Introduction

The region of Punjab, Haryana, and Himachal Pradesh forms the heartland of Northern India and has amongst the highest per capita income in India. The state of Punjab is the food basket and the granary of India contributing to over 20 per cent of India’s food production. Punjab is also the textile and manufacturing hub of Northern India. The state of Haryana has strong agricultural, food processing and education sectors. Together the states of Punjab & Haryana have one of the largest dairy sectors. The state of Himachal Pradesh is renowned for horticulture and tourism.

Quick facts

- Area: 150349 sq. kms
- Population: 60.97 million
- Regional GDP: US$164 billion

Major cities

- Chandigarh – Shared capital of the states of Punjab and Haryana. Education, services and IT are the key business sectors
- Ludhiana – Industrial capital of Punjab with strengths in textiles and engineering goods
- Bhatinda – One of the largest grain and cotton markets in northern India and a grape growing region.
- Shimla – Capital of the state of Himachal Pradesh with strengths in horticulture and education

- Gurgaon - One of India’s largest Industrial/IT hubs. Its proximity to New Delhi means that it has evolved as a major corporate hub with half of Fortune 500 companies having a base here
- Faridabad - Faridabad is an industrial hub of Haryana, for manufacturing tractors, motorcycles, and tyres

Punjab, Haryana, Chandigarh & Himachal – Key industry facts

Punjab

- Punjab produces around 10% of India’s cotton, 20% of India’s wheat, and 11% of India’s rice
- Punjab’s dairy farming has 9% share in country’s milk output with less than 2% livestock

Haryana

- Haryana is 2nd largest contributor of wheat and 3rd largest contributor of rice to the national pool
- Haryana’s dairy farming has 6% share in country’s milk output

Chandigarh

- The richest city in India, with the highest per capita income
- The first planned city in India post-independence; renowned for architecture and urban design
- Ranked 7th in the list of top 50 IT / Back office processing centers in the world

Golden Temple, Amritsar – The holiest shrine of the Sikh religion

For more information email info@austtrade.gov.au or visit austtrade.gov.au
Himachal Pradesh

- The state has about 25% of the national potential in hydro electric resources
- Himachal Pradesh has amongst the highest literacy rates in India
- Himachal is the largest producer of apples in India

Australia – Punjab, Haryana, Chandigarh and Himachal business relationships

- Ludhiana is a major importer of Australian wool
- ACIAR has funded research programs in crop improvement, cropping systems and economics in Punjab and Haryana
- Australian research institutions have collaborated with Indian institutions in the region in biotechnology and agriculture under Australia India Strategic Research Funding

Australian companies doing business in the region

Key Australian exporters

- LaTrobe University – Sports
- SHP – Cultural Services
- Heraud Inc – Vocational Education
- Carlton & United Breweries – Food and Beverage
- Australia Wool Innovation – Textiles

Key Australian education & research activities

- University of Western Sydney has tie-up with Panjab University for joint research
- LaTrobe University has tie-up with IPL team Kings XI to conduct research on fan engagement
- TAFE NSW Illawarra, AAMC & Heraud has tie-ups to deliver vocational education
- CSIRO has collaborated with Institute of Microbial Technology on developing diagnostic tool for tuberculosis
- CSIRO has collaborated with Punjab Agricultural University to improve chilling tolerance of chickpeas and creating new Brassica crop species
- Deakin University has a tie up with Chitkara University
- Murdoch University, CQU and UNISA have a tie up with Lovely Professional University

Major Industry Opportunities for Australia

- Dairy/Agri – Forage Seeds, Silage, Farm management, Food processing, Agri expertise, irrigation, post-harvest and technology
- Education – Schools, Vocational education, R&D
- Sports – Technical expertise
- Cultural Services

Further information

Government of Punjab – www.punjab.gov.in
Government of Haryana – www.haryana.gov.in
Government of Himachal – www.himachal.nic.in
Government of Chandigarh – www.chandigarh.gov.in

The Australian Trade Commission

The Australian Trade Commission – Austrade – is the Australian Government’s trade, investment and education promotion agency.

Through a global network of offices, Austrade assists Australian companies to grow their international business, attracts productive foreign direct investment into Australia, and promotes Australia’s education sector internationally.

The Austrade office in Chandigarh services Chandigarh and the States of Punjab and Himachal Pradesh. For more information call 132878 or email to info@austrade.gov.au

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