Chapter – iii

Profile of the Operational Area
Profile of the Operational Area

3.1 Introduction

Bangalore (anglicised from Bengaluru or Bengaluuru) is the capital city of Karnataka, located in South India (in east-west direction: in the center). It has 4.3 million inhabitants, the only city with a population of over 1 million in Karnataka as of 2003, or 5.7 million including its suburbs.

Bangalore is believed to have been founded in 1537 by Kempe Gowda (c. 1510-1570). During the time of the puranas, this region was known as 'kalyanapuri'. The Mauryan Emperor, Chandragupta Maurya, renounced his throne to become a Jain Monk at Shravanabelogola, a Jain pilgrimage center, south west of Bangalore. After the arrival of the British, the city was given the anglicised name of "Bangalore". The name Bangalore derives from Benda Kalu, which means "Boiled Beans". It is said that a humble old lady served a 10th century ruler, King Veeraballa of Vijayanagara who lost his way in the forest. He liked the food so much he named the place Benda Kaluru, meaning "the city of boiled beans", to commemorate the event.¹

Bangalore, popularly known as city of gardens and city of lakes, is famous for its pleasant climate and cosmopolitan lifestyle. Kannada, the state language of Karnataka, is widely spoken here. Many people are fluent in more than one language. There are also a large number of people with Telugu and Tamil as their mother tongues, together said to almost match the number of those whose mother tongue is Kannada. English is widely understood, and spoken with variable fluency, ranging from smatterings of Engpliesh (short for English in pieces) to school-taught English. Hindi is also widely understood. With the rapid growth of the information technology industry in Bangalore, English is becoming a standard.

Set in the heart of the South - the Deccan Plateau, with an average elevation of 900 m above sea level, Bangalore has pleasant weather, with highs ranging from around 24°C in winter to 35°C during summer, despite being between the very tropical latitudes of 12° 39' N and 13° N.

Bangalore is called the "Silicon Valley of India" due to the large number of computer and technology companies, as well as the related infrastructure, located there. Many multinational corporations, especially computer hardware and software giants, have operations in Bangalore. Electronics city, located in the southern outskirts of Bangalore, is an industrial park spread over 330 acres. Bangalore houses more than a hundred industries, including IT industry leaders such as IBM, Dell, Oracle, HP, SAP, Motorola, Infosys, Siemens, ITI and Wipro.

But the city infrastructure and hygiene standards have been slow in keeping up with business and technology development. Bangalore is also known as the "Garden City of India", "Pub City of India", and the "Fashion Capital of India". It is home to over 200 pubs.²

3.1.1 Institutions

- Indian Institute of Science (IISc), India's premier educational institution is also known as TATA Institute.
- Indian Institute of Management (IIMB) one of the reputed management institute in India.
- The headquarters of the Indian Space Research Organisation (ISRO)
- Indian Institute of Information Technology (IIIT)
- National Law School of India University (NLSIU)
- National Institute of Fashion Technology (NIFT)
- National Center for Software Technology (NCST), Now C-DAC

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- Centre for Artificial Intelligence and Robotics (CAIR)
- National Institute of Mental Health and Neuro Sciences (NIMHANS)

3.1.2 Interest groups

- Birdwatchers' Field Club of Bangalore

3.2 Bangalore city map
3.3 Profile of Bangalore

<table>
<thead>
<tr>
<th>Classification</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nick Names</td>
<td>Silicon Valley of India, Pub City, Garden City, City of Lakes</td>
</tr>
<tr>
<td>Country</td>
<td>India</td>
</tr>
<tr>
<td>State</td>
<td>Karnataka</td>
</tr>
<tr>
<td>District</td>
<td>Bangalore</td>
</tr>
<tr>
<td>Language</td>
<td>Kannada</td>
</tr>
<tr>
<td>Time zone</td>
<td>GMT+5:30</td>
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<tr>
<td>Importance</td>
<td>Capital of Karnataka, Known for Software exports</td>
</tr>
</tbody>
</table>

Population

- Total: 60,24,800 (2004)[1]

(http://www.world-gazetteer.com/t/t_in.htm), 4,292,223 2001 (Census figure)

- Density: 2979/km²
- Sex Ratio: 915 females/1000 males (2001)
- Growth Rate: 17.25% (1991 to 2001)

Literacy Rate

- Total: 67.04%
- Male: 76.29%
- Female: 57.45%

<table>
<thead>
<tr>
<th>Area</th>
<th>366 km²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latitude</td>
<td>12.97°N</td>
</tr>
<tr>
<td>Longitude</td>
<td>77.56°E</td>
</tr>
<tr>
<td>Altitude</td>
<td>920 metres</td>
</tr>
<tr>
<td>Temperature</td>
<td></td>
</tr>
<tr>
<td>Summer</td>
<td>20° C to 37°C</td>
</tr>
<tr>
<td>Winter</td>
<td>15°C to 27°C</td>
</tr>
</tbody>
</table>

3.4 Bangalore Stock Exchange

Bangalore Stock Exchange is currently the largest stock exchange in South India. The BgSE is managed by the Council of Management consisting of members nominated by Securities and Exchange Board of India (SEBI), public representatives, elected members and Executive Director.

The Exchange has been continuously growing since its inception in 1963. There are 595 companies listed on the exchange out of which over 300 companies are non-regional companies. As of now, more than 5000 companies belonging to listed and permitted category can be traded at the Exchange. The Exchange has about 239 members. The corporate members constitute more than 25% of the total membership of the Exchange.

Bangalore Stock Exchange was the first stock exchange in South India to start electronic trading of securities in 1996. Bangalore Electronic Securities Trading (BEST) system facilitates automatic order matching facilitating in trades. When trade takes place, the automated system generates unique trade number and execution time, ensuring reliability and complete transparency in the dealing.

Automated trading has resulted in a sharp growth in volumes of shares traded on the Exchange. Turnover at the Exchange has grown from Rs. 4300 crores in 1996-97 to Rs. 8300 crores in 1997-98, an increase of 97%.

With a view to support the investors in resolving their grievances, Exchange has established an Investor Services Centre. The Exchange co-ordinates with the companies, members and investors in resolving the problems. The Centre also offers counseling services. The Investor Services Committee comprising of Public Representatives, members, Vice-President and Executive Director oversees the functioning of the Cell and they are authorised to take appropriate steps for amicable solution of the grievances. To enable the investors at other places to have access to the services, Service Centers has been set up at Mysore, Shimoga and Davangere. Similar centers are also proposed to be opened at other leading commercial centers of Karnataka.

The Exchange has also established a well equipped library and Investor Information Centre to cater to varied information needs of investors, corporates, members and others. The Centre has wide range of books, periodicals, journals, annual reports, prospectus and research publications relating to Capital Market.

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Investor Service Centre : 91-80-2995241
Investor Information Centre:  91-80-2995225 / 33
Listing :  91-80-2995239
Market Operation :  91-80-2995200
General :  91-80-2995234 / 35

Summary

Bangalore is the capital of Karnataka located in south India, popular known as garden city and Silicon Valley of India. Bangalore was believed to be founded in 1537 by Kampe Gowda. Bangalore is one of the fast growing city in the world and second investment city in India. It comprises all type of investors and industries. World reputed companies like Infosys, Wipro and institues namely Tata institute and Indian Institute of Management is situated in Bangalore. Bangalore is also having its own stock exchange called Bangalore Stock Exchange.