



GOVERNMENT OF INDIA
Department of Electronics and Information Technology (DeitY)
Ministry of Communications & Information Technology



ELECTRONICS e-NEWSLETTER

.... For Electronics System Design & Manufacturing (ESDM) Sector

Year 3 | Vol. 21: July 2013

- First Approvals of MSIPS
- Policy for Providing Preference to DMEG being reviewed
- Hon'ble MCIT leads a delegation to Israel
- Relaxation to units having submitted products for testing

From Chief Editor's Desk



Dear Readers,

The month of July was very special. It saw several new landmarks from the Electronics System design and Manufacturing perspective. It saw the first three approvals under the Modified Special Incentive Package Scheme (Modified SIPS) being handed over. It saw the in-principle approvals to three Greenfield Electronic Manufacturing Clusters in the country being approved by the Steering Committee for Clusters. It also saw the Compulsory Registration Order come into effect on July 3, 2013. The export incentives have become available for several new electronics products.

The Modified SIPS approval went to celebrated electronics companies like Samsung, Bosch and also to a MSME unit in Noida. This is the beginning and more may be expected in coming months. The next Appraisal Committee meeting is scheduled on Aug 6, 2013.

Two of the three in-principle approval for Greenfield Electronic Manufacturing Clusters (EMCs) went to State Government led Industrial Development Corporation, namely the Andhra Pradesh Industrial Infrastructure Corporation and one to GMR for their proposed EMC in Hosur. All the three applicants have three months to work and finalize their Detailed Project Report, mobilize investments for their respective EMCs for final approvals. These EMCs have potential of becoming new hubs of Electronics activity in the country. With the next meeting of the Steering Committee Clusters proposed in August end, we may expect a few more clusters getting approved in August.

The Electronics and Information Technology Goods (Requirements for Compulsory Registration) Order, 2012, also abridged as the Compulsory Registration Order formally came into effect on July 3, 2013 marking a historic change in standards for electronic sector in the country. While the numbers of registrations are slow, with only about 8 registration numbers, DeitY decision to allow breathing time of three months allowed units which had already sent their samples to accredited labs for testing, to get authorization letters to act as provisional registrations. Compliments for DeitY for having launched the scheme successfully.

The extension of Focus Products Scheme for several new electronics products during the month was icing on the cake. The expansion of electronics products in the Focus Product Scheme under the Foreign Trade Policy by the Department of Commerce is really welcome. Compliments to the Department of Commerce and the DGFT for recognizing the need.

As we move on to August, 2013, the big question is can every month be as special as July 2013 was for the Electronics sector!!

Wishing all readers a very Happy Independence Day!

Dr. Ajay Kumar

• **First Approvals of MSIPS**

• **Status of Grant of Interim Extension under CRS**

First Approvals of MSIPS



Hon'ble MCIT handing over the MSIPS approval letters to applicants

Shri Kapil Sibal, Hon'ble Minister for Communications & IT and Law and Justice handed over Investment Approvals regarding Government financial support to investments worth Rs. 961 Crores in the Electronics System Design and Manufacturing sector in India in presence of representatives from Industry, Industry Associations, MSIPS applicants and media persons on July 12, 2013 at DeitY. Details are as under:

- (i) Rs. 406 Crores of investment proposals for M/s. Samsung India Electronics Pvt. Ltd. for manufacture of smart phones at Noida. The project is expected to be implemented over next 6 months.
- (ii) Rs. 544 Crores of investment proposals for M/s. Bosch Automotive Electronics India Ltd. for manufacture of automotive electronic devices like ECU engine system, ECU Brake system, Body Computer Module in Bangalore. The project is expected to be implemented over 3 years.
- (iii) Rs. 11.1 Crores of investment proposals for M/s. Sahasra Electronics Pvt. Ltd for manufacture of LED lighting products. The project is expected to be implemented over 5 years.

Speaking on the occasion, Shri Sibal said, "It is important to boost manufacturing and Government is trying to promote manufacturing to create employment and bring in latest technologies in the country, to serve the domestic market as well as exports. Finalization of MSIPS application in such a short span of time will help create the right atmosphere for more investment attraction in the ESDM Sector in India."

The MSIPS has received good investment response and applications involving investments of more than Rs. 4600 Crores have been received till now. These are under various stages of appraisal and approval. These include Rs. 450 Crores of investment in Consumer Electronics and Appliances, Rs. 410 Crores in Hand held devices, Rs. 1770 Crores in Telecom Products, Rs. 310 Crores in LEDs and LED Products, Rs. 45 Crores in Electronic Components, Rs. 610 Crores in Automotive Electronics, Rs. 40 Crores in Power Electronics, Rs. 210 Crores in Strategic Electronics and Rs. 750 Crores in ATMP – Semiconductor manufacturing.

Status of Grant of Interim Extension under CRS

As per the process notified by DeitY for the Grant of Interim Extension to Manufacturers of the fifteen notified goods under the Compulsory Registration Scheme, over 471 applications were received by DeitY by July 26, 2013. On completion of scrutiny of the applications, over 332 Extension Orders were already issued by DeitY by the July 26, 2013. Remaining applications are in advanced stages of scrutiny.

S. No	Status	No.
1	Total number of Applications Received for Registration by BIS	250
2	Registrations Granted by BIS	8
3	Applications received for Grant of Extension at DeitY	471
4	Extension Orders issued by DeitY	332

The copies of all the Extension Orders issued by DeitY are updated on a daily basis on the DeitY website, <http://deity.gov.in/content/interim-extension-issued-deity-under-crs>. For more details, please contact Shri Arun Sachdeva, Sr. Director (asachdeva@deity.gov.in).

• **Hon'ble MCIT leads a delegation to Israel**

• **Policy for Preference to DMEG being reviewed**

Minister Kapil Sibal markets NPE in Israel

Shri Kapil Sibal, Hon'ble Minister for Communications and IT (MCIT), led a delegation, during June 15-18, 2013, to Israel to market investment opportunities in the Electronics System Design and Manufacturing (ESDM) in India. The delegation included Shri J. Satyanarayana, Secretary DeitY, Dr. Gulshan Rai, DG, CertIn, Dr. Ajay Kumar, Joint. Secretary, DeitY, Shri Ram Mohan, DDG, DoT, Shri Shri. B.B. Kaura, Joint Secretary, DoT and Shri Deepak Sharma, Additional Director, DeitY among others.

The delegation met Mr. Yair Lapid, Minister of Finance and discussed on setting up a Joint Innovation Fund by India and Israel with contribution of \$ 1-5 Mil from each side. The areas of innovation may include cyber security, medical electronics and agricultural electronics, besides healthcare, education and e-commerce. During the visit, the delegation also met Mr. Gilad Erdan, Minister Communications and discussed on setting up a joint fund for promotion of innovation, establishing a JWG to work out details and feasibility of establishing jointly an Institute for Future Technologies. In meeting with Mr. Naftali Bennet, Minister for Industry and Economy, MCIT suggested that Israeli Minister may consider bringing a trade delegation to India and the Israeli minister indicated that the visit may happen in fourth quarter of 2013.

An Indo-Israeli Seminar was organized on June 16, 2013 at Exhibition Grounds, Tel Aviv in which over 100 entrepreneurs of Israeli IT companies participated and discussed on how Israeli Innovation and Indian Industry can come together through fostering Integration and Investment to translate the idea, "Mind (Israeli Innovation and IP) to Matter (Products) to Markets (India, South Asia and Africa), into action. MCIT also announced setting up of a capacity development programme on entrepreneurs for start ups in India and to support an R&D Fund between India and Israel. It was also discussed that a joint meeting of Israeli Association of Electronics and Software Industries, NASSCOM, MAIT and IESA may be organized to discuss and give a concrete shape to these ideas for B2B collaboration.

The delegation also held several one-to-one meetings with CEOs of multinational companies. In meeting with Mr. Ran Cohen, President and Ms Anat Bernstein-Reich of Israel-Asia Chamber of Commerce (IACC), it was discussed that an Israeli help desk may be constituted in DeitY and IACC may consider opening a chapter in Delhi. Discussions were also held with Mr. Udi Aharoni, CEO, Lahav Executive Education under Tel Aviv University for setting up a programme for start-up entrepreneurs from India.

The visit has led to opening of several new dialogues for greater cooperation between India and Israel in the area of Electronics System Design and Manufacturing.

Policy for Providing Preference to Domestically Manufactured Electronics Goods being reviewed

A meeting regarding Policy for Providing Preference to Domestically Manufactured Electronics Goods was held in Prime Minister's Office on July 5, 2013. Various issues regarding the provisions and implementation were discussed and after a detailed discussion on the current provisions of the PMA Policy, the status of various notifications on PMA in Government Procurement and PMA in the private sector on security related products and pros and cons of alternative approaches to handling security related products, the following decisions were agreed to:

- i. The entire policy on Providing Preference to Domestically Manufactured Electronics Goods (PMA Policy) will be revisited and reviewed.
- ii. The overall policy on PMA will be recalibrated and submitted to the Cabinet.
- iii. No notifications on PMA in the private sector on security related products will be issued till the PMA Policy is reviewed and any notifications in the draft stage will be withheld.
- iv. The revised proposal will incorporate a detailed provision for project/ product/ Sector specific security standards, alternative modes of security certification, and a roadmap for buildup of domestic testing capacity.
- v. The revised proposal on PMA in the private sector for security related products will not have domestic manufacturing requirements, percentage based or otherwise.
- vi. The revised proposal will incorporate an arrangement for a centralized clearing house mechanism for all notifications under the PMA Policy.
- vii. The National Security Council Secretariat will provide a definition of 'security' for usage in the context of security related issues concerning products, project or sectors.
- viii. DeitY will bring a final Note to the Cabinet on the revised policy within 4 weeks.

- Relaxation to units having submitted products for testing
- SFC approval for Standards obtained

RoHS facility at C-MET, Hyderabad dedicated to the Nation



Hon'ble MoSC&IT inaugurating the RoHS testing facility

Hon'ble Minister of State for Communications and Information Technology, Dr. Kruparani Killi, inaugurated Restriction of Hazardous Substances (RoHS) testing facility at Centre for Materials for Electronics Technology (C-MET), Hyderabad on April 27, 2013.

The laboratory at C-MET is the first and only Government owned RoHS analysis facility and is accredited as per ISO 17025:2005 standard for chemical analysis by National Accreditation Board for Testing and Calibration (NABL). RoHS laboratory at C-MET has the state of art facilities like Electron Dispersive x-ray Fluorescence Spectrometry (EDXRF), Atomic Absorption Spectrometry (AAS), Cold Vapor (CV) AAS, Inductively Coupled Plasma Mass Spectrometry (ICPMS), Ion Chromatography (IC) and UV-Visible Spectrophotometry (UV-Vis.), fully equipped chemical laboratory for samples preparation, etc. The Indian industry is taking services of these facilities for fulfilling the green environmental requirement.

For detailed information on Government of India policies, please visit

ESDM page on

www.deity.gov.in/esdm

Relaxation to units having submitted products for testing

DeitY has provided further relaxation to units to comply with the testing and registration requirements of the "Electronics and IT Goods (Requirement of Compulsory Registration) Order, 2012" for those units which have already submitted samples for testing to recognized test labs. According to a notification issued by DeitY, manufacturing units which have submitted the products for testing to the BIS recognized labs but test reports are not available, be granted extension without any fee for 3 months w.e.f. 04.07.2013.

The details of the notification are available on website www.deity.gov.in/esdm

SFC approval for Standards obtained

The Standing Finance Committee (SFC), chaired by Secretary, DeitY, in a meeting held on 11.06.2013 had approved the proposal for a Scheme for Developing and Mandating Standards towards implementation of Electronics and Information Technology Goods (Requirement for Compulsory Registration) Order 2012. The other members of the committee were JS (AK), DeitY, JS (FA), DeitY, DG, STQC and a representative from Planning Commission.

In accordance with the approval by SFC, a proposal for financial approval based on recommendations of SFC has been prepared for the approval. The proposal amounts to Rs. 47.98 Crores and project duration proposed is five years.

The objective of the scheme is "to create an institutional mechanism for developing and mandating standards and certification of electronic products to strengthen Quality Assessment infrastructure nationwide" in accordance with enshrined objective of the National Policy on Electronics, 2012 (NPE 2012). Six elements of the scheme are:

- A. Awareness and Communication
- B. Portal Creation and Management
- C. Support for Labs
- D. Sampling & Collection Mechanism
- E. Governance Mechanism
- F. Upgradation / Development of Standards / Regulation.

Based on the SFC recommendation, DeitY will now process the scheme for approval of Competent Authority. The same is expected by August 2013.

The SFC recommendation, interalia, provides for a scheme for providing support to laboratories for safety testing of electronic devices.

For more details, please contact Shri Arun Sachdeva, Senior Director, DeitY (Email: asachdeva@deity.gov.in).

• More ESDM products to get Focus Product Scheme Benefits

More ESDM products to get Focus Product Scheme Benefits

Director General of Foreign Trade has made amendments in the Handbook of Procedures (Vol. I) (Appendices and Aayat Nirayat Forms or Foreign Trade Policy 2009-2014). Among others, following products are added in Table 1 of Appendix 37D (Focus Product Scheme) for export made with effect from 15.08.2013, vide public notice No. 19(RE 2013)/2009-14 dated 10th July, 2013:

FPS Sl. No.	HS code	Description
925	90132000	LASERS,OTHER THAN LASER DIODES
936	902140	HEARING AIDS,EXCL PARTS AND ACCESSORIES
937	90215000	PACEMAKERS FOR STIMULATING HEART MUSCLES EXCL PARTS AND ACCESSORIES
938	90221200	COMPUTED TOMOGRAPHY APPARATUS
939	90221300	OTHER, FOR DENTAL USES
940	90221900	APRTAS BSD ON USE OF X-RAYS,FOR OTHR USE INCL RADIOGRAPHY/RADIOTHERAPY APPARATUS
954	902730	SPECTROMETERS,SPECTROPHOTOMETERS & SPECTROGRAPHS USING OPTICAL RADIATION (UV, VISIBLE, IR)
956	90278040	NUCLEAR MAGNETIC RESONANCE INSTRUMENTS
957	902790	MICROTOMES;PARTS & ACCESSORIES
958	90301000	INSTRUMENT AND APPARATUS FOR MEASURING OR DETECTING IONISING RADIATION
959	90302000	OSCILLOSCOPES AND OSCILLOGRAPHS
960	90303100	MULTIMETERS WITHOUT A RECORDING DEVICE
961	90303340	FREQUENCY MEASURING APPARATUS
962	90303900	OTHER, WITH A RECORDING DEVICE
963	90304000	OTHER INSTRUMENTS AND APPARATUS, SPECIALLY DESIGNED FOR TELECOMMUNICATIONS (FOR EXAMPLE, CROSS-TALK METERS, GAIN MEASURING, DISTORTION FACTOR METER, PSOPHOMETERS)
964	90308200	OTHER: INSTRUMENT & APPARATUS FOR MEASRING OR CHECKING SEMI-CNDUCTOR WAFERS OR DEVICES
965	903089	OTHER:OTHER INSTRUMENTS AND APPARATUS
966	903090	PARTS AND ACCESSORIES
967	90303330	CAPACITANCE METER
980	852110	MGNTC TAPE-TYPE VIDEO RECORDING & REPRUDUCING APPARATUS
981	852190	OTHR VIDEO RECORDING/REPRODUCING APPARATUS
982	85261000	RADAR APPARATUS
983	852691	OTHR: RADIO NAVIGATIONAL AID APPARATUS
984	85269200	RADIO REMOTE CONTROL APPARATUS
985	85407100	MAGNETRONS
986	85407900	OTHR MICROWAVE TUBES(E.G. KLYSTRONS TRVLLNG WAVE TUBES CARCINOTRONS)EXCL GRID CNTRLLD TUBES
987	85408100	RECEIVER/AMPLIFIER VALVES & TUBES
988	85408900	OTHER:OTHER VALVES AND TUBES

Bonus Benefits all these products is Nil and effective rate percentage is 2%. More details are available at <http://dgft.gov.in>.

- Updated list of Brownfield EMCs
- Online filing of registration requests gaining popularity

Updated list of Brownfield Electronic Manufacturing Clusters

The Brownfield Electronic Manufacturing Clusters notified by DeitY as on 24.07.2013 are as below:

#	State	Brown Field EMC for MSIPS Scheme	Cluster ID
1	Karnataka	District of Bengaluru & Tumkur	KK-1
2	Karnataka	Mysore District	KK-2
3	Madhya Pradesh	Districts of Devas, Indore and Dhar	MP-1
4	Madhya Pradesh	Bhopal District	MP-2
5	Uttar Pradesh	Noida-Greater Noida Dev. Auth.	UP-1
6	Punjab	Mohali-Greater Mohali Dev. Auth. Areas	PB-1
7	Puducherry	UT of Puducherry	PD-1
8	West Bengal	Kolkata District	WB-1
9	West Bengal	Haldia Dev. Auth. Area	WB-2
10	West Bengal	Kharagpur area under Midnapore-Kharagpur Dev. Auth.	WB-3
11	West Bengal	Durgapur area under Asansol-Durgapur Dev. Auth Area	WB-4
12	West Bengal	Siliguri area under Siliguri-Japaiguri Dev. Auth.	WB-5
13	West Bengal	Howrah District	WB-6
14	Andhra Pradesh	Districts of Hyderabad, Ranga Reddy & Medak	AP-1
15	Andhra Pradesh	Districts of Nellore & Chittoor	AP-2
16	Andhra Pradesh	Vishakhapatnam, District	AP-3
17	Andhra Pradesh	Krishna, District	AP-4
18	Tamil Nadu	Kancheepuram District	TN-1

Full details are available at www.deity.gov.in/esdm. For more information, please contact Nodal Officer, Electronic Manufacturing Clusters Scheme, Shri Rajneesh Agrawal, Director, DeitY (Email: ragarwal@mit.gov.in).

Awareness programme on CRS

A programme was organized by Federation of Andhra Pradesh Chambers of Commerce & Industry (FAPCCI), Hyderabad on 23 July 2013, for creating awareness about the Compulsory Registration Scheme Order 2012 (CRS). DeitY is conducting such awareness programmes throughout the country and this is ninth such workshop. Shri Anil Chawla, Director, DeitY and Smt. Asha Nangia, Addl. Director, DeitY shared information about CRS Order and its implementation with the participants.

Participant queries were focused on applicability of the order on various products/ components. Detailed FAQ regarding this subject are also available on DeitY website, www.deity.gov.in/esdm.

Online filing of registration requests gaining popularity

DeitY has set up a portal (www.electronicstds.gov.in) for filing online applications under the "Electronics and IT Goods (Requirement of Compulsory Registration) Order, 2012". Several users have preferred making the use of this online portal to make applications under the order. So far, 79 users have been authenticated and over 100 applications have also been filed online for registration with BIS.

For more information regarding the use of portal please contact Shri Manish Vashistha (Email: manish.vashistha@deity.gov.in).

• Status of EMC Applications

• Status of MSIPS Applications

Status of EMC Applications as on 27.7.2013

The status of applications received for Greenfield Electronic Manufacturing Clusters is as follows:

#	Applicant	Location of Cluster	Proposed Area (Acres)	Estimated Cost (INR Crores)	Status
1	Andhra Pradesh Industrial Infrastructure Corporation Ltd.	e-city Hyderabad, Andhra Pradesh (AP)	602.36	552.81	In-principle approval being issued
2	Andhra Pradesh Industrial Infrastructure Corporation Ltd.	Maheshwaram, AP	310.15	342.91	
3	Raaga Mayuri Builders Pvt. Ltd.	Puttandoddi Village Dist. Mehboob Nagar, AP	125	125.00	Appraisal yet to start
4	Andhra Pradesh Industrial Infrastructure Corporation Ltd	Parwada, Vishakhapatnam, AP	100.10	114.00	Under Initial appraisal
5	GMR Infrastructure Ltd	Hosur, Tamil Nadu	527.08	549.50	In-principle approval being issued
6	ELCINA, Electronics Manufacturing Cluster Pvt. Ltd	Bhiwadi, Rajasthan	100.70	198.64	In advanced stage of appraisal
7	MPSEDC	Bhopal	50	21.61	In advanced stage of appraisal
8	MPSEDC	Jabalpur	40	42.70	Under Initial appraisal
9	HSIIDC	Rohtak	108	NA	NA
10	ELCIA, ESDM Pvt. Ltd.	Bangalore (For common facility centre)	1.167	85.15	Preliminary application received

For more information, please contact Nodal Officer, EMC Scheme. Shri Rajneesh Agrawal, Director DeitY (Email: ragarwal@mit.gov.in) or Shri Sanjay Koul, AD, DeitY (Email: sanjay.koul@nic.in).

Status of Workload of Labs under CRS to be available on deity.gov.in

A status report of workload of labs under Compulsory Registration Scheme (CRS) is available on DeitY's website, www.deity.gov.in/esdm, which includes data consolidated from all BIS recognised labs under CRS. It is titled, 'Weekly Status of Workload of Labs under CRS'. According to the status as reported by the laboratories by July 22, 2013, the workload is as follows.

Name of Lab	Monthly Capacity (Jobs)	Existing Load (Jobs)	Total Reports released under CRS so far
Electronic Regional Test Laboratory (North)	35	186	111
Electronic Regional Test Laboratory (East)	35	7	4
Electronics Regional Test Laboratory (West)	35	170	102
ETDC (Bangalore)	35	115	86
UL India Pvt. Ltd. Bangalore	NDR	NDR	NDR
TUV Rheinland (India) Pvt. Ltd. Bangalore	NDR	NDR	NDR
Intertek India Pvt. Ltd. New Delhi	NDR	NDR	NDR
Conformity Testing Labs Pvt. Ltd. New Delhi	50	115	51
Bharat Test House Pvt. Ltd. Sonapat	NDR	NDR	NDR

(NDR: No data received)

Disclaimer: The data presented is based on the inputs volunteered by the respective labs.

• Additional Clarifications regarding Compulsory Registration Order, 2012

Additional Clarifications regarding Compulsory Registration Order, 2012

Government of India, Department of Electronics and Information Technology (DeitY), has mandated Compulsory Registration for 15 electronic items vide 'Electronics and IT Goods (Requirement of Compulsory Registration) Order, 2012'. Based on various queries raised by the industry, additional clarifications have been provided by Technical Advisory Committee. The clarifications are as follows:

- BDU (Bill Dispenser Unit for ATM) and GBNA / GBRU (Bill recycler / Deposit Unit for ATM) or ATM are not covered by the Order.
- Transcoder distributes content over IP network without the use of compression. This digital platform uses the network to distribute Video, Graphic, Audio and computer data in raw uncompressed format. This is a telecom device and hence out of scope of CRS Order.
- Electronic Data Projectors, Electronic Cinema Projectors, Electronic meeting room projectors etc., are video projection units and all these are data process equipment and hence are covered under scope of CRS as ADP machines.
- Network attached storage (NAS) device which is connected to a computer network is a data storage device covered under scope of CRS as ADP machines.
- Hard Device Media Player (HDMP) is a hard drive enclosure with Hardware and Software for playing audio, video through a home cinema or home theatre PC. This device can be used either as an external hard drive or to play computer based media files without the need for a separate computer. This is data process equipment and hence covered under scope of CRS as ADP machines.
- All-in-one computers / workstations / thin-clients cannot be treated as desktop /or personal computer because they are structurally different from desk top / personal computer and hence covered under scope of CRS as ADP machines.

The said clarifications as also other answers to other related issues are available in FAQs on DeitY website, www.deity.gov.in/esdm.

Status of MSIPS Applications

The MSIPS applications status (as on 29/07/2013) is as under:

#	Sector	Amount	Approved
1	Consumer Electronics and Appliances	450	Nil
2	Hand held devices	6744	406
3	Telecom Products	1770	NIL
4	LEDs and LED Products	310	11
5	Electronic Components	45	NIL
6	Automotive Electronics	610	544
7	Power Electronics	40	NIL
8	Strategic Electronics	210	NIL
9	ATMP - Semiconductor	750	NIL

(All amounts in Rs Crores.)

- Total investment involved is about Rs. 10929 Crores.
- Total Number of applications received is 17.

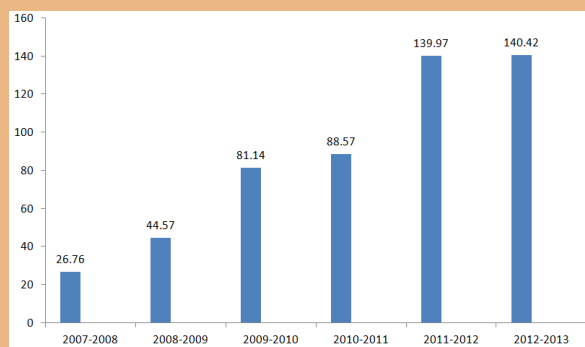
• Communications Needs Assessment Study for ESDM • Indian Exports of OPTICAL FIBRES, etc.

**Indian Exports of
(HS Code 900110)**

Top 5 destinations India's Export of
OPTICAL FIBRE, OF BUNDLES & CABLES

2007-2008	2008-2009	2009-2010
CHINA P RP	CHINA P RP	CHINA P RP
SAUDI ARAB	NIGERIA	SAUDI ARAB
GERMANY	NETHERLAND	U K
SWEDEN	THAILAND	SINGAPORE
THAILAND	FINLAND	GERMANY

2010-2011	2011-2012	2012-2013
CHINA P RP	CHINA P RP	CHINA P RP
U K	U K	NIGERIA
SAUDI ARAB	BRAZIL	GERMANY
BRAZIL	SAUDI ARAB	U S A
U ARAB EMTS	U S A	U K



(Value in US\$ Million)

**Timeline fixed for TEC
recommendations**

DeitY has directed all Technical Evaluation Committees under Modified SIPS scheme to finalize their recommendations within 15 days. The DeitY representative on the TEC has been made responsible for this. Necessary guidelines have been issued by DeitY vide its order dated July 10, 2013. A copy of the said order is also available at www.deity.gov.in/esdm. Any MSIPS applicant finding delay in TEC recommendations may approach Nodal Officer, MSIPS in this regard.

Communications Needs Assessment Study for ESDM

Government of India has identified the growth of Electronics System Design and Manufacturing (ESDM) as a key thrust area and thus in order to create more awareness about initiatives being taken by the Government, it was decided to undertake a Communications Need Assessment study with all stakeholders for promotion of investment in this sector. The objective of the communication is to make all the stakeholders aware about the challenge/ opportunity in the sector. It is also conceived to build "Made in India" as leading global brand in electronic products, and Establish "Brand" for India as a destination for ESDM sector.

The study was entrusted to M/s A.C. Nilesen in May 2012 and was to be completed in 17 weeks. The final report was submitted by AC Nielsen in February 2013. The main recommendations of the study are as follows.

Current position

- Current state of awareness of the ESDM is fragmented. It lacks a "common understanding" of the key constituents that make up the electronics manufacturing representation in India. The general environment around the industry is fairly positive about the underlying dormant potential and is awaiting a "Macro environmental" support system that would help to systematically tap it.
- There is "restricted" level of awareness about the state of electronics manufacturing in India. While in its current state there is a strong association with Consumer Electronics/ IT/Mobile & Telecom industries; the strength of association varies with the stakeholders depending on their consumer facing engagements. In other words, it lacks "common understanding" of what ESDM stands for. Therefore, the Level of Awareness is restricted to Consumer Electronics, IT and Mobile & Telecom. There are 5 to 6 key business verticals of ESDM like "Information & Broadcasting", "Strategic Electronics", "Medical Electronics", "Solar photovoltaic segment" and "Components" that are not even being considered in the context of ESDM. There are two reasons for this low association of the above:
 - Lack of critical engagements in these domains
 - The respective industry prominence has not been communicated to the stakeholders.

Target Position

Given the complexity (width and depth) on the need to understand the ESDM sector by different segments, the study advises that the communication be in two pronged:

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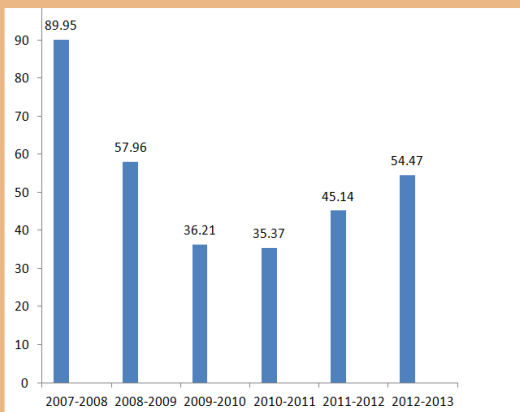
• **Communications Needs Assessment Study for ESDM** • **Indian Imports of OPTICAL FIBRES, etc.**

**Indian Imports of
(HS Code 900110)**

Top 5 destinations India's Imports of
OPTICAL FIBRES, OF BUNDLES & CABLES

2007-2008	2008-2009	2009-2010
CHINA P RP	CHINA P RP	CHINA P RP
JAPAN	JAPAN	JAPAN
U S A	U S A	U S A
GERMANY	GERMANY	INDONESIA
KOREA RP	U K	U K

2010-2011	2011-2012	2012-2013
CHINA P RP	CHINA P RP	CHINA P RP
JAPAN	JAPAN	JAPAN
GERMANY	U S A	U K
U S A	GERMANY	ITALY
KOREA RP	KOREA RP	U S A



For detailed information on Government of India policies, please visit

ESDM page on

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....contd. from page 9

- Level 1: Announce (Broadcasting: for width) the presence of a Single window solution supported by the government, i.e., Through mass media like press/TV business channels
- Level 2: Engage (Narrow casting: for Depth) the relevant stakeholder/investor thorough direct/contact engagement (one-on-one), i.e., Websites, Association handouts, Trade shows, etc.

It is envisaged that there be a two pronged approach to raise the bottom-line about possibilities in electronics manufacturing and consumption of India Made products. The purpose of the two approaches is unique in their functionality.

The Broadcasting approach will be used to transmit a consistent message across all the stakeholders. Narrowcasting approach will be used to address stakeholder-specific reservations and perceptions.

How to get there

The communication need to be envisaged to attract, engage & reinforce the ESDM brand as being the "Building block (DNA) for changing the Global Indian Electronic industry" among the core target group.

Different media will be used for different purposes. The purposes, in general, will be of the following three types:

- To attract the stakeholders: Advertising (Newspapers, Electronic Media) and Public Relations (Trade fairs, Seminars, Conferences, Road shows) will be used to achieve this objective.
- To engage the stakeholders: To carry out this task, we shall use Personal Advocacy (Opinion leaders, dedicated shows and Word Of Mouth buzz) and Direct Marketing (Newsletters, E-mailers, Search Engines)
- To reinforce the engagement: Government Incentivization (Single-window clearance schemes, dedicated relationship officers) is the best way in which to address this purpose.

DeitY has requested NFDC to prepare a media plan for implementing the main recommendations of the said study. A copy of the complete CNA Report is available on DeitY website www.deity.gov.in/esdm.

For more information, please contact Shri Akhilesh Saurikhia, Consultant, DeitY (Email: a.saurikhia@nic.in)