

VERGE

A NASSCOM Regional Newsletter – WEST

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In Focus

Pune

A sunrise IT-BPO investment destination

A large number of non-metro cities in India are now being actively nurtured by the Indian IT-BPO industry to serve as their new locations for operations. Among the cities in this category, and one that has witnessed a significant rise to fame and fortune over the last decade, is Pune, located in the state of Maharashtra. Both large and SME IT-BPO organisations have made Pune their home, and are leveraging the benefits offered by the city.

company decided to set up shop in Pune owing to its ready manpower availability and other pluses. “Every year, many graduates enter the market. Also, there are many IT organisations in Pune, due to which getting laterals is easy. Additionally, Pune provides reasonably good physical infrastructure. A person can travel from one end of the city to another within one hour on most occasions. Pleasant weather conditions throughout the year are another attraction,” Bodke says.

Take the instance of MindChips Consulting Services, a Pune-based IT consultancy firm that established operations there in April, 2010. According to Sunil Bodke, CEO of MindChips, the

According to Sunil Bodke, CEO of MindChips Consulting Services, a Pune-based IT consultancy firm, “Every year many graduates enter the market. Also there are many IT organisations in Pune, due to which getting laterals is easy. He adds, “Good entrepreneurial support from organisations like NASSCOM, TiE, MCCA and CII are also enabling Pune to grow into a viable IT-BPO destination.”

Pune, India’s education and talent hub

Sunil Desai of Maven Systems Pvt. Ltd. agrees that an excellent talent pool and industries in engineering and automation remain Pune’s key attraction. “The education capital of India, Pune, has over 50 engineering institutes which provide talented resources. The staff here is committed and culture is still

not urbanised like Bengaluru or Delhi,” Desai says.

Established in 2009, Maven undertakes end-to-end product development in electronics, instrumentation, communication and software engineering, with a specialisation in Remote Monitoring (M2M) Solutions.

According to Jeshtal Sheth, Divisional Manager-BPO, IT Cube Solutions Pvt. Ltd., besides readily available engineering college graduates, Pune also offers BPO companies professionals who are working in other mass industries majorly IT, engineering, chemicals, automotive, pharmaceuticals, banking, and retail. They can

draw domain experts from Pune’s growing number of IT parks and SEZs. “Low investments for setting up facilities, and excellent links with other cities, also make it advantageous,” Sheth says.

OUTREACH

Dear friends,

NASSCOM is delighted to present to you the very first edition of its Regional Newsletter for West, a round-up of various activities and initiatives launched by the association in the Western Region. NASSCOM and its member companies are working dedicatedly to ensure that the IT-BPO industry contributes actively to the economic and social development of the region, creating jobs, providing world-class facilities and catalysing the growth of its Tier II/III cities. In this issue, we bring you highlights of some of the key initiatives that NASSCOM has rolled out in the Western region, in the areas of events, education, policy and CSR.

We hope you will contribute to this effort, and enable us to bring out an informative newsletter that provides a window into the developments taking place in Region West.

Rajiv Vaishnav
Vice President – Member Outreach

Great for start-ups and entrepreneurs

Another SME company that picked Pune for its business is Intelimint Technologies, which became operational in 2004. A Business Intelligence and Analytics Solutions company, which achieved a turnover of five crore rupees in 2011-12, Intelimint chose Pune as it was a fast growing city with a lot to offer to start-ups. "Pune offers benefits to start-ups in terms of the eco-system required to establish operations, the talent pool of freshers as well as managerial/technical experts, the infrastructure, standard of living and accessibility," states Prashant Pansare, Managing Director and CEO of Intelimint.

"Pune has proved to be a favourite choice for IT-BPO SMEs and start-ups because of

its focus on entrepreneurship, talent, and infrastructure (in terms of power, facilities and transport, which is the best after Mumbai). Pune has produced many successful entrepreneurs who started small and scaled big. The standard and volume of institutions is good compared to other cities. It also has many MNCs who make the eco-system even more sustainable," Pansare adds.

According to Pansare, the areas where Pune still needs to improve include airport services, good leadership, particularly at the city planning and municipal levels, improvements in Public-Private Partnerships, as well as infrastructure, which needs to become world class, among others.



Pune, the plus side

Pune offers IT-BPO companies the following advantages:

- Ready availability of manpower, including engineering graduates, managerial talent and technical experts/specialists
- Reasonably good physical infrastructure – power, transportation, telecom, etc.
- Focus on entrepreneurship and good support from organisations like NASSCOM, TiE, MCCIA, and CII
- Presence of several MNCs that make the eco-system even more sustainable

Pune, the minus side

Pune needs to improve in the following areas:

- Infrastructure – specially telecom, roads, electricity and water – that needs to be made world class
- Public transportation, to reduce the number of private vehicles on the roads, reduce traffic jams, enable easy commutation and control pollution
- Airport services
- Public-Private Partnerships

Education

A host of activities were rolled out by NASSCOM in the Western region, to help raise awareness about issues related to policy, training and capacity building and promotion of Tier II/III towns as IT-BPO destinations. Here's a peek into some of the action:

Building awareness about BOAT's apprentice training scheme

The Board of Apprentice Training (BOAT-Western region) is offering an apprentice training scheme for fresh engineering graduates, diploma holders and passouts of 10+2 vocational courses. Recognising the need to build awareness about this scheme, NASSCOM and BOAT decided to host Industry-Academia Interaction Meet and Engagement Camps in

Mumbai, Navi Mumbai, Nagpur and Nashik. Representatives from various industries and academic institutions attended the sessions to discuss the proposed strategies for effective implementation of the scheme. They also spelt out the expectations of industrial establishments from educational institutions in the current employment scenario.

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It's 'Tech Saturday' for Mantralaya employees

The Directorate of IT, (Government of Maharashtra) and NASSCOM organised a series of unique and exciting workshops for the employees of Mantralaya called 'Tech Saturday.' Their aim was to acquaint state government employees with technology and the Internet in a fun-filled fashion and remove their apprehensions about IT. Held on November 5, 2011 in Mumbai, the first event was organised followed by three more in Thane and Pune. NASSCOM's member organisations that participated in the initiative included Anibrain, Aptech, iBibo, In Open

Technologies and the NASSCOM Foundation. The Mumbai event drew over 400 government personnel through the day. The Department of IT, (Government of Maharashtra) also set-up a gaming console at the venue. Such workshops will now be organised on the first Saturday of every month.

Tech Saturday for Mantralaya employees to acquaint state government employees with technology and internet in a fun-filled way."

Promoting Nagpur as the next BPO destination

NASSCOM hosted a special event to promote the city of Nagpur as the next BPO hub. The event called 'Promoting Tier 2/3 destinations: Nagpur Calling,' was held on February 24, 2012. Hosted by NASSCOM in association with VED, VASE and MADC, the initiative was targeted at building awareness within the state government and IT industry about the growing importance of Nagpur as a BPO investment location.

'Nagpur Calling' also presented Nagpur BPO success stories and the plethora of opportunities that the city offered to interested IT organisations. The conference drew over 300 participants from the IT-BPO sector as well as academia.

NASSCOM representatives made presentations on the BPO industry and the emergence of Nagpur as a BPO city. Speakers from the BPO sector who extolled the advantages of Pune included Raghavendra of Infosys BPO, Praveen Kumbha of Wipro BPO, Debasish Das of SPANCO BPO, Anand Sardeshmukh, EDG MCCIA, Ajay Chaturvedi, Harva, Sameer Bendre, Persistent Systems and Ashish Kulkarni of Big Animation India.



Advantage Nagpur

- Excellent broadband, last mile connectivity
- Ready infrastructure – in terms of roads, transportation, affordable office space, SEZs, etc.
- Provisions for setting up BPO facilities within the shortest possible time
- Presence of several IT companies, including Infosys, Wipro, SPANCO, Big Animation, etc. that have already successfully set up BPO operations in Nagpur

Regional Events

NASSCOM supports IT Expo 2012

NASSCOM supported IT Expo 2012, an IT exhibition organised by the South Gujarat Information Technologists Association (SITA), the apex body of IT trade in the South Gujarat regions of Surat, Ankleshwar, Bharuch, Navsari, Valsad, and Vapi.

SITA, which has been organising the IT show for the last 16 years, has been facilitating IT trade and encouraging technological advancements in the South Gujarat region. The Expo, held between January 6-9, drew a host of IT companies, policy makers and other stakeholders. The inaugural session of the meet was led by Rakesh Asthana, Commissioner of Police – Surat, K.R. Naik, Executive Chairman,

Smartlink Network Systems, and representatives from NASSCOM and SITA.



NASSCOM supports IT Expo organised by SITA aiding the IT show from past 16 years to encourage IT trade and technological advancements in the South Gujarat region

NASSCOM-KPMG organise workshop on tax challenges

A special workshop on Transfer Pricing was jointly hosted by NASSCOM and KPMG on January 11, 2012 in Pune. The workshop was focused around understanding the tax challenges being faced by the IT-BPO industry, against the backdrop of changing regulations and an uncertain global economic climate. The environment, the speakers at the workshop pointed out, was making tax a key business risk for the IT-BPO organisations in India. The workshop also focused on issues such as industry practices, current market trends across various sectors, transfer pricing concerns for the boardroom, managing



tax effectively and stock options for employees. Five speakers addressed 45 attendees, representing 19 NASSCOM member organisations.

NASSCOM and KPMG jointly hosted a workshop on Transfer Pricing on January 11, 2012 to focus on the tax challenges IT-BPO industry is facing.

Regional Council events

Enabling the roll out of the Dewang Mehta IT awards initiative in Gujarat

The Department of Information Technology and General Administration in Gujarat will confer the Dewang Mehta IT awards on three deserving final year students of the state's engineering colleges. These students, pursuing the IT and Computer Science streams, will receive ₹ 1,00,000 from the Gujarat government. A committee will be formed under the chairmanship of the Minister of IT to select the students. NASSCOM's GRC, meanwhile has made some recommendations for defining the selection process, including

the incorporation of innovation based projects, reconstitution of the awards committee, etc. It has also suggested ways by which academic institutions in the state can nominate their students and the process by which the final shortlisting can be done.

Three deserving final year engineering students from IT and CS streams will receive Dewang Mehta IT Awards and ₹ 1,00,000 cash each from the Gujarat government.

Branding Gujarat as an IT state

Three major cultural events will mark Gujarat's calendar this year, that also present significant opportunities for enhancing the state's IT image and branding. The Gujarat Navaratri festival, the Rann Utsav, and Kite flying (Makar Sankranti) will provide opportunities to showcase the state as an IT destination before industry CEOs. NASSCOM's GRC has decided to work on the Navaratri festival, helping in its planning and effective execution. At the same time, NASSCOM is also proposing to create a study on Gujarat in collaboration with McKinsey. The research is expected to improve the image of Gujarat as an IT destination.



NASSCOM's GRC has decided to execute three major cultural events from Gujarat – Navaratri festival, Rann Utsav, Makar Sankranti, to provide an opportunity to showcase the state as an IT destination

Car-ving the future of the auto sector in Gujarat

NASSCOM's Regional Council in Gujarat, which was keen to add auto companies such as Tata, Peugeot, Ford, GM, etc., to its fold, has received positive response from some of these majors. Maruti and Peugeot for instance, have shown interest in being a part of the GRC. Work is on meanwhile, to draw other auto leaders as well.



Second GRC meeting held in Ahmedabad

The second Gujarat Regional Council (GRC) meeting was held in Ahmedabad, to discuss the activities that NASSCOM had rolled out in the state during 2011. Chaired by Gururaja Rao, the meeting highlighted the positive impact that NASSCOM's presence, initiatives, and collaborations with other

associations had created in the state. NASSCOM's mentoring sessions in particular came in for high praise by members, who requested for more such initiatives covering issues such as contract management at the operational level. The proposed agenda of the GRC for the year 2012 was also discussed.

Mentoring emerging companies in Ahmedabad

NASSCOM's Emerge Forum and eInfochips hosted a mentoring session for member companies on January 31, 2012 in Ahmedabad. Focused on

the theme of, 'Talent spotting and employee engagement,' the session was led by Deepak Deshpande, Vice President, Human Resources, Netmagic

Solutions Pvt. Ltd. In his talk, Deshpande spoke about talent spotting, why it was critical, who owned it and prevailing employee engagement practices.



Election Commission allows IT-BPO companies in Maharashtra to work on polling day

NASSCOM met up with the Additional Chief Secretary (ACS), State Election Commission, (Government of Maharashtra), seeking permission for the IT-BPO industry to work on February 16, 2012, the day of polling. NASSCOM was putting forth a request from IT-BPO companies wanting to 'operate

as usual,' as they were catering to global customers and could not afford to shut down their operations.

NASSCOM also assured the government about the industry being sensitive and deeply cognizant about allowing eligible voters to exercise their franchise.

After the meeting with the ACS, the State Election Commission of Maharashtra issued a letter to the State Labour Department, advising it to send out a relevant notification to other concerned departments, allowing IT-BPO companies to function normally on polling day.

The Commission also suggested that acceptable arrangements be made for employees to exercise their franchise. "Our sincere



thanks for taking up this issue with the government authorities and getting us the exemption. Truly appreciate your leadership and support." Said, Dinesh Deo, CEO, BNY Mellon, India.

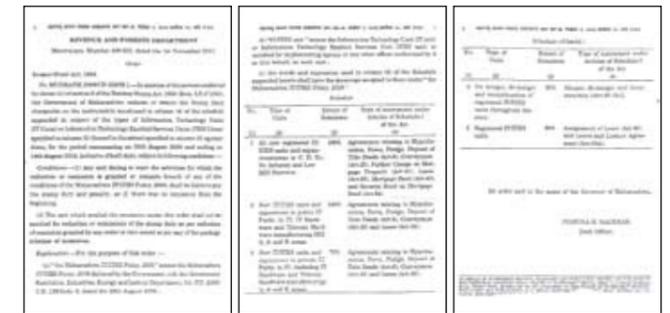
NASSCOM puts forth IT-BPO industry's request to Government and ACS, wanting to 'operate as usual' on polling day in Maharashtra.

NASSCOM calls for Octroi exemption for IT-BPO industry in Pune

NASSCOM made a representation to the Municipal Commissioner of the city of Pune, requesting for an Octroi exemption for the IT-BPO

NASSCOM made the point that Pune had emerged as a leading IT-BPO location in India, and was generating significant foreign exchange for the country also.

industry. The association made the point that Pune had emerged as a leading IT-BPO location in India, and was generating significant foreign exchange for the country, as well as large employment opportunities for youth. It also spoke about how the IT-BPO companies operating within Pune, were providing world-class facilities and drawing several Indian and multinational organisations. NASSCOM called for a rollback of the Octroi/entry



tax for IT-BPO companies, as it was detrimental to the growth of the sector in Pune. It drew the attention of the government

authorities to the fact that the Maharashtra government had in fact exempted the IT-BPO sector from this tax.

Maharashtra government remits stamp duty on IT units

Exercising the powers conferred by clause A of Section 9 of the Bombay Stamp Act, 1958, the government of Maharashtra has reduced or remitted the stamp duty chargeable on the instruments mentioned in respect of the IT units or

IT-enabled units (ITES units) for the period commencing on August 29, 2009 and ending on August 14, 2014.

Any unit failing to start the activities for which the reduction or remittance is granted, or

breaches any of the conditions of the Maharashtra IT-ITES policy 2009, shall be liable to pay the stamp duty and penalty, as if there was no remission from the beginning.



NASSCOM steps up cyber security effort in Maharashtra

Creating awareness about cyber security has remained a key focus area for NASSCOM in the Western Region, especially states such as Maharashtra. Today, Maharashtra has three DSCI-NASSCOM Cyber labs at Mumbai, Thane and Pune. During the year 2011-12, over 3,985 personnel from law enforcement (Police), the Department of Prosecution and students of schools and colleges were trained in the Basics of Cyber Crime Investigation techniques,

Computer Forensics and credit card frauds.

Appreciating the efforts made by DSCI-NASSCOM in building the capacity of the law enforcement agencies in combating the growing threat of cyber crimes, the Department of Information Technology, the Government of India has supported in upgradation of Mumbai and Pune Cyber Labs. The Mumbai and Pune Cyber Labs are equipped with latest computer forensics software and hardware.



Pune goes Green

NASSCOM, in association with AMDOCS, the NASSCOM Foundation, MCCIA, Greenscape and SEAP, has launched its, 'I Love my City, Lets' make it Green', campaign in Pune, to encourage 'Green' practices among businesses, their workforce and the civic administration.

As part of the campaign, NASSCOM has been working to create awareness among employees about Green initiatives. It is also promoting proper recycling of e-Waste

through its e-Waste collection drive, which was flagged off on March 26 and will continue until April 12.

Greenscape, one of India's leading e-Waste recyclers, is providing the logistics support for the initiative. It is doing so by setting up e-Waste collection bins at the campuses of companies in Pune, and collecting the same for proper recycling. So far 12 IT companies have registered for the e-Waste Collection

initiative. Additionally, e-Waste collection bins have been placed at Magarpatta City to cater to over 40 companies in this area.

A half-day conference is also being hosted by NASSCOM on April 12, 2012 to present thought leadership on how to make Pune city a greener place to live and work in. Speakers from the Pune Municipal Corporation, TERI, IT and non-IT companies in Pune and the NASSCOM Foundation will share their views at the event.



Introducing the Techie Health Plan to Pune SMEs

February 1, 2012 was the day that NASSCOM introduced to its member companies in Pune, the Technology/Knowledge Worker Health Plan – a unique initiative especially targeted at the SMEs within the IT-BPO industry.

NASSCOM acquainted its Pune members with the special Techie Health Plan, showing them how it would enable companies, especially SME players, to offer cost-effective health insurance to their

employees. Purander Bhavani of Medimanage addressed over 36 representatives from 28 organisations at the event. Several NASSCOM members are now in the final stages of enrolling for the programme.

NASSCOM introduced its unique initiative Technology Worker Health Plan especially targeted at SMEs within IT-BPO industry

Several Western Region companies bag NASSCOM's key awards

A large number of companies from the Western Region have been recognised by NASSCOM over the recent months with various awards including those for Social Innovation, HR, IT usage, Security, among others.

Indian IT-BPO companies as well as IT user organisations, have been emerging as powerhouses of efficiency, productivity and customer responsiveness. At a broader level, they are contributing to the economic growth of India, including all its regions, and changing the lives of ordinary citizens in the country.

NASSCOM celebrates the achievements of these leaders, by recognising their efforts and the milestones they have crossed, on an annual basis. The association applauds the forerunners in different segments

by conferring on them its coveted awards. The awards go to IT-BPO organisations that have demonstrated leadership in areas such as innovation, HR, security, etc., that have introduced breakthrough products in the domestic market, that have made revolutionary process improvements, or introduced unique HR policies that enabled them to attract, build and retain the best-of-the-best talent.

The award winners in each of the categories are selected through a rigorous process, which begins with companies nominating themselves for the recognitions. Typically, organisations provide detailed information about themselves and their achievements in the area of focus, and talk about the strategic advantages they are deriving from their initiatives.

A robust multiphase methodology is used to determine the finalists, who are evaluated on parameters such as innovation, security/HR initiative, use of the Internet as a medium to reach new markets, diversification of service offerings, competitive advancement as a result of the initiatives, customer delight and stakeholder impact.

The award winners are ultimately handpicked by an eminent jury, that is constituted by the 'Who's Who' of the IT-BPO industry, India's corporate sector, academia and decision-makers. Each year, NASSCOM receives hundreds of nominations from across India for its various awards, with the four regions staking their claim to fame for these recognitions.

The Western Region has over the years, emerged as a strong

contender for the NASSCOM awards. Several IT-BPO companies from Region West have been acknowledged by NASSCOM for their outstanding contribution to the growth and development of the geo.

The list below spotlights the companies in the Western Region that received NASSCOM's honours for their performance in 2011-12.



Government of Maharashtra IT Awards

- Category:** Award for IT software
Winner: Persistent Systems Ltd. Pune

- Category:** Award for IT Engineering Services software
Winner: Tata Technologies Ltd., Pune

- Category:** IT-enabled services (BPO/KPO)
Winner: Infosys BPO Ltd., Pune

- Category:** Award for IT (R&D) - Innovation
Winner: KPTI Cummins Infosystems Ltd., Pune

- Category:** IT Infrastructure (Data Centres)
Winner: Netmagic Solutions Pvt. Ltd., Mumbai

- Category:** IT (e-governance)
Winner: Mastek Ltd., Mumbai

- Category:** Award for the Most Promising Start-up
Winner: Medsynaptic Pvt. Ltd.

NASSCOM Awards

- Category:** IT User Award (Banking)
Winner: Yes Bank Ltd.

- Category:** HR Award—the NExT Practices Award for Partnering with Academia 2011
Winner: Tata Consultancy Services, Mumbai

- Category:** HR Award—the NExT Practices Award for Talent Sourcing 2011
Winner: Aegis Ltd.

- Category:** Award for Innovation (market facing)
Winner: Centre for Development of Advanced Computing (C-DAC)

- Category:** Emerge 50. Top 24 SaaS apps
Winner: Avani Cimcon Technologies Ltd.

- Category:** Emerge 50. Top 24 SaaS apps
Winner: BMC Software

EC Connects

Mr Ashank Desai, CMD, Mastek Ltd.

Mr Harish Mehta, CMD, Onward Technologies Ltd.

Regional Council – Mumbai

Mr Aparup Sengupta, Managing Director and CEO, Aegis Ltd.

Mr Ninad Karpe, CEO & MD, Aptech Ltd.

Mr Madhavan Adaram Kandadai, CEO, Crest Animation Studios Ltd.

Mr Rahul Kanodia, Vice Chairman & CEO,
Datamatics Technologies Ltd.

Ms Nandini Sankar, President & COO, GlobeOp Financial Services
(India) Pvt Ltd.

Mr Hanuman Tripathi, Managing Director,
Infrasoft Technologies Limited

Mr Susir Kumar, CEO, Intelenet Global Services Ltd.

Mr Ranbir Saravjit Singh, Vice President, JP Morgan Services India
Pvt. Ltd.

Mr Vipul Jain, Group CEO & MD, Kale Consultants Ltd.

Mr Sanjay Mehta, CEO, MAIA Intelligence Pvt Ltd.

Mr Ramesh Padmanabhan, CEO, NSE.IT Ltd.

Mr Jeya Kumar, CEO, Patni Computer Systems Ltd.

Mr Santhosh George, President, Rolta India Ltd.

Mr Keshav Ram Murugesh, CEO, WNS Global Services (P) Ltd.

Regional Council – Gujarat

Mr Hardik Shah, VP-Operations, Aegis Limited

Mr Saurabh Mehta, CEO & Founder, Avani Cimcon Technologies Ltd.

Mr Jaimin Shah, Founder Director, Dev Information Technology
Pvt. Ltd.

Mr Pratul Shah, CEO, e-Infochips Ltd.

Mr Gururaja Rao, CMD, Gujarat Informatics Limited

Dr Neeta Shah, Gujarat Informatics Limited

Mr Kamlesh Yagnik, CMD, Micro Informations Pvt. Ltd.

Mr Kaushal Mehta, Founder & CEO, Motif India Infotech Pvt. Ltd.

Mr Shouvik Roy, Mphasis

Mr Maulik Bhansali, CEO, NetWeb Software Pvt. Ltd.

Mr Sunil Kakkad, Chairman & Managing Director, Sai InfoSystem
(India) Ltd.

National Events in Western Region

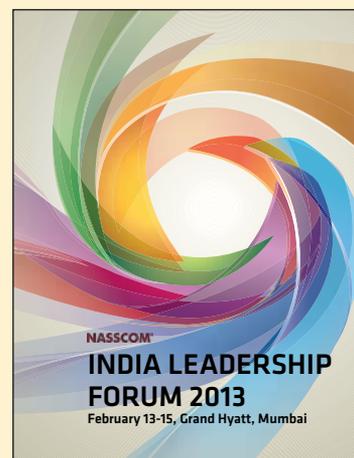
Engineering Summit Sept. 27-28, Pune



Game Developer Conference Nov. 2-3, Pune



NILF 2013 Feb. 13-15, Mumbai



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