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Newsletter

# Software Technology Parks of India



(Information Technology)

(India Tomorrow)



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#### Message from Director General



Message is loud and clear. Indian BPO industry can survive only if it remains competitive and for this, it has to go down to Tier-II and Tier-III cities and even to the remote rural areas. Vast number of youths living beyond the boundaries of big Metros need to be trained and employed near their native place.

### New Mantra for Indian BPO Industry Going Down to Scale New Heights

Countries like Philippines, Mexico, Bangladesh and Eastern European Block are fast emerging as the alternative to India.

Challenge is more serious and imminent than perceived in the industry. However, Government of India is not oblivious to the changing scenario. Under the aegis of Digital India initiative conceptualized by our Honorable MEIT Shri Ravi Shankar Prasad and launched by Honorable Prime Minister Shri Narendra Modi ji, every effort is being made to revitalize and re-invigorate the Indian IT industry. It is a matter of great pride for us in STPI that we are also instrumental in realizing the dream of Digital India.

To promote the BPO industry and to create ample job opportunities in far flung areas of the country, Government has launched the North East BPO Promotion Scheme (NEBPS). This scheme envisages to provide financial supports in the form of Viability Gap Funding to eligible companies for promotion of BPO operations in the North East Region during the remaining period of 12th Five Year Plan i.e., upto 31.03.2017. About 5000 seats have been planned across NER under this scheme.

For creation of jobs at pan India level, the Central Government recently launched India BPO Promotion Scheme (IBPS). This is very ambitious scheme. Total 48,300 seats announced under the scheme have been planned with distribution across states and union territories based on population percentage as per Census 2011. Big cities known as traditional centers of BPO industry like Bangluru, Pune etc. have been excluded from the scheme, with a view to provide more job opportunities to the youth of Tier-II and Tier-III cities.

At present, STPI is having centres across the country and around 2700 STP units are operating under STP/EHTP scheme. In financial year 2015-16, the tentative export done by the registered IT/ITES units is Rs. 308392 crore.

Importance of the BPO promotion schemes can not be over-emphasized. Message is loud and clear. Indian BPO industry has to go down to Tier-II and Tier-III cities, often mentioned as mofussil towns. Vast number of youths living beyond the boundaries of big Metros need to be trained and employed near their native place. This will bridge the gap between urban and rural India to some extent and thus facilitate for peace and prosperity at all levels. Let us come together and make the BPO schemes a great success.

#### Dr. Omkar Rai

#### **Cover Story**

The North East BPO Promotion Scheme (NEBPS) India BPO Promotion Scheme (IBPS)

# IBPS & NEBPS to unfold job opportunities in Mofussil towns



n India, Business Process Outsourcing (BPO) is the fastest growing segment of the ITES (Information Technology Enabled Services) industry. Factors such as economy of scale, business risk mitigation, cost advantage, utilization improvement and superior competency have all lead to the growth of the Indian BPO industry. India is now the world's favored destination for BPO companies. The BPO boom in India is credited to economical labour costs and India's huge talent pool of skilled, English-speaking professionals. Quality orientation, 24/7 services, India's unique geographic location and the investor friendly tax structure have all made the BPO industry very promising.

Government of India is now taking active measures to strengthen the BPO industry by making it more competitive and widespread. Strategy of the Government is to expand the base of this industry in Tier-II and Tier-III cities covering far flung areas of the country. By this strategy, Government is First objective of IBPS is to create employment opportunities for the youth, by promoting the IT/ITES Industry particularly by setting up the BPO/ITES operations. planning to generate employment opportunities to the youth of the country near their native place. As a consequence, rural economy will get a boost and the burden over big cities will get reduced.

As per NASSCOM, Indian BPO Industry is growing at 8.1% Y-o-Y and other sectors like e-commerce, IT-ITES and other Services Sector are also growing. There are various Government programmes like Make in India, Digital-India and other e-governance initiatives like Common Service Centres, Health Card, Kisan Call Centre etc. are likely to create business opportunities for IT-BPO companies across the country.

In January, 2016 Department of Electronics and Information Technology, Government of India launched the North East BPO Promotion Scheme (NEBPS) with a view to encourage BPO companies to set up work stations in North East region. Financial support under NEBPS includes:

(i) Capital Support (with 5% Performance Bank Guarantee): Up to 50% of one time expenditure incurred on admissible items with ceiling of Rs. 1 Lakh/Seat.

(ii) Training Support: Up to 50% of training expenses with cap of Rs. 6000/- per employee.

(iii) Special Incentives (% of eligible capital support): For units providing employment beyond target (5% to 10%), encouraging employment to women (upto 7.5%) and persons with disability (2%) and promoting local entrepreneurs through consortium (5%). No Bank Guarantee is required.

Soon after the launch of the

रविशंकर प्रसाद RAVI SHANKAR PRASAD



मंत्री विधि एवं न्याय एवं इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी भारत सरकार MINISTER OF LAW & JUSTICE and ELECTRONICS & IT GOVERNMENT OF INDIA

#### Message from Hon'ble MEIT

During the last two decades, the Indian IT/ITES industry has matured enough and moved up the value chain. The IT/ITES industry has been contributing immensely in the GDP of the country and providing employment to millions. I am proud of STPI for their contributions towards the success of the IT/ITES industry and in making India as a preferred IT destination. Now, at this juncture, we have to leverage the benefits of the strong foundation we had in IT sector and should focus towards the smaller/muffasil towns for their all-inclusive growth with the help of IT.

This demographic shift is the need of the hour and will also help in reducing the digital divide. Keeping this in view, my ministry has launched India BPO Promotion Scheme (IBPS) and North East BPO Promotion Scheme (NEBPS) under Digital India initiative. The objectives of the schemes are to create around 1.5 lakh job opportunities for the local youth of smaller/muffasil towns and also to attract investments in the respective regions for all round development.

These schemes will help in creating right eco-system required for the growth of smaller/muffasil towns and bring prosperity to those locations as I foresee that it will have a multiplier effect on the economy in times to come.

I congratulate STPI to be the nodal agency for implementation of both the schemes and I am also quite hopeful that STPI will maintain its professionalism, for which STPI is known for.

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NEBPS, it was felt that the scheme needs to be implemented also in the rest of the country focusing on Tier-II and Tier-III cities. Accordingly Government planned for a new scheme focusing the whole country. This came in the form of India BPO Promotion Scheme' (IBPS) which was launched in the month of June 2016.

The objectives of IBPS have been clearly defined by the Government. First objective of IBPS is the creation

#### Companies are enthusiastic about 'IBPS'

STPI through its regional directorates undertook massive publicity programs and promotional events. Purpose was to make IT companies and professionals aware about the new IBPS and its benefits.

IT Industry responded with great enthusiasm in the programs of STPI. Total 739 IT Companies and 1066 senior IT professionals participated in these events. STPI officials briefed about the scheme and clarifieds the doubts of the participants.

Publicity and promotional events were organized by STPI throughout the Country. Prominent cities like Kolkata, Chennai, Pune, Noida, Bhubaneshwar, Srinagar, Vishakhapatnam, Kakinada, Gandhi Nagar, Shimla, Madurai, Mysore, Mohali, Lucknow, Jaipur, Warangal, Patna, Indore, Vijaywada, Mumbai, Bhilai, Dehradun, Thiruvananthapuram, Pondicherry, Jammu, Rourkela, Gurgaon, Siliguri, Kanpur, Ranchi, Vadodra, Manglore, Kochhi, Jamshedpur and Hyderabad were covered.



of employment opportunities for the youth, by promoting the IT/ITES Industry particularly by setting up the BPO/ITES operations. Second objective is the promotion of investment in IT/ITES Sector in order to expand the base of IT Industry secure balanced regional and growth. These two fold objectives of the scheme are expected to give multiple dividends in the social sphere. If rural youths are engaged near their native place living with their family, social security scenario will significantly improve.

The duration of IBPS is up to the balance period of 12th Five Year Plan i.e. 31.03.2017. However, considering disbursement schedule of the scheme, disbursement may go beyond 12th Five Year Plan. Thus ample time has been given to the industry players to assess the market potential and take the necessary initiative accordingly. 48,300 seats announced under the scheme have been planned with distribution across states and union territories based on population percentage as per Census 2011. Uttar Pradesh has the highest number of seats planned at 8,800, followed by Bihar (4,600), Maharashtra (3,900) and West Bengal (3,400). Population of all the States of North East Region and urban agglomeration population of certain cities [Bengaluru, Chennai, (Gurgaon, Delhi-NCR Faridabad, Noida), Hyderabad, Kolkata, Mumbai, Pune] is subtracted from the respective State's population and subsequently from overall population of country. Evidently, the benefits under new scheme are not available if the BPO is being set up in above mentioned big cities.

BPO operations under new scheme include IT Enabled Services (ITES). As per Central Board of Direct Taxes (CBDT) notification No. 890E dated 26.9.2000, the list of eligible IT enabled services under BPO operations considered in NEBPS and IBPS are as under: i) Back office operations ii) Call centres iii) Content Development, Animation iv) Data Processing vi) GIS Services vii) Human Resource Services viii) Insurance Claim processing ix) Legal Databases x) Medical Transcription xi) Payroll

xii) Remote Maintenance xiii) Revenue Accounting xiv) Support Centres xv) Website services

Any Indian Company registered under Companies Act 1956/2013 and fulfills other eligibility conditions can participate in IBPS. Sole proprietors can also apply under the scheme. The units under IBPS need to acquire business by themselves.

A company availing capital support on admissible items from IBPS can not take similar support from other Central/State govt. scheme for the same unit. However, the company can avail other supports from any Central/ State govt. scheme. The companies already availing support from any Central/State govt. scheme, can avail the support from IBPS by setting up new unit at different location.

Department of Electronics and Inormation Technology has designated Software Technology Parks of India (STPI) as an implementing agency for both NEBPS and IBPS. STPI headquarter at New Delhi and other STPI Centres across the country can be contacted for any queries or clarifications regarding both the schemes - NEBPS and IBPS.

# Tailormade software services are ESSPL's forte



A fter having exposure of working in the IT for global Fortune 500 companies in India and United States, several promoters took a plunge into entrepreneurship and founded IT companies in India. The story of Enterprise System Solutions Pvt. Ltd. (ESSPL), established in 1998 is the same. ESSPL was founded by five promoters - Devesh, Somprabh,

Motif India Infotech Pvt. Ltd. offers customized outsourcing services for e-Commerce Marketplaces, online retail companies, online travel agencies and financial services companies. It provides multi-channel contact centre services including voice, email and chat, online fraud prevention, research & analytics and back office support services.

For a company like Motif, which started with modest resources, STPI not only helped in growing the company's business over 15 years but make Motif to generate employment for a significant number. With the help of STPI schemes Motif in not only benefited with tax sops, duty exemptions etc., but also received the tremendous support from STPI in the growth phase as and when needed for duty free Imports.

Company was started its operation in India during 1999-2000 with initial revenue of Rs.4,000 approx. with staff strength of 2. Currently for the year 2015-16 estimated revenue for Indian Operations itself over Rs.77 Kishore, Sandeep and Rupesh. ESSPL was founded with a vision to be a boutique software service provider to global businesses. By virtue of their experience, promoters had great hope in this segment.

ESSPL had modest beginning with 3 employees in a STPI

incubation center in Bhubaneswar. However, with the passage of time, the vision and hard work of the promoters got rich dividends. Today the company has over 250 employees working in different parts of the world. Business of the company is getting boost from its two development centers, one in Infocity, Bhubaneswar and another in London, United Kingdom. In addition

# Success Story of STPI incubatees

of the above two centers, company has several sales offices in Europe and North America.

ESSPL has chosen Bhubaneswar as its starting point due to initial hand holding and proactive support of STPI Bhubaneswar. STPI Bhubaneswar and its entire team has been a big help all through out in the journey of ESSPL's success in last 18 years. It has always been very supportive and come forward with the help whenever needed.

"STPI is playing a crucial role in nurturing the talent and entrepreneurial skills of Indian IT Professionals. Indian Economy is already benefiting from the good works of STPI, however, in times to come the result will be more spectacular" concluded Devesh Sinha, President, ESSPL.

# Motif among the top 10 preferred BPOs in India

Crores with staff strength of over 1,600. Kaushal Mehta is the Founder & CEO of the Motiff. Since founding Motif in 2000, he has grown the company into a global outsourcing organization with delivery centers in two countries-India and the Philippines. Kaushal is responsible for advancing Motif's commitment to its core values - Integrity, Intensity and Intellect.

Parul Mehta is cofounder & site head of the Company.

She brings 24 years of experience in the IT and services industry. Parul's operational strength has helped Motif build and retain long standing relationships with global, Fortune 500





clients. Parul manages Motif's India operations and has been instrumental in establishing Motif among the Top 10 preferred BPOs in India for three years in a row (IDC/Dataquest) and Gujarat's top BPO and CSR company.

#### Activities & Events

#### Foundation stone laid for new STPI Centres at Jamshedpur and Dhanbad



n the occasion of celebrating Vikash Parb, the foundation stones for setting up of new STPI centres at Jamshedpur and Dhanbad in the State of Jharkhand was laid by the august hands of Shri Ravi Shankar Prasad, Hon'ble Union Minister of Electronics and IT, Government of India, on 18th of June 2016. On this occasion, an MoU was also signed between STPI and Government of Jharkhand for setting up of new STPI facility at Bokaro.

The up-coming STPI centers would act as a resource centre for IT/ ITES exporting units by offering general infrastructural facilities like ready to use incubation facility, High Speed Data Communication (HSDC) with uninterrupted data connectivity and other amenities required for export of software & related services.

The new STPI centres at Jamshedpur & Dhanbad are a step forward to facilitate and support the dynamic entrepreneurs of Jharkhand to explore global opportunities and thus enabling Jharkhand to gain new heights in IT exports.

Built up space of 65000 & 50000 Sq.ft. will be constructed for STPI Jamshedpur and Dhanbad respectively by the State Government and the same will be transferred to STPI. State Government of Jharkhand will also provide built up space of 50000 sq. ft. to STPI for setting up of its center at Bokaro.

Coinciding the event of Vikas Parb, STPI had put it's stall displaying it's role and services and STPI's contribution in growth of IT exports from the Country and State of Jharkhand. The STPI Stall was visited by Hon'ble MEIT Shri Ravi Shankar Prasad and other dignitaries from all walks of life.

Shri Raghubar Das, Hon'ble Chief Minister, Jharkhand, Shri Sudarshan Bhagat, Hon'ble Union Minister of State for Rural Development, Shri Saryu Rai, Hon'ble Minister for Parliamentary Affairs, Food, Public Distribution & Consumer Affairs, Government of Jharkhand, Shri Bidyut Baran Mahato, Hon'ble MP, Jamshedpur, Shri Laxman Giluwa, Hon'ble MP, Singhbhum along with several other dignitaries participated in the program. Dr. Omkar Rai, Director General, STPI, Shri R.K. Sudhanshu, Joint Secretary, Department of Electronics & Information Technology. Government of India, Shri Sunil Kumar Barnwal, Secretary to Chief Minister and Department of IT, Govt. of Jharkhand and Shri Manas Panda, Director, STPI were also present on the occasion.

#### Bhumi Pujan of STPI-Building at Thiruvananthapuram, Kerala



SoftwareTechnologyParksof India-Thiruvananthapuram has initiated the construction of STPI building at Technopark, Thiruvananthapuram in 24 cents of land provided by the Government of Kerala. Bhoomi Pooja Celebrations of the proposed building took place on 15.04.2016. The Senior Director, STPI Devesh Tyagi and the Director, STPI-Thiruvananthapuram graced the occasion.

### An MoU signed between STPI and Department of IT, Govt. of Goa



Department of IT, Govt. of Goa has desired to get help and support of the STPI for the development and promotion of IT/ITES/ESDM sector in the State. In this regard, a Memorandum of Understanding (MOU) was signed on 2nd May 2016 at Goa by Dr. Omkar Rai, Director General, STPI and Shri R.K. Srivastava, Chief Secretary, Govt. of Goa. Both have agreed to establish the cooperation between the two organisations for promoting the IT/ ITES/ESDM sector in the state. As per MOU, State government will take the assistance/expertise of STPI enabling them to plan/execute their schemes/ projects successfully for creating conducive environment for the growth of IT sector and generation of employment and entrepreneurial opportunities. STPI will execute the MOU from its Pune Centre.

### STPI became TPA Agency for Goa broad band project



**S**TPI has been awardded the work of being "Third Party Auditor (TPA) Agency for Goa Broad Band Project" by the Department of Information Technology (DIT), Govt. of Goa (GoG), for a period of next 5 years.

The Government of Goa has made a foray into the world of hi-tech governance with the implementation of an end-to-end IP

backbone in the State, called the Goa Broadband Network (GBBN).

An agreement to this effect was made between DIT, GoG and STPI on 1st April 2016. It was signed by Shri R.K. Srivastava, Chief Secretary, Govt. of Goa and Shri. Sanjay Kumar Gupta, Director STPI (Maharashtra & Goa). The scope of work of TPA agency shall include monitoring the performance of the GBBN, periodic auditing of the network to ensure desired quality of service as defined in the agreement.

#### Elets Knowledge Exchange Summit



Elets Knowledge Exchange - A National Summit on Digital India and Smart Cities was held on 10-11 June 2016 in Goa. STPI was a 'Supporting Partner' for the summit. Dr. Omkar Rai, Director General, STPI was a key speaker in the summit.

The summit focused on the themes of Smart Cities, Digital India, eGovernance, Education, Health, PSUs and Financial Inclusion. The conference has seen participation of thought leaders, decision makers and ICT stakeholders both from private and government sector, academia and others.

STPI Noida signed MoU with MDA



STPI Noida signed MoU with Merrut Development Authority on 3rd June 2016 for setting up of STPI centre in Meerut. This will act as a resource centre for local youth, entrepreneurs and IT/ITES Industry of the region.

### waiver programme at Hyderabad



1/B2 visa and interview waiver Dprogramme for IT industries with Consular Analysis & Liaison Unit of US Consulate General, Hyderabad was organised on 14th June 2016 by the STPI-Bhubaneswar.

In this programme Mr. Jamie Fouss, Consular Chief, US Consulate General, Hyderabad, Mr. Vincent Cilli, Vice Counsel, US Consulate General, Hyderabad and Ms. Archana Talupuru, US Consulate General, Hyderabad expressed their views. They outlined the policies of the US Government on the issue and offered to provide all possible help to the Indian IT industry.

Gathering was also addressed by Shri Manas Panda, Director, STPI-Bhubaneswar. It was an enriching session on the B1/B2 Visa and Interview waiver programme to ease the business for IT/ITES industry. Wide spectrum of IT professionals participated in the programme.

#### Visa and interview STPI & VUDA to setup incubation centre at Visakhapatnam



was signed on 18.02.2016 Mfor setting up of STPI incubation centre jointly by STPI and VUDA. Programme was held at Visakhapatnam in the presence of

honorable MEIT, Shri Ravishankar Prasad, Hon'ble Minister for Urban Development Shri Venkaiah Naidu & Hon'ble Andhra Pradesh Chief Minister Shri Chandra Babu Naidu.

MoU signed by STPI Chennai with MS university for incubation centre



TPI has signed an MoU with Manon-**J**maniam Sundaranar University (MSU) at Tirunelveli for setting up of state-of- the-art incubation centre to promote startups & amp; IT Industry of the region. It will also help in bridging the gap between industry and academia as the students of MSU shall be benefited by the eco-system developed by setting up of STPI-Incubation Centre. This will also encourage them for taking entrepreneurship.

#### Performance of STP units shown positive trends in economy

Keeping in view of the vision of achieving a more balanced growth of IT/ITeS/ESDM industry across the length & breadth of the country, STPI has been providing conducive environment and required infrastructure. Coupled with low operational cost and availability of talent pool has helped smaller companies to grow, which has also boosted software exports and generated employment opportunities in Tier II and Tier III cities.

The exports made by STP Units has increased from Rs. 2,15,264 Cr. in FY 2010-11 to approx Rs.3,10,000 Cr in FY 2015-16, at a growth rate of 44 % in last six years. There were 1660319 employees directly employed in FY 2010-11 in STP Units and the number of employment increased to 1797531 in FY 2014-15, which is around 50 % of total employment generated by India IT/ITeS industry.

In those respective regions, STPI centres have realised significant benefits interms of improved infrastructure, allied economic growth, social upliftment, branding and visibility etc; apart from software export & employment.

With continued growth in IT sector, the opportunity for many other locations to transform themselves as a preferred IT destination over the next decade is huge.

STPI has also played a vital role in bringing investments in India, during the FY 2014-15, Rs. 4176 crores were invested by the foreign investors.

### Interactive session on Smart City



An interactive session of IT Industry and academia was organized by Software Technology Parks of India (STPI) & Godavari Information Technology Association (G.I.T.A) on 1st April 2016 at Kakinada. Purpose of the session was to establish a dialouge between these two bodies to facilitate the promising growth prospects.

Shri CVD Ramprasad, Director, STPI-Hyderabad, Prof. Bhima Prabhakara Rao, Rector, JNTU-Kakinada, Prof. Mutyalanaidu, Vice Chancellor, Adikavi Nannayya University, Rajahmahendravaram, Shri J.A. Chowdary, IT Adviser, Government of Andhra Pradesh and the representatives from IT industry and academia participated in this important event.

### Induction Training at Hyderabad



Central Training Division (CTD) has conducted two weeks of induction training for newly joined Group C staff from 13.06.2016 to 24.06.2016 at STPI Hyderabad. During training programme, trainees were informed to the functioning and procedures related to their work assignements in STPI.

#### Session on VC Funding for start-ups

CTPI-Bengaluru had arranged an interactive session regarding the VC funding to incubation STPI companies on 12th May 2016. Mr. Sampath CEO, lyengar, Forum Synergies, which is one of the daughter fund of Electronic

Development Fund was invited have interaction with the to incubation companies. Heads of the 14 incubation companies participated in it. During the session Mr. Sampath has briefed on various stages of funding available for the start-ups. Briefing the incubatees, he highlighted that assessment of the product marketability & its



sustenance in the business is most important parameter that the startups should consider while developing products, which will also help them in getting the right VC funding. Mr. Sampath appreciated the products that are being developed by STPI-B incubation companies and advised them to be in touch with Forum for funding support.

#### SRISHSTI Event 2016



**S**TPI sponsored the SRISHSTI event 2016 as branch sponsor organised by Vidyarthi Shiksana Seva (VSS) Trust held at CMR Institute of Technology in Bengaluru from May 6th to 8th 2016. This was a techno fair event intended to provide comprehensive platform for young engineers of Karnataka to manifest their ideas and put forth into equitable action. The

objective of SRISHTI is to manifest the creativity, talent and hidden potential of students and also to develop industrial and institutional interaction for better growth. Dr. Omkar Rai, Director General–STPI inaugurated the SRISHSTI event 2016 and addressed the gathering on the first day. STPI showcased its services by setting up the stall at the event for three days.

### **STPI participation in Vikas Parv 2016**



Jodhpur, Rajasthan 6<sup>th</sup> June 2016

Kakinada, Andhra Pradesh 4-5<sup>th</sup> June 2016





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