

Introduction to IT and ITES Industry

Product-Based vs. Services-Based
Companies, NASSCOM, STPI, and
Global IT Projects

What is IT and ITES?

- - IT: Information Technology
- - ITES: IT-Enabled Services
- - IT focuses on software & hardware
- - Growth driven by digitalization
- - Key role in global economy

Product vs. Services Companies

- - Product: Develop own software/hardware
- - Examples: Microsoft, Google
- - Service: IT solutions for clients
- - Examples: TCS, Infosys
- - Product: Higher R&D investment
- - Service: Client-based revenue model

NASSCOM: Industry Boay

- - National Association of Software & Services
- - Helps policy-making & innovation
- - Focus on skill development
- - Encourages global collaborations
- - Organizes IT summits & reports

STPI: Software Technology Parks

- - Software Technology Parks of India
- - Supports software exports
- - Provides infrastructure & incubation
- - Tax benefits for IT companies
- - Promotes startups & innovation
- - Key to India's IT growth

Latest IT Projects

- - AI & Machine Learning in Healthcare
- - Cloud computing transformations
- - Blockchain for secure transactions
- - 5G technology advancements
- - Smart cities & IoT adoption
- - Cybersecurity & data privacy initiatives

Conclusion

- - IT & ITES drive innovation
- - Product vs. Service-based firms
- - NASSCOM & STPI key enablers
- - Emerging global IT projects
- - Future: AI, Cloud, and Cybersecurity
- - IT revolutionizing global industries

IT & ITES Market Trends

- - Rapid cloud adoption
- - AI & automation growth
- - Increased cybersecurity focus
- - Expanding remote workforce
- - Rise of data-driven decisions
- - Growing demand for IT talent

Major IT Hubs

- - India: Bengaluru, Hyderabad, Pune
- - USA: Silicon Valley, Seattle
- - Europe: London, Berlin
- - China: Beijing, Shenzhen
- - Emerging hubs: Vietnam, Poland
- - IT clusters drive innovation

Impact of Emerging Tecn

- - AI: Intelligent automation
- - IoT: Smart devices
- - Cloud: Scalable solutions
- - Blockchain: Secure transactions
- - 5G: Faster connectivity
- - Quantum computing: Future potential

Govt Initiatives for IT

- - Digital India Program
- - Make in India
- - IT SEZs & incentives
- - Startup India support
- - NASSCOM's skill programs
- - Global collaboration efforts

Successful IT Projects

- - Aadhaar (India's digital ID)
- - Google's AI-driven search
- - Amazon AWS cloud expansion
- - Tesla's self-driving tech
- - Paytm's fintech revolution
- - OpenAI's ChatGPT & AI models

Future of IT & ITES

- - AI & ML growth continues
- - Cybersecurity challenges increase
- - More automation & robotics
- - Expansion of remote work
- - Tech-driven economies
- - Global IT talent demand rises