

JOINT OPENING PLENARY 2010



MR. AMITABH KANT

CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR

DELHI MUMBAI INDUSTRIAL CORRIDOR DEVELOPMENT CORPORATION
(DMICDC)

India

Mr Amitabh Kant is presently posted as Chief Executive Officer & Managing Director of the Delhi Mumbai Industrial Corridor Development Corporation. This is India's most ambitious Infrastructure project aiming to develop a model Industrial Corridor of international standards with emphasis on expanding the manufacturing and services base and develop DMIC as a "Global Manufacturing and Trading Hub". The project is being developed in partnership and collaboration with Government of Japan. He is a member of the Indian Administrative Service, IAS (Kerala Cadre: 1980 Batch).

Mr. Amitabh Kant is the author of "Branding India – An Incredible Story" and has been the key driver of the "Incredible India" and "God's Own Country" campaigns which positioned and branded India and Kerala State as leading tourism destinations. Both these campaigns have won several international awards and embraced a host of activities – infrastructure development, product enhancement, private-public partnership and positioning and branding based on extensive market research.

Mr. Kant also conceptualized and executed the "Atithi Devo Bhavah" – "Guest is God" campaign to train Taxi Drivers, Guides, immigration officials and make them stake holders in the tourism development process.



JOINT OPENING PLENARY 2010

Mr. Amitabh Kant was also the National Project Director of the Rural Tourism Project of UNDP which made a paradigm shift in spreading tourism to Indian villages which had core-competency in handicrafts, handloom and culture. During his tenure India Tourism focused on infrastructure development, diversification of India's tourism products and raising the quality of its products and services. To improve the quality of infrastructure he sourced international funding from ADB and JBIC.

Mr. Kant has worked as Secretary, Tourism, Government of Kerala, Managing Director, Kerala State Industrial Development Corporation, District Collector, Kozikhode and Managing Director, Matsyafed. During his tenure in Kerala he structured the Calicut Airport as a private sector project based on User's Fee and developed the BSES Power Project and Mattanchery Bridge under Private Public Partnership. He was also responsible for introducing new technology (fiberglass crafts and outboard motor) in the fisheries sector and launching beach level auctions which substantially enhanced returns to traditional fishermen.

