From the Editor

aprice and cowardice were both on display last fortnight. Ten days after a bunch of state election results delivered a hard punch in the Congress party's solar plexus, Pranab Mukherjee delivered a Budget for 2012/13 that was simultaneously retrograde and revanchist. Reformist it was not, and neither was it bold, despite many experts saying it was the last chance for the current coalition government to take dramatic steps on the economy before general election fever erupts in 2013. The Budget is retrograde in its "retrospective amendment" of tax laws that will make Pyongyang look like a business haven (read the two powerful columns on pages 66 and 70). At its heart the Budget is a hodge-podge of optimism and denial - optimism, for instance, that India's manufacturing is on the "cusp of a revival"; and denial that profligate spending has fuelled the fiscal deficit, at a whopping 5.9 per cent of GDP in 2011/12 (which Mukherjee wants to bring down to 5.1 per cent this fiscal year) and that subsidies, at 2.4 per cent in 2011/12, would come down to 1.87 per cent in 2012/13 and 1.6 per cent in 2013/14. That would only be possible, the Finance Bill says, if user fees go up - in other words, we would all be paying more for our services. That is where the government exhibited exemplary pusillanimity by hanging Dinesh Trivedi out to dry a few months after kowtowing to Mamata Banerjee on FDI in retail. Trivedi's proposals to



raise railways fares, a bold step to stem the deficit and the subsidies bill, lasted barely a week in the face of another Mamata meltdown. And the caprice? How else do you explain customs duty being slashed to a tiny five per cent for commercial coffee brewing and vending machines for a twoyear period, and to 2.5 per cent on parts required to manufacture such machines? It just so happens that Starbucks is about to enter India and plans to open 50 stores by end-2012; and that V.G. Siddhartha, who runs the Café Coffee Day chain, also manufactures coffee machines. On cars, for example, Mukherjee has raised both excise duty and customs duty on imported cars, but left diesel cars alone. It is almost as if the Budget were a patchwork stitched together

by lobbying groups – with the aam admi given short shrift by the sweeping service-tax increase. You will find much to chew on in the comprehensive Budget package helmed by Senior Editor Sanjiv Shankaran from page 54.

In mid-March, India's Patents Controller moved to ensure a cheaper, generic version of Bayer's cancer drug Nexavar would be made available to Indian patients by invoking its compulsory licensing power. It was a significant signpost in the long battle between generic drug-makers and patent holders (remember Cipla's revolutionary AIDS drug cocktail in the early 2000s?) and Swiss drug-maker Roche's announcement on March 23 that it would sell two very expensive cancer drugs cheaper in India under local licence was a sign that the poorer patients in our country have something to cheer about. Associate Editor E. Kumar Sharma narrates this life-and-death story from page 44.

Spring is when many Indian and multinational companies descend on college campuses for their annual recruitments, and Senior Editor Shamni Pande found in her painstaking research that the mood is upbeat and that hiring has been brisk (page 34). That optimism is also reflected in a McKinsey global survey of economic conditions, which found that executives across geographies are generally far more optimistic, with the Indians in particular the most sanguine. That survey was probably conducted before Pranab-da's Budget: BT's own survey conducted by Ipsos paints a much gloomier picture (page 76). What goes around comes around, as they say.





Editor-in-Chief: Aroon Purie

Chief Executive Officer: Ashish Bagga

Managing Editor: Josey Puliventhuruthel Executive Editor: Suveen K. Sinha

Deputy Editors: Debashish Mukerii, K. Sai Srinivas Special Projects Editor: Alokesh Bhattacharyya

Assistant Editor (Web): Anika Gupta

CORRESPONDENTS

Senior Editors: Anand Adhikari, Suman Layak, N. Madhavan, Shamni Pande, Sanjiv Shankarar Associate Editors: K.R. Balasubramanyam, Kushan Mitra, Shweta Punj, E. Kumar Sharma, Anusha Subramanian, Goutam Das Assistant Editor: Rajiv Bhuva Special Correspondents: Anumeha Chaturvedi, G. Seetharaman, Manu Kaushik, Taslima Khan, Anilesh Mahajan, Sunny Sen, Geetanjali Shukla Trainee Reporters: Anand J., Manasi Mithel, Dearton Thomas Hector

Senior Editor: Uma Asher Associate Editor: Allan Lasrado Chief Copy Editor: Gadadhar Padhy Copy Editors: Basudha Das, Roopali Joshi

Principal Photographer: Rachit Goswami Photographer: Nishikant Gamre Senior Photo Researcher: Lalit Rana

ART DEPARTMENT Art Director: Kapil Kashvar Deputy Art Director: Rajat Baran Chakravartty
Assistant Art Directors: Anita Jaisinghani, Anand Sinha Senior Visualisers: Vikas Gupta, Santosh Kushwaha,

PRODUCTION DEPARTMENT
Chief of Production: Dinesh Sachdeva Production Coordinators: Narendra Singh, Rajesh Verma Supervisor: Rajkumar Wahi Senior DTP Designer: Mohammed Shahid

Senior Research Analyst: Gautam Aggarwal Librarian: Vijaylakshmi Vardan Assistant Librarian: Satbir Singh

Publishing Director: Malcolm D. Mistry

IMPACT TEAM

Senior General Managers: Sonal Pandey (West & South), Sunil R. (Bangalore), Kaustav Chatterjee (East), V. Somasundaram (Chennai), Jitendra Lad (West)

Marketing: Vipul Hoon, General Manager

Consumer Marketing Services: Poonam Sangha, Head

News-stand Sales: D.V.S. Rama Rao, Chief General Manager; Vinod Das, Senior General Manager (National); V.A. Chotalia, Regional Manager (East); Rajesh Menon, General Manager (West); Deepak Bhatt, General Manager (South); Rakesh Sharma, General Manager (Operations)



Vol. 21, No. 8, for the fortnight April 2-15, 2012. Released on April 2, 2012.

 Editorial Office (Delhi) 5th Floor, Videocon Tower, E-1, Jhandewalan Extn., Delhi-110055; Tel.: 011-23684812-15; Fax: 011-23684819; E-mail: btoday@giasdl01.vsnl.net.in ● Advertising Office (Delhi): Ground Floor, Videocon Tower, E-1, Jhandewalan Extn., Delhi-110055; Tel.: 011-43129111; (Dem): Ordinari Hori, Visualevouri i riveri, e. r. j. anianevalari Euri, yelimi i rivosa, j. e. n. i ri-arizari, ri-raz. 011-23593380081; Trade Centre, 2nd Floor, Kamala City, Senapati Bapat Mang, Lower Parel, Mumbai-400013; Tel. 022-24983355; Fax: 022-24982266; Impact office: Trade Centre 2nd Floor, Kamala City, Senapati Bapat Mang, Lower Parel, Mumbai 400013; Tel. 022-24983355; Fax: 022-24982266. Chennal 2nd Floor, 98-A, Dr Raddakrishnan Salai, Mylapore, Chennal-600004; Tel.: 044-28478526-41; Fax: 28472178; Bangalore 202-204 Richmond Towers, 2nd Floor, 12, Richmond Road, Bangalore-560025; Tel.: 080-22212448, 080-30374106; Fax: 080-22218335; Kolkata, 52, Road, Bangalore-560025; 1el: 080-22212448, 080-30374106; Fax: 080-2221335; Kolikata, S.J.
L. Road, 4th florx, Kolikata-70007; Tel: 033-22282598, 033-228275-26, 033-2281292; Fax: 033-22827254; Hyderabad 6-3-8857/18, Raj Bhawan Road, Sonniquota, Hyderabad-500082; Tel: 040-2340167; Alove-2340167; Alove-2340

All disputes are subject to the exclusive jurisdiction of competent courts and forums in Delhi/New Delhi only



For reprint rights and syndication enquiries, contact syndications@intoday.com or call +91-120-4078000

www.svndicationstodav.in