

GOVERNMENT OF INDIA  
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO.548**  
TO BE ANSWERED ON 17.09.2020

**FOCUS ON INDIGENOUS APPLICATIONS IN PHONES**

**548. SHRI B. LINGAIAH YADAV**

Will the Minister of Electronics and Information Technology be pleased to state:

- (a) whether the smart phone industry in the country is now focussing on software and applications that go into the device, in addition to hardware, making sure it has 'Indian DNA', if so, the details thereof and progress made; and
- (b) the demands of the phone industry and action taken thereon?

**ANSWER**

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY  
(SHRI SANJAY DHOTRE)

(a): Presently, the smart phone industry in the country is focusing on increasing the domestic manufacturing capacity, especially after the launch of the Production Linked Incentive Scheme (PLI) for Large Scale Electronics Manufacturing by Ministry of Electronics and Information Technology (MeitY) on 01.04.2020. The Operating System (OS) for smart phones in India is dominated by Android. However, number of applications that go into the smart phone are increasingly being developed by individuals, including Indian Start-ups.

Government of India launched Digital India Aatma Nirbhar Bharat Innovate Challenge to give push to Indian App ecosystem through short listing of the top Indian Apps that have the potential to become global competitors in their respective categories. The Aatma Nirbhar App innovation Challenge was jointly organised by MeitY and Atal Innovation Mission, NITI Aayog with active partnership of MeitY Start up Hub (MSH) and MyGov. All stakeholders were involved from conceptualization to evaluation stage.

(b): MeitY has not received specific demands from the phone industry as far as software and applications for smart phone are concerned. However, to promote the domestic mobile phone manufacturing ecosystem, including smart phones, MeitY has launched three new schemes viz., (i) Production Linked Incentive Scheme (PLI) for Large Scale Electronics Manufacturing; (ii) Scheme for Promotion of Manufacturing of Electronic Components and Semiconductors (SPECS); and (iii) Modified Electronics Manufacturing Clusters Scheme (EMC 2.0) on 01.04.2020.

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