# Software Technology Parks of India

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# Newsletter

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# **Advisory Board**

Dr. Omkar Rai Devesh Tyagi P.K. Das S.R. Subramaniam Amit Bansal Arpana Singh Shakti Sharan Singh

# Message from **Director General**

**S**TPI's endeavors to realize the vision of Prime Minister for an inclusive digital growth by dispersing BPO jobs to tier 2 and 3 cities and empowering the youth of those regions to get job opportunities at their native place are showing visible results on the ground. The expansion of BPO industry from metros to smaller cities has finally gained momentum through BPO Promotion Schemes, launched two years back. During the live interactions of BPO scheme beneficiaries including employees and employers through video conferencing with the Prime Minister held on 15<sup>th</sup> June 2018, when two young women employees from small towns of Nagaland and Bihar shared their Services Pvt. Ltd. at Coimbatore were inaugurated. On 25<sup>th</sup> April 2018, two more BPO units such as Oasys Cybernetics Pvt. Ltd. and IVTL Infoview Technologies Pvt. Ltd. were inaugurated at Trichy. Contrary to the popular trend that the ratio of male employees to female employees is always higher, the BPO unit of Nightingale Software Park Pvt. Ltd. has altered this trend. In this unit, the number of female employees is more than four times the number of male employees. In short, while female employees' count is 74 the male employees' count is only 16. This trend is certainly overwhelming. The Government's vision for women empowerment through meaningful employment is



After two years of launch, the BPO Promotion Schemes have been implemented in 115 cities in India and 229 BPO units have already been allocated 41,040 seats out of 53,300. The most striking point here is the dispersion of BPO industry from metros to tier 2 and 3 cities is happening with greater agility and efficacy.

Dr. Omkar Rai DG, STPI

experience with the PM that BPO Scheme has helped them getting a job in their hometown and they now feel empowered. This largely connotes the vision of PM has transformed the lives of thousands such young people immensely who earlier had to migrate to metros for searching a decent livelihood. Similarly, when an employer from a small city of Tamil Nadu expressed his gratitude to the PM for launching the BPO Schemes and empowering the local entrepreneurs to start BPO units and create jobs for the youth, this underscores the fact that the dispersion of BPO industry to smaller cities is gaining ground and, with the much-needed financial support and incentives for the schemes from the government, the local entrepreneurs are now able to build an ecosystem for creating employment opportunities through the BPO Schemes.

In the last week of April, five BPO units under the India BPO Promotion Scheme were inaugurated at Coimbatore and Trichy. On 24<sup>th</sup> April 2018, three BPO units such as Nightingale Software Park Pvt. Ltd., Raise BPO Pvt. Ltd. and Access Healthcare getting realized. Another trend that's happening is that from the city of Coimbatore, the employees of Access Healthcare Services Pvt. Ltd. are delivering both voice and non-voice services to international clients of USA. This indicates that the youths of small towns are equally competent and skilled with respect to their counterparts in the metros, and they just needed the opportunities to prove their worth. Unmistakably, the BPO Promotion Schemes have worked as a major change agent in this direction.

After two years of launch, the BPO Promotion Schemes have been implemented in 115 cities in India and 229 BPO units have already been allocated 41,040 seats out of 53,300. The most striking point here is the dispersion of BPO industry from metros to tier 2 and 3 cities is happening with greater agility and efficacy. This trend will eventually diminish the digital divide and will boost entrepreneurship and employment opportunities at the regional level, making the Indian economy progressive and inclusive.

# **Success Story**

# iKraft Software: Creating Jobs in Srinagar under IBPS

iKraft Software Pvt. Ltd. is a software and web development company which started working out on outsourced projects developing smart apps and web portals based on web 2.0 back then in 2008-09 in Srinagar, J & K.

Gradually, the company started working for the Government projects in 2009-10 as a service provider for data digitization and scanning. They did projects for urban local bodies and then Srinagar Municipal Corporation. Their first big project in this space in 2011-12 by digitizing around 30 lakhs bilingual records, each record consisting of 28 fields for Census Department for Registrar General of India.



# **Challenges Faced by the Company**

Being established in Srinagar, Jammu and Kashmir the utmost challenge is to survive without disrupting the business. The instability and poor infrastructure are key causes of industry backwardness for the area and the organization. However, the business has managed to sustain 75 employees so far and they plan to grow more.

# **How IBPS Helped?**

Before IBPS, the organization used to own small projects in different places. From a business perspective, the company was not sure enough to invest in J&K. The scheme has encouraged the business towards consolidating and establishing a well-equipped BPO unit at Srinagar and the capital support within the scheme has loosened the burden of financial need. The scheme is now providing the business with an opportunity to connect to a wide range of customers through GEM.



## Word from CEO

"The IBPS scheme gave us an opportunity to consolidate our strengths and pursue our dream in a systematic and ambitious way. The scheme provided us a lot of benefits and we established quite a decent 50-seater setup in the heart of Srinagar and 75 people are working under IBPS scheme for different Government projects," concludes Mr. Irfan Mustaq.

# **Overview of Operations**

Location	Srinagar, Jammu and Kashmir	
Seats	50	
In Principal Approval Issued On	22 <sup>nd</sup> August 2016 (50 Seats)	
Operation Started On	12 <sup>th</sup> May 2017 (50 Seats)	
Funding Claimed	Yes	
Employment Reported	75 (against 50 Seats)	
Key Domains	Tech Support, Digitization and Software Development	
Language of Operation	English	

# **Cover Story**

# Live Interaction of PM with BPO Promotion Scheme Beneficiaries

hon'ble Prime Minister Shri Narendra Modi interacted with Pradhan Mantri Gramin Digital Saksharta Abhiyan and Digital India beneficiaries on 15<sup>th</sup> June 2018 at 9.30. Selected BPO units across India and their employees shared their experience with PM through live video conferencing.

Hon'ble Prime Minister hailed India BPO Promotion Schemes initiative as an effective instrument for growth of employment across India. Interacting with beneficiaries of Digital India, Prime Minister said that Digital India was launched with a simple focus to ensure more people can benefit from the joy of technology, especially in rural areas.



The beneficiaries of BPO scheme while sharing their experiences with the Prime Minister told him that how their lives have been transformed through initiatives like India BPO Promotion Scheme and North East BPO Scheme, through which BPO units are being established in small towns and generating employment opportunities at the local level.

During the one-hour long programme, Shosinle Thong, Temjenlong Longkumer from Nagaland, Khushboo Kumari from Bihar and Suresh V S from Tamilnadu shared their experiences with Hon'ble Prime Minister.



# **Activities & Events**

#### Srishti 2018: Promoting Innovation and Entrepreneurship

Crishti 2018, an annual technical event to promote innovation Jand entrepreneurship amongst students pursuing engineering studies, was held during 22<sup>nd</sup> May 2018 to 24<sup>th</sup> May 2018 at Dayanand Sagar College of Engineering, Bengaluru. Many dignitaries including Shri Vajubhai Vala, Governor of Karnataka; Dr. Karisiddappa, Vice Chancellor of Visvesvaraya Technological University and Dr. Omkar Rai, Director General, STPI were present during the event. Dr. Omkar Rai expressed that he has been personally visiting Srishti for many years and seen many excellent products and ideas that have been created. conceived and displayed by the students of the engineering colleges from the state of Karnataka. Srishti is providing an excellent opportunity and platform for all the persons to work together to learn from the prior experiences to see each other products and get together to create a kind of formal learning environment and atmosphere.



#### Inauguration of BPO Units \_\_\_\_\_

**D**<sup>r.</sup> Omkar Rai, Director General, STPI, inaugurated three BPO units such as Nightingale Software Park Pvt. Ltd., Raise BPO Pvt. Ltd. and Access Healthcare Services Pvt. Ltd. under India BPO Promotion Scheme on 24<sup>th</sup> April 2018 at Coimbatore. On 25<sup>th</sup> April 2018, he inaugurated two more BPO units such as Oasys Cybernetics Pvt. Ltd. and IVTL Infoview Technologies Pvt. Ltd. at Trichy.

Nightingale Software Park Pvt. Ltd., a 100-seater BPO unit employing 90 people at Coimbatore, provides supportive services such as BPO (Voice/ Non-voice), medical transcription, medical coding, LPO/KPO and software development services in key verticals including hospitals, hotels, financial and telecom sectors.

Raise BPO Pvt. Ltd., a 100-seater BPO unit employing 80 people at Coimbatore, provides BPO, KPO and IT outsourcing services to clients such as Rathinam College of Arts and Science, Rathinam Technical Campus and ED Social Tech Pvt. Ltd.



Access Healthcare Services Pvt. Ltd., a 200-seater BPO unit employing 148 people at Coimbatore, provides voice and nonvoice services to international clients such as Access Healthcare Services USA, LLC and ALN Management LLC.

Oasys Cybernetics Pvt. Ltd., a 100-seater BPO unit employing 60 people at Trichy, provides BPO services to client like Civil Supplies & Consumer Protection Department, Chennai.

IVTL Infoview Technologies Pvt. Ltd., a 100-seater BPO unit employing 50 people at Trichy, provides ITES and customer support services to client like Infoview Technologies Inc., Japan.



# Project Performance of Electropreneur Park .

During April-June 2018 quarter, the Electropreneur Park Selected four new startups for the Season Four round. These are Junati Innovations, developing non-invasive, wireless cardiac activity monitoring solution; E-Bike, developing a unique electric bike and scooter with advanced sensors and controls; GenElek Technologies, developing cost effective, lightweight bamboo-based exoskeletons for differently-abled and Motohoop, which was selected in June 2018, is developing an IoT-based ride assistant for motorcycles to provide real-time information on map and road condition to the rider. Another startup selected for incubation during June 2018 is Agro2o, creating a fully automated compact indoor hydroponic garden to grow fresh herbs, greens, and ornamental plants. The following is a snapshot of the project performance till 30<sup>th</sup> June 2018.

#### Workshop on Startup Ecosystem Knowledge Sharing \_\_\_\_\_

A- STPI as Key Enabler" and "Vizag as Startup Ecosystem on Smart Marine" was organised by Department of Industrial Policy and Promotion, Govt. of India on 17<sup>th</sup> April 2018.

#### Symposium on "Rethinking Globalisation - Economy and Development"\_\_\_\_\_

Asymposium on "Rethinking Globalisation - Economy and Development" was organized by Awareness in Action (AiA) on 30<sup>th</sup> June 2018 at Gandhi Bhavana, Kumara Park East, Bengaluru. Dignitaries including Dr. K.R. Venugopal, Vice Chancellor, Bangalore University and Shri Shailendra Kumar Tyagi, Director, STPI-Bengaluru were present during the event. Shri Shailendra Kumar Tyagi talked about how globalization is important for economic development of country and to be on the edge, the companies need to embrace emerging technologies and develop disruptive solution/product. The symposium included four sub themes such as Agriculture, Infrastructure and Manufacturing Sector, International Trade & WTO and Technology. The symposium focused on bridging the gap between academia, industry and policy.

# SRUJANA'18 – State-level Technical Symposium

**S**RUJANA'18, a state-level technical fest, was organised during 30<sup>th</sup> March 2018 to 1<sup>st</sup> April 2018 at Vigyana Bharathi Institute of Technology (VBIT), Hyderabad. Dr. Omkar Rai, Director General, STPI was the Chief Guest at the valedictory session and addressed the students and dignitaries. He presented the awards to the winners of the Working Model competition during the session and also interacted with the participating students. The event was a state-level competition cum exhibition of showcasing working models of various projects executed by engineering students from different colleges in Telangana.

Toal Startup Beneficiaries	<ul><li>15 Incubated startups</li><li>2 Pre-incubated startups</li></ul>
Products Developed	<ul><li>14 New products created</li><li>Additionally, 12 working prototypes created</li></ul>
IP Generated	<ul><li>5 IP filed (2 published )</li><li>6 Provisional patents filed</li></ul>
Funding of Startups	• 6 Startups funded in the range of ₹ 40 Lakh to ₹ 2 Crore
Revenue Generation	<ul> <li>₹ 16.61 Cr. orders received by startups</li> <li>₹ 10.20 Cr. revenue generation by startups</li> </ul>
Employment Generation	• 135







# **STPI Annual Day Celebrations**



**S**TPI celebrated 27<sup>th</sup> Annual Day on 5<sup>th</sup> June 2018. Dr. Omkar Rai, Director General, STPI extended greetings to all the STPI employees through video conference and shared about the upcoming initiatives and projects to the employees.



#### **Official Language Knowledge Enrichment Programme**

Shri S R Subramaniam, Director, STPI-Thiruvananthapuram participated by TOLIC, Thiruvananthapuram on 20<sup>th</sup> June 2018 at Hotel Hycinth, Thiruvananthapuram. The programme had the objective of enhancing personal interaction amongst the heads of all member organizations and knowing the functions of each organization for evolving tailor-made strategies for effective implementation of the Official Language Policy of the Govt. of India.





#### Release of IT Annual Progress Report \_\_\_\_\_

Shri K T Rama Rao, Hon'ble Minister for IT, Industries, MA & UD, released the IT Department Annual Report (2017-18) on 1<sup>st</sup> June 2018.

Director, STPI-Hyderabad participated in the event along with Principal Secretary, IT & Industries, Govt. of Telangana; Principal Secretary (GPM&AR), Govt. of Telangana and other dignitaries.

## **Conference on Blockchain Technology – Opportunities & Challenges**

The Fedration of Telangana and Andhara Pradesh Chambers of Commerce and Industry (FTAPCCI) in association with STPI and State Bank of India organised a one-day conference on 'Blockchain Technologies – Opportunities & Challenges' on 9<sup>th</sup> June 2018 at FTAPCCI Surana Auditorium, Red Hills, Hyderabad.

The technical sessions covered during the conference were Understanding Blockchain Technology, Blockchain beyond Banking & Financial Services and PR & Marketing, Branding & Business Development through Blockchain.



#### Programmes on Digital India Initiatives and Role of STPI on AIR & Doordarshan

Shri CVD Ramprasad, Director-STPI Hyderabad participated in a Slive programme of All India Radio (FM Rainbow) on 16<sup>th</sup> April 2018 & Doordarshan on 21<sup>st</sup> April 2018 (Telecasted on 16<sup>th</sup> May 2018) and shared about the STPI activities and various Digital India initiatives of Govt. of India, with special emphasis on the success of India BPO Promotion Scheme (IBPS), various incentives and fiscal support provided by the government to companies for setting up their units in Tier II and Tier III cities.





A yoga training camp was organized by STPI-Indore on 21<sup>st</sup> June 2018 on the occasion of International Yoga Day. The event was attended by the members of IT/ITES units and general public. During the yoga training, the participants were made aware of the importance of practicing yoga in their daily routine along with practice session on various asanas like Tadasana, Vrikshasana, Bhujangasana, Trikonasana and Sukhasana. Similarly, STPI-Jaipur also conducted a yoga shivir on the International Yoga Day in which 35 people including staff and public participated. The yoga trainer from Spark Fitness trained the participants on various yoga postures and specifically focused on certain postures which can be practiced during office hours to relieve stress and control diabetes and blood pressure. STPI-Lucknow also celebrated International Yoga Day by conducting some yoga sessions for officials.





## Visit of Secretary MeitY to STPI-Bengaluru .

Shri Ajay Prakash Sawhney, Secretary MeitY, Govt. of India visited STPI-Bengaluru on 1<sup>st</sup> June 2018. Shri Shailendra Kumar Tyagi, Director, STPI-Bengaluru along with all the division heads of STPI-Bengaluru and Shri Sanjeev Keskar, MD, Arrow Electronics were present during the occasion. Shri Shailendra Kumar Tyagi provided a detailed presentation to Secretary about STPI-Bengaluru directorate and especially about the upcoming CoE – STPI IoT Openlab. The Secretary appreciated all efforts taken by STPI-Bengaluru and urged that the IoT OpenLab activities to be taken up at the earliest to implement the same. Further, Shri Shailendra Tyagi introduced the incubatees of STPI to the Secretary.





#### Visit of China Delegation to STPI-Bengaluru

Six delegates from Zhejiang Province, China led by Mr. Wang Jian, Deputy Director General, S & T Department of Zhejiang Province visited STPI-Bengaluru on 4<sup>th</sup> June 2018. Shri Shailendra Tyagi, Director, STPI-Bengaluru interacted with the delegates regarding how policies enabling IT industry to grow in India. Shri Mahadesha V. Additional Director, STPI-Bengaluru gave a detailed presentation to the delegates about STPI and IT industry in India. Representatives from both sides exchanged views and experiences with the local Hi-Tech Park in India and discussed on the possibilities of cooperation between the two biggest developing countries on Hi-Tech industries.

# Visit of Joint Secretary, MeitY to STPI-Pune

Shri Rajiv Kumar, Joint Secretary, Ministry of Electronics and Information Technology Government of India, visited STPI-Pune office on 7<sup>th</sup> April 2018. During his visit, he shared views on various IT/ITES industry promotional schemes of MeitY. He also reviewed STPI activities in Maharashtra.



## Interaction Meeting with CEO of Rourkela Smart City \_

A n interaction meeting with CEO, Rourkela Smart City Limited Was organized on 21<sup>st</sup> April 2018 at STPI-Rourkela Centre. Ms. Rashmita Panda, IAS, CEO, Rourkela Smart City Limited graced the occasion as the chief guest. To understand the requirements of Smart City projects of Rourkela, which is being planned under ICT areas, an interactive session was also carried out with CEO, Rourkela Smart City Limited in the presence of all IT/ITES industry leaders. Around 25 leaders from IT/ITES industry and



HoDs of IT/CSE department of engineering colleges attended the interaction meeting and shared their domain expertise and urged officials that in the Rourkela Smart City project the small players should also be given an opportunity to participate in the tender.



#### **Discussion with GM, SAIL-Rourkela about ICT Projects**

**S**TPI-Rourkela organized a discussion meeting with General Manager, Steel Authority India Limited (SAIL), Rourkela Steel Plant and his core team on 14<sup>th</sup> June 2018 for understanding the ICT projects of C&IT Department. The purpose of this discussion meeting was to get insights on the projects being planned by the C&IT Department and to explore the options for working together with STPI for fulfilling the requirements of ICT areas. Ten company heads from IT/ITES Industry attended this event and participated in one-to-one interaction with officials.

## **World IP Day Celebrations**

Three women officials from STPI-Hyderabad participated in the conference organised by CII Telangana in association with Indian Women Network (IWN) on "Evolving Leadership of Women in Innovation, Creativity & IPR" on 26<sup>th</sup> April 2018 at Hotel Avasa, Hyderabad.

#### FinTech Conclave \_

**D**r. Sanjay Tyagi, Director, STPI-Chennai chaired the panel discussion and moderated on "Best Practices on Incubation and Acceleration of FinTech Hubs across the World" at FinTech Conclave held in Chennai on 16<sup>th</sup> June 2018.







## Indo-Africa ICT Expo 2018 \_\_\_\_\_

**S**TPI participated in the Indo-Africa ICT Expo 2018 as an exhibitor to showcase the proven capabilities of India as a preferred destination for services and outsourced R&D in the ICT sector. The event held in Lagos, Nigeria during 22<sup>nd</sup> – 23<sup>rd</sup> May 2018 was organized by Telecom Equipment and Services Export Promotion Council (TEPC) and National Association of Software and Services Companies (NASSCOM) and was supported by Department of Telecom and Department of Commerce, Government of India. The Indo Africa ICT Expo, which provisions facilities such as conferences, exhibition pavilions, business meetings and strategies, aims to promote the ecosystem of digital transformation. The mega event provided an excellent platform for participating Indian and African companies to showcase ICT products and services and how they can support each other through close co-operation and for mutual benefits.

## **Global Exhibition on Services 2018**

TPI participated in the Global Exhibitions on Services (GES) - 2018 Devent held during 15<sup>th</sup> - 18<sup>th</sup> May 2018 at Bombay Convention & Exhibition Centre, Mumbai. The event was organised by Department of Commerce, Ministry of Commerce and Industry, Government of India in partnership with Government of Maharashtra, Services Export Promotion Council (SEPC) and Confederation of Indian Industry (CII) to promote trade in services. The event was inaugurated by Hon'ble President of India Shri Ram Nath Kovind. GES is India's premier event for service trade promotion which provides an unparalleled opportunity to showcase the best of India's services to the world and also brings what the world has to offer to India. As a part of GES, a large number of seminars/knowledge sessions were organized on diverse topics where experts, industry leaders and government representatives deliberated on the various issues facing the services sectors. Under the Digital India theme, STPI showcased its services and strengths in the MeitY Pavilion. The event was attended by industry leaders and professionals from various sectors.

## Visit of Development Commissioner (Industries), Govt. of Maharashtra to STPI-Pune \_\_\_\_\_

Dr. Harshdeep Kamble, IAS, Development Commissioner (Industries), Govt. of Maharashtra, visited STPI-Pune office on 19<sup>th</sup> April 2018. During the meeting, Shri Sanjay Kumar Gupta, Director, STPI-Pune briefed about the various activities of STPI across Maharashtra and also discussed on the proposed Centre of Excellence (CoE) and India BPO Promotion Scheme.

# **Tree Plantation during Swachh Bharat Abhiyan**

Tree plantation drive was organised at STPI-Pune campus on the occasion of Ambedkar Jayanti on 14<sup>th</sup> April 2018. Shri Sanjay Kumar Gupta, Director, STPI-Pune in presence of staff planted trees in the campus.









#### Official Language Implementation .

**S**TPI-Mangaluru has been awarded 3<sup>rd</sup> prize by TOLIC-Mangaluru in Orecognition of its outstanding performance in implementation of the Official Language Policy of the Govt. of India and in promoting the usage of Hindi in official work in the category of small offices (Central Government Office and Undertaking) during the year 2017-18. The award was received by Shri Ravindra Aroor, OIC, STPI-Mangaluru during the TOLIC Meeting held on 12<sup>th</sup> June 2018.



#### **Roadshows on IBPS**

A number of STPI units conducted roadshows on India BPO Promotion Scheme (IBPS) to spread the awareness about the scheme among the prospective ITES industry representatives. STPI-Dehradun organized a roadshow on IBPS on 24<sup>th</sup> April 2018 at ITDA Conference Hall, IT Park Dehradun under the chairmanship of Shri Amit Sinha, IPS, Director, ITDA, Uttarakhand. The roadshow was started with the presentation on IBPS by Shri Maneesh Kumar, Joint Director & Officer-In-Charge, STPI-Dehradun. After the presentation, Director of ITDA requested all the participants to provide suggestions and work together in the area of IT/ITES. The event was attended by directors of various IT/ITES companies.

STPI-Bhilai organized a roadshow to promote and create awareness to popularize IBPS by focusing on 10 aspirational districts of Chhattisgarh including Baster, Bijapur, Dantewada, Sukma, Rajnandgaon, Mahasamund, Korba, Kanker, Narayanpur and Kondagaon. Industry representatives participated in the event to know more about the benefits of the scheme.

Similarly, roadshows on IBPS were conducted for adjoining aspiration districts at STPI- Indore on 24th April 2018, at STPI-Gwalior on 19th April 2018, at STPI-Bhopal on 24th April 2018 and at STPI-Jaipur on 20<sup>th</sup> and 25<sup>th</sup> April 2018. The specific roadshow was attended by IT and ITES Industry representatives from respective regions. All the participants were highly enthusiastic and eager to know more about the IBPS scheme eligibility criteria, benefits of the scheme including special incentives for providing employment opportunities to differently-abled people, women in rural areas and about the special incentive being provided for opening BPO unit in hilly region. The roadshow also covered important aspects of the IBPS scheme like disbursement of fund, performance & exit management and terms and conditions in the form of a detailed presentation. Participants were also informed about the bid submission process and other terms and conditions. The response of IT/ ITES industry representatives was overwhelming and they showed interest in operating various BPO Operations in the state of Madhva Pradesh.





# **Software Technology Parks of India**

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