Inviting inputs for 'Developing a Catch-line for ESDM sector'

Last date of sending inputs extended till November 30, 2012 (17.00 Hrs)

Introduction

Over the last few months the Government of India has taken important policy decisions to promote the ESDM sector in India. Given the huge potential that India presents to the world in this sector, an ESDM brand is being created and a Communication and Brand Building Campaign (2011-13) has been initiated regarding this. The campaign will reach out to various stakeholders and the **ESDM brand** may be a common factor to hold in itself the value generated from this communication. In this regard, it will be appropriate to also have a Catch-line for this brand.

Thus inputs are being invited by putting information regarding this on DeitY website from various individuals and stakeholders, including DeitY Officials and Staff, DeitY bodies, Industry Associations/ Apex Chambers, Industry, Academia, R&D institutions and General Public/ Citizens, to suggest a Catch-line for this **ESDM Brand**.

Suggested Catch-line should be contained in 4-8 words and should be able to communicate the message regarding promotion of investment in ESDM. The Catch-line is required to represent the ESDM sector, without being specific to a vertical/ sub-sector in ESDM. Background material about initiatives in ESDM sector is as mentioned below. More details could be found on http://deity.gov.in/content/electronic-hardware.

Last date of receiving inputs on Catch-line which was initially October 15, 2012 (17.00 Hrs) has now been extended till November 30, 2012 (17.00 Hrs). Inputs may be sent to Shri Akhilesh Saurikhia, Consultant (C&BB), Room No 4057, Department of Electronics and Information Technology, 6, CGO Complex, New Delhi 110003 or emailed a.saurikhia@nic.in.

Selection of inputs for approval

Entries so received will be evaluated by the Steering Committee for Communications and Brand Building Campaign (2011-13) to shortlist and propose the catch-line for approval. Committee members are not allowed to provide inputs as they will be evaluating the response. The person whose catch-line is selected will be felicitated at an event with a Certificate.

Background about the ESDM

The demand for electronics hardware in the country is projected to increase from USD 45 billion in 2009 to USD 400 billion by 2020. The growing convergence of information, communication and entertainment has given a new impetus to demand for Electronics Hardware. In India the demand for hardware is fuelled by a variety of drivers these include high growth rate of the economy, emergence of a vast domestic market catering to the gen next and thriving middleclass with increasing disposable incomes.

This provides a huge opportunity for India to become an Electronics System Design and Manufacturing (ESDM) hub to meet its domestic requirements as well as the global requirements. Most of this demand is presently being met through imports. This has serious economic and strategic implications for the country.

The Government has identified growth of electronics hardware manufacturing sector as a thrust area and a Task Force was setup in the year 2009 to suggest measures to stimulate the growth of IT, ITES and Electronics Hardware Manufacturing Industry in the country. The Department of Electronics and Information Technology (DeitY) is in the process of taking action for implementation of five pillar recommendations of the Task Force which inter-alia include setting up of a Mission to implement schemes and policies in a focused and targeted manner, incentivization, eco-system development and attracting

investment in electronics hardware manufacturing sector. Efforts to make India as a global destination for ESDM need proactive engagement of all stakeholders.

To create a policy framework for creating a conducive ecosystem for promoting investment in ESDM sector in the country, following major policy decisions have already been taken with the approval of the Cabinet:

i. An Empowered Committee has been set up for the propose of identifying technology and investors for setting up of semiconductor fab in the country and to recommend incentives that need to be given to realize the fab in the country. The scheme has resulted in interest from some of the leading players to invest in the country. The decision to have a fab will spur the overall development of ESDM ecosystem in the country.

ii. The Cabinet has approval the policy for providing preference to domestically manufactured electronic goods in government procurement of electronic goods which have security implications for the country.

iii. Modified SIPS policy which provides for financial incentives for in the ESDM sector.

iv. Electronics Manufacturing Clusters which provides for support for setting up clusters for the ESDM units.

Moreover, other major policy decisions are in advanced stages of Inter-ministerial consultations and a decision may be expected in the next month or so. These includes Modified SIPS policy which provides for financial incentives for in the ESDM sector, available for 3 years from the date of notification

This is not an exhaustive list and several other initiatives are being taken up. The draft National Policy for Electronics provides a roadmap of Government of India's vision to take the sector forward in the country.

Department of Electronics and IT, Government of India is the nodal agency for the promotion of Electronics in India and in October 2011, released a Draft National Policy on Electronics. The Vision of Draft NEP is "To create a globally competitive electronics design and manufacturing industry to meet the country's needs and serve the international market". The draft policy, which is under finalization, has set the mission and objectives as under:

MISSION
1. To promote indigenous manufacturing in the entire value-chain of ESDM for economic development.
2. To develop capacities for manufacture of strategic electronics within the country.
3. To promote a vibrant and sustainable ecosystem of R&D, design and engineering and innovation in Electronics.
4. To develop high-quality electronic products at affordable prices for inclusive adoption and deployment to improve productivity, efficiency and ease of operations in other sectors.
5. To promote environmentally friendly global best practices in the use and disposal of electronic products.

III. OBJECTIVES
1. To create an eco-system for a globally competitive ESDM sector in the country to achieve a turnover of about USD 400 Billion by 2020 involving investment of about USD 100 Billion and employment to around 28 Million people at various levels.
2. To build on the emerging chip design and embedded software industry to achieve global leadership in VLSI, chip design and other frontier technical areas and to achieve turnover of USD 55 Billion by 2020.
3. To increase the export in ESDM sector from USD 5.5 Billion to USD 80 Billion by 2020.

4. To significantly enhance availability of skilled manpower in the ESDM sector. Special focus for augmenting post graduate education and to produce about 2500 PhDs annually by 2020.

5. To create an institutional mechanism for developing and mandating standards and certification for electronic products and services to strengthen Quality Assessment infrastructure nationwide.

6. To develop an appropriate security ecosystem in ESDM for its strategic use.

7. To create long-term partnerships between EDSM industry and strategic sectors like Defence, Space, and Atomic Energy etc.

8. To become a global leader in creating Intellectual Property (IP) in the ESDM sector by increasing fund flow for R&D, seed capital and venture capital for start-ups in the ESDM and nanoelectronics sectors.

9. To develop core competencies in sectors like automotive, avionics, industrial, medical, solar, Information and Broadcasting etc through use of ESDM in these sectors.

10. To use technology to develop electronic products catering to domestic needs and conditions at affordable price points.

11. To expedite adoption of best practices in e-waste management

12. To create specialized governance structures within Government to cater to specific needs of the ESDM sector including high velocity of technological and business model changes.

13. To facilitate loans for setting up ESDM units in identified areas

Apart from initiatives contained in Draft National Policy on Electronics, several other initiatives that have been rolled out in recent past that will positively impact the ESDM scenario in India. These are as follows:

i.   National Manufacturing Competitiveness Council (NMCC) has been set up to provide a continuing forum for policy dialogue to energize and sustain the growth of manufacturing industries in India and this includes IT Hardware.

ii. Besides, a slew of measures like liberalization of foreign trade policy for Electronics and IT products, simplified customs and excise procedures, customs duty on specified capital goods and raw materials for electronics hardware brought down to 0%., setting up of Electronics Hardware Technology Parks (EHTP) and Special Economic Zones (SEZ) are set to boost manufacturing in the country.

iii. Institutional Mechanism in DeitY for Standards Implementation

iv. Standards for batteries for portable applications have been finalized

v.   Voluntary BIS Energy Standards for Laptops, Color TVs, Air-conditioners and Refrigerators

vi. e-Waste (Management and Handling) Rules, 2011 notified

vii. National Manufacturing Policy

viii. National Optical Fibre Plan 2011

Further, to make all the stakeholders aware about the challenge/ opportunity, it is has also been conceived to build "Made in India" as leading global brand in electronic products and to establish "Brand" for India as a destination for ESDM sector. In this regard, it is necessary to understand as to how this Made in India brand be positioned and build up in the mind of the stakeholders which include industry, media, academia, Central and State Govts., R&D and trade bodies and others and get them talking about it. A study in this regard has been commissioned by calling Expression of Interest and Request for Proposal. The study is planned to be completed by September 2012.

Following Background Material/ Secondary Data could be referred:

(i)   Draft National Policy on Electronics 2011, Department of Electronics and Information Technology

(ii) Taskforce Report to suggest measures to stimulate the growth of IT, ITES & Electronic Hardware Manufacturing Industry in India (Dec 2009)

(iii)   Study on semiconductor design, embedded software and services industry by India Semiconductor Association (ISA) (April 2011)
(iv)   Report on mapping the manpower skills in the IT Hardware and Electronics Manufacturing Industry by Manufacturers' Association for Information Technology (MAIT) (Sept 2008)
(v)   Human Resource and Skill Requirements in the Electronics and IT Hardware Industry by National Skill Development Corporation
(vi)   Electronic Components, Hardware Market & Manufacturing Output Study including related Assemblies & Value Chain in India (ELCOMOS) by Electronic Industries Association of India (ELCINA)
(vii)   Indian Electronics Industry: Perspectives and Strategy by EXIM Bank, March 2011
(viii)   Telecom Equipment Manufacturing Policy Recommendation, TRAI, April 2011
(ix)   National Manufacturing Competitiveness Council Report, ICRA, 2009
(x)   Electronic Appliances Manufacturing, ASSOCHAM, Aug 2009
(xi)   Media & Entertainment in India, ASSOCHAM, Sept 2011
(xii)   Special Economic Zones, ASSOCHAM, July 2011
(xiii)   Cluster Development: Fuel for Inclusive Growth, ASSOCHAM, 2011
(xiv)   Twelfth Five Year Plan: Report of Working Group on IT, Ministry of Communications & Information Technology
(xv)   Positioning India Amongst Leading Five ICTE Manufacturing Nations in Five Years, CII
(xvi)   Investment Opportunities in Developing Hi-Tech ICTE Supply Chain in India, CII, 2008
(xvii)   Study of Collaborative R&D between Industry & Academics/ R&D Institutes in India, CII, 2009
(xviii)   Report of Manufacturing Advisory Committee, ICA
(xix)   Statistical Year Book, ESC, 2010

Major Industry Verticals under ESDM
1) Strategic Electronics (Aerospace & Defense, Atomic Energy and Space)
2) Automotive Electronics Segment
3) Information & Broadcasting Segment
4) Industrial Electronics Segment
5) Medical Electronics Segment
6) Solar Photovoltaic Segment
7) Telecom Segment
8) IT/OA (Computers and peripherals)
9) Mobile devices
10) Consumer Electronics
11) E-Waste Management
12) Components and other items (including Lithium Ion, Liquid Crystal Displays, Light Emitting Diodes, Solid State Memory Products, Testing Equipments & Controls, Smart Card

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