



India and New Zealand: Our story, our future

February 2020

Authors

Graeme Waters for the
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This report includes a very brief history of India-New Zealand relations, on which the guru has long been Professor Sekhar Bandyopadhyay at Victoria University of Wellington. The publication which Sekhar collated in 2010, *India in New Zealand: Local Identities, Global Relations*, is a must-read on the subject. For anything to do with Commonwealth history, the name of William David McIntyre recurs. Ditto for Gary Hawke on trade. For a detailed account of Indian involvement at Gallipoli, Peter Stanley's *Die in Battle, Do Not Despair: The Indians on Gallipoli, 1915* is well worth the read.

Thanks of course to all at the Asia New Zealand Foundation for providing a friendly base camp and good advice throughout. Finally, special thanks to my wife, Audrey Shyama Waters, who once again lost the use of our study but remains a long-term stakeholder in this story.



About the author

A graduate of Canterbury University, Graeme Waters is a former New Zealand diplomat who has twice served on postings in India - once as Deputy High Commissioner to Sir Edmund Hillary in the late 1980s and as High Commissioner from 2004 to 2007. Earlier he also served as Ambassador to the Philippines and on postings in Papua New Guinea, the Cook Islands and Korea.

More recently, Graeme acted briefly as a trade consultant for Fonterra during the 2013 botulism scare and has been international adviser to Auckland Zoo. He has also assisted Stuff Travel and Wendy Wu Tours in India.

Graeme first visited India in 1980 when he was responsible for aspects of New Zealand's development assistance programme in South Asia. His wife Audrey is of Indian descent and they were engaged to be married in Fiji, Audrey's country of birth. Their daughter Melissa met her husband Matthieu while staying in India, and their son Andrew proposed to his wife Loren on a houseboat in Kerala.

India is now thus firmly in the family blood. In 2017 he and Audrey were able to retrace Audrey's ancestral family footsteps from Kerala to Fiji.

Introduction:

We go a long way back...





...Over 250 years in fact, when Indian sailors were among the crew of French East India Company ships in New Zealand waters. The first Indians to settle in New Zealand did so as early as 1809, though to borrow some cricketing parlance, this was an innings that built slowly. Tight restrictions on immigration until the 1970s saw to that.

Nonetheless, this is a relationship with context – our paths have crossed in ways that are only now being fully researched and appreciated. Fiji, with its history of indentured labour from 1879 to 1920, is one such strand. So too is Gallipoli, where the Indian Mountain Artillery landed soon after dawn at Anzac Cove on 25 April 1915 and where the Gurkhas made their own heroic assault near Chunuk Bair that August. In World War II, Indian and New Zealand forces fought together at El Alamein and Cassino. After the war, New Zealand's most famous warship, HMNZS Achilles, became a cruiser in the Indian Navy, sailing as INS Delhi. A generation of leaders in each navy recalled her with affection.

In the diplomacy that followed World War II and Indian independence, our two Prime Ministers, Jawaharlal Nehru and Peter Fraser, tussled over the future role of the Commonwealth, developing a mutual respect in the process. And the two countries became partners in the Colombo Plan, with New Zealand contributing to the development of India's dairy sector and the building of India's premier medical institute, now known as the All India Institute of Medical Sciences.

New Zealand adventurer Sir Edmund Hillary became a household name in India after he and Tenzing Norgay conquered Mt Everest in 1953. He later served as New Zealand High Commissioner to India.



Ajeet Bajaj

Inspired by Hillary

Ajeet Bajaj has had adventure travel in his blood since he was a teenager. He first went white water rafting on the Ganges in 1984, and the company he founded in 1990, Snow Leopard Adventures, has ridden the wave of India's growing love of outdoor challenges. Today Snow Leopard employs more than 150 staff, providing tours and adventure packages for schools, corporate and tourist groups.

Ajeet's head office is near Delhi, but you will most likely find him outdoors. Among his personal achievements, he is the first Indian explorer to have skied to both the North and the South Pole. In 2018, he and his daughter Denali scaled the north face of Everest. Ajeet recalls the impact Sir Edmund Hillary has had on his own life, and how he first met him when he was president of St Stephens College hiking club at Delhi University. He also recalls white water rafting with Sir Ed and being struck by his friendly, encouraging demeanour. Sir Ed agreed to be patron of Ajeet's expedition to the South Pole in 2006-7. Ajeet regards Sir Ed as a huge inspiration for the worldwide adventure fraternity, not only for his mountaineering achievements but also for the humanitarian work he did with the Sherpa people of Nepal.



We go back a long way on the sporting fields too. The New Zealand cricket team first toured India in 1955 and cricket remains a shared passion to this day. But as with so much else in the relationship, the context has changed. Whereas cricket in the 1950s was a white cotton, five-day amateur affair, today it is a more colourful, media-driven spectacle almost synonymous with modern India and its diaspora. The one-day and T-20 formats underline India's commercial importance to the modern game.

Sporting contacts were once an issue in the context of apartheid and proved a divisive factor within the Commonwealth in the 1970s and 1980s. Differences between Prime Minister Robert Muldoon and Prime Minister Indira Gandhi over sporting contacts seemed to provide the context for New Zealand's brief closure of its High Commission in Delhi from 1982 to 1984 (for more detail, see *India and New Zealand: The ties that bind us* on the Asia New Zealand Foundation website).

The context for our defence relations has evolved too. We were once linked on the battlefield because of the British Empire, and an Indian medical unit and New Zealand military contingent served on the Korean Peninsula in the 1950s as part of a United Nations commitment. These days, we cooperate in the context of regional initiatives and multilateral peacekeeping deployments. Our defence personnel train at each other's institutions. Nuclear issues have sometimes complicated the relationship (with India now a nuclear-armed state and New Zealand robustly nuclear-free), but never to the extent of undermining the fundamentals of our friendship.



Mark Inglis

Inspiring India

Double amputee Mark Inglis lost his legs after spending 13 days trapped in an ice cave during fierce weather on New Zealand's Aoraki Mt Cook. For most climbing instructors, it would have been time for a new career - but not for Mark. He resumed his sporting passions, conquered Aoraki Mt Cook again and in 2006 became the first double amputee to climb Mt Everest. Mark still regularly leads treks in Nepal, where his charity Limbs4All is very active. His work also involves inspiring Indian audiences with his account of his life and how he has overcome challenges. Mark has spoken to more than 150 Indian corporates and business schools, sharing his experience and the power of being positive.



In the 21st century, writers from each country grace each other's literary festivals, sharing their thoughts with knowing and appreciative audiences. Academic contacts have proliferated, not least through the New Zealand India Research Institute, which links New Zealand universities with counterparts in India. Ideas have long resonated between us.

Yoga, which can trace its origins in India back 5000 years, is practised with increasing intensity in New Zealand. Legend has it that Mahatma Gandhi took inspiration from accounts of the passive resistance movement led by Te Whiti o Rongomai and Tohu Kākahi at Parihaka in the late 1800s. New Zealanders in turn have taken inspiration from Gandhi's life and example.

Dr Verghese Kurien, the founder of India's dairy cooperative industry, took careful note of New Zealand's dairy cooperative model when he studied at Massey University in the 1950s. More recent ideas have resonated too - when New Zealand's Whanganui River was given the legal status of a person in 2017, to better protect its ecology, India noticed. Could the Ganges and Yamuna Rivers be given similar status and protections?



Brahmacharini Shobana

Yoga at Parliament

Yoga in New Zealand has become increasingly popular over the last decade, particularly among women. Visiting yoga teacher Brahmacharini Shobana led a special session at Parliament's Grand Hall in Wellington in November 2019 as part of a nationwide tour. Amma, the organisation which sponsored her visit to New Zealand, is active not just in yoga but in supporting various community activities in New Zealand.

Growing connections:

How much do we know about each other?





The Asia New Zealand Foundation's annual survey *New Zealanders' Perceptions of Asia and Asian Peoples* tells a compelling story about our connections to India. Modern travel patterns and social media have contributed to growing mutual awareness. Our large Indian diaspora has transformed the cultural landscape of New Zealand and made a strong contribution to our economy and business dealings with India. But there is always more to learn.

In 1951, when most of New Zealand's trade and migrant flows were with the United Kingdom, the number of Indians in New Zealand was just over 2000. Four decades later, after New Zealand introduced a more liberal immigration policy that put the emphasis on skills and qualifications rather than country of origin, the number of people identifying as Indian grew to more than 30,000. By 2001, New Zealand's total Indian-origin population was nearly 62,000 and by 2018 it exceeded 220,000 – approaching five percent of the total population.

With these demographic changes has come a discernible impact on New Zealand's arts, culture, politics, economy and media. One of New Zealand's largest and most loved public festivals is Diwali – of which the Asia New Zealand Foundation is a founding partner. New Zealand is home to established Indian theatre and comedy companies, as well as active business chambers and Members of Parliament of Indian origin across different political parties. In 1995, Dame Sukhi Turner was elected Dunedin's mayor, becoming New Zealand's first Indian mayor. In 2008, Sir Anand Satyanand became New Zealand's first Governor-General of Indian origin.



David Hair

Inspired by India

New Zealand author David Hair travelled to India as an unpublished writer in 2007. Within a few months, his first novel was accepted for publication and, energised by that success, he sought inspiration in his new environment. *The handprints of Rajasthani queens beside the gate of a fortress in Jodhpur, who were sacrificed on the funeral pyre of their dead raja; the religious belief in reincarnation; and the ancient Hindu epic *The Ramayana**, all inspired a series of young adult (YA) novels set in India – *The Return of Ravana* series. The first book, *Pyre of Queens*, won the LIANZA Best YA Novel in 2012, and the series has been published in India, New Zealand and the UK. David's subsequent fantasy series, *The Moontide Quartet*, also draws heavily on Indian culture and has been published worldwide and translated into four non-English languages. He now has 20 internationally published novels.



Auckland and Wellington host specialist Indian community newspapers and radio stations that cover political and economic updates alongside Bollywood gossip and other news – especially immigration. Founded in 1996, Radio Tarana now broadcasts across New Zealand in Hindi, Punjabi and English.

Outside Wellington Railway Station, a statue of Mahatma Gandhi is a reminder of India's place in New Zealand and Gandhi's inspiration to New Zealanders. But what does India know of New Zealand?

Mountaineer Sir Edmund Hillary is a well-known name in India, as is cricketer great Sir Richard Hadlee and contemporary cricket stars like Brendon McCullum, Ish Sodhi and Kane Williamson. As New Zealand was about to face England in the 2019 World Cricket Cup final, having defeated India in their semi-final, *India Today* consulting editor Rajdeep Sardesai waxed poetical in support of "everyone's favourite second team" – New Zealand – and their quiet heroics. "New Zealand is famous for its film locations, a humane prime minister and for rolling chocolates downhill... How can you not cheer for such a land?"

That enthusiasm for the New Zealand way gels nicely with an earlier survey commissioned by New Zealand Trade and Enterprise (NZTE) that suggested India's key association with New Zealand has been around nature, purity and sport – a variation on 'clean and green', with cricket and mountaineering laced into the mix.



Mahatma Gandhi, pictured here in 1931, remains a source of inspiration for many New Zealanders.

It is still a compelling narrative in modern India, because the current generation of IT-savvy Indians is mobile, enjoys outdoor pursuits and can choose where it wants to live, work and visit. The quality of life and air in New Zealand has been a definite plus for the growing numbers of IT workers who have migrated here. Significantly, key names in Indian IT such as HCL Technologies, Ola, Tata and Tech Mahindra now have their own business operations in New Zealand. Indian banking and insurance companies are also represented.



Fisher & Paykel Healthcare

Breathing easy

Since it first established a one-man office in Bengaluru in 2001 Fisher & Paykel Healthcare's Indian operation has grown to 71 sales, marketing and distribution staff, who work closely with Indian medical practitioners that use Fisher & Paykel Healthcare respiratory equipment.



In 2011, New Zealand made India the subject of the first 'NZ Inc' country strategy – an attempt to synchronise understanding and effort across government departments and business. The strategy encouraged stakeholders to commit to advancing various aspects of the relationship, such as improving the bilateral investment framework, attracting skilled migrants and engaging more deeply on regional and global issues. Its trade goal was an increase in mercantile exports to at least NZ\$2 billion by 2015, and a 20 percent annual average growth in the services trade.

Not all the India strategy goals were met – particularly the trade goal – but the level of ambition in New Zealand remains, even if the timeframes have shifted. Officials are still engaged in Free Trade Agreement (FTA) negotiations with India, but it is now more than 12 years since the two countries' trade ministers first agreed to a study on the subject, and more than nine years since the first round of FTA negotiations. A 2016 Air Services Agreement (ASA) has delivered better connectivity but is still short of providing all the connections and flexibility needed to service the India-New Zealand relationship in the decade ahead.

In other areas of trade, the pace has been quicker. India is now New Zealand's largest market for goods and services in South and Southeast Asia, and also its seventh largest market globally. Two-way trade in goods and services is approaching the NZ\$3 billion mark. Wary of the potential for fallout from any China-US trade spat, more and more New Zealand companies are examining the options on offer in India. Businesses in a range of sectors have established new partnerships and have invested accordingly, taking up the Indian government's invitation to 'Make in India'.

Indian companies are also looking to New Zealand. India's largest car maker Maruti Suzuki produces about 1.8m vehicles each year. Just over 2000 of their Suzuki Balenos have been exported from India to New Zealand since 2015. And watch out for a new electric vehicle offering from Indian car maker Mahindra.

But where to from here? Can we better capitalise on the easy familiarity we enjoy? And if our governments do collaborate more, what can be done regionally as well as bilaterally?

New Zealand companies 'Make in India'

Since 2014, the Indian Government has been encouraging foreign firms to 'Make in India'. Here is a selection of New Zealand companies who have literally set up shop in India:

- Rakon, oscillators, Bangalore
- Glidepath (recently sold to French B2A Technology), airport baggage handling systems, Pune
- Compac Industries, CNG and LPG dispensers, Delhi
- Fonterra Future Dairy (with Schreiber Dynamix), dairy products, Pune
- Fresco Systems, food and beverage packaging, Bengaluru
- FPG, food display cabinets, Kundli, Haryana
- Gallagher, electric fencing and security systems, Chennai
- RML Engineering, pharmaceuticals packaging, Pune



New Zealand and India | By the numbers

6.5%

New Zealand's real GDP is 6.5 percent of India's.

1/10

1/10 of the world population are Indians aged under 30.

1/20

New Zealand-India merchandise trade is 1/20 of that with China.

Six

Six airlines, including Air New Zealand, currently operate 30 direct flights to China from New Zealand each week. No airline flies direct to India from New Zealand.

1/10

New Zealand-India tourism projections for 2022 are 1/10 of that for New Zealand-China.

Three

Three inches was all that MS Dhoni's bat was short of the crease against Martin Guptill's throw in the 2019 World Cricket Cup semi-final.

1/10

1/10 is Dr Reuben Abraham's (CEO of IDFC Institute) assessment of how the trade and tourism relationship measures against its potential.



Bank of Baroda, New Zealand

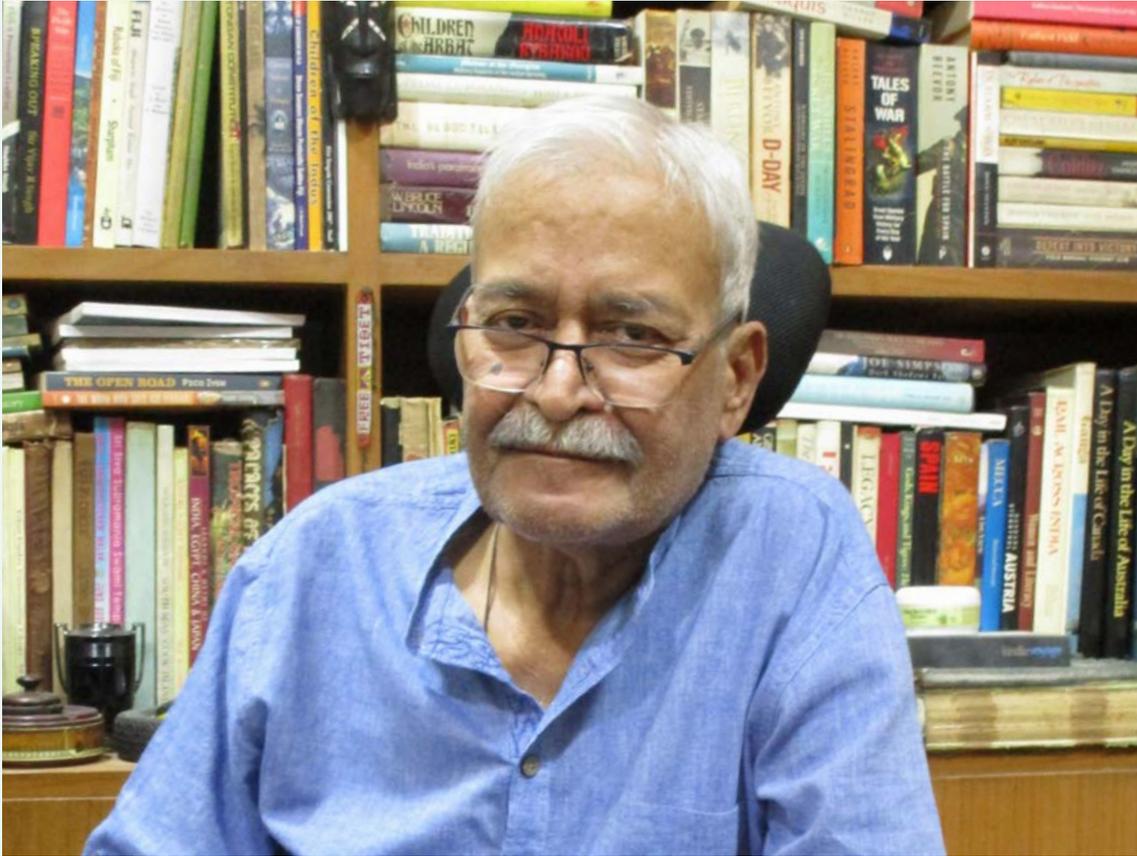
Banking on the diaspora

With branches in every continent except South America, the Bank of Baroda nicely mirrors the strength and reach of India's diaspora.

"We are known as the bank that never sleeps," explains Wellington branch manager Jupudi Tirupati Rao. The bank first set up shop in Auckland in 2010, where it competes with another public sector bank, the Bank of India. It also has a branch in Manukau.

In New Zealand, the Bank of Baroda appeals largely to the Indian diaspora. Its forte is offering competitive exchange rates for currencies of most interest to Indians abroad – including the Indian rupee and the Fiji dollar. The bank has eight branches in Fiji, having first set up there in 1960.

Bank of Baroda New Zealand Ltd operates as a New Zealand entity, and has a customer base of some 15,000 clients. Popular with IT workers from India wishing to send remittances back home, it offers a convenient and speedy link into the Indian banking system. And if they settle permanently in New Zealand, the bank provides retail lending for mortgages in New Zealand dollars. Either way, says Jupudi, the bank hopes to provide "personal touch banking". Originally from India, he likes the friendliness of New Zealand and its clean environment. He says he has learned a lot since being posted here in 2016, adding: "Nobody breaks the rules".



Ajay Singh

Trained in New Zealand

One of the first graduates from the University of Canterbury's journalism course in the 1970s was a talented sportsman from Delhi University, Ajay Singh. New Zealand came into the frame for Ajay when his father, Bhagwan Singh, was in Fiji as High Commissioner for India.

After completing the postgraduate course in Christchurch, Ajay worked in Wellington as a contributor for magazine *New Zealand Listener* and as publicity and promotions officer for then named Television One.

Newspaper and magazine work followed first in Fiji and then back in India. In 1980, Ajay became managing trustee of the Kisan Trust and editor-in-

chief of its group of newspapers, devoted to the cause of rural India. A champion of Jat farmer interests, Ajay was elected to the Legislative Chamber of Uttar Pradesh in 1986. Three years later he was elected to Parliament, winning the Lok Sabha seat of Agra. He served as Union Deputy Minister of Railways in the VP Singh Government in 1989 and 1990.

Life came full circle for Ajay and his Fiji-born wife Shiromani when he was appointed India's High Commissioner to Fiji, serving there from 2005 to 2007. Ajay still counts his fellow students from the University of Canterbury as friends and is a regular visitor to New Zealand as a result.



Regional links:

Connecting across oceans



New Zealand and India have a long history of cooperation in regional groupings, and many shared interests. To put it another way, we now belong to many of the same clubs. We have an equal stake in our region's stability, security and prosperity.

India has dialogue partner status in the Pacific Islands Forum and, like New Zealand, is a member of the Association of South East Asian Nations (ASEAN) Regional Forum and the ASEAN Defence Ministers Meeting-Plus. The two navies have participated in multilateral naval exercises in the Straits of Malacca and in the Pacific.

The notion that India and New Zealand might constitute the "bookends of Asia", promoted by commentator Sanjaya Baru when he visited New Zealand in 2003, has found expression in our common membership of the East Asia Summit (EAS). Less formally, we both fit within the concept of an 'Indo-Pacific' region, the scope of which is still the subject of discussion. India remains outside the Asia Pacific Economic Cooperation (APEC) grouping, although the New Zealand Government supports its inclusion in an expanded APEC group.

Meanwhile, as both New Zealand and India have FTA arrangements with ASEAN, they have been included in the Regional Cooperative Economic Partnership (RCEP) negotiation. Progress on RCEP has been slow, but negotiators are agreed on the importance of the deal encompassing India as an important and growing economy in the region. If RCEP were to come to full fruition, it would bind the 10 ASEAN countries and their six FTA partners, namely Australia, China, India, Japan, Korea and New Zealand. That would represent approximately half of the world's population, nearly a third of global GDP and more than a quarter of global exports.

At the third RCEP summit in Bangkok in November 2019, India decided against signing on to RCEP, leaving the other 15 countries committed to proceed without it, if necessary, but hoping to engage further with India in the year ahead. *The Economist* magazine reported the widely held understanding that India's most significant concern was Chinese-manufactured goods, but that Australian grains and New Zealand dairy have also proved contentious issues for India. We look at dairy in more detail from page 38.

More positively, New Zealand and India concluded an updated Air Services Agreement (ASA) in May 2016 that met many of the immediate needs for improved connectivity. Trade in services now outperforms trade in goods. New Zealand's education and immigration policies have been closely linked, and tourist numbers have been on a mostly steady rise. Air services are now thus critical to the relationship, and a good place to start asking how well connected we are.



Vanisa Dhuru

Making society good

Vanisa Dhuru picked up many of her business skills through her parents' grocery stores in Palmerston North. The daughter of an Indian-born father from Gujarat and a New Zealand-born Indian mother, Vanisa remembers working long hours together as a family, which meant few holidays but lots of family time. What her family business taught her, Vanisa recalls, was the idea that "everyone is equal" and that she could make a difference. Now aged 40, she has made a difference, committing herself after university and a stint with New Zealand Trade and Enterprise and the commercial sector to a career in the not-for-profit sector. Along the way, Vanisa overcame her own barriers to leadership - a fear of public speaking conquered by entering Miss India New Zealand; raising funds for Trade Aid; networking in many circles to move from the commercial sector into her first chief executive role at age 30. In 2013, she helped to lead a civil society delegation to the United Nations on the status of women.

Now an acknowledged leader in the community sector, Vanisa has served on more than 10 boards, has volunteer field experience in Bangalore and Chennai, and has mentored several young women. She has been to the US on its International Visitor Leadership Programme (IVLP) and is the sole New Zealand fellow of the BMW Foundation's Global Responsible Leaders' Network. She was recently appointed one of five National Commissioners for the New Zealand National Commission for UNESCO.

Vanisa has held chief executive roles in three national charities and has been President of the National Council of Women New Zealand. As an annual guest lecturer on women in leadership at Victoria University, Vanisa shares this key message for the next generation: "Make your negative a positive. Use your ethnicity and difference to your advantage."



John Boswell

Studied in India

Major General John Boswell rates his 2015 course at the National Defence College (NDC) in Delhi as an absolute privilege, and “an adventure from beginning to end”.

Competition for places within the Indian military is keen, and John found it both professionally and personally rewarding to work with outstanding individuals from India’s armed forces and those of other nations.

John’s first impression of India was of its sheer size and intensity, but from his colleagues on the course he also developed a sense of the complexity of India’s strategic environment and the importance to its armed forces of border security. Being alongside the Indian civil service participants also gave John an appreciation of the wider governance and administrative challenges facing India.

The NDC course involved field visits as well as academic components. The latter meant that John is also the holder of a Master of Philosophy from Madras University. Now Chief of the New Zealand Army, John is keen for others to follow in his footsteps at NDC.

He also sees value in strengthening the overall defence relationship with India, regarding it as “an area where NZ Inc must continue to enhance its profile”.

Visits by service chiefs have increased in frequency. While there may be limited scope for bilateral defence cooperation, New Zealand and India increasingly cooperate in sub-regional, regional and even multilateral contexts. John cites South Sudan, where India has made a significant contribution and where the Chief of Staff was a New Zealand army officer, as a case in point.

Chief of Army John Boswell (pictured, right)

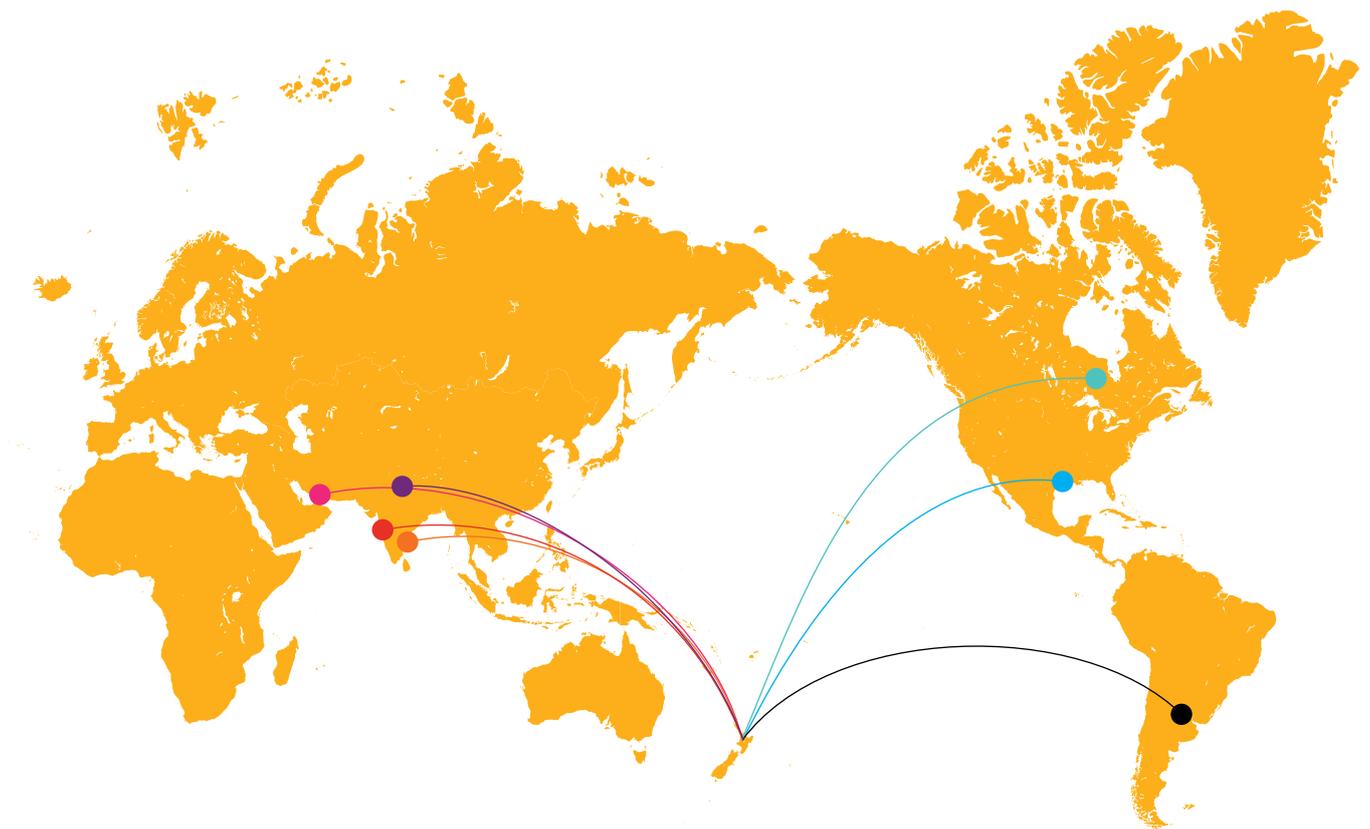


Air services:

Why can't we be more direct?



India and New Zealand are linked by an impressive set of flight hub arrangements, and there is a good level of competition between airlines. The bad news is that non-stop flights still look a distant prospect, despite the Auckland-Delhi flight being a shorter distance than Air New Zealand's Auckland-Houston or Auckland-Chicago flights. Can this change?



Flight distances from
Auckland New Zealand

14,209 km
Dubai

12,300 km
Mumbai

12,493 km
New Delhi

11,273 km
Chennai

13,180 km
Chicago

12,635 km
Houston

10,358 km
Buenos Aires

By comparison, Toronto, Canada to
New Delhi is 11,627km



As of early 2020, there is no airline willing to service the direct Auckland-Delhi route. Air New Zealand itself currently lacks the right to fly to Delhi, India's single largest traffic hub and the place where most New Zealanders want to start their India journey. Through its strategic alliance with Singapore Airlines it can, however, offer competitive fares to some other cities in India. The one city it is entitled to offer its own direct service to is Mumbai, but so far Air New Zealand has been cautious about the yield it might expect in the Indian market.

Air India, which is now a Star Alliance member alongside Air New Zealand and Singapore Airlines, has the right to fly to New Zealand direct from any of India's major cities. It currently flies from Delhi to Sydney and Melbourne using a Boeing 787, which has the capability to service New Zealand non-stop as well, but it has not yet taken this leap.

New Zealand's growing Indian diaspora, as well as increasing tourist trade, means that the business case for direct flights is strengthening. Nonetheless, Mr Binit Somaia from the Centre for Asia Pacific Aviation (CAPA) cautions that the Australian market was more than double the size of the current New Zealand market before Air India committed to it. (Qantas, incidentally, no longer flies direct to India.) With an uncertain privatisation process underway, Air India is unlikely to want to expand operations in the future.

Longer term, having its own direct service to New Zealand might strengthen Air India's hand in marketing India as a stopover destination for New Zealanders travelling to Europe. In practice, Mr Somaia thinks the New Zealand market is more likely to appeal to an Indian-based budget carrier, given the majority of demand comes from leisure travellers, students and those visiting friends and relatives. The emergence of long-range narrow body aircraft like the Airbus A321XLR will make it possible for an Indian low-cost carrier to service the Delhi-Auckland route via an intermediate point in Asia. Not quite the non-stop service many have been lobbying for, but nonetheless a same plane direct service. Even that development is five years away, Mr Somaia reckons.

The airline currently best placed to service the market is Singapore Airlines. Together with its subsidiary Silk Air, it links three New Zealand cities with a dozen cities in India. Air New Zealand is able to codeshare with Singapore Airlines into six of these cities, but not into Delhi itself.

Other ASEAN, China and Australia-based carriers also offer good hub connections. As Mr Somaia points out, the current hub arrangements do have advantages, such as the ability for travellers to enter via one city and leave by another. Additionally, a significant proportion of visitors from India combine a visit to New Zealand with a visit to Australia or other destinations.

Who wants to fly direct to the 2023 Cricket World Cup in India?

Recently, the private Indian carrier Vistara (owned jointly by Tata and Singapore Airlines), has registered to codeshare with Singapore Airlines on all its routes to New Zealand, including from Delhi. Allowing Air New Zealand likewise to codeshare with Singapore on the Delhi sector (as Virgin Australia does from Australia) would be a practical boost to two-way tourism. In June 2016, India made a global offer to open its skies for non-stop services between destinations more than 5000km from India. Under that formula, Air New Zealand would no longer be excluded from flying non-stop to Delhi and several other major Indian cities. The offer has yet to translate into a more liberal Air Services Agreement, but the negotiation continues.

Who's allowed to fly where?

Singapore Airlines and its Silk Air affiliate currently service about a dozen Indian cities. Of these, Mumbai, Kolkata, Chennai, Bengaluru, Kochi and Hyderabad are specified as codeshare destinations for New Zealand airlines in the 2016 Air Services Agreement (ASA). Air New Zealand can offer competitively-priced tickets to these six cities under its close partnership with Singapore Airlines. In the case of Delhi itself, Air New Zealand has the right to codeshare with an Indian carrier - although it has yet to reach agreement with Air India to do so - but not with a third country carrier such as Singapore Airlines. Neither Singapore Airlines nor Air New Zealand have the right to fly beyond India to Europe.

Under the 2016 ASA, Indian and New Zealand carriers may fly via Bangkok, Hong Kong and Singapore, and two points in Australia. Indian carriers may also fly beyond Auckland to Fiji. However, the traffic rights needed to make such options possible have yet to be negotiated.



Young leaders

The Asia New Zealand Foundation founded its Leadership Network in 2006, aiming to nurture young leaders to develop their knowledge of Asia and build their leadership skills. Meet three members who are of Indian origin.



Bhavya Dhar, Wellington

Bhavya arrived in Auckland with her family from Jammu and Kashmir at the age of eight months. She grew up in Auckland and graduated in health sciences and then public health from Auckland University. She now works as a consultant on public sector issues with Ernst & Young (EY) in Wellington. Her dream is to tackle issues such as health inequities on a global scale. Prior to joining EY, Bhavya spent almost two years with the South Auckland Social Wellbeing Board, working with 12 government agencies to see how they could work better together to improve outcomes for whānau. Bhavya also spends her time as the chief operations officer of the New Zealand-based P3 Foundation, which aims to change the world through ending poverty by motivating young people.



Shalini Guleria, Hamilton

Born in Himachal Pradesh, Shalini spent most of her early life in Gurgaon, near Delhi, where her father was an engineer. The family moved to New Zealand when she was nine years old. At school, Shalini had a passion for the arts, but also showed a flair for science and enjoyed sports. Science has been her academic focus. Having completed a masters in tissue engineering at Waikato University, focusing on breast cancer, Shalini has now enrolled for PhD studies in Melbourne. Alongside her studies, she has also worked as an environmental engineer at Wallace Group LP and volunteered with the Cancer Society. Committed to serving the community, Shalini has been the president of Waikato International Students' Association (WISA) and has headed Golden Key Honours Society at University of Waikato. She has also set up a social enterprise called Science Box, which works with schools to inspire children to enjoy science.



Angad Nayyar, Auckland

Born in India's Himachal Pradesh, Angad began his school days in the Punjabi city of Chandigarh. When he was seven, Angad and his family followed their banker father to Auckland, which has been home ever since. At University of Auckland, he studied medical science before switching to software engineering. But Ang says it was the entrepreneurship programme at university that gave him the skills and networks he needed to set up in business. He's now CEO and co-founder of StrutFit, a tech start-up which works with large footwear retailers, enabling consumers to get perfect fitting footwear by scanning their feet with their smartphone in the comfort of their own home.

Tourism:

Do we need a second Bollywood honeymoon?



Two decades ago the blockbuster movie *Kaho Naa... Pyaar Hai* ('Say... you are in love') established Hrithik Roshan as a Bollywood superstar and put New Zealand and its Southern Lakes firmly on the romantic map.

The movie inspired not just Indian honeymooners to travel to New Zealand, but also other Indian film producers keen to replicate its success. But like any industry, sustaining the momentum has proven a hard act and Indian filmmakers (like most others in the game) tend to shop worldwide for new locations and favourable deals.

Smaller, regional filmmakers (notably Tamil) have also filmed in New Zealand, but in recent years Indian productions have fallen below the box office radar. The last big Bollywood production was *The Players*, a 2012 Indian take on *The Italian Job*, which featured parts of Auckland and a car chase on the Wellington Airport runway. The scenery got great reviews, but Indian critics were less kind about the script. While New Zealand's own film sector may not currently be well-placed to collaborate, there is now clearly a tourist vacancy in New Zealand for another Bollywood blockbuster.

New Zealand promotes itself as a honeymoon destination at bridal and wedding fairs in India, but other themes are also in the mix, including adventure tourism. Bollywood star Sidharth Malhotra has visited New Zealand as part of a Tourism New Zealand promotional campaign, sky diving, hot air ballooning, ocean diving and jet boating around the country. He has millions of followers on social media, and as a result many have become fans of New Zealand too.



Jacob Rajan

Inspired by the Taj Mahal

Although Jacob Rajan was born in Malaysia (and came to New Zealand when he was just four years old), Jacob's family trace their ancestry back to Kerala, and to a proud tradition of physicians in the family.

Jacob says there was a gentle expectation that he too might become a doctor, but he was also smitten with the theatre. In retrospect, visiting the Taj Mahal at the age of 16 was a pivotal moment. Jacob says it was love at first sight. He was struck by the beauty and majesty of the Taj, and the love story behind it.

That love story between Emperor Shah Jahan and his wife Mumtaz Mahal became a central strand in Jacob's iconic first theatre work, *Krishnan's Dairy*, which since its 1997 New Zealand debut has been performed in five different countries. It was first performed in India in 2016, following up on Jacob's performance of *Guru of Chai* there in 2014.

With nine different works to his credit since *Krishnan's Dairy* (and his earlier appearances as a doctor in *Shortland Street*), Jacob is still passionately committed to theatre. Next project? Jacob is working on a play involving one of his earlier characters, this time working as a dubious tour operator. His objective? To persuade his theatre audience to accompany him on a life-changing tour of Mumbai. Grab your tickets now.



Over the past decade, tourist numbers in each direction have more than doubled. In 2018, some 30,000 Indian tourists came to New Zealand, and a similar number of New Zealand tourists visited India. Total short-term visitors from India (this includes short-term students and family visits) came to around 68,000 in 2018. From New Zealand to India the total number was around 80,000, aided by New Zealand's growing expatriate Indian community.

Indian tourists are a boon to the New Zealand travel industry because they tend to be independent travellers, sometimes in larger family groups and, like Sidharth Malhotra, open to adventure activities. Outside the normal December high season, the peak time for travel from India is April-May, which helpfully is a shoulder season for New Zealand.

In 2018, the Ministry of Business, Innovation and Employment (MBIE) revised its forecast growth in Indian tourist and other visitor numbers up to 125,000 by 2025, assuming a commensurate growth in air services. By contrast, the projection for China is 696,000 visitors – nearly six times the figure for India, underlining the potential for the India market to grow more.

Until recently, the main constraint for Indian visitors had been tightening accommodation availability in the December peak season. That situation has eased with increasing hotel capacity, and even without direct flights the market has enjoyed good competition on air routes.

As with the education market, however, changes in visa issuing procedures have had a negative, but hopefully only temporary, impact. The relocation and consolidation of visa services since late 2018 has seen an increase in visa processing times for Indian visitors from 15 days in 2018 to 40 days at the peak of 2019. Extra resourcing has brought this down to 22 days for most applications, but still significantly longer than it used to be. Tourism New Zealand says the difference matters, as Indian travellers are typically late to commit to travel. The slower visa processing time saw a 12 percent drop in Indian holiday visitors in 2019.

Long-term the market is looking very positive, but there is still room for improvement. As tourist numbers grow again, so too will the viability of direct flights.



Jewellery - a multi-faceted relationship

One of the icons of New Zealand retailing, Michael Hill, nicely illustrates the complexities of modern supply chains. Its 52 New Zealand stores are now eclipsed by both Australia and Canada. With more than 300 retail outlets across three countries, Michael Hill has centralised its own manufacturing in Brisbane. Michael Hill sources jewellery product from more than a dozen countries, but the most significant is India.

Ian Douglas at the Village Goldsmith in Wellington will tell you that India is central to his business too. India is a major player in the global diamond trade. Jewellery may be a business that dates back millennia, but it can also be fiercely innovative. Ian says he is struck when he visits India by just how state-of-the-art the facilities of most of his Indian suppliers have become. Ian has been exploring various partnership options in India and finds India a valuable market for his individually crafted jewellery pieces. Need a 10-carat \$1.2 million diamond ring? Talk to your Village jeweller.

Village Goldsmith staff visiting one of India largest diamond manufacturers in Surat, India



Ash Khan and Ken Khan

Is there a Hindi answer to Shortland Street?

New Zealand has a film cooperation agreement with India, but so far it has generated just the one co-sponsored movie, *Beyond the Known World*. This was a story about New Zealand parents looking for their lost daughter in India.

With New Zealand's own film sector currently heavily booked on major productions like *Avatar* and the *Lord of the Rings* series, this is not an easy time to forge new partnerships with Bollywood.

The relatively low budgets of Indian filmmakers have not made their projects attractive to the New Zealand film industry. More than offsetting this in the past, however, has been Bollywood's incidental promotion of New Zealand as a romantic and scenic destination, with resulting boosts to both tourist and student numbers.

In smaller productions, New Zealand-based actor Shailesh Prajapati has featured in the award-winning Gujarati film *Hellaro*. Shuchi Kothari is an established film producer, writer and director based in Auckland whose work has screened in both India and New Zealand. And as *The Indian Weekender* reported in September 2019, a fledgling Hindi television project with high ambition, titled *Aariyah*, is underway between Fiji, Auckland and Australia. The stakeholders are Fiji business investors.

As Auckland-based script writer Ashfaaq Khan explains, *Aariyah* (working title only) is planned as a TV series set in Fiji around a family radio station but with Auckland and Sydney looped into the plotlines. A former Fiji radio man himself, Ash aims to explore the dichotomy between the public fame radio personalities enjoy in Fiji and their need for a private life. The dialogue will bounce between Hindi, Fiji Hindi and English. The target audience will be not just Fiji Indians but the wider Pacific and the global Indian market. Ash says that Fiji Hindi is a similar dialect to Bhojpuri dialect in North India.

The Fiji Indian identity, and its fractured links with India, is a subject that has long interested Ash. He and director Ken Khan are alert to the linguistic similarities between Fiji and other parts of the British Empire where Indian indentured labour was used. By aiming at a production of "Netflix and Amazon quality", the creative partners in *Aariyah* are hoping to register that identity more firmly on the global Hindi map.



Pearl Academy student Megha Sharma and Massey University student Yoshino Maruyama with models wearing garments that won them first place at an event called Runway to New Zealand in 2016. It was held by Education New Zealand and the Fashion Design Council of India in New Delhi to promote connections between the two countries' fashion industries.

Education:

New Zealand: A fashionable choice

With seven New Zealand institutions now offering fashion design courses, and new and exciting links developing between them and their Indian counterparts, fashion design nicely encapsulates what is eye-catching about the New Zealand-India relationship. Fittingly, in 2010 two students at India's National Institute of Design won the Supreme Award at the annual World of WearableArt (WOW) Awards in Wellington.

To quote Massey University lecturer Sue Prescott, the language of fashion connects students across cultures and countries. Sue herself is a frequent visitor to India. She and her students incorporate India's legendary textiles and fabrics into their design work and projects, while aiming to promote sustainability.

International education services are now a NZ\$5 billion industry for New Zealand, and India accounts for a good fifth of this. It is now New Zealand's second largest education market. Exports of education services dwarf any other component of trade with India.

Moreover, people across the length and breadth of New Zealand can be involved – whether it's hosting a sports management student on a John Wright scholarship in Southland or an aspiring pilot learning to fly in Whanganui. Visits by friends and family of students add a further 10 percent to the overall value of the student sector, which already includes a tourism spend by the students themselves.

The impressive growth from the 2010 to 2016 period, which saw student numbers from India to New Zealand increase from fewer than 12,000 to nearly 30,000, has cooled slightly in recent years. This has reflected a conscious shift from quantity to quality.

Previously, study in New Zealand had been seen by some as a pathway to employment and then permanent residence, rather than a pathway to higher education. Many Indian students enrolled in courses for chefs, cooks, cafe supervisors and retail managers in the expectation of being able to stay in New Zealand. Bad practice on the part of a few institutions, visa problems and welfare issues arising from exploitative employment situations prompted an industry overhaul.

English language testing has been a requirement since 2016, and the link between study and work entitlement has been altered. A reset of the recognised agent programme has resulted in the exclusion of some education agents in India.

At the same time, there has been a new focus on engagement with the university sector in India. All eight New Zealand universities now coordinate with Education New Zealand on promotional activities in India and have established greater academic engagement with their Indian counterparts. A focus for the universities has been on southern India, where historically there have been fewer problems with establishing the bona fides of visa applicants.

The net result of this shift towards quality has been a drop in the overall number of students to just over 20,000, but also an increase in the number of Indian university students in New Zealand – now approaching the 2000 mark.

But there are still teething issues. A major restructuring of New Zealand's offshore visa issuing operations in 2018/19 and global consolidation of visa issuing centres coincided with an increase in overall visa applications. The result was serious processing delays which have had an economic impact. The Institutes of Technology and Polytechnics (ITPs) estimated the loss of fees revenue by early 2019 at more than NZ\$33 million. The overall economic value lost is likely to have been significantly more.

Immigration New Zealand says it has taken steps to address capacity issues and that student visas are returning to "acceptable levels".



World of WearableArt

WOW – India’s done well!

Indian creatives have been regular participants in the annual World of WearableArt (WOW) Awards since 2006. There have been 120 finalist garments from India, with 13 award winners. In 2010 Indian designers Yogesh Chaudhary and Manas Barve won the Supreme Award with their design, Loops, using merino wool.

In that same year WOW participated in the Wills Lifestyle India Fashion Week in New Delhi, which attracted 40,000 visitors. WOW has associations with the Fashion Design Council of India, the Pearl Academy, the National Institute of Design and schools linked to India’s National Institute of Fashion Technology. WOW founder Dame Suzie Moncrieff and competition director Heather Palmer have visited India three times.



Top:
Oracles of Life, 2019, Thingmala
Adrienne Keishing (India)

Bottom:
Loops, 2010, Yogesh Chaudhary
and Manas Barve (India)
Credit: World of WearableArt Ltd



Kerry McNulty

Building young connections

Three days after she started work with Tata Consultancy Services (TCS) in its new Wellington office, Kerry McNulty was off to India to join the company's annual sales induction programme. The venue was Tata's Siruseri campus near Chennai. The largest development centre in Asia, it is home to 24,000 people and boasts an auditorium that can hold 1200 people.

Kerry's lasting impression from that first week in Chennai was of the sheer scale of the campus itself, and the capability that comes with it. The training programme covered Tata's corporate and philanthropic arms (it has the distinction of being two-thirds owned by philanthropic trusts) as well as the latest TCS product lines, including new AI-powered platforms.

As business development manager for TCS, Kerry is working with an existing base of banking, retail and government customers. It has been 30 years since TCS started business

in New Zealand, but it was only in 2017 that the company made the strategic decision to establish a New Zealand entity separate from the Australian operation. Kerry says TCS's ambition is to expand its existing customer base to "iconic New Zealand companies with global reach". It aims to deliver services onshore in New Zealand, backed by Tata's global capability, with a presence offshore that can match that of any potential New Zealand partner.

This year, TCS will welcome its first cohort of New Zealand students into its annual internship programme in India. It will also spearhead a New Zealand-India youth dialogue, which will see 20 young people from each country come together to discuss common problems and offer solutions. The first dialogue will be in New Zealand in 2021.

Trade:

Should we get
more formal,
or just more
cooperative?



Regional Comprehensive Economic Partnership (RCEP) negotiations saw the spotlight shift away from the bilateral free trade agreement.

A key issue for India, in both bilateral and regional trade negotiations, is its dairy market and protecting sensitive agricultural categories.

India tends to argue that it has come off second best in its trade deals. New Zealand has traditionally been an advocate for trade liberalisation and unwilling to compromise on agriculture access.

Over the past five years, New Zealand can point to an overall 23 percent increase in trade with countries with which it has an FTA, compared to just 1.3 percent for those with which it doesn't. Moreover, it can point to a track record of investing in the dairy sector in countries where it has had market access, lifting the agriculture performance of both countries.

Another advantage of closer trade relations may be in the area of standards. For India, trade protectionism can mean being isolated from global best practice, which can be a problem if you want to export to advanced economies like the EU with complex requirements for, say, food safety.

In this, New Zealand might be a useful ally for India. Incorporating New Zealand ingredients that already comply with EU standards can make export of finished food products from India all the easier. New Zealand's experience could also potentially be useful to India's domestic industry, helping to lift industry standards, utilise best practice and enhance competitiveness.

The value of India-New Zealand trade links in the wider relationship has been demonstrated in India's apple growing region of Himachal Pradesh (see page 35). New Zealand Apples & Pears (formerly Pipfruit New Zealand) has been actively involved in Himachal Pradesh for several decades, working to help improve the Indian apple market in tandem with local growers.

New Zealand's experience in Himachal Pradesh paved the way for New Zealand consultants to be part of a US\$161 million World Bank-funded development project currently underway in Himachal Pradesh, designed to help transform the local horticultural industry.



Kochi Airport: the world's first solar powered airport — and a home to Glidepath

Glidepath, the New Zealand-based maker of airport baggage handling systems, has been working in India since 2000.

Significant among its projects there has been Kochi Airport in Kerala, which has the distinction of being the world's first solar-powered airport. Glidepath installed baggage handling equipment at Kochi in 2009 and has since been involved in the construction and upgrading of the modern terminals there. It has an ongoing contract for operations and maintenance at Kochi.

Glidepath has now established its own manufacturing facility at Pune in India, to meet the needs of both the Indian and wider Asian and Middle East regional market. Glidepath recently supplied an airport project in Bali from its new Pune plant.

A few months before the November 2019 announcement of the sale of Glidepath to the French company B2A Technology, Glidepath founder Sir Ken Stevens commented that Prime Minister Modi's "Make in India" programme had borne fruit for Glidepath.

He noted that it had projects booked at 13 airports and that staff numbers were building positively. "The future for Glidepath becoming a leading player in the Indian regional market is positive, with an impressive bid list across all states..."



Gary Hawke

Free Trade Agreements are not just about tariffs

Victoria University Emeritus Professor Gary Hawke sees trade in the modern world as all about integration - no longer the simple exchange of finished goods and services.

The new reality, says Hawke, is "trade in tasks", where intellectual content counts for much more than the materials. In this new world we see increased trade in intermediate goods, and the use of imports to produce exports.

Supply chains are better thought of as "international production networks" which can change in different directions as relationships change (highlighted now by the US-China trade dispute).

Establishing common standards and inter-operability is often critical to market access. Trusted regulatory processes are indispensable and may be the most important outcome of an FTA.

More and more services are embedded in goods and trading services across borders often requires a commercial presence, bringing trade and investment together. It's a world to which Indian and New Zealand businesses have already shown they can belong. Reaching agreement on an FTA might equip them to do even better.



The value of being involved

New Zealand Apples & Pears see the Indian market for apples as a two-way street. To succeed in India, they really do need to partner with the local industry.

That means working with growers operating in steep mountain terrain and relying on sometimes hazardous roads to market.

It's nearly eight years since New Zealand Apples & Pears (formerly Pipfruit New Zealand) started working closely with the industry in Himachal Pradesh to formulate proposals for World Bank assistance.

It then stood back to enable a consortium of New Zealand consultants to tender for a share of the resulting World Bank-funded project. The result is a team of New Zealand specialists working with local producers over a three-year period.

Led by Plant & Food Research, the consultants see scope to assist with species selection (Himachal Pradesh currently relies heavily on Red Delicious), disease control, pruning techniques and choice of rootstock. As the project progresses, the aim is to set up demonstration sites and provide farmers with an improved teacher training manual.

Gary Jones, trade policy and strategy manager for New Zealand Apples & Pears, sees the key to the future as trust, relationships and a willingness to share intellectual property.

If all goes well, India's apple orchards will look more like their New Zealand counterparts, with smaller, more closely packed trees sporting more modern varieties of apple.

The seasonal differences between India and New Zealand mean that as productivity improves there will be scope for India to access the New Zealand market, as well as markets closer to home. There are the makings here of a win-win in any future trade agreement.





Priyanca Radhakrishnan, Kanwaljit Singh Bakshi, Dr Parmjeet Parmar

Meet the representatives

The three Indian MPs in the current New Zealand Parliament have plenty in common. They were all born in India, are Auckland-based list MPs, and are well-informed on New Zealand's relationship with India. Ask them about their workload, and all agree they are an obvious point of focus for New Zealand's growing Indian community.

Foremost among the problems the Indian community may look to them for help with are immigration and visa matters. Sometimes new migrants may need guidance on seeking employment. Some hope that an MP with an understanding of Indian culture may be better able to explain to officials the nuances of an arranged marriage. Sometimes it all goes public.

All three MPs acknowledge their "dual identity" as linking with a geographic constituency, even as list MPs, but also having a role representing New Zealand's wider Indian community. But the three MPs are also keen to pursue their own portfolio specialisations.

Priyanca Radhakrishnan, part of the current Labour-led government, is Parliamentary Private Secretary for Ethnic Affairs. She says she brings a wider perspective on different ethnic communities, having grown up in multicultural Singapore. She has also worked extensively in the domestic violence prevention field.

Kanwaljit Singh Bakshi is the National Party's spokesperson for internal affairs and its associate justice spokesperson. He has been a keen promoter of closer trade relations with India.

Dr Parmjeet Parmar is a scientist, and National's spokesperson for research, science and innovation and its associate spokesperson for economic development. She chairs the Parliamentary Education and Workforce Select Committee.

Did they grow up in political households? For Kanwaljit Singh Bakshi the answer is a resounding yes. Protest and being arrested are a part of politics in India, he says. His father was an activist in what became the Janata movement in India and was jailed 72 times. Mr Bakshi was an early advocate for Indian representation in Parliament and ran for Parliament himself in 2008. His election as National list MP that year made him New Zealand's first Indian MP and first Sikh MP. A recipient in 2015 of the Indian Government's Pravasi Bharatiya Samman Award for Indians overseas, he says his family's political connections in India are still an asset.

Dr Parmjeet Parmar grew up in India and as a child wanted to cure all diseases. She later decided that science was the path to finding a cure for diseases and completed a PhD in biological sciences. Before entering Parliament she had worked as a scientist, a Families Commissioner, in business and as a host on Radio Tarana. She has also chaired the New Zealand Sikh Women's Association, which helps victims of domestic violence. Dr Parmar says she wanted to give back after two decades of professional life in this "land of opportunity" and was successful in gaining election to the National Party list in 2014. As National's spokesperson for research, science and innovation she has been an advocate for biotechnology rules to be changed.

Born in India, Priyanca Radhakrishnan grew up in Singapore. Her maternal great-grandfather, a doctor by profession, was an activist, labour organiser and influential socialist in Kerala. When her parents left Singapore, she decided New Zealand was the right place for her and came here to study. Long concerned about improving women's rights, upon graduating she worked with women's refuge organisation Shakti, with the Ministry for Women and later with the Labour Party. After a first attempt in 2014 she made it into Parliament in 2017 on the Labour list. She is keen on support for mother tongue languages and likes the idea of an Indian film festival here. If it's good enough for Melbourne...

Dairy:

Things may get bigger – and better!





India's dairy consumption is forecast to grow substantially in the decades ahead. Indian consumer tastes are evolving. Isn't this a joint opportunity?

Indian newspaper *The Economic Times* and magazine *Business Today* reported in 2018 on a rising trend in India – the demand for organic and “premium milk”.

They noted that several small start-ups by IT-savvy entrepreneurs had popped up across India, targeting the growing urban market for fresh, unadulterated and uncontaminated milk.

In the vanguard has been Binsar Farms (see page 41) which has a New Zealand connection through former Fonterra director Earl Rattray.

The Economic Times writer Amin Ali noted that the “premium milk” market represented less than one percent of the Indian total but had the potential to soon reach five percent. Given the buying power of India's urban consumers and India's 1.3 billion population, this is a significant share.

All this is made possible through modern equipment, social media marketing and ensuring fresh delivery within 8 to 12 hours of milking – at a premium price. That price is at least double that of the standard retail price in Delhi.

Indian commentators have dubbed this a “second white revolution”; India having hosted both a “green revolution” in grains production and a “white revolution” in milk production. New Zealand can make a modest claim to involvement in both dairy revolutions.

Dr Verghese Kurien, the founder of India's transformative dairy programme Operation Flood, studied plant design and dairy engineering at New Zealand's Massey University under the Colombo Plan in the 1950s.

High-profile New Zealand development assistance projects in the 1970s included artificial insemination of cattle in Himachal Pradesh and investment in urban milk processing in other states. Fittingly, both Amul, India's major milk processor, and Fonterra, New Zealand's major exporter and processor, are founded on cooperative lines.



Compac Industries

Partnering for cleaner air

More than a decade ago, the city of New Delhi famously decided to put a ban on the use of two-stroke fuel in its legendary tri-wheel auto rickshaws (tuk-tuks). Inspired by the city's need to improve its air quality, the move was also the beginning of a beautiful friendship with Auckland-based Compac Industries. A specialist in gas meters and other fuel dispensing products, Compac is a relatively small New Zealand exporter that has been integral to the expansion of the CNG-powered auto rickshaw industry in Delhi and other parts of India.

Initially, Compac supplied whole fuel dispensing machines, complete with their metal frames, to India. Changing market conditions and the graduated tariff structure led Compac to discuss partnership with one of its distributors. The result was a new company, Compac India. Using electronic and other specialist equipment from New Zealand, Compac India manufactures complete CNG and LPG dispensers for use across India. It now has some 80 percent of the market, which has expanded on the back of the Gas Authority of India Ltd (GAIL) “city gas” project to major centres like Mumbai and Ahmadabad.

Next step? Electric rickshaws are entering the market, and won't need Compac, but if hydrogen fuel comes into the mix, Compac will aim to clean up in that sector too.



The first dairy revolution was all about India attaining self-sufficiency and being sensitive to the needs of farmers with just two or three cows. In keeping with that, India has long presented high tariff and other barriers in the dairy sector to protect small-hold farmers and its larger industry players.

If Binsar is to be part of another dairy revolution, it looks like it will be consumer-driven, with demand for new healthy products and more innovative packaging part of the mix. By some estimates, growing demand from increasingly affluent urban consumers in India will outstrip supply in the premium consumer market. Deal or no deal on the New Zealand-India FTA, this market segment should be of real interest to New Zealand.

In August 2018, Fonterra announced a partnership with India's Future Consumer Limited. The new joint venture, called Fonterra Future Dairy, launched a range of milk and yoghurt consumer products onto the Indian market under its own Dreamery brand in June 2019. It followed up in September with the launch of Anchor Food Professionals, offering a range of specialist products for India's fast-growing food service sector.

Fonterra had previously been a relatively minor product supplier to India, and once partnered with India's Britannia Foods. Its recent re-entry has been prompted by the new trend toward medium-sized farms and more organised milk collection channels and product branding. The emergence of large retail organisations with nationwide supply chains and retail networks, has been a further incentive.

The Fonterra-Future Consumer joint venture has attracted favourable press, with observers recognising that it brings together Fonterra's technical and design strengths in dairy with Future Consumer's local knowledge, established supply chains and retail network in 26 of India's 28 states.

Fonterra, fresh from a downsize in its investments in China and elsewhere, sees this "capital-lite" approach as in keeping with its new global strategy. With consumer demand for dairy in India forecast to grow by as much as eight percent a year (arguably twice the likely rate for production), it looks like a promising new phase in dairy partnership.

The new joint venture does not mean increased market access, or require Fonterra to construct new plants, but it will allow Fonterra to bring its global manufacturing and nutrition expertise to an increasingly diverse and sophisticated Indian consumer base.

Fonterra's Chief Operating Officer, Global Consumer & Foodservice, Judith Swales, has equated the partnership to Fonterra having access to 500 million consumers in over 350 cities. This is one glass of milk that is already looking half full.

Vista Entertainment

Ticket to success

Auckland-based Vista Entertainment Solutions is now a global leader in the business of cinema software. When Vista's founder, Murray Holdaway, went to an international cinema trade fair in the US nearly 20 years ago, it was still a fledgling company.

It was early days too for three partners - Rajesh Balpande, Parikshit Dar and Ashish Hemrajani - in a new Indian venture called Big Tree. Their ambition was to write their own software for the Indian cinema market, but after meeting Murray at the trade fair they had a better idea - they could use Vista's software.

Some two decades later, Big Tree now has nearly 70 percent of the organised market for cinema ticketing software in India and is still firmly partnered with Vista. By volume of sales this is one of the biggest markets for Vista software.

The growing sophistication of India's cinema complexes, many linked to new upmarket shopping malls, is a feature of the market. Standalone satellite stands for food and beverage, with their own commercial kitchens, are now a common fitting in new cinemas. With that comes the need for increasingly sophisticated software and even mobile apps.

Vista software is also used by India's National Performing Art Centre, but the main business for Vista is cinema ticketing - and all that goes with it. Make that a kulfi ice cream please.



Binsar Farms

A new business model?

Binsar Farms in Haryana produces, processes and distributes milk to around 7000 households in New Delhi and the National Capital District.

A joint Indo-New Zealand private venture, it is the brainchild of three Indian IT professionals and New Zealand dairy industry veteran Earl Rattray.

Their ambition was to adapt New Zealand and other international best practice to Indian conditions, putting a premium on good green feed and effective shade against summer heat.

From its trial start with 50 cows in 2012, Binsar has expanded to a herd of some 300 milking cows, receiving awards for food safety and agricultural innovation in the process.

It has been a good local employer and has also begun supplying public schools in the area with fresh milk in recyclable glass bottles.

While it may be small by New Zealand standards, the Binsar operation is large enough to deliver big advantages in milk yield through good animal husbandry, genetic improvement and sourcing of high protein green fodder crops from local farmers.

In keeping with the growing trend for premium milk on the part of India's increasingly affluent urban consumers, Binsar has attracted wider interest from the Indian farming and business sector. As a result, it now works with a wider group of progressive local farmers, providing operational support and marketing their milk through its established distribution network.



Don't worry India – New Zealand can't flood the market!

India

25%

India is the world's largest milk producer, accounting for around 25 percent of the total supply. Its milk drinkers consume about that amount too.

India's policies have been geared towards self-sufficiency in milk production, though it has occasionally been a net importer of milk as well as an exporter.

1.3 billion

India aims to provide milk to more than 1.3 billion people.

Three

Average herd size has traditionally been just three cows in India. Rural welfare and employment are important policy considerations in India.

A growing urban market has created demand for more sophisticated and premium quality dairy products in India.

New Zealand

3%

New Zealand accounts for just three percent of global dairy production.

With a population of less than five million, it is able to export most of its milk, accounting for 20 to 30 percent of global dairy trade.

40-80 million

But New Zealand has distinct physical limits to its dairy-producing capacity. It can meet the nutritional needs of just 40 to 80 million people in all.

140 countries

Nonetheless New Zealand exports to 140 countries worldwide, offering a diverse portfolio of dairy products. Where access arrangements permit, it has been able to establish new regional supply chains, such as in Malaysia.

This market diversity reflects the complexity of the modern dairy sector, and the potential for partnerships at every level of the production and processing chain – including in food manufacturing.



Quality NZ

Targeting the top shelf

People-to-people relationships are critical to business in India says Quality NZ's chief executive Geoff Allott. A former cricketer, Geoff is now set on marketing high quality New Zealand food there.

With high tariffs to bat against, Geoff has had to build his innings slowly and choose his players carefully. But what a team! Geoff is in a partnership with some big cricket names – Sir Richard Hadlee, Stephen Fleming, Brendon McCullum and Daniel Vettori are all stakeholders and brand ambassadors – to target the Indian food and beverage market from the top.

With an eye to the long term, Quality NZ has invested more than NZ\$3 million in establishing a distribution network in India that cuts out traditional importer-wholesaler networks to partner direct with five-star hotels.

Geoff says getting brand recognition in top hotels was the major objective in the first few years, especially for high duty and excise items like wine. From small beginnings, Quality NZ now supplies more than 300 five-star hotels in 25 cities, and has distribution centres in Mumbai, Delhi, Bengaluru and Kolkata. Its product range has expanded to include 14 different lamb cuts, king salmon, lobster, mussels, blue cod and orange roughy, as well as

spring water and a number of wine labels. It has worked with executive chefs in hotels (home to most of India's best restaurants) to familiarise them with New Zealand products and their potential.

While tariff and other excises on wine may limit market access, Geoff says that is not the only factor in the battle for market share in the top hotels. Complying with exacting food safety standards at the top end is another challenge, but one Geoff welcomes as a way of proving New Zealand brands like Alliance deserve their place at the top. In keeping with changing urban consumer trends, Quality NZ is also supplying a growing number of premium retail outlets.

Geoff hopes for early conclusion of a bilateral or regional trade agreement with India. He sees RCEP as the best opportunity at present and hopes to see more New Zealand politicians visit India in support. He also welcomes Fonterra's new commitment to the Indian market, but happily confesses to getting the jump on supplying the sheet butter used in croissants. Eat your heart out pastry lovers.

Quality NZ chief executive Geoff Allott with former New Zealand High Commissioner to India Joanna Kempfers, cricketer Stephen Fleming and Quality NZ General Manager (India) Divye Kalra.



Rakon

The sky's not the limit, it's space!

When New Zealand technology company Rakon established a global network that included Argenteuil in France, it led to a further global connection - with India.

Indian technology company Centum was already doing business with the French company that Rakon acquired, which led to a joint manufacturing venture in Bangalore in 2008. A decade later, Rakon bought out its partner Centum to establish Rakon India.

Rakon's forte is the use of quartz crystal and oscillator technology to provide high quality frequency control products for communications. The manufacturing operation in Bangalore was initially set up to produce mainly Oven Controlled Crystal Oscillators (OCXO) for use in telecommunications infrastructure.

Today, Rakon ranks as the largest design, manufacturing and exporting company for frequency control products in India, and exports 95 percent of its Indian production. It has invested in training of key Indian staff in New Zealand, and now employs 580 people in India. A strong supporter of the Make in India initiative, Rakon sees itself as a long-term player in India.

One of Rakon's proudest moments in India was the launch of the Chandrayaan-2 Moon Mission in July 2019. Indian-made Rakon frequency control products were used on the spacecraft. For Rakon, the mission topped off a 15-year association providing space grade oscillators to the Indian market - and yes, the oscillators worked perfectly.



Sekhar Bandyopadhyay

Proud links

When Bengal-educated Sekhar Bandyopadhyay was a postdoctoral fellow at the University of London he spotted on the noticeboard a vacancy for lecturer in Indian history at Victoria University of Wellington. He successfully applied, arriving in Wellington with his young family in 1992. Now just retired as Professor of History at Victoria, Sekhar says he did not know much about New Zealand then (apart from cricket!), but it proved the beginning of a permanent friendship. He counts himself a Kiwi and proud Wellingtonian.

In addition to having headed Victoria's School of History, Philosophy, Political Science and International Relations, Sekhar remains the Director of the New Zealand India Research Institute. Established in 2012, the institute aims to promote and facilitate research on India and New Zealand-India relations. It links seven New Zealand universities with campuses and research institutes in India. Since inception it has organised more than 30 international conferences in India and New Zealand and hosted nearly 50 visiting speakers in New Zealand. As well as participating in Track II meetings in India and New Zealand, the Institute has sponsored numerous research projects and manages an active publishing programme.



Lipika Sen and Prabhjyot Majithia

An Indo-Pacific art partnership

Lipika Sen has embraced Auckland as her home, but she also operates an Indo-Pacific artistic partnership with Prabhjyot Majithia, who is based in Delhi. The two of them have collaborated as artists for more than 17 years, and in both countries. In New Zealand one of their most spectacular works is the six-metre tall steel and acrylic sculpture titled *The Firkee Wala - In My Heart of Eternal Childhood*. It twists and turns in the wind near New Plymouth's Len Lye Centre. For a more hands-on experience, their *Tricky Box* series of experiential art works can be found in different locations across New Zealand. In 2019 Lipika and Prabhjyot partnered in an artistic residency at Belgadia Palace, Mayurbhaj, in the eastern state of Odisha, working with indigenous communities there.

Conclusion:

**This relationship
is all about
relationships**





Rohit Anand, who now heads the Tata Consultancy Services operation in New Zealand, regards the key to successful business as relationship building.

It's notable that New Zealanders operating in India often say they enjoy their relationships there. They like the advantages of dealing in the English language and with a culture that has so many points of familiarity and joy with New Zealand – be it love of sport, literature, films, fashion, adventure or food.

In the variety of business relationships, good personal dealings are a constant factor for success. Outside the food and beverage sector, and the processed timber trade, tariffs have not been the most critical factor for many New Zealand businesses – it has been people. And cooperative partnerships look like the best way forward. Sometimes the palace gates may seem closed, but it is still possible to find other doors and many good friends within the palace walls.

There are still some missing pieces to the jigsaw

Much of the intensity and complexity in the current relationship has been thanks to people and firms rather than governments. No government can be expected to make an airline fly where it does not want to. Nor can it foist a film production on an industry that is not ready. But there are some pieces of the jigsaw that governments could help with.

On the New Zealand side, better resourcing of visa issuing will ease strains on the education and tourism markets and benefit the New Zealand brand.

Looking at Bollywood through a tourism rather than a film industry lens may ultimately help New Zealand's tourism brand.

On the Indian side, being more flexible on codesharing of air services in and out of Delhi would provide an immediate win for both countries' tourism and business partners.

Longer term, further liberalisation in the spirit of India's 2016 open skies offer will improve the chances of direct flights.

A deal with India on RCEP, let alone a bilateral FTA, could galvanise trade and investment and provide a framework of rules for future trade expansion.

But also much to celebrate

People-based activities have been fundamental to our modern relationship with India. Governmental cooperation at the bilateral and regional level has strengthened it.

Aviation services may be a fast-growing sector, but the sky is no longer the limit for this relationship. With India now an acknowledged space power, it may see space as another area of potential cooperation. India may also see further scope for military and security cooperation with New Zealand, including on counter-terrorism.

Closer cooperation would be in line with each other's vision for a stable and prosperous Indo-Pacific region and would build on already-close connections established through training, peacekeeping and other operations.

So let's build on the bits where we have sparked off each other in the past, and toast the future. In scholarships, where we can connect our people easily, there are many great options. How about:

- A "Dr Kurien Scholarship" in agri-business to commemorate past sharing of ideas and highlight the future potential for collaboration?
- A Himalayas scholarship in adventure tourism to highlight our shared history there and future potential?
- A scholarship for New Zealanders to study at historic Nalanda University?
- A joint space research scholarship for top postgraduate students?
- How about a joint fashion scholarship, for students working towards zero waste and modern green solutions to clothing?

As always, it's about people.

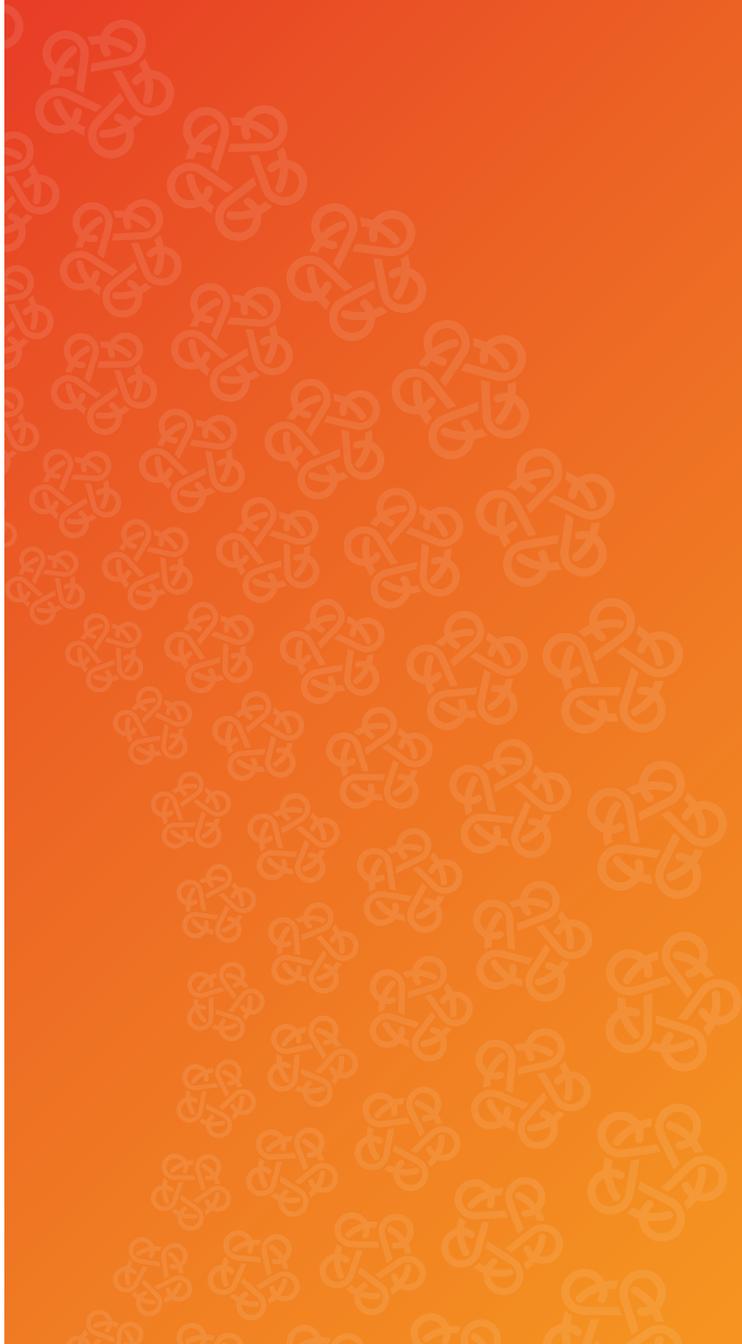
He tāngata, he tāngata, he tāngata.



Go India!

Go New Zealand!





Asia New Zealand
Foundation

Te Whītau Tūhono |