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Newsletter

Software Technology Parks of India



CONTENTS

July-September 2017



12 IT and ITeS Investors Conclave

04 Hidden Brains: Delivering Robust, Scalable, Viable and Quality Solutions

06 Activities & Events

	STPI Participated in Rozgaar Mela	6	· ח	Smart Logistics Summit and Awards 2017	9
		U			9
Ц	Director General , STPI Graced the ASEAN Youth Summit 2017	4	-	Organising GST Seminar	0.72
_		6		Site Visits by STPI Director	10
	GST Awareness Session	6		Visit of Hon'ble MoS for Electronics &	
	Acceleration Program by			IT to Dehradun	10
	Electropreneur Park	7		Induction Training Programme for	
	Sub-lease Agreement for Kochi Land			Senior Level Management	10
	Signed between STPI and KSUM	7		Visit of Japanese Delegation	10
	Observing Swachchata Pakhwada	7		Expert Committee Meeting for	
	CII 13th India Innovation Summit 2017	8		Evaluation of Startup	10
	Parliamentary Committee on IT visited			DG, STPI visited NASSCOM Centre	
	Thiruvananthapuram	8		of Excellence for Io⊤	11
	E-waste Management Session	8		BPO Operations Awarded to iMarque	11
	Visit of Ethiopian Delegation	8		Official Language Award	11
	Curtain Raiser and Logo Launch of			Observance of Hindi Pakhwada	11
	BengalurulTE.biz 2017	9		BPO Unit Inaugurated	11
	Hindi Seminar in Association with TOLIC	9		GST Workshop	11
			1		
7	STPI Newsletter + July-September 2017				

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Message from Director General



Various industry bodies, academia, government and industry veterans deliberate upon modern approaches as how to address the challenges of disruptive technologies in a more sustainable manner. At STPI, we envisage Centre of Excellence (CoE) could be of one of those approaches to meaningfully address the challenges of industry. At this juncture, it's appropriate to establish CoEs with a vision to promote disruptive technologies.

The journey of Indian IT industry in last three decades is replete with accomplishments of service excellence in global delivery paradigm and ginormous contributions to Indian economy in boosting exports, FDI and employment generation. The success stories of Indian IT industry are well appreciated by global communities. The laurels of appreciation are the triggers for exploring the future challenges and opportunities of how the global industries are pinning their hopes on the Indian IT industry to receive the same excellence of delivery in the fields of disruptive technologies that the world is aggressively adopting of late. At STPI, we understand the exigencies of paradigm shift in the global technology adoption, and certainly collaborative approach can address the challenges of Industry 4.0 and help seize the opportunities. What's imperative today for Indian IT industry given the global competition in technology space is to build massive competencies in disruptive technologies to outpace the scale of change in skill development and capacity building appropriate for the future demands.

Various industry bodies, academia, government and industry veterans deliberate upon modern approaches as how to address the challenges of disruptive technologies in a more sustainable manner. At STPI, we envisage Centre of Excellence (CoE) could be of one of those approaches to meaningfully address the challenges of industry. At this juncture, it's appropriate to establish CoEs with a vision to promote disruptive technologies in order to bring in innovation in software product development, enhance industry skill, and provide new capability to startups and SMEs with seamless collaboration amongst government, industry and academia so that the industry as a whole can move up the value chain to become future ready and globally competitive. CoEs will help create an ecosystem wherein the stakeholders at the bottom of the industry pyramid will be able to equip themselves with the desired training, skill and capability in disruptive technologies such as artificial intelligence, internet of things, machine learning, cloud technologies, blockchain, big data, virtual reality and augmented reality.

Now that the technologies are changing faster and industries are even quite agile to adopt automation to become global competitive, Indian IT industry needs to transform itself to deliver superlative products and solutions as per the rising demands of the world. CoEs will unmistakably play the role of catalyst and provide the desired momentum to the future growth of IT industry.

I foresee that CoEs will definitely help the industry in bridging the gap and addressing their challenges in terms of innovation in cuttingedge technologies and also create the high-skilled manpower required for managing the high-end projects in ever-changing global demands. CoEs will equip IT organizations, especially startups and SMEs, to test the disruptive technologies and their applications in affordable terms before launching those in the market. The Indian IT organizations and industry as a whole can leverage the CoEs to avail the required trainings and skill development for adopting disruptive technologies. CoEs will ensure a significant shift from how businesses fulfill the contemporary industry demands to prepare them for the future needs of the world along the evolution of technologies.

Dr. Omkar Rai

Success Story of STPI Incubatees

Hidden Brains: Delivering Robust, Scalable, Viable and Quality Solutions

idden Brains InfoTech Private Limited is an IT consulting and solution provider of next-generation business solutions by collaborating with customers throughout the world. With exceptional experience, comprehensive intelligence system across diverse industries and domains, the Company works with customers to turn them into some of the most successful and highperformance business organizations. Started in 2003 and co-founded by three visionary leaders - Mr. Vikash Chhawchharia, Chairman & Mr. Vishal Chhawchharia, CFO: Managing Director & CEO; and Mr. Ram Chhawchharia, COO & Director-Hidden Brains is headquartered at Ahmedabad, Gujarat with presence in Germany, Norway and the USA. Their commitment to quality and the spirit to innovate has made them serve over 2318+ clients across 107 countries with 75% client retention.

IT. business Hidden Brains' services and solutions support clients who comprise the current world economy, right from smallmedium businesses to the most successful alobal organizations. Their stakeholders rely on them for innovative solutions, expertise and services in Web, Mobility, Gaming, Open Source frameworks, Embedded Services and IT Consulting. The Company is growing at 150% yearon-year and lately, won Deloitte Technology Fast 50 India Award 2013 for being the 25th fastest growing company in India.

Hidden Brains' technical

4

capabilities range from end-to-end website development to complex enterprise-level mobile application development solutions. The Company's products and solutions are an outcome of a new and profound understanding of target audience with ultimate aim of improving brand experience, delivering value to customers and driving operational efficiency. Hidden Brains offer IT consulting, design, development, implementation, and maintenance & support services. Right from the inception to the marketing of the products and services, the welltrained and professional team helps businesses gain strong brand identity. The Company has extensive experience in several technologies and industry domains that enables us to offer multiple options for customers according to budget and business needs.

Today, with an annual turnover of Rs. 23.18 crore and employee strength of 323, Hidden Brains is an ISO 9001:2008 certified web and mobile app development company. The team specializes in delivering Mobile, Web, e-commerce and Open Source solutions for clients ranging from emerging startups to Fortune 500 companies. To their credit, the Company has successfully designed, developed and delivered 5000+ web and mobile projects across multiple platforms that engage users while helping them to achieve a business vision. In addition to mobile and web strategy, design and development, Hidden Brains creates experiences for devices such as Android Wearables.



Apple Watch, IoT connected home appliances, as well as augmented reality devices. Hidden Brains' extensive portfolio includes several best-in-class consumer and enterprise apps in diverse industry verticals such as entertainment, media, healthcare, networking, e-commerce, real-estate, retail, education and gaming.

The co-founders of the Company are known for their deep industry insights and wisdom. Interestingly puts Mr. Vikash Chhawchharia, "To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity. People can be bought with their pockets and they can be stimulated with their brains. But only if you win their hearts will they give you their fullest efforts driven by their passions."

The other co-founder of the Company Mr. Vishal Chhawchharia extends views further on teamwork and innovation. According to him, "Talent wins games, but intelligence and teamwork wins championships. Reputation will outlive the last quarter, how the year ended, or whether or not the deal got done. People remember character-how you act and behave. No one remembers what multiple you paid or how great an investment it was. But they remember if you were a good person, whether you were fair, and how compassionate you were." He further adds, "People that they are paid to make difficult decisions but how they communicate and execute those decisions will last a lifetime. Life is long and deals will come and go, but your reputation will always stay with you."



Achieving business readiness for the digital age demands innovation, speed and reliability, Hidden Brains' integrated offerings of best-inclass digital engagement solutions robust coupled with managed application lifecycle solutions and committed partnership approach have enabled customers leverage the transformational impact of IT in keeping business ready for the digital economy. The Company has been scripting such digital successes for their customers across the Software Product, Travel, Retail and Consumer Goods industries and this in turn has been a key driver of their own successful business performance.

Some incredible products developed by Hidden Brains speak for their innovation and applicability. For example, RockEye is a softwareenabled solution for oil and gas exploration industry, production industry and data vendors. It's easy-touse technology and work flows provide customers with deeper insight into the subsurface by combining leadingedae science. high-performance desktop and cluster computing, and scalable data management, delivering more accurate results and productivity without compromise. RockEye shares a unified 3D and 2D visualization canvas and network-based data management.

Another product Configure.IT, a 100% browser based App Console, can help design fully customized user interface, navigation and integrate dynamic data sources without writing any code. The tool allows you to build 100% "native" mobile apps, driven by the native ecosystems for iOS and Android, leveraging performance, security and usability capabilities of the device. Similarly, ControlAny is a platform enabling M2M communication between smart devices which can be widely used for remote access, device management and cross communications. The platform includes embedded hardware, software for smart system and Cloud integration; also, software can be deployed across a wide variety of Apps in other cross platforms such as Mobile, Desktop, and Cloud.

The success of Hidden Brains may look incredible, but it would

be incomplete without citing the significant support of Software Technology Parks of India (STPI). The co-founders of the company strongly believe that the Software Industry has attained global recognition primarily because of the timing of policies and simplistic procedures laid by government though STPI, which has been implementing STP Scheme for providing facilities to IT Industry for undertaking software development and IT enabled services for 100% exports using data communication links in the form of physical exports including export of professional services. Especially, the role of STPI by regulating the IT business through licensing, acting as a link between the customer and Government authorities and agencies is crucial for the growth of startups like Hidden Brains, which started from scratch. The co-founders accentuate the fact that STPI's mandate in promoting micro, small and medium entrepreneurs by creating conducive environment for entrepreneurship in the field of IT/ITES is reflected in Hidden Brains' global success.

Activities & Events

STPI Participated in Rozgaar Mela



STPI-Indore participated in the recently concluded Rozgaar Mela at Gwalior. The event was organised by the district administration. The major objective of the Rozgaar Mela was to provide opportunities to the students to interact with the organisations of the respective fields. The job fair was organised for general public on 25th September 2017 and for differently abled on 26th September 2017.

Incubation units of STPI-Gwalior also participated in the Rozgaar Mela and shortlisted few candidates. The incubation units which participated in the event were M/s Cloudtrains (graduated incubation unit of STPI-Gwalior) and M/s SNS Systems Pvt. Ltd. (present incubation unit of STPI-Gwalior).

STPI informed the students at Rozgaar Mela about the services catered by STPI to the IT/ITeS industry and further motivated the students to focus towards entrepreneurship and contribute to the nation's prosperity. The students were also informed about the support which may be provided by the Government of India to nurture their startups. Various queries of the students with reference to the startups were also answered.

6

Director General, STPI Graced the ASEAN Youth Summit 2017



Dr. Omkar Rai, DG, STPI graced the ASEAN Youth Summit 2017 as a guest speaker on Information Technology and emphasised on the collaboration between India and ASEAN countries organised at Bhopal.

The event was a five-day India-ASEAN Youth Summit to commemorate the 25th anniversary of Association of Southeast Asian Nations – India dialogue partnership organised during 14th to 19th August 2017 at Bhopal, Madhya Pradesh. The event was organised by the Ministry of External Affairs, India Foundation and the state government jointly on the theme "Shared Values, Common Destiny."

The ASEAN Youth Summit 2017 was inaugurated by the Hon'ble Chief Minister of Madhya Pradesh Shri Shivraj Singh Chauhan and graced by Hon'ble External Affairs Minister Smt. Sushma Swaraj and Hon'ble Minister of State for External Affairs Gen. V.K. Singh. The summit was attended by 250 delegates from Indonesia, Singapore, Philippines, Malaysia, Brunei, Thailand, Cambodia, Laos, Myanmar, Vietnam and India.

ASEAN Youth Summit 2017 aimed to promote intergovernmental cooperation and facilitated economic integration amongst its members. Around 100 delegates from ASEAN including countries Indonesia. Philippines, Malavsia. Singapore, Brunei, Thailand, Cambodia, Laos, Myanmar and Vietnam participated in the summit apart from 75 youth leaders from India.

GST Awareness Session



An awareness session on GST was conducted by STPI-Thiruvananthapuram at Technopark premises on 9th August 2017. Assistant Commissioner of Central Excise and the Superintendent of GST Cell were invited for this programme. The aim of this session was to clarify the doubts with respect to the GST rules/ regulations/compliances among the participants from various companies in and around Technopark.

Acceleration Program by Electropreneur Park



Electropreneur Park has successfully started its acceleration programme. The key objective of this programme is to incubate startups which are located within the ambit of 200 kilometers from Delhi/NCR. One of the fundamental criteria for selection of startups has been defined considering the interest areas of the startups in emerging technology sectors such as mobility, energy management, IoT predominately spanning industry like agriculture, aviation, materials science, energy, displays, medical, robotics, military. transportation, entertainment, IT and Communication. The maximum period of incubation under the acceleration programme has been fixed as 12 months from the date of on-boarding of the startup.

To keep pace with the ever growing ESDM industry, Electropreneur Park conducts regular workshops as part of its yearly curriculum. The following sessions/ workshops were conducted during the period of July-September 2017 at Electropreneur Park:

- SPI Engineers elaborated on various technical topics through a workshop using RF Generator and Spectrum Analyser.
- Workshops were conducted by Mr. Prajakt Raut, Co-Founder, Applify on starting up and successful fund raising.
- Interactive session was conducted by Shri N.K. Maini, Ex Deputy MD in-charge SIDBI and Ex-Chairman SIDBI Funds.
- Workshop was conducted by Mr. Pradeep Sharma, SBI Assistant General Manager on the topic of source funding from banks.

Recently, officials from Govt. of Ethiopia visited Electropreneur Park to understand the EP model of incubation. In another occasion, Government of Palestine delegation visited Electropreneur Park to understand the structure of EP and model to start a similar incubation centre in the State of Palestine with the help of Ministry of IT and Electronics.

Land Transfer Agreement Signed between STPI and KSUM





and transfer agreement for the 1.2-acre land allotted by Kerala Startup Mission (KSUM) in Kerala Technology Innovation Zone, Kochi was signed between STPI and KSUM on 18th August 2017 at the Subregistrar Office, Edappally, Kochi. The agreement was signed by Director, STPI and CEO, KSUM.

Observing Swachchata Pakhwada

Sub-centres from 1st to 15th August 2017. The fortnight was replete with various activities including pledge taking by all the employees, display of banners at all centres and subcentres, workshops and seminars on cleanliness and waste management and extensive publicity of all activities on social media channels.



Invariably all the employees of STPI sanctimoniously spent 90 minutes on cleaning of cabins, desks and storage areas. Especially thrust was



given on cleaning and beautification of surrounding areas, plantation, weeding of old records, and energy saving efforts.

Cll 13th India Innovation Summit 2017



The Confederation of Indian Industry (CII) in partnership with Government of Karnataka organised the Thirteenth India Innovation Summit 2017 on 13th and 14th July 2017 at Bengaluru. STPI had sponsored this summit as a Silver Sponsor.

The CII conference focused on the theme 'The New Wealth of Nations -Innovation and Intellectual Capital' for the corporate leaders, government representatives, academia, media and local citizens in order to strengthen the spirit of the nation and to build an ecosystem that fosters and celebrates innovation. Shri R V Deshpande, Hon'ble Minister for Large and Medium Industries & Infrastructure Development, Government of Karnataka inaugurated the two-day flagship event.

The event noticed the unique mix of corporate leaders, government representatives, academia, media and local citizens, entrepreneurs and policy

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makers across various sectors in India to unveil new wealth of the nation.

The subjects covered under CII event were: Teens as innovators to disrupt the existing businesses, Rise of machines and Future of Human Labour, India's digital transformation into a cashless economy, The fault lines in e-commerce, Innovation as culture in our society, The rise of personalized/ precision medicine, The role of technology in education and finally Framing innovation as a new state diplomacy.

To complement the conference themes, there was an exhibition colocated with the conference event to provide an experiential understanding of the real-world tools of the new wealth paradigm. The pavilions covered the spectrum of innovation by the Indian industry, representing the macro and micro level of the nation's spirit, creativity and entrepreneurial zeal.

Parliamentary Committee on IT visited Thiruvananthapuram



The Standing Committee on IT comprising senior Members of Parliament headed by Sh. Anurag Singh Thakur, M.P. Lok Sabha visited Thiruvananthapuram on 25th August 2017 to discuss on the subject 'Startup companies in IT sector - Problems & Challenges'.

E-waste Management Session



During the observance of Swachchatha Pakhwara, a session on E-waste was conducted at STPI on 9th August 2017 by a representative from M/s. Clean Keralam, an initiative of State Govt. of Kerala.

Visit of Ethiopian Delegation

A high-level delegation team of eight members from Ethiopian Government visited STPI, Cyber Towers on 28th August 2017 to understand the onsite knowledge sharing on IT Management and IT Parks.



Curtain Raiser and Logo Launch of BengaluruITE.biz 2017



The Curtain Raiser and Logo Launch of BengaluruITE.biz 2017 was organized by Department of IT, BT and S&T, Government of Karnataka at ITC Windsor, Golf Course Road, Bengaluru on 24th July 2017. The event was addressed by Shri Priyank Kharge, Hon'ble Minister of State for IT& BT and Tourism, Government of Karnataka; Shri Kris Gopalakrishnan, Co-Founder & Executive Vice Chairman, Infosys Ltd., Chairman, Vision Group on IT, Government of Karnataka; Dr. Kiran Mazumdar Shaw, CMD, Biocon Limited and Chairperson, Karnataka's Vision Group on Biotechnology and Shri Gaurav Gupta, IAS, Principal Secretary, Department of IT, BT and S&T, Government of Karnataka.

The function was attended by industry captains, associations, startups, investors, policy makers, academia, research institutes, MSMEs, trade commissioners and media.

Smart Logistics Summit and Awards 2017



Maritime Gateway, India's leading shipping business monthly published from Hyderabad, conducted an event on "Smart Logistics Summit and Awards 2017" on the theme – Logistics Opportunities in a Landlocked

Hindi Seminar in Association with TOLIC



A Hindi Seminar was organised at Dr. MCR HRD Campus, Hyderabad under the auspices of Town Official Language Implementation Committee (TOLIC-2) on 9th August 2017 to promote Hindi within the member organisations. The seminar was attended by nearly 40 senior officials from various Central Government organisations located in Hyderabad.

Organising GST Seminar

STPI Hyderabad in association Limited organised a seminar on Implementation of GST for STP member units on 10th August 2017 at Dr. MCR HRD Institute of Telangana Campus. The seminar was focused on helping IT SME units for GST implementation. STPI Units actively participated in the session.

State - on 14th July 2017 at Hyderabad. Shri CVD Ramprasad, Director, STPI-Hyderabad was invited as a keynote speaker. Leaders from logistics industry including Sea Ports, Air Ports, Rail and Road Transportation, Government of Telangana and Customs participated in the event.

Site Visits by STPI Director



To expedite the building project in KTIZ, Kochi, Shri Paritosh Dandriyal, Director, STPI met the CEO, KSUM at Technopark, Thiruvananthapuram and visited the site and building on 22nd September 2017. He further visited the Kochi site on 23rd September 2017.

Induction Training Programme for New Incumbents



CTD successfully conducted two weeks Induction Training for the new incumbents from 11th-22nd September, 2017. The training imparted better understanding of STPI's functions, rules, regulations and area of working at NI-MSME campus, Hyderabad for senior level management staff.

Visit of Japanese Delegation



S ix-member Japanese delegation team visited STPI, Cyber Towers on 19th September 2017 to understand the dynamics of software industry in Hyderabad.

Visit of Hon'ble MoS for Electronics & IT to Dehradun



H on'ble Minister of State for Law & Justice and Information Technology Shri P.P. Chaudhary visited Dehradun on 11th July 2017. During his visit, he had a review meeting with the officials of STPI-Dehradun along with CSC and NIC of Uttarakhand. STPI-Dehradun gave a presentation on its various services/ initiatives carried out in the state. Hon'ble Minister was briefed about the progress of various services/ initiative carried out by STPI-Dehradun in the state.

Expert Committee Meeting for Evaluation of Startup



Shri Manas Ranjan Panda , Director, SSTPI-Bhubaneswar chaired the Expert Committee Meetings for Evaluation of Startup for Financial Assistance under Odisha Startup Policy. DG, STPI visited NASSCOM Centre of Excellence for IoT



Dr. Omkar Rai, Director General, STPI and Shri Shailendra Kumar Tyagi, Director STPI-Bengaluru had fruitful discussions with Shri Sanjeev Malhotra, CEO Excellence for IoT, NASSCOM during the visit to CoE-IoT NASSCOM at Diamond District Bengaluru on 13th July 2017.

BPO Operations Awarded to iMarque



Marque Solutions (P) Ltd has been awarded 300 seats for setting up of BPO operation at Mayiladuthurai in Tamil Nadu under IBPS in the first round of the RFP and 100 seats in Puducherry in the second round of the RFP. Dr. Omkar Rai, Director General, STPI inaugurated the BPO operations of iMarque Solutions (P) Ltd. and addressed the gathering.

Observance of Hindi Pakhwada





All the centres and sub-centres of STPI observed Hindi Diwas Pakhwada from 8th to 21st September 2017. Employees participated in various competitions such as speech,



recitation, skit and written tests in Hindi conducted during this period. The winners were awarded with certificates and prizes by the respective centre directors.

Official Language Award



STPI-Bengaluru was awarded First Prize by Town Official Language Implementation Committee, Bengaluru for outstanding work done towards the implementation of the Official Language Hindi during the year 2016-17.

BPO Unit Inaugurated



Rapid Care Transcription (P) Ltd, Kotukuppam has been awarded 100 seats for setting up of BPO operation at Kotukuppam in Tamil Nadu under IBPS in the third round of the RFP. Dr. Omkar Rai, Director General, STPI inaugurated the IBPS unit of Rapid Care Transcription (P) Ltd, Puducherry and addressed the gathering.

GST Workshop

GST Workshop was organised at STPI-Chennai by Shri K.M. Ravichandran IRS, Commissioner GST & Central Excise, Chennai South. He provided insights on GST implementation along with Shri G.Yashvant, FCA Managing Partner, PSDY & Associates.



IT and ITeS Investors Conclave

T and ITeS Investors Conclave 2017 was held in Patna on 14th Septmenber 2017. The main objective of the conclave was to promote IT, ITeS and ESDM investment in Bihar.

The state has embarked on the development of the ESDM industry with the implementation of several governance initiatives and setting up state-of-the-art infrastructure earmarked for IT/ ITeS and ESDM sector.

The State Government has decided to build an IT City in Rajgir in Nalanda district on 100 acres of land. A 25 acres of land at Bihta in Patna is also proposed for an IT Park with state-of-the-art facilities. An IT Tower is also being developed in the State capital to house IT/ITeS and Electronic companies. Besides these, to promote industry-led growth in the state, Bihar government is also in the process of implementing key reforms and strategic initiatives that will help the state accelerate its envisaged development plan in the sector. The state has drafted Bihar Industrial Investment Promotion Policy 2016, and Bihar Startup Policy 2017, offering sector specific incentives, and subsidies to IT/ITeS and ESDM units and startups among many other sectors in the state.

As the state recognizes the significance of the IT/ ITeS sector as major contribution towards the state economy, the state Government wishes to channelize its efforts towards certain key areas that have been identified as major avenues

towards high growth, employment generation, and income augmentation while leveraging the traditional strengths and strategic advantages of the state. The focus areas include IT products, software and services, Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO), Call centres, Digital content development, Smart technologies, Internet of Things (IoT), Data centres and Big Data.

Hon'ble Union Minister for Electronics & Information Technology and Law & Justice, Shri Ravi Shankar Prasad; Hon'ble Chief Minister of Bihar, Shri Nitish Kumar; Hon'ble Deputy Chief Minister of Bihar, Shri Sushil Kumar Modi; Dr. Omkar Rai, Director General, STPI and other dignitaries were present during this event.

SOFTWARE TECHNOLOGY PARKS OF INDIA