

Submission : 10/03/2020

Inquiry into Western Australia's economic relationship with the Republic of India

Introduction:

Arun Kumar Natarajan –

Managing Director of Annalakshmi Holdings Pty Ltd, Australia.

Chair of Annalakshmi Cultural Centre of WA Inc.

Managing Director of AUSIND International Trade Consulting

Managing Director of ARK Trade Links

- Arun, a dynamic entrepreneur from India, residing in Perth, Australia, has been running Annalakshmi for the past 21 years
- In 2000 Arun took charge of Annalakshmi in Perth, Australia and since then numerous initiatives were brought in by him to nurture and grow the network of organizations founded by His Holiness Swami Shantanand Saraswathi
- Since 2001, Annalakshmi has been serving the people of Western Australia with a unique concept, “**Eat as you like and Pay as you feel**”
- In 2001- 2002, Arun was involved in organising “**Dance India Taste India**”, an event which brought in artisans from various parts of India to showcase the food and culture to the local WA community
- In 2009 Annalakshmi was granted **Charity status** by the Commonwealth Government of Australia for its service towards the community in Perth, WA
- Arun has been active in engaging with the West Australian government, The Indian consulate and the Perth Council to organise events with world renowned artists such as *Ustad Zakhir Hussain, Amjad Ali Khan, Ustad Usman Khan, Pandit Briju Maharaj, Jagjit Singh, Shreya Goshal, Dr L Subramaniam, Kavitha Krishnamurthy* and many more over the years
- Arun has been active in engaging with the West Australian government, playing an important role in organising the inauguration of **CHOGM**, which occurred during 2013 in Perth
- His contributions do not end with Annalakshmi, but extends to the management of the cultural wing called **Annalakshmi Cultural Center Of WA** and **Saraswathi Mahavidhyalaya**, which is a school of fine arts, having more than 500 students who learn all forms of Indian Classical and contemporary performing arts
- Arun was key in the design and implementation of annual **Deepavali Swan Festival Of Lights**, celebrated in Perth, which brings around 45,000 people from various ethnic backgrounds together

Annalakshmi is an international entity with branches in multiple countries like Singapore, Malaysia and India. Through Annalakshmi, Arun has been a true ambassador of the Indian culture and arts, playing an important role in the intermingling of Indo Australian communities from the grassroots level, up to the State Of Western Australia.

Doing business

- Since my roots are from the state of Tamil Nadu in India, connections within the state government of Tamil Nadu are strong, which can aid in creation of conducive environment for doing business
- Agriculture plays a major role in Tamil Nadu, which heavily depends on seasonal rains. Opportunities for exchange of technology and exports from Australia for robust farming techniques, grain storage, water conservation techniques, fertilizers and irrigation equipments are in high demand
- Air pollution is a major issue in India. Introducing electric vehicles and bulk storage for electricity creates a pathway for lithium mining.
- We can facilitate private players to invest into Mining in WA focussing on Lithium and Gold
- There is ample room to grow for both states with an increase in the flow of tourism. WA now has a world class stadium where international sports like cricket can bring in tourists
- WA has a beautiful climate and many tourist attractions which is comfortable for south Indian tourists, this can be promoted as cultural tourism through various channels targeting Tamil Nadu as a state and India as a whole
- Its high time WA should start focussing on a more stronger and all weather business partner than increasing dependency on china
- We can facilitate Australian manufacturing companies to setup up manufacturing units in Tamil Nadu
- Last but not the least, understanding the cultural and religious background of the people, for the business is the key and this where we can be an interface between the WA govt and Tamil Nadu Govt