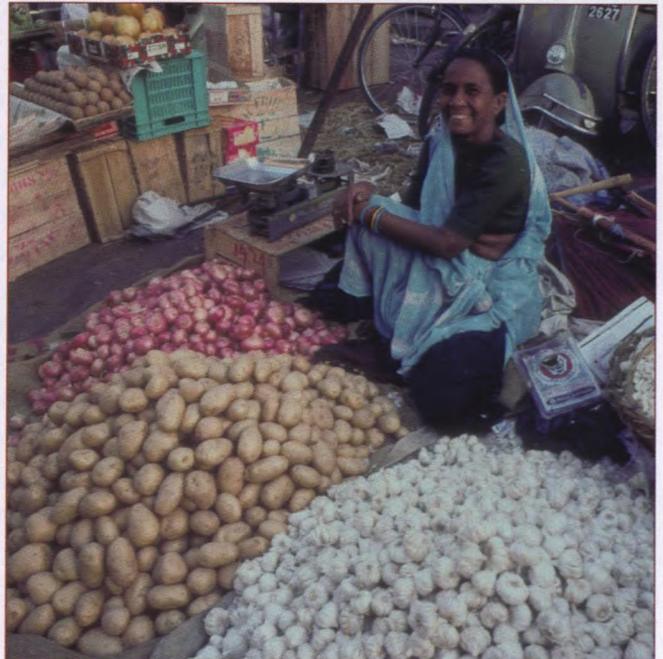
Geology lab in Islamabad CIDA Photo: Ron Watts



Goods such as these are exported by South Asia



CIDA Photo: David Trattles



CIDA Photo: David Trattles

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CIDA Photo: Pat Morrow



CIDA Photo: Roger Lemoyne

**Increase in South Asian Trade
of Goods and Services (% of GDP)**

	1990	1997	1998
Exports	9.0	12.4	12.7
Imports	12.9	16.7	16.0

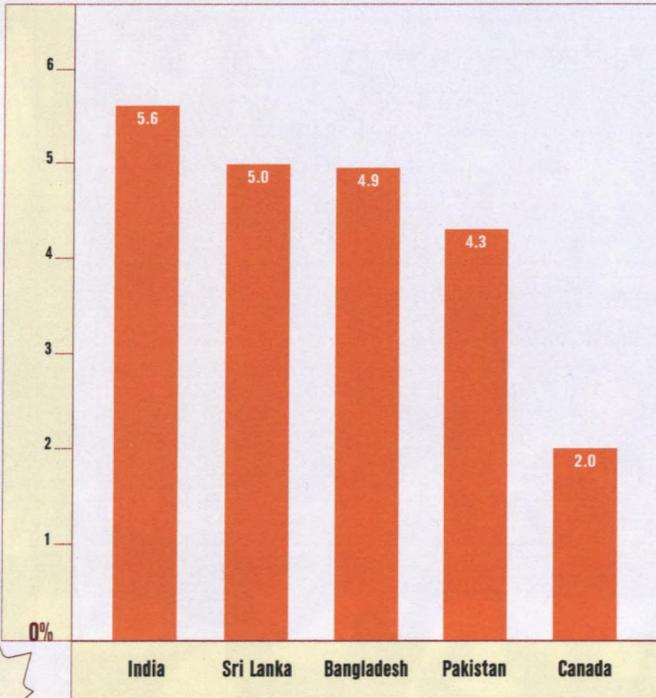
Source: World Bank Annual Report 2000



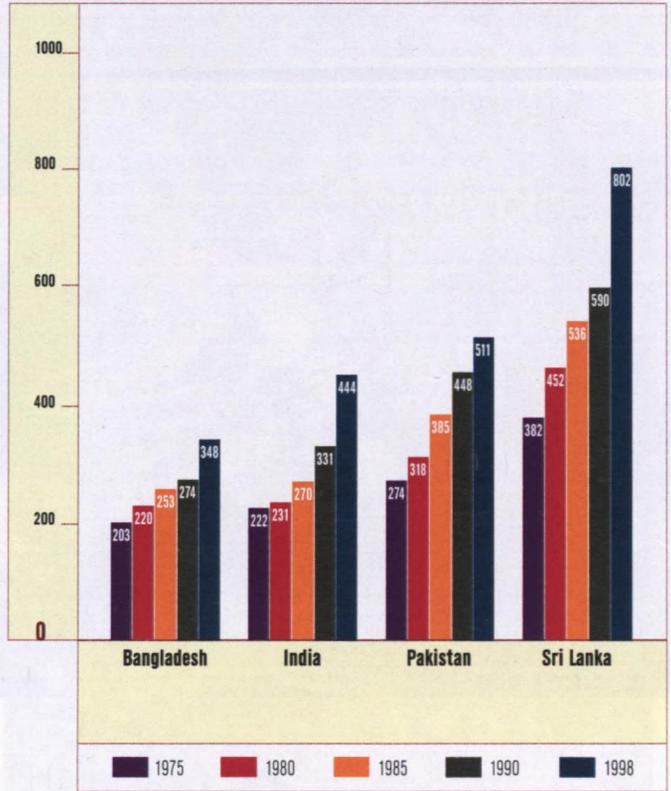
Opening The Economy

The economy of South Asia is growing, and with ongoing government programs to liberalize the economy, will continue to do so. India is the world's 11th largest economy, the 4th largest in purchasing power parity terms, and is growing at a rate of 6% annually. Most remarkable is the growth in the services sector in South Asia, which is expanding at a rate of 9-10% annually. Of particular note is that the 1990s growth in India was based on investment by Indian and foreign investors (rather than the borrowings of the 1980s). Between 1991 and 1998 India received foreign direct investments (FDIs) of about \$12 billion.⁹ In addition, some countries of South Asia have signed bilateral free-trade agreements. With the opening market, consumers have greater choice than ever before.

Economic Performance of South Asian Countries (1990-98) GDP Annual Growth Rate (percent)



Rise in Per Capita Income GDP Per Capita (1995 \$US)



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Source: UNDP Human Development Report 2000

Source: UNDP Human Development Report 2000

The Shift from Agriculture to Services (% per sector)

	Male/Female	Year of Stats	Agriculture	Industry	Services
Bangladesh	M	1996	53.9	19.2	26.8
	F		41.7	27.8	30.5
India	M	1994	58.3	16.5	25.2
	F		78	10.9	11.1
Pakistan	M	1997	40.7	20.2	39
	F		66.4	10.6	23.2
Sri Lanka	M	1995	35.4	28.2	36.4
	F		41.5	30.8	27.7

Source: Human Development in South Asia 2000



The blue car was made in India by Maruti, which has recently been privatized. CIDA Photo: Roger Lemoine

There are two driving forces behind the surge in India's economy: the IT sector, which is expanding at a rate of 50% annually, and government commitment to economic reforms. These include selling off such publicly-owned institutions as banks, the oil industry, telecoms, hotels, the car manufacturer Maruti, and most recently, Air India. Reforms have also been made to the financial sector, including modernizing commercial laws and opening the insurance sector to investment. While some would like the pace of reforms to be faster, the steady accumulation of incremental measures will make a difference. Governments will have to be vigilant, however, to ensure that this new-found wealth does not worsen the gap between the rich and the poor.



Scotiabank has been operating in India since 1982, and now has full service branches open in five cities, with plans to open a sixth. ScotiaMocatta is the bullion trading division, and Scotiainance is a new retail/consumer lending initiative for leasing and hire purchase transactions. Photo courtesy of Denis Vaz

Trade opportunities for Canada abound. Two-way trade between Canada and India grew about 20% last year (2000), totalling \$1.7 billion, and between Canada and Bangladesh it amounted to nearly \$306 million. Canadian companies such as Sun Life Financial Services of Canada Inc. have entered the insurance market. The Toronto Dominion Bank and the Bank of Nova Scotia are established in India. Canadian businesses have numerous opportunities in manufacturing joint ventures, licensing agreements, and marketing arrangements with South Asian partners. Already Canadian businesses are making the best of the many opportunities to meet the needs of South Asia with Canadian expertise and products.¹⁰

1998 GNP per capita (\$US)

- Sri Lanka: \$810
- Pakistan: \$470
- India: \$440
- Bangladesh: \$350



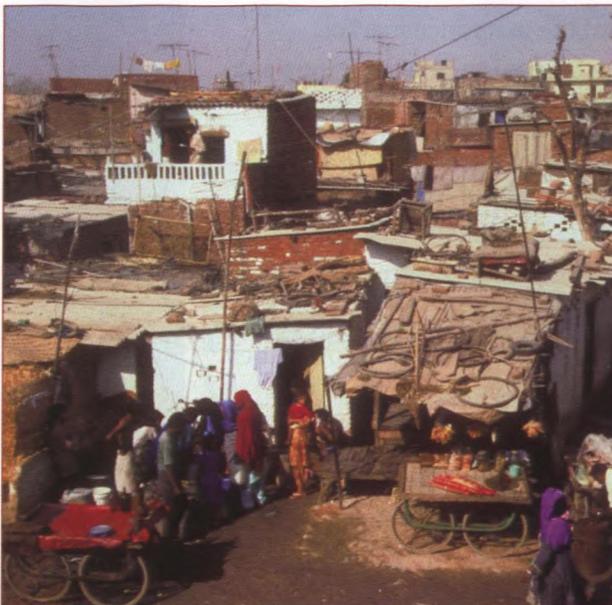
Joint Ventures

How many investors was that again? An estimated 25 million. And these investors – or their money, rather – are the target of TD Waterhouse, a leading on-line financial services firm and the world's second largest discount broker, and their partner, India's Tata Finance Ltd. The joint venture will conduct on-line trading within Tata's network of 75 branches throughout India. TD Waterhouse joins other Canadian firms active in the financial services sector, including the Bank of Nova Scotia, Sun Life, Canada Life and Dundee Bancorp Inc.

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Bangladesh CIDA Photo: Dilip Mehta



India CIDA Photo: Stephanie Colvey

Home Sweet Home

India has a huge shortfall of adequate housing, particularly for the 50 million in slums and for the rural poor. Further, the growing middle class is demanding high-quality housing. A target of two million housing units per year has been set, primarily for low-cost mass housing. Investment needed for housing is \$20 billion. A construction sector mission led by the Canada-India Business Council, which included the Canada Mortgage and Housing Corporation, went to India in February 2001 to help Canadian building and construction companies establish themselves in the Indian market. In fact, Minaean Ventures, a leading Canadian building company, has received orders from state governments in India to build dwellings that are earthquake resistant and less vulnerable to such natural disasters as typhoons, as well as low-cost housing units in Gujarat and Andhra Pradesh. The company will be able to produce pre-drilled and pre-engineered components for swift assembly and installation at the construction site.



This Tata bus on a link road in Nepal is indicative of the Tata Group's diversity in the region. Photo courtesy of W. Khan

Did you know

that Tata Tea took over Tetley, UK, in the largest acquisition by any Indian company to date? The Tata Group already has 80 diversified companies in seven sectors, with revenues equivalent to 1.9% of India's GDP.



Bangladesh CIDA Photo: Roger Lemoyne

Trade Liberalization Works

In Bangladesh, outside Dhaka, on an industrial campus of 200 acres, there is a textile factory. In this factory works a woman who no longer harvests cotton by hand in the fields. Instead, she goes to work every morning in a factory that has 50 machines with 1,000 bobbins each, the output of which is monitored by computer. In fact, computerization gives this factory its competitive edge.

For example, a foreign buyer requests navy blue t-shirts – on-line. The computer processes the data and sends instructions to the dye machine. The blue shirts are then retrieved and packaged for shipment.



Trade Opportunities for Canada in South Asia

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1. Telecommunications and information technologies, advanced technology products.
2. Agriculture and food products, including food processing equipment and technology, and breeding-stock.
3. Electrical generation, transmission and distribution.
4. Environmental products and services, such as waste water treatment.
5. Housing and building materials and services.
6. Mining, metals and minerals: equipment, services and technology.
7. Oil and gas.
8. Transportation systems, equipment and services.
9. Infrastructure development: health, education, transportation and communication.

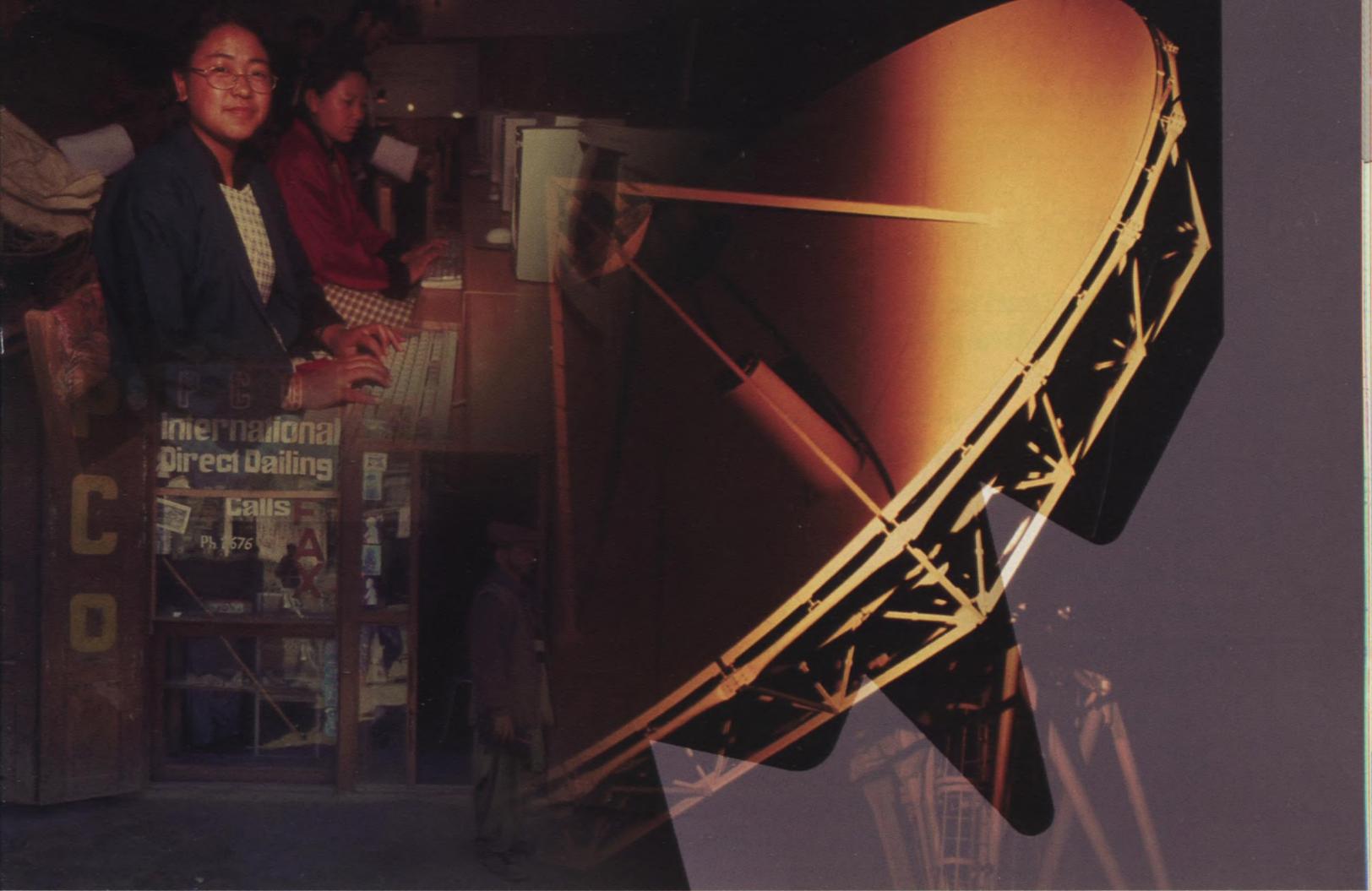
Canada exports aircraft parts to South Asia. CIDA Photo: Pat Morrow

India's Space Programme

April 2001 saw the successful test launch of India's biggest satellite rocket. Previously, India's geostationary satellites of the INSAT series were launched by Europe's Arianespace. With the success of the geosynchronous satellite launch vehicle (GSLV-D1), India joins the United States, the European Space Agency, Japan, Russia and China as a country having the capability to place its own communications satellites into space.

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Teaming Up With Technology

Technology is enabling South Asia to leapfrog ahead. What the railroad was for Canada in the 19th century, the information highway is for South Asia in the 21st. Satellite television, computers, and the Internet are putting South Asia in touch with the world. Right now there are four million PCs in India, and three million Internet users; these figures are projected to rise in the next seven years to 20 million and 100 million respectively. Infosys technologies (an Indian high tech company that lists its shares on NASDAQ), recently announced a 125% increase in profits, and WIPRO (another high tech firm, listed on the New York Stock Exchange), announced a net profit of \$40 million. The bulk of the business is in providing software development for export to 91 countries, but it also includes such offshoots as telephone call centres.

Did you know

that Canada has a fast-track immigration process to lure software professionals from India to Canada?

Nortel Networks Canada

Where is Nortel's fourth largest laboratory? India. Nortel began examining India as a place to develop software in 1989, and after government regulations were eased in 1991, projects got underway, first with Tata Consultancy Services, and then with WIPRO and Sasken. Their most recent partnership is with

Infosys. There are now about 1,500 people on contract with Nortel, in India. They are

36 connected to Nortel Networks by direct lines via satellite links, to all their partners, which also enables them to have video conferencing. It's still not quite the same as being on the spot, and to help software developers learn the system, they do stints in Ottawa. Even with the extra costs of such things as training and the installation of a large bandwidth for data communications, the cost of operations in India is about 60-70% of Canadian costs.

Marc Granic, Managing Director of International R&D at Nortel Networks in Ottawa, says, "Companies like Nortel have helped India elevate its overall level of technological and business maturity and have generated significant advantages for the country." The benefit is not only India's: "There is a lot of give and take learning on both sides." Nortel has announced it will build a wireless centre of excellence in Bangalore, with Infosys technologies, to research, develop, and test for wireless Internet capabilities. Planning for the next generation, Nortel Networks has committed US\$1 million to provide computers and Internet access to 100 schools, 60 of which are in India.

"Companies like Nortel have helped India elevate its overall level of technological and business maturity and have generated significant advantages for the country."



Tata Consultancy Services-Nortel Networks laboratory in Mumbai. Photo courtesy of Nortel Networks, Ottawa

Canadian companies are exporting their technology into the emerging markets of South Asia, and skilled workers from South Asia are contributing to the high tech economic boom in Canada. India's Infosys, WIPRO, and Tata Consultancy Services, have all set up software development centres in Canada. Working together, the high tech industries in Canada and India are generating thousands of jobs. The possibilities for both countries are exciting. Exchanges of personnel, training, and technology are paving the way for this new partnership.



Front: A.L. Rao, President, Telecom Division of WIPRO and (front right) K.M.S. Murthy, Chair and CEO of SIGPRO Wireless, sign an agreement. Rear: David Govier, Controller, and Gary Hutchinson (right), Program Director, of SIGPRO Wireless Inc., Ottawa.
Photo courtesy of SIGPRO Wireless Inc.

"Combining Canadian infrastructure and financial resources with Indian technical talents and resources is a formidable combination. Canadian businesses should exploit this."

Sundara Murthy, SIGPRO's founder, president and CEO

Rajkumar Nagarajan, Ketan Bhalla, Madhu Krishnaswamy, co-founders of Solinet Systems, a ten-month old optical networking start-up that employs 150.
Photo courtesy of Solinet Systems

The New Entrepreneurs: South Asians in Canada

South Asians are making a name for themselves in Canada's thriving high tech sector. A dozen Ottawa high-tech firms launched by South Asians in the past three years – including Interactive Circuits & Systems and Solinet Systems – employ about 1,000 people in Canada. These entrepreneurs are also taking advantage of the interchange between personnel and businesses in India and North America: Eftia OSS Solutions has opened offices in India. SIGPRO Wireless will work together with WIPRO Technologies of India to design a silicon superchip to drive wireless personal communication devices."



Fun Facts:

According to the Associated Press, the number of cell phone users in Bangladesh doubled between 1999-2000 to 283,000 users.



Hello Hello

Some large companies in North America and Europe are using call centres based in India to handle customer and client calls about bills and services. Even with the cost of training employees to modify their accents, refer to the caller's time zone, and to be au courant with American baseball or British soccer, the savings are considerable: the cost is less than half of the equivalent service in the country of their headquarters. A new call centre in Delhi named Spectramind hires 150 new personnel a month, and currently has 2,000 employees. If the industry continues to double in size every few months, India's call centre turnover will be \$3.7 billion by 2008.¹²

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Communications Access

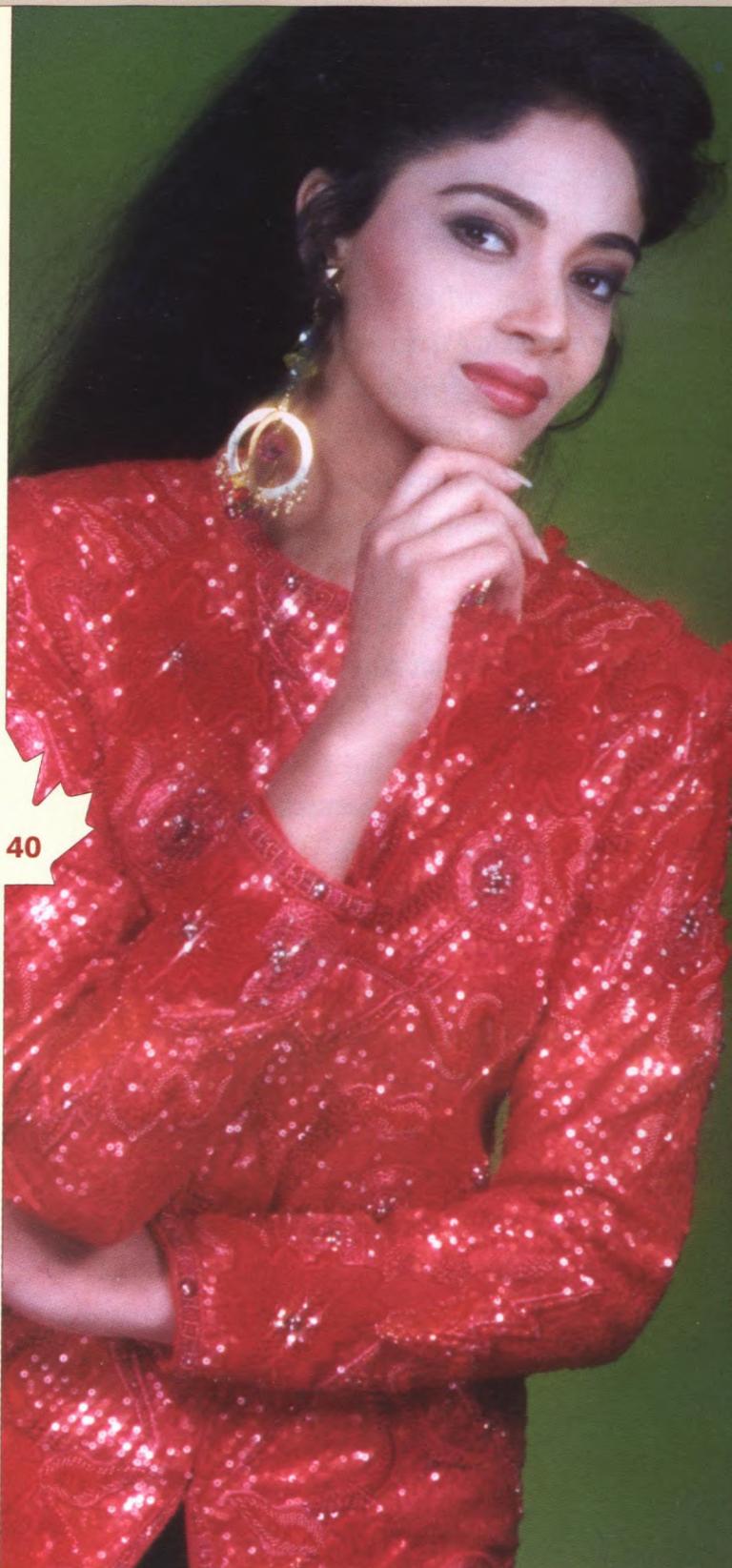
	Telephones 	Cellular Phones 	Radios 	Televisions 	Internet Service Providers 
India	26,000,000	2,000,000	116,000,000	75,000,000	54
Nepal	236,000	n/a	840,000	130,000	n/a
Pakistan	2,861,000	158,000	13,500,000	3,100,000	26
Sri Lanka	494,000	228,000	3,850,000	1,530,000	10

Source: World Factbook 2000 and E.I.U. Ebusiness Forum

High Tech Meets Culture in Mumbai

Canadian computer animation made its name in such films as *Jurassic Park*. Now Canadian skills in film animation are going to Mumbai, the home of Bollywood, India's huge film industry. In a joint venture, Modi Enterprises in India and the Vancouver Film School are founding the Modi VFS Institute. The school will teach animation to between 500 and 700 full-time students, using the latest equipment and software. Courses will include classical animation, 3D animation, and New Media. The Modi Entertainment Group, which has had the licence to market Walt Disney products in India since 1991, will manage and market the school, while VFS will focus on content, curriculum, and training of instructors. If all goes well, other campuses will be opened. Graeme Gish, Director of Programming for New Media and Animation at VFS, points out that the arrangement will encourage cross-cultural learning: "There will be opportunities for collaboration between Indian and Canadian students. They're coming out of different cultural contexts. It will be fascinating to see what this looks like visually, in their work."





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Miss India-Canada in 1993, Ruby Bhatia has made a successful TV career for herself in Mumbai. The daughter of immigrant parents who came to Toronto 29 years ago, she is now the co-host of **Good Morning India**, which airs on the Star TV network. Photo courtesy of Ruby Bhatia



Ottawa-based Kathak dancer and choreographer Anjali Patil has over the past 20 years frequently gone to India to study with her dance gurus. Patil helped raise money for earthquake relief for towns in Gujarat by putting on a benefit performance at the Centrepointe Theatre in Ottawa. She is a recognized international soloist, and two of her recent choreographies were presented at the Canada Dance Festival 2000. Photo courtesy of Anjali Patil



Culture

Wearing a sari one day and jeans the next, watching a Hindi talk show today and an English documentary tomorrow, eating curried vegetables and rice for lunch followed by Kentucky Fried Chicken for supper, taking a family of five on a motorcycle to the temple, then shopping in a huge outdoor market for goods from all over the world – this is life for an average family in South Asia. Nowhere is change more evident in South Asia than in its culture. Today's youth in South Asia are adapting global culture to their own way of life. This is reflected not only in their choice of clothing, music and television shows, but even in the language they speak, mixing Hindi words and syntax into English, or importing English words into Hindi. Hinglish is heard on the streets and read in newspapers.

What's on TV?

Everything, thanks to satellites. AsiaSat-1, launched in 1990, was the first broadcasting satellite for Asia Pacific. Soon after, Star TV, based in Hong Kong, was making its way into middle-class homes in South Asia. Zee Telefilms, or Zee TV, India's biggest private broadcaster, airing programming in Hindi, offers strong competition to Star TV. In addition, regional broadcasters are appealing to smaller audiences, such as the Tamil language entertainment channel of Sun TV. They have been so successful that neighbouring countries, which have been importing programmes and movies from India, are starting to comment on its cultural dominance.¹³

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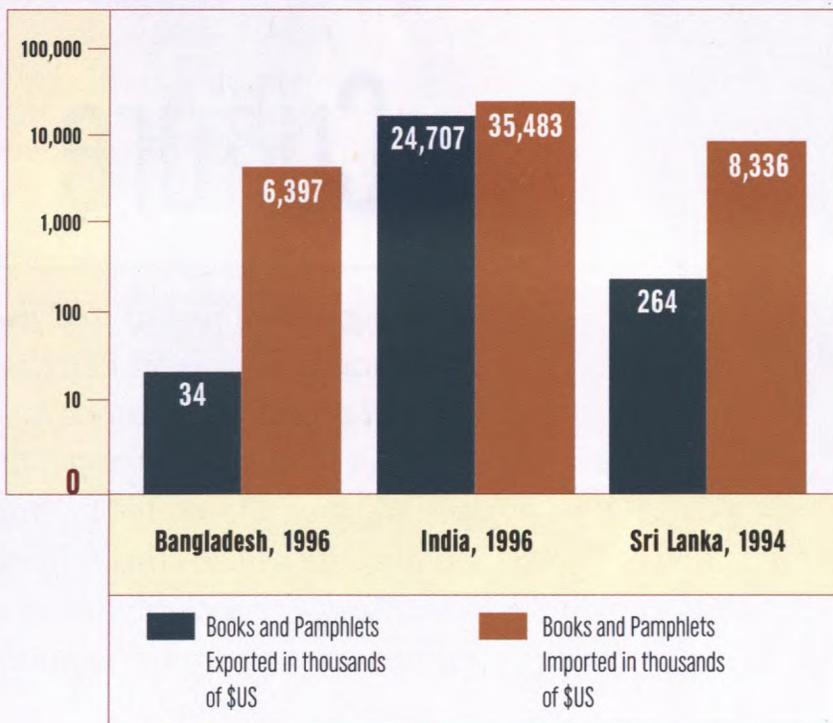
TV shop in India CIDA Photo: Nancy Durrell McKenna.

Facts on Reading and Watching

	Bangladesh	India	Pakistan	Sri Lanka
Cinemas or film screens	946	13,000	600	259
Feature films	130	683	49	-
Newspapers dailies & weeklies	179	41,000	876	52
Book production, number of titles	1,258	11,903	-	4,115

Source: *The Statesman's Yearbook 2001*

Books and Pamphlets Imported and Exported



Source: *UNESCO Statistical Yearbook*

Salman Rushdie's *Midnight's Children*, which won the Booker Prize in 1981, was the first novel to identify Indian English as distinct from that of Britain. Since its debut, South Asian writing in English has taken off. Novelist Amitov Ghosh writes for *The New Yorker*, Arundhati Roy's *God of Small Things*, which won the Booker Prize in 1997, had 22 editions worldwide only four months after its publication, Vikram

Seth's *A Suitable Boy* brought him a \$1 million advance from his publishers. Yet English, or even Hinglish, is not replacing local languages. In Kerala, books written in Malayalam sell more than English language books by ten to one.¹⁴ Then there is award-winning Ruth Praver Jhabvala, who writes not only fiction but also film scripts for Merchant and Ivory, and whose *Heat and Dust* also won the Booker Prize for best novel.



Newspaper vendor in India CIDA Photo: David Barbour

Did you know

that the words and the music of the national anthem for India, and for Bangladesh, were written by Rabindranath Tagore (1861-1941), poet, fiction writer, essayist, songwriter and painter? His fiction, translated from the original Bengali, has been made available by Penguin Books.

Hundreds of Hindi films are produced in Mumbai which competes with Hong Kong for the title of world's largest film industry. Packed with fights, chase scenes, dancing and singing, they are enormously popular, and a good indication that even with global cultural influences washing over India, Hindi culture is thriving. The movie soundtracks blare from overloaded trucks, competing with the tootling of car horns, the calls of street vendors, and the general hubbub rising from the busy streets. And driving down this street in her Maruti is a young woman on her way to the India Institute of Technology, wearing Bata lace-ups and listening to Bryan Adams on her cassette player.

Ads for a movie, Pakistan
CIDA Photo:
Ron Watts



"I enjoy working in two countries. It's tough making films anywhere, but it's the way you look at it that makes it enjoyable. Being a filmmaker, I have the advantage of having access to both countries, which I would not have if, say, I was in a 9 to 5 job in Toronto, or New Delhi for that matter. On the one hand, I feel rooted in India, and on the other, I really like Canada. If India gives me passion, Canada gives me the freedom to express it. Belonging to two places gives me a way of looking at things that is not partisan. I like that."

Deepa Mehta

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Fun Facts:

In 1996 India's Bollywood produced 683 feature films (certified), but in the same year Hollywood released 471.

Deepa Mehta

Born in Amritsar, emigrated to Canada in 1973, Deepa Mehta's directing career began in the 1980s with television shows. Her first feature film was *Sam and Me* (1991), which won Honourable Mention by the critics in the Camera D'Or category at the Cannes Film Festival. Her second film, *Camilla*, was released in 1995. In 1996, *Fire* was shown at the Toronto International Film Festival, where it tied for the Air Canada People's Choice Award, going on to screenings around the world. Her second film of the trilogy, *Earth*, based on Bapsi Sidhwa's novel, *Cracking India*, premiered in 1998 to critical acclaim. Filming of the third, *Water*, which is set in Varanasi, has been postponed. What's next? Mehta is now working on a film based on Carol Shields' novel, *The Republic of Love*.



Deepa Mehta Photo courtesy of Deepa Mehta

Across Cultures

The film, *Such a Long Journey*, opened in Mumbai and Delhi in February 2001. Directed by Sturla Gunnarsson, based on Rohinton Mistry's 1991 novel, the film was shot on location in Mumbai, where Mistry was born. Produced by Canadians, the movie stars an all-Indian cast, and won three Genie awards. The film and its making is exemplary of the cooperation between the cultures of Canada and those of South Asia. In 1996, 100 million people per week went to a movie in India; even if only a fraction of this figure see *Such a Long Journey*, more people in India will have seen the film than in Canada.

Rohinton Mistry's novel won the Governor General's Award in 1991. Perhaps the best known Canadian writer with roots in South Asia is Michael Ondaatje (Officer of the Order of Canada 1988), who won the Governor General's Award for literature several times, won the Booker Prize in 1992 for *The English Patient*, and whose most recent novel is *Anil's Ghost*, set in Sri Lanka. Other Canadian writers born in South Asia include Shyam Selvadurai (*Funny Boy*) and Anita Rau Badami.



Rohinton Mistry
McClelland and Stewart



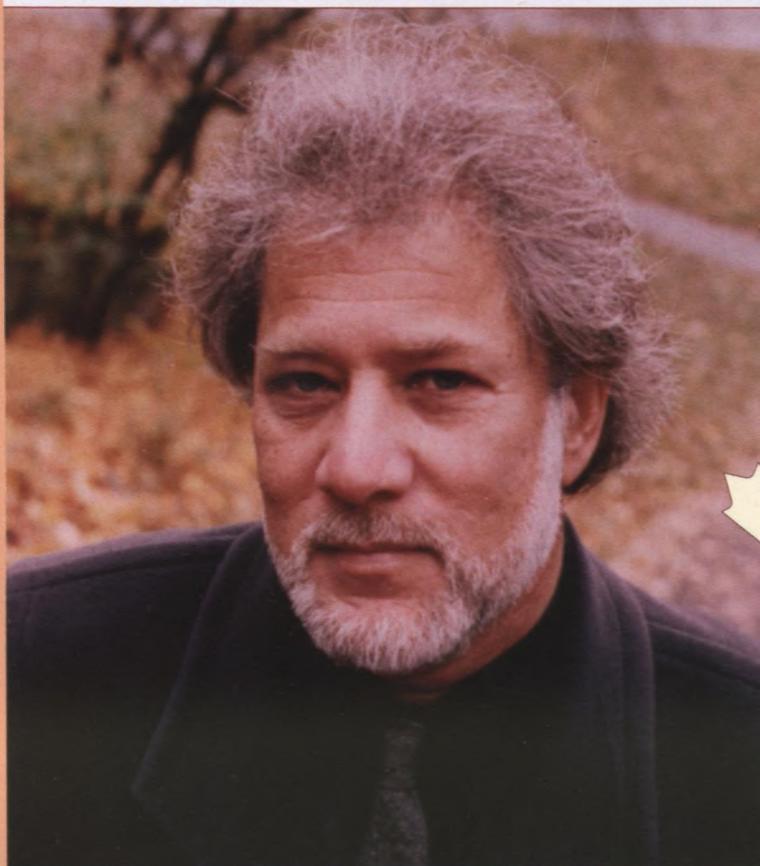
Shyam Selvadurai
McClelland and Stewart



Anita Rau Badami Photo courtesy of
Random House Canadian Imprints

Did you know

that in 1995 Canada had fewer cinemas than Pakistan did in 1999? (590 to Pakistan's 600).



Michael Ondaatje Photo courtesy of McClelland and Stewart

Shastri Indo-Canadian Institute

Sayantana Dasgupta, a participant in the summer 2000 pilot programme for students from India in Canada, writes in *Shastri News*, "The lectures, tours and the experience of spending a month in Canada have not only helped us appreciate cultural and development issues and problems relevant to Canada, but have also given us a better understanding of the Canadian way of life. ...All of us agree that our Summer Programme in Canada was a huge success...." So, too, has been the Shastri Indo-Canadian Institute's goal of promoting understanding between India and Canada by facilitating academic activities. Founded in 1968 with a grant from the Indian government, the Shastri Indo-Canadian Institute is named after Lal Bahadur Shastri, the Prime Minister of India from 1964-66. In its early stages,

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the Institute promoted teaching and research on India. In the 1980s, Canadian and development studies in India were added.

Current Institute activities are: 1) the India Studies Programme, funded by the Government of India, of benefit to Canadian scholars; 2) the Canadian Studies Programme, funded by the Government of Canada, to benefit Indian scholars; 3) the CIDA-SICI project that focuses on development studies, including a summer programme to familiarize Canadian students with India's development challenges, and 4) the Canadian government's International Youth Internship Programme, which offers young Canadians a first-time international development work experience.



Kirsten Baillie (far left) on a CIDA Youth Internship in Kanpur, India, with Indian team members of the Shastri project Managing Environmental Risks, August 2000. Photo courtesy of Shastri Institute



Establishing future relations: Canada World Youth exchange participants at the Canadian High Commission in Colombo, conferring on a quiz question during presentations about their work, at the end of their stay in Sri Lanka. Canadian High Commission Colombo: Lise Nadeau



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Hockey! Isn't it hot there?

Standing water might not freeze in winter on the plains of India, but it does in the mountainous regions. The setting is Leh in Ladakh, at a frozen irrigation water reservoir. On the ice is a volunteer team from the Canadian High Commission in New Delhi, playing an exhibition game at the National Ice Hockey Championships, against a composite team from the area. Despite the ravages of age and altitude (11,500 feet), the Canadians won four of the six short games. How did all of this come about? It all began with hockey sticks. When a member of the High Commission learned that the hockey sticks of the India Ice Hockey Team were not the best, funds were found to buy 20 aluminum hockey sticks and replacement blades. Then the National Hockey League donated another 50. Goal! The 70 sticks were presented to the President of the Indian Olympic Association and the President of the Indian Winter Games Federation at a ceremony at the Canadian High Commission in January 2001, just before the Championships. A love of sport, a chance conversation, some hockey sticks, all netted a new arena of people-to-people contact.

Canada's Voice to the World

Linking Canada to India, Radio Canada International recently began broadcasting a daily customized edition of the programme "Canada Today," to India on shortwave. During the week, an hour-long programme features both Canadian and international news, analysis and interviews, a Canadian press review, and sports and business. Weekend programmes include a summary of the news and "Canada Review," alternating business and technology with culture and society.

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Bryan Adams performed in Delhi, Kolkata and Mumbai (April-May 2001) on a tour that he says "is part of the never-ending quest for a great curry." 45,000 came to hear such songs as *18 Till I Die* in Bangalore.

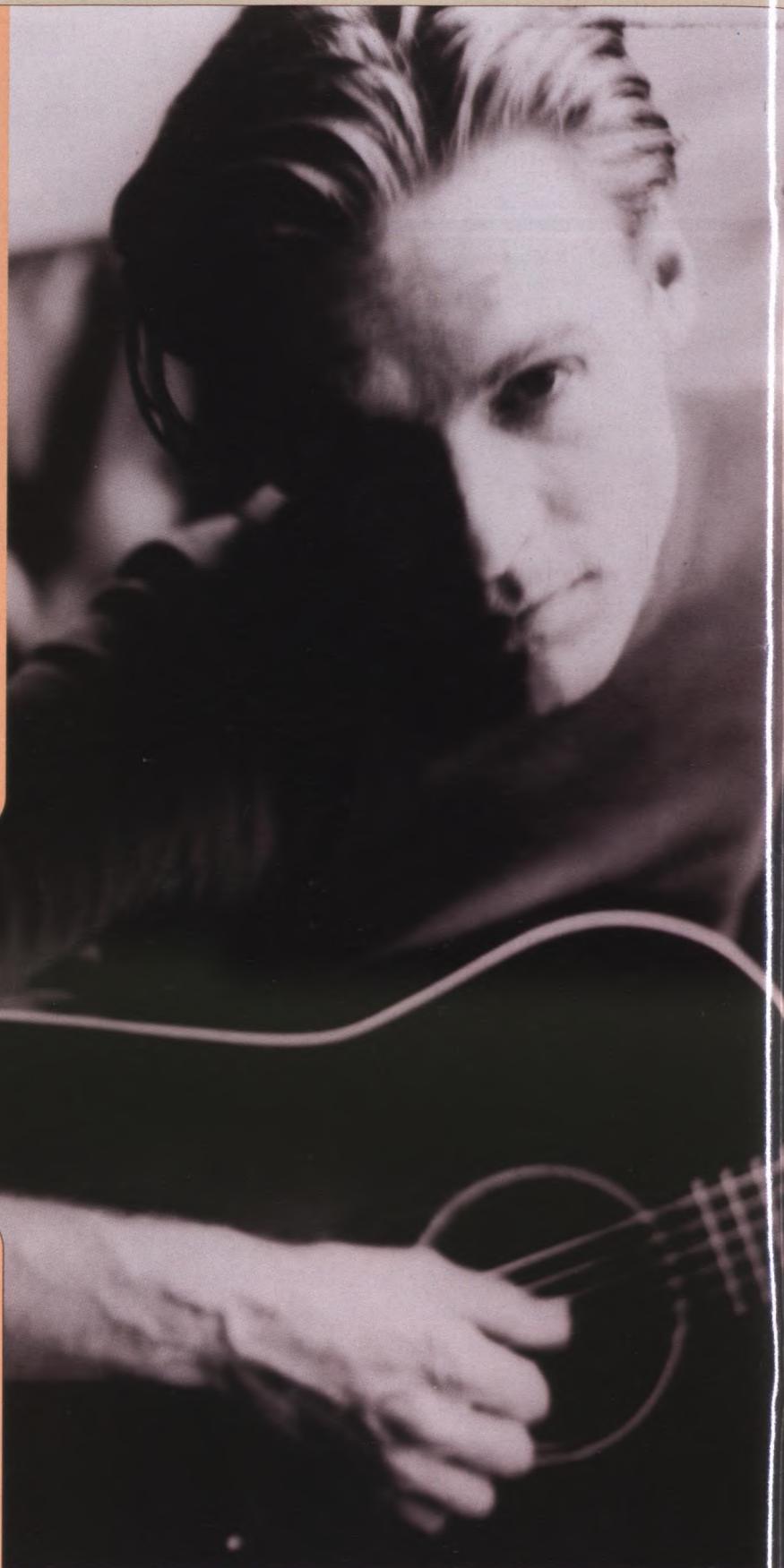


Photo courtesy of Bryan Adams



Relations With The World

With a growing share of world population and income, the countries of South Asia now command a real presence on the world stage. The South Asian Association for Regional Cooperation (SAARC) was formed in 1985 to promote regional co-operation. Bangladesh, India, Pakistan and Sri Lanka, members of the Commonwealth and the United Nations, have long been participants in UN peacekeeping activities. Indeed, cooperation in peacekeeping and peace building is an important area of common interest for Canada and South Asia.

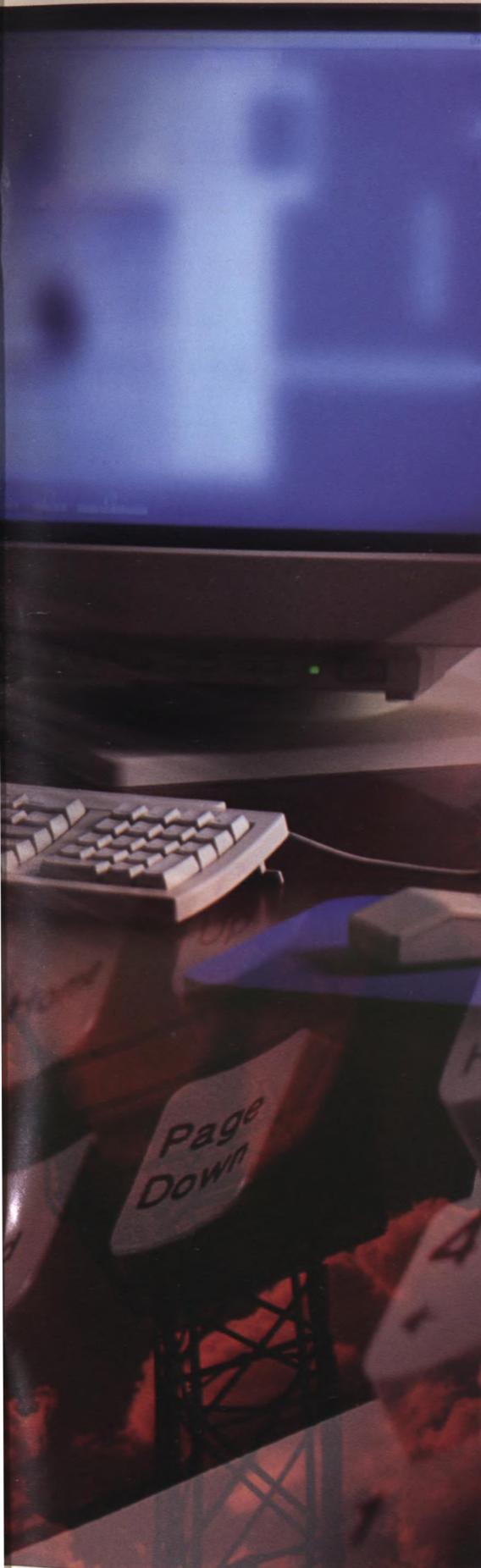
Far From Home?

Former residents of South Asia, and people with an interest in South Asia, have access to the latest news from various sources. Radio and television carry programming aimed at South Asian expatriates, in Hindi, Punjabi, Bengali, Urdu, and Tamil. About 75 magazines and newspapers are available across Canada, 22 of which have a circulation of 10,000 or greater. Some, such as the weekly *India Abroad*, have readers in both Canada and the United States. Bollywood movie videos are available in video stores in most major cities, and Vision Technology India will be one of the first (in India) video-on-demand sites to offer, via the broadband market, streamed Indian movies and serials in real and Windows format. There is a plethora of Web sites, too, including "India's Best Business Portal" at www.indiamart.com, which has been rated by *PC World* as the best Indian business-to-business site. There is also the scandal-breaking news page, www.tehelka.com, as well as on-line versions of magazines such as *Himal* and *The Hindu*.

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*There is a plethora of
Web sites, too,
including "India's Best
Business Portal" at
www.indiamart.com*



As a member of the Group of Twenty (G-20), India is playing a greater role in international economic discussions. As the Honourable Paul Martin, P.C., M.P. and first chair of the G-20 said in a January speech to the Royal Institute of International Affairs (England), the G-20 "brings together a cross-section of national economies at different stages of economic maturity, thereby providing the diversity needed to address the wide range of human needs." The G-20 is intended to complement existing international organizations such as the IMF and World Bank, while remaining an informal forum for an exchange of views. The G-20's mandate is to promote discussion, study and review policy issues among industrialized countries and emerging markets and to promote international financial stability. For Mr. Martin, the mandate is larger, principally in terms of responding to globalization: "The role the G-20 must play is at the intersection between international and national institutions. There, it ensures accountability, so that countries can benefit from economic integration without compromising their ability to respond to their citizens. There, the G-20 must play a role in ensuring that economic and social policies are in sync – building on each other rather than working at cross-purposes."

...to promote discussion, study and review policy issues among industrialized countries...

Did you know

that just under one million Canadians are of South Asian origin?¹⁵

"South Asians are actively engaged in making Canadian nation-building a substantial, concrete and enriching experience. Many of them have excelled in professions, politics, business and the public service. They contribute handsomely to charities, culture, and research and development in Canada. They are happy to be Canadians and proud to be loyal citizens of their adopted homeland."

Hon. Herb Dhaliwal, P.C., M.P.

*"With more than 500 works of art and craft exhibited in a series of interactive environments, **India – The Living Arts** enabled visitors to expand their knowledge of the culture of the cities, villages, courtyards and homes of India."*

Dr. Victor Rabinovitch, Canadian Museum of Civilization Corporation President and CEO



The Hon. Herb Dhaliwal, P.C., M.P., was first elected to the House of Commons in 1993, and is the first Punjabi to hold a ministerial position outside India. Photo courtesy of Herb Dhaliwal, P.C., M.P.

India – The Living Arts exhibition ran at the Museum of Civilization for six months and drew 301,000 visitors. 100,000 took part in special programming arising from the exhibition. At the close of the exhibit, a silent auction raised \$20,000 for the Canadian Red Cross Relief Fund for victims of the January 2001 earthquake.

Transom decoration depicting Lakshmi, Hindu goddess of prosperity. Collection of Thérèse Dion: G. Carter



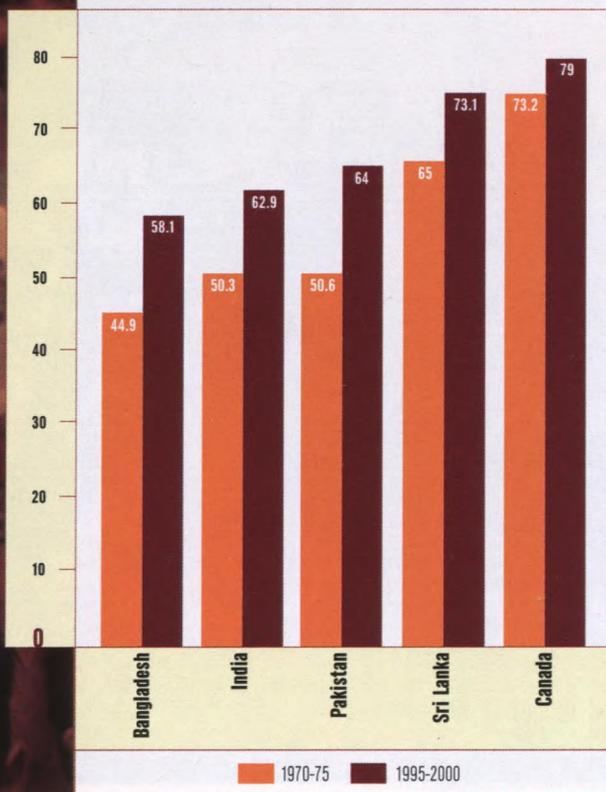


Canada And South Asia: People to People

Exchanges between Canada and South Asia are already taking place not only at the level of business and government, but throughout our societies. Artists, students, workers, immigrants are all benefiting from exchanges of culture, knowledge, skills and traditions. Canadians of South Asian origin are important to furthering our understanding of, and developing relations with, the countries of South Asia. New generations in South Asia and Canada, plugged into high tech and the information age, are leading the way.

Tomorrow's Generation

Life Expectancy at Birth (years)



Source: UNDP Human Development Report 2000

Picture this: the entire population of Canada, about 30 million, could fit into India's three largest cities - Mumbai (formerly Bombay), Kolkata (formerly Calcutta), and Delhi.

Canada has 3.0 residents per square kilometre, while India has 324 and South Asia has 273. The population of India alone has reached the one billion mark, which is 16% of the world's population.

Did you know

that South Asia's population growth is slowing down? The 2001 Census by the Government of India shows that the population growth rate, measured every ten years, fell by 2.5% - the sharpest decline since independence.

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