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COVER STORY

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MAIT EduVision 2015

Developing Employability through IT powered Education in 21st Century



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Dear Readers,

Welcome to our sixth issue of MAITWire, marking a year since we began this newsletter. I must admit that the overall response has exceeded our expectations. More importantly, compiling this newsletter has proved to be an invaluable experience for all of us. Our objective was to be a bi-monthly newsletter that served as a platform for exchange of information, ideas and opinions from within the ICT industry. We are delighted to have achieved this and I would like to thank each and every one of you for your constant support.

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In this issue, we have detailed the proceedings of the meeting of the Digital India Action Group (DIAG), constituted by MAIT. With its members from major ICT companies and the government, the DIAG strives to ensure the success of the Digital India program by providing strategic inputs for implementation to various committees and teams that would be constituted under the aegis of the Prime Minister's Office, Department of Electronics and IT and other Government departments & ministries.

In this issue, we are happy to feature new ideas, suggestions and comments from industry and government representatives towards building a better ICT ecosystem in India.

As of March 2015, *MAITWire* is available as a print edition, besides the online version. The response to the print version has been encouraging so far and we look forward to your involvement in both editorial and sponsorship options.

We urge our readers to get back to us in case of any further inputs and suggestions.

Warm Regards,

Anwar Shirpurwala
Executive Director, MAIT



MAIT Digital India Action Group Draws Up Definite Action Roadmap



The end of April saw the MAIT Digital India Action Group (DIAG) get down to brass tacks and chalk out a clear cut plan to take the Prime Minister's Digital India initiative forward. MAIT's DIAG was constituted in November 2014 to enrich and accelerate the implementation of Digital India across the country. The DIAG has categorized the nine pillars of Digital India under Digital Infrastructure, Digital Governance and Digital Empowerment. Digital Infrastructure covers *Broadband Highways, Universal Access to Phones and Electronics Manufacturing, E-Governance and e-Kranti and Early Harvest Program* come under Digital Governance. The *Public Internet Access Program, Information for All and IT for all* fall under the purview of Digital Empowerment.

Envisioning team members of the DIAG present included Mr. Ajai Chowdhry, ICT Evangelist & Founder HCL, Mr. J Satyanarayana, Advisor - IT & C, Government of Andhra Pradesh, Ms Debjani Ghosh, Vice President, MAIT and Vice President Sales and Marketing Group, Managing Director, South Asia, Intel and Mr. Sanjeev Gupta, Managing Director - H&PS, Government Relations and Corporate Affairs, Accenture. Special invitees included Mr. Gaurav Dwivedi, CEO, MyGov and Mr. A M Parial, Vice Chairman, CHiPS, Chhattisgarh. In this issue of *MAITWire*, we look to capture the discussion held by MAIT DIAG and also highlight the outcomes.

Mr. Chowdhry felt that Digital India is a very ambitious program as it looks at the bigger picture for the first time and goes beyond the traditional scope of a typical e-Governance program. He laid emphasis on the need to analyze each and every piece of this paradigm and make it work in perfect harmony.

MAIT is best-suited to support and compliment the efforts of the Government in implementing Digital India as it has a vast knowledge base from across the IT ecosystem, which can prove to be a game changer.

“MAIT is best-suited to support and compliment the efforts of the Government in implementing Digital India as it has a vast knowledge base from across the IT ecosystem, which can prove to be a game changer”, said Ms. Debjani Ghosh. She went on to reiterate the importance of technology and how it has the “potential to benefit each and every citizen of India”. Ms. Ghosh added, “A program like Digital India needs to be implemented with this primary objective in mind”.

Stressing on the relevance of e-Governance in the Digital India Program, Mr. Dwivedi believed that there would be a complete paradigm shift as e-Services have now become the center of every Government organization.

Mr. J Satyanarayana highlighted the need to standardize and streamline the procurement processes that govern the Digital India program. According to him, there is a need for states to have apportioned budgets towards implementing Digital India so as to make sure that these are sustainable and scalable. In addition, Mr. Satyanarayana suggested that MAIT work alongside the Government to define non-negotiable milestones and timelines, with clear accountability.

Drawing attention to the importance of dissemination of best practices across the states so as to ensure effective implementation of Digital India, Mr. Parial emphasized the importance of forging public-private partnerships through a consultative process for implementing Digital India.

Mr. Sanjeev Gupta stated, “Steps have been taken in the right direction and the initial idea has definitely played its role of exciting almost all the stakeholders. It is now time to put our heads together and get down to plan for the early implementation of each of the nine pillars of Digital India.”

AREAS THAT NEED ATTENTION

MAIT's DIAG identified gaps that exist in the Digital India program, that require immediate action. First, is the need to set up a transparent and standardized procurement process, designed for service procurement versus hardware only procurement (L1 strategy). Next, building a much needed 'mobile to datacenter' vision and know-how across state Governments as well as the central Government. Digital India is about connecting citizens to services and its implementation requires a complete end-to-end strategy that encompasses delivery to analytics. Third, is the need to set up clear points of accountability within the Government (centre and states) for execution of the program. This will also mean empowering the Governments to connect the dots across departments and drive the agenda as a priority project. Another area that needs attention is the allocation of a certain part of the state budget for Digital India implementation and setting up frameworks to accelerate execution. Lastly, it is necessary to set up a repository leveraging a platform like MyGov to share best known practices across states, publishing standards to avoid the reinvention of the wheel so as to ensure quality implementation.

THE OUTCOME

It was decided that the session would focus on pillars under Digital Infrastructure and Digital Governance. The pillars under Digital Empowerment will be taken up separately within the next two months.

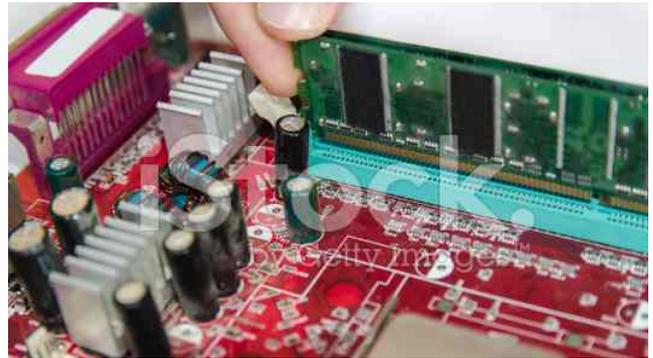
The **Digital Infrastructure Workgroup** discussion was led by Mr. P Balaji, Director - Regulatory & External Affairs Vodafone India. They examined *Broadband Highways, Universal Access to Phones and Electronics Manufacturing*. On *Broadband Highways*, protecting 'right of way', ensuring harmonization across states and center with regards to Optical Fiber Networks (OFNs) and the manner in which various ongoing projects would have to be realigned to the new paradigms was considered.

With regard to *Universal Access to phones*, incentives that would encourage manufacturing of mobile devices and related components in India were raised. The manner in which states can establish 'incubation units' to enable mobile delivery of key G2C services was also discussed. With respect to *Electronics manufacturing*, the discussion revolved around defining a regulatory and compliance regime which resolves various issues facing electronics manufacturing in India, thereby paving way for its 'organic growth'. Another important aspect was on how to build an ecosystem which can help in realization of the 'Make in India' dream in the ICT sector.

Going forward, the Infrastructure Workgroup has decided to work on specific subjects over the next two months:

- High-level design and interfacing principles for broadband highways which are being envisaged across all States and Union Territories
- Project model for offering all G2C services which involve financial transactions via mobile money
- High-level recommendations for boosting electronic manufacturing in India. These include, addressing the 8 percent disability factor (through the Duty Differential Scheme and Income Tax Benefits), building a component ecosystem and bringing back investor confidence through sovereign guarantee.

The Digital Governance Workgroup discussion was led by Mr. Ankur Malhotra, Vice President, Government Relations & Public Policy, Accenture and Ms. Valsa Williams, Country Manager - Govt. Affairs & Public Policy, Intel. The group deliberated on *E-Governance, eKranti and Early Harvest Programs*. The need to articulate and explain the paradigm shift which would be induced during transition from NeGP (the National e-Governance Plan) to Digital India was central to *e-Governance*.



It was also deemed beneficial to lay-down basic guidelines with regards to Government Process Reengineering (GPR) before Digital India reaches critical mass. Emphasis was laid on the need to optimize and transform the entire value chain pertaining to public procurement of ICT.

With regard to *e-Kranti*, the manner in which more clarity could be brought forth with regard to various components were considered. The fact that currently programs under e-Kranti utilize existing e-Governance infrastructure, such as Unique Identification Number (UID) and National Knowledge Network (NKN) was also raised. The discussions on the *Early Harvest Programs* highlighted how MyGov can be utilized to enrich DIAG's initiatives and recommendations via 'targeted crowd sourcing'.

The Digital Governance Workgroup will work on the following subjects over the next two months:

- Draw up a list of FAQs on transition from NeGP.
- Arrive at a standard set of IT procurement procedures which can be customized and adopted by states
- Create an integration plan between MyGov and DIAG.

MAIT is optimistic that the efforts of the DIAG in coordination with the Government will translate to bringing the vision of the Digital India program to fruition.

Building a Formidable Component Ecosystem for Electronics

Shri. Shashi Ranjan Kumar,

Jt. Secy.(Admn), Department of Telecommunications,
Ministry of Communications and Information Technology

The Prime Minister has enunciated his vision of 'Make in India' and it is our responsibility to give concrete shape to it.

At one level, policy decisions should be taken to improve the ease of doing business in India, which includes labour law reforms, infrastructure improvements, enhanced skilled development, implementation of Goods and Services Tax (GST) and fast track approvals, to name a few. At another level, one of the areas that needs attention to make India's manufacturing odyssey a reality is the creation of component manufacturing ecosystems through the creation of special economic zones or ecosystems which will ensure that they serve as dedicated hubs for supply chain, skill specialization and innovation.

While it is true that it takes several years to establish an ecosystem conducive to building electronic devices, now is the most opportune time for India to start building a robust component manufacturing ecosystem. Although currently there is a thrust towards manufacturing electronic products from start to finish in the country, in reality the entire ecosystem is not present here. Take for instance building a phone or tablet. For the most part, the camera, chipset and memory modules are imported at this stage. What is heartening, however, is the fact that India has proven its capabilities in building a flourishing ecosystem with the automotive business. Chennai, today, has all the essential elements and technologies as well as manufacturing units in place for a thriving automotive industry, thereby exhibiting that we have the ability to set up effective component ecosystems.



While it is true that it takes several years to establish an ecosystem conducive to building electronic devices, now is the most opportune time for India to start building a robust component manufacturing ecosystem.

At this juncture, there are two steps that can be taken towards encouraging the growth of an electronics component manufacturing ecosystem.

Creating synergy between stakeholders - All stakeholders including the Government and the industry should work closely and engage with one another on a regular and sustained basis in order to fashion policies conducive to the creation of ecosystem for component manufacturing.

Launch a dedicated web portal - A web portal should be created wherein electronics manufacturing companies as well as component manufacturers register themselves. This will allow for match-making between the components sought by electronics manufacturers and those produced by component manufacturers in the country.

Presently, India has a huge window of opportunity to become a manufacturing powerhouse and we must jointly work towards achieving this agenda. Indeed, now is the time for India to take centre stage as the world's factory alongside China.

(The author is an IAS Officer and the views expressed in the article are personal)



Foreign Trade Policy 2015-2020

Manasvi Srivastava

Director Trade, India, South and South East Asia, Microsoft
with inputs from Dhiraj Choudhrie, Sr. Manager Microsoft

The Foreign Trade Policy 2015 of the Government of India breaks new ground and also builds upon the existing policy framework for promoting India's Foreign Trade. The references to the 'ease of doing business' and 'trade facilitation agreement' send out positive signals to investors. However, much remains to be done though to make palpable impact on the ground. The policy expresses the aspiration of increasing India's exports from US\$ 466 Billion in 2013-14 to US\$ 900 Billion in 2019-20 and India's share in world trade to 3.5 percent from 2 percent at present.

Among the initiatives taken in this year's Foreign Trade Policy, a few are indeed noteworthy. While, there is scope for more to be done, the introduction of a fully tradeable scrip for export performance under the Services Export of India Scheme and Merchandize exports of India schemes is a step in the right direction. It removes an unnecessary constraint on the monetization of export incentives.

There are a few more initiatives to cheer about that impact the IT industry. Five export incentive schemes have been merged into one scheme called the Merchandize exports of India Scheme (MEIS) which grants freely transferable duty credit scrips for export performance. The intended purpose of the scheme is to compensate for infrastructural inefficiencies in India. A welcome aspect is that this scheme is available for Export Oriented Units (EoUs) as well as units in Software Technology Parks and Electronics Hardware Technology Parks (STPI, EHTPIs).

The earlier Served from India Scheme (SFIS) has been renamed the SEIS (Services Exports India Scheme) and the scrip herein too has been made freely tradeable. The list of services specified for availing the benefits of SEIS could do with some additions, in my opinion. The one sector missing here is the IT software sector. Inclusion of this sector in the list of services could attract more investment from global corporations, who could scale up or establish new presence in India.



Five export incentive schemes have been merged into one scheme called the Merchandize exports of India Scheme (MEIS) which grants freely transferable duty credit scrips for export performance.

The Export Promotion Capital Goods (EPCG) scheme is another one that is used by the IT sector. The reduction of export obligation to 75 percent of normal, for domestic procurement of goods is a fillip for the domestic industry.

An interesting feature of the current Foreign Trade Policy is the space accorded to Customs procedures and facilitation measures, which actually fall within the domain of the Central Board of Excise and Customs (CBEC) and the Finance Ministry. While the Ministry of Finance and the Ministry of Commerce have their own separate mandates, they have significant linkages and dependencies on each other.

It is herein that a huge opportunity exists for improving international trade governance as well as the overall economic environment. Possibly if the Foreign Trade policy can reduce procedural inefficiencies and the immense litigation created by sub-optimal adjudication by Customs and Excise officials, the investment climate of India can be vastly improved.

As the policy gets implemented and goes through iterations, progress towards its professed aims will be watched with interest.

Impact of GST on Information and Communication Technology Sector

Mahesh Jaising,

Partner, BMR & Associates, LLP. Co-authored by
Jayashree Parthasarathy & Mamatha Anand, BMR & Associates, LLP



With the passing of the Constitution (122nd Amendment) (Goods and Services Tax) Bill, 2014 in the Lower House of the Parliament earlier this month, there is a good chance that Goods and Services Tax ('GST') would come into effect from April

1, 2016 in India. Under the proposed dual GST structure, every intra-state supply of goods or services or both, is expected to attract the levy of Central GST ('CGST') and State GST ('SGST') with interstate supplies/ imports attracting a combined Integrated GST ('IGST'). GST is set to replace key transaction taxes levied by the Centre (primarily excise duty and service tax) and the States (primarily VAT/ sales tax and entry tax) respectively.

Given that GST heralds a new regime of indirect taxation, every aspect of a business ranging from sourcing to distribution to product pricing to tax compliances can be expected to be deeply impacted.

An attempt has been made in the ensuing paras to outline the possible impact of GST on ICT sector.

For manufacturers, the concept of 'manufacture' should no longer be relevant with the taxable event being 'supply' of goods. This should also mean that the concept of 'deemed manufacture' shall lose relevance. Further, the concept of MRP based valuation of goods should lose significance given GST shall apply on every supply of goods until the point of their final consumption.

At this stage, whether the supply needs to be for a 'consideration' for GST to apply remains unclear. A decision on this aspect shall impact the taxation or otherwise of goods from the factory to a warehouse or depot for onward sale/ warranty support.



Further to the same, the following specific issues require careful evaluation under GST.

1. Under an ideal GST scenario, there should be uniformity of tax rates across States for a specified list of ITA goods. In the absence thereof, potential GST rate arbitrage could result in diversion of trade with business seeking to import goods into favorable tax jurisdictions. Such diversion could be accentuated where the proposed additional tax of 1 percent applies to interstate supplies of goods but not imports.
2. At this stage, whether IT hardware shall attract the standard or a lower / merit GST rate is unclear. The impact of a higher GST rate on the pricing of goods vis-à-vis a lower GST rate creating an inverted duty structure shall require evaluation. A positive outcome of pre-defined list of ITA goods attracting a uniform-standard GST rate across India shall effectively address the issue of an inverted duty structure. Under this scenario, the current SAD exemption for import of goods used in the manufacture of ITA goods can be expected to be withdrawn under GST.
3. In the backdrop of exemptions being minimized under GST, and excise levy being withdrawn, the possibility of grand-fathering central excise area-based to manufacturers of IT hardware appears to be a challenge. Clarity also eludes the possibility of continuation of concessional rate of excise duty for tablet and mobile phone manufacturing under the overall auspices of 'Make in India' scheme.
4. Determining the situs of supply of warranty services on a de-centralized basis at each state-level, is likely to increase infrastructural and operational cost for businesses manifold.
5. In addition to the specific issues above, a host of generic issues relevant for all industries shall be relevant for the IT hardware industry as well. These include treatment of related-party / intra-company supplies, transition of existing CENVAT and VAT credit pools under GST including credit of taxes built into transition stock.

With the expected date of implementation of GST being less than a year away the need of the hour is for the Government to release the draft GST legislation, thereby engaging the industry in a dialogue and attempting to iron out various creases which could otherwise impede a smooth transition into GST. In the meanwhile, it would be fruitful for companies to undertake a high level analysis of key impact areas - to enable updates to different stakeholders, to commence IT system changes and to identify issues to be taken to the Government.

Particularly, given that these benefits have been accorded by the Central Government, States may be unwilling to extend SGST exemption on these supplies. Even where CGST exemption is extended to the manufacturer, unless the same is extended across the entire supply chain the benefit of exemption is likely to be lost.

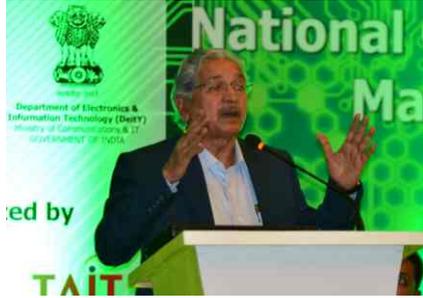
National Conclave on IT & Electronics Manufacturing in India

MAIT & TAIT in association with the Government of Maharashtra successfully organized the National Conclave on IT & Electronics Manufacturing in India on 24th April 2015 at Hotel Lalit, Mumbai. The conclave was specially designed to bring policy makers, ICT channel partners, system integrators & SMEs together on a single platform to discuss the opportunities for manufacturing at length.

Shri Subhash Desai, Hon'ble Minister of Industries, Government of Maharashtra was the distinguished Guest of Honour on the occasion. He said that the Government was willing to invest 100 Billion USD with an aim to produce goods worth 400 Billion USD. Shri K R Chaube, President, TAIT extended a very warm welcome to the audience and discussed the plethora of opportunities available for ICT channel partners, system integrators and SMEs for manufacturing in India. Also present on the occasion was Mr Raj Purohit, MLA-Mumbai & Sr. BJP Leader. He assured the industry that it could approach the Government anytime for administrative support.

A panel discussion followed that brought out the concerns and advantages of enabling policies, ease of doing business, stable tax regime, clearance of goods, transportation of goods, creation of larger IT ecosystem, opportunities in manufacturing, new innovations in manufacturing products, demand for electronics and trends in electronics, growing penetration of IT and Telecom products, etc.





Mr S K Marwaha, Director, Department of Electronics & IT, Mr K R Chaube, President, TAIT, Mr Paras Shah, CEO, Neoteric Infomatique Ltd and Mr Ajay Sawant, Managing Director, Orient Technologies Private Limited were the eminent panellists. Mr Vineet Goenka, Co-Convenor, IT Cell, BJP moderated the discussions.

On the occasion, a Research Report titled "Retail in 2015: The Changing Landscape" was also launched by Zopper.com followed by presentations by the Zopper team.

Knowledge Session on GST



MAIT and BMR Advisors conducted a knowledge session on 'Understanding the Impact of Goods and Services Tax on ICT sector' in Delhi (April 22, 2015) and Bangalore (April 23, 2015).



MAIT and CHiPS sign MoU in Chhattisgarh



MAIT signed a Memorandum of Understanding (MOU) with Chhattisgarh Infotech Promotion Society (CHiPS), the nodal agency for Electronics, IT and ITeS in Chhattisgarh in the presence of Honourable Chief Minister Dr Raman Singh. The memorandum of understanding signed by MAIT and CHiPS will give a major thrust to the nation and state's economy in propelling the growth of the IT and Electronics Industry in India

UPCOMING EVENTS

Eduvision, June 2015

In a bid to improve the education delivery system in the country with the use of IT at all levels, MAIT has undertaken a flagship initiative EduVision. The initiative aims to hold workshops with all stakeholders that would encourage discussion, prepare an impact analysis report on how IT can be leveraged for standard content delivery, prepare substantial recommendations to the Government to mandate quality IT education and strive for policy advocacy.

EduVision will bring together device manufacturers, content providers, solution providers and connectivity providers as also Government and educational institutions on a single platform so that they can deliberate and contribute towards the development of better education delivery system in India with the use of Information Technology. The event is tentatively planned at the end of June 2015.

For further information, please contact Sanjay Singh at +919910990553.

IT ASIA 2015, September 25-27, Hyderabad

MAIT is organizing IT ASIA 2015, an India International Exhibition & Conference on ICT & Electronics Industry between 25 - 27 September 2015 at Hitex, Hyderabad, Telangana. IT ASIA 2015 is being co-organized by the Government of Telangana. It aims to bring together and encourage companies in the ESDM sector to initiate manufacturing and to make the vision of 'Make in India' a reality.

STATE ROUNDUP

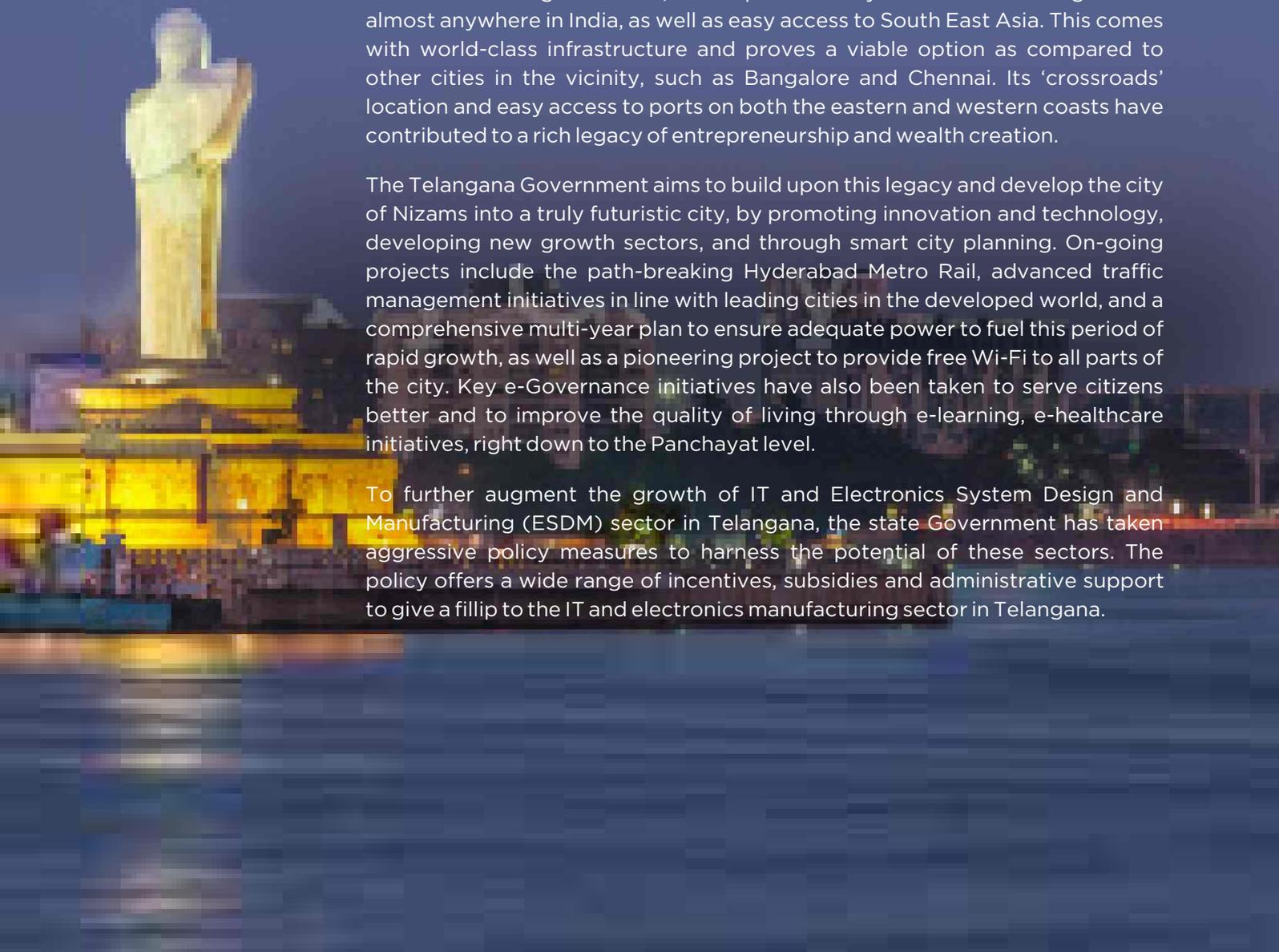
Telangana

Formed on 2nd June 2014, Telangana is India's 29th State. Hyderabad, the capital city of Telangana has emerged as one of the most conducive business destinations in India, providing the ideal climate for the growth of IT & electronics manufacturing. With the presence of a large pool of talented IT professionals and as the base for leading MNCs, the city of Hyderabad has the reputation of being the destination of choice for businesses across industries. Hyderabad has one of the largest concentrations of Fortune 500 companies anywhere in India. It is home to several Indian and foreign IT majors such as TCS, Infosys, Wipro, HCL, Tech Mahindra, Cognizant, IGATE Sonata, Infotech, and Fortune 500 companies like Microsoft, Google, IBM, Oracle, DELL, Motorola, Deloitte, Convergys, UBS, Bank of America, HSBC, Honeywell, Siemens, JP Morgan, United Health Group, Facebook and so on. Hyderabad is also home to some of the leading research and educational institutions in the country, notably, ISB, JNTU, Osmania University, IIT, IIIT, NALSAR & DRDO.

Some of the factors that have made Hyderabad, the preferred destination include its strategic location, which puts the city within a 2 hour flight from almost anywhere in India, as well as easy access to South East Asia. This comes with world-class infrastructure and proves a viable option as compared to other cities in the vicinity, such as Bangalore and Chennai. Its 'crossroads' location and easy access to ports on both the eastern and western coasts have contributed to a rich legacy of entrepreneurship and wealth creation.

The Telangana Government aims to build upon this legacy and develop the city of Nizams into a truly futuristic city, by promoting innovation and technology, developing new growth sectors, and through smart city planning. On-going projects include the path-breaking Hyderabad Metro Rail, advanced traffic management initiatives in line with leading cities in the developed world, and a comprehensive multi-year plan to ensure adequate power to fuel this period of rapid growth, as well as a pioneering project to provide free Wi-Fi to all parts of the city. Key e-Governance initiatives have also been taken to serve citizens better and to improve the quality of living through e-learning, e-healthcare initiatives, right down to the Panchayat level.

To further augment the growth of IT and Electronics System Design and Manufacturing (ESDM) sector in Telangana, the state Government has taken aggressive policy measures to harness the potential of these sectors. The policy offers a wide range of incentives, subsidies and administrative support to give a fillip to the IT and electronics manufacturing sector in Telangana.



Mr. K. Taraka Rama Rao,
Minister for IT Government of Telangana



As the Minister for Panchayat Raj and Information Technology, Electronics and Communications, Government of Telangana, Mr. KT Rama Rao leads the ICT industry Promotion and e-Governance initiatives. He has been instrumental in driving the growth of the IT sector in the state of Telangana through various policy initiatives. Information Technology Investment Region (ITIR), Electronic Manufacturing Clusters (EMCs), T Hub (Incubation Center), TASK - Telangana Academy for Skill and Knowledge, Gaming & Animation Park are some of the flagship programs driven by Mr.K.T. Rama Rao for a sustainable and seamless development across the state. He leads the e-Governance initiatives in the state by implementing various citizen-centric programs which helps in delivering various Government services (G2C, G2B, G2G), to the citizens in a convenient, efficient and transparent manner.

ADVERTORIAL

INNOVATORS



The Government's Digital India vision aims to empower every Indian citizen with the power of technology. And to be relevant to the large population, a digital transformation in India should address the growing and unmet demand for basic goods and services. The biggest challenges to the realization of this vision, which will form the pillars of the Digital India vision are last mile access to broadband, digital literacy and availability of solutions that are relevant for the diverse lifestyles, cultures, values spread across India. The core objectives of Digital India can be clearly outlined as providing digital infrastructure, make available governance & other services on demand, and digitally empowering and enabling citizens.

Intel has been working with the Government and eco system to scale digital literacy throughout the nation under its Intel® Digital Skills for India initiative and now it is taking the same Public Private Partnership approach to foster innovation in India to drive development of solutions that will help to increase domestic technology adoption by addressing real issues/challenges faced by the society.

As part of this agenda, Intel recently launched the 'Intel & DST- Innovate for Digital India Challenge' which will focus on the creation of products to increase technology adoption in India that will eventually result in the creation of a local technology ecosystem. This challenge will combine Intel's history of innovation with the Government's Digital India vision and the entrepreneurship talent in India to create a sustainable tech ecosystem that will develop solutions keeping in mind the real challenges to meaningful usage of technology in the country. The challenge is designed in collaboration with the Department of Science and Technology* (DST), with support from the Department for Electronics and Information Technology*, MyGov.in* and will be managed by IIM Ahmedabad's Centre for Innovation Incubation and Entrepreneurship* (CIIE).

The challenge aims to encourage the creation of intuitive, easy to use product and solutions that enable and drive access to services imperative for development while encouraging frugal innovation and building a strong understanding of Indian lifestyles.

This will also open up numerous opportunities to aspiring and existing entrepreneurs, innovators, academia, designers, engineers and makers from diverse backgrounds, to the magical world of technology and help them create solutions /products aimed at massive positive social impact.

Some of these critical services include financial services, healthcare, education and e-governance. Intel invites participation from innovators who can develop products and solutions around two broad areas:

- Innovation to create citizen's device platform with features that are relevant and drive mass adoption of technology such as biometric sensing capabilities, peripherals using other sensors, intuitive user interface, gesture recognition, and multi-lingual & voice support.
- Innovation to create apps that accelerate delivery of e-Governance services through eKranti/MyGov apps on mobile platform.

India now stands at the cusp of a big change that presents unprecedented opportunity for us. The realization of this vision will be possible only if there is a thriving local technology ecosystem that's focused on solving India's challenges by innovating for India. The industry, Government, academia need to collaborate like never before to accelerate the realization of the Digital India vision.



If you are interested in placing an advertorial in MAITWire, write to us at contact@mait.com

Meeting of the DIAG

The Digital India Action Group (DIAG) constituted by MAIT held its first meeting on April 29, 2015. Three dedicated workgroups drew up specific agendas related to Digital Infrastructure, Digital Governance and Digital Environment. A dedicated website www.diag.org.in was launched on the occasion.





INDUSTRY TRACKER

China's Phone Makers Look to India for Growth

- The most important market for Chinese smartphone makers may no longer be China.
- Smartphone consumption in China lifted the fortunes of local handset makers. But the era of fast growth is coming to an end in China, where the research group IDC said phone sales fell 4 percent in the first quarter from a year earlier, the first contraction in six years.
- IDC expects no growth in China's smartphone market in 2015.

Japan identifies 11 sites to set up industrial townships in India

- Japan has identified 11 sites to set up industrial townships in India, which would serve as hubs for investments into the country. These include Tumkur in Karnataka, Ghilot in Rajasthan, Mandal in Gujarat and Supa in Maharashtra.
- Japan will also provide soft-skills training to Indian workers in the manufacturing sector to help bridge the demand-supply gap.

Indian Government to spend US \$6.8 bn on IT this year

- Government IT spending in India will reach US \$6.8 billion in 2015, an increase of 5.7 percent over 2014, according to Gartner.
- This forecast includes spending on internal services, software, IT services, data center, devices and telecom services.

Chinese smartphone maker Coolpad to enter India this month

- Chinese smartphone maker Coolpad is set to enter the Indian market, selling its Dazen brand of affordable devices online
- Headquartered in Shenzhen, Coolpad, which makes its own devices, intends to set up a research & development centre, likely in Bengaluru, and build a phone manufacturing unit in India

Lava set to double factory budget to Rs 1,200 crore

- Lava International has doubled its budget for a proposed local factory to Rs 1,200 crore, to be spent over three years.
- The nation's fourth largest smartphone vendor also plans to double workforce, expand to markets such as Indonesia and Mexico, and make acquisitions in the fiscal year that just began. "
- The company that sells devices under Lava and Xolo brands employs more than 6,500 employees, and plans to add 7,000 more this fiscal.

Motorola considering manufacturing phones in India

- Motorola Mobility, maker of Moto E and Moto G smartphones, is evaluating local production in India as part of its long-term plans to make the country one of its largest market globally.
- The firm would look at both company-owned and third-party manufacturing and is closely studying the Make in India policy of the Narendra Modi Government.

Microsoft mulls manufacturing handsets in India after Government decree on import

- Microsoft is considering options to manufacture handsets in India after the Government made it more expensive to import mobile phones



China's Vivo plans mobile handset production plant in India

- Chinese smartphone maker Vivo said it plans to set up a manufacturing plant in India over the next few years.

Asus may set up production unit

- Asustek Computer, the Taiwanese company that sells handsets under the Asus brand is considering the scope for manufacturing in India.
- They are in the process of hiring a consultancy firm to evaluate the prospects of manufacturing in India

Top Indian firms sign six MoUs with German, Swiss companies

- Leading Indian public sector firms have signed six MoUs with top global companies from Germany, Switzerland, Russia and Bulgaria to scale up the country's manufacturing in high-tech areas at the ongoing Hannover Messe, the world's biggest industrial fair.

Foxconn could start manufacturing Apple iPhone in India

- Foxconn is looking at re-entering India after shutting down the Nokia plant in Chennai.
- The company is planning to set up manufacturing units in Gujarat, Noida, and also a small trial unit in Andhra Pradesh.

EMC India bets big on Digital India, Smart City projects; to set up dedicated team

- Betting big on the Government's Digital India and smart city initiatives, storage solutions provider EMC is setting up a special team to focus on these programmes, which can offer opportunities worth billions of dollars.

India to become manufacturing hub for SAARC, African nations: Gionee

- Gionee is looking to export mobile devices from India its second largest market after China to SAARC and African nations, from the manufacturing plant that it plans to set up over the next two to three years at an investment of \$50 million (Rs 300 crore).

IBM to invest US \$3 bn on 'Internet of Things'

- IBM said it will invest US \$ 3 billion (about Rs 18,770 crore) over the next four years to establish a new Internet of Things (IoT) unit to help its enterprise customers make better business decisions.
- IoT helps in harnessing relevant information from massive amounts of data collected by smartphones, tablets, connected vehicles and appliances. This insight helps companies manage their businesses in a better and efficient manner.

MEMBER CORNER

About MAIT

Set up in 1982 for purposes of scientific, educational and IT Industry promotion, MAIT represents Hardware, Training, R&D & Hardware Design and other associated service segments of the Indian IT Industry. MAIT's charter is to develop a globally competitive Indian IT Industry, promote the usage of IT in India, strengthen the role of IT in national economic development, advance business through international alliances, raise quality consciousness in the IT Industry and transform the Indian IT Industry into a world scale industry, leading to world class usage and thus a world size market.

MAIT has the twin agenda of

- (i) Creating demand for ICT products in India
- (ii) Building a globally competitive, standards compliant, ethically healthy ICT ecosystem.

MAIT is recognized by both the Government and the industry for its role in the growth & development of the IT hardware industry in India and has emerged as a strong & effective mouthpiece of the industry in the government corridors.



CURRENT THRUST AREAS

- Enabling a policy framework for a robust IT manufacturing ecosystem
- Attracting investments in IT/electronics manufacturing
- Simplification of procedures for domestic and external transactions
- Increasing IT penetration/usage in India.
- Rationalization of local levies and taxes on IT products
- Green IT management
- Sustainability & environmentally sound management of e-Waste
- IP among all the stakeholders
- International relations
- Demand Creation
- SME sector
- Design, innovation and new product development.
- Development of local language IT applications/products/solutions.
- Usage of genuine IT products, components and consumables.



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