

IESA Newsletter



Message from Chairman

It gives me great pleasure to greet you at the start of 2017 and happy to present to you the IESA newsletter which gives you an insight into the activities, initiatives and various events that was executed in the quarter. We would like to share more information on regular basis about the Industry and the role IESA is playing to grow the Electronic Systems Design & Manufacturing (ESDM) ecosystem, with our members through the Newsletter. The period (July 2016 – December 2016) was a packed one, and it is heartening to note that the range of IESA's activities are widening. One of the most awaited event was DEFTRONICS 2016 which was jointly organized by IESA and NASSCOM. DEFTRONICS is one of IESA's flagship events that showcases the latest trends in strategic electronics in our country and brings together the entire ecosystem involved in the defense and aerospace sector. This edition had a record participation of both delegates and exhibitors, spanning the length and breadth of the aerospace and defense arena. We had the Consul General of Israel, H.E. Ms. Yael Hashavit, offering collaboration and support for Indian firms venturing into this sector; Arun Kakatkar, the Managing Director of TE Connectivity India expanding on TE's Connectivity's core as a solution for the defence industry's demand of harsh and robust connectivity solutions; Rahul Gangal, Partner, Roland Berger delineating the policy recommendations along with many other prominent speakers.

DEFTRONICS 2016 also saw the launch of "Defence Electronics and Systems Design Report - Policy recommendations" which defined the practical roadmaps for companies in the sector and discussed testing and certification infrastructure that needs to be created by the government in collaboration with the industry bodies. We also saw the giving away of the much awaited DEFTRONICS awards including the Dr. APJ Abdul Kalam Lifetime Achievement Award to Dr. V. K. Saraswat, Member NITI Aayog & Former Chief Scientific Advisor to the Indian Minister of Defence & Director General, DRDO while GE Aviation won the Best Product Design Company along with MosChip Semiconductor Technology Ltd and Best Electronics Manufacturing Company in A&D went to Centum Electronics Ltd. With the success of DEFTRONICS we also had the launch of Electropreneur Park taking place on 27th Aug which was inaugurated by Sh. Ravi Shankar Prasad, Hon'ble Minister for Electronics & Information Technology at New Delhi.

IoTNext 2016: The Summit was held on Nov 9 & 10, 2016 wherein over 50 IoT startups from India (there are close to 500 IoT startups now in India) were showcased with parallel ongoing developers workshop by IBM, Intel, Samsung, Intel and SDA. A panel discussion on how the startups should choose the right accelerator/incubator and a Mixer for the startups to socialize with the investors and the accelerator/incubators was also organised. Benjamin Joffe, General Partner of HAX, the most successful and largest hardware/IoT accelerator gave his insights. In its second year, IoTNext designed for IoT leaders,

July to December 2016



practitioners, startups, developers and ecosystem enablers focused on ground realities and future developments of IoT.

The second edition of IoTNext brought in both International & Indian leaders who shared their knowledge in various domains. The focused sessions at the Summit were on Industrial IoT/ Industrie 4.0; Smart Agriculture & Food; Safe Nation which also had parallel sessions. IoT awards - Innovations from India; Developers Lounge - Road ahead for Indian Healthcare Innovation added a feather to the cap at the Summit.

We had a good list of sponsors who participated at IoTNext 2016. Platinum Sponsors – IBM; Gold Sponsors – Accenture, Analog Devices, GE, Intel, Moschip and Samsung; Silver Sponsors – Microsoft and NABARD; Associate Sponsors - SD Association; ANSYS; Mouser Electronics, Aricent, Acharya Institute, Brisa Technologies, Chipware Technologies, CISO platform, Element 14, ESSCI, Sandisk; Association Partners – CCICI, CLIK, IACC, IET; Ecosystem Partners – Incubate Hub and NUMA; Media Partners – Electronics Makers, ELE Times, EFY Group, Founding Fuel, Healthcare Executive, Inc. 42, MIG, Startup 360, The Tech Portal, Yourstory and Asiacom.

The Summit had multiple Keynotes touching upon the current trends in India. To name a few: Marc Carrel-Billiard, MD of Global Technology R&D, Accenture spoke on Driving Business Value in IoT with Artificial Intelligence; Shalini Kapoor, Distinguished Engineer, CTO-IoT Ecosystem Solutions, IBM spoke on Internet of Things becomes the Internet that Thinks – IBM Watson IoT; Madhav Narayan, Senior Director, Business Strategy, Intel India spoke on IoT-A transformational & disruptive force in 21st century; Munish Makhija, MG, GE spoke on GE Predix Platform; Subrata Gupta, Chief GM, Dept of Financial Inclusion & Banking Technology & DIT, NABARD spoke on Doubling Farmer's income – Role of Technology and many more.

Vision Summit 2017 – the flagship event of IESA is scheduled on Feb 21 & 22, 2017 at Bangalore and is the 12th edition of the series. The theme of the Summit is aptly titled **Design led Manufacturing – Redefining the future of India's ESDM**. The plan is to have the first day encapsulate on Design through keynotes and sessions while the second day would enlighten on Manufacturing. The Summit would also showcase the second edition of Makeathon - a platform created by IESA to drive Innovation by providing the participants tools to create new ideas and deliver a product. Participate at Vision Summit 2017 and be part of the growing ESDM industry. With the presence of Global leaders such as Ray Bingham,

IESA - E&Y report: IESA has always assigned research and related information on priority through various research reports and research services to cater to the ESDM industry. 'The Indian ESDM Industry Update 2015' – a joint report by IESA and E & Y aims to give valuable guidelines to decision makers both from the government and industry.

This report is invaluable for the industry and the investors looking to capitalize the opportunities on the Indian ESDM Industry. This report will throw light on the current situation of the industry as well project the opportunity that awaits in front of us and the critical success factors and steps to address these gaps. The report provides an extensive description of the supply side capabilities of major ESDM segments.

July to December 2016

IESA Newsletter

The research study, in progress, is an update on ESDM market in India and aims to project estimated v/s actual market size comparison for key ESDM sub-segments such as electronic products & components, design services, EMS as well as share the critical success factors & key recommendations.

Working with MoD: After the successful submission of the First report on Policy Recommendation on Aerospace & Defence to the Ministry of Defence in 2016, the MOD has willingly assigned IESA and NASSCOM to play a leading role to set up an electronics testing and certification facility for the Aerospace and Defence industry in the country. Both IESA and NASSCOM along with the help of their research consultant Roland Berger is drafting a Detailed Project Report (DPR) for electronics testing and certification facility that would assist in interacting with the Industry to understand their existing capabilities and requirements for setting up the electronics testing and certification facility. A presentation meeting has been already scheduled with MoD in January 2017 to take this forward. IESA also has created for the first time an advisory board for A&D vertical comprising of industry experts with deep domain understanding.

Working with Ministry of Electronics and IT (MeitY): - IESA has been working in close quarters with Ministry of Electronics & Information Technology (MeitY), Government of India. In addition to giving periodic inputs on a number of policy related issues, IESA is also actively engaged in a dialogue with the senior officials in the Ministry. A number of projects like IOT COE's, A central Chip Design Centre with the required infrastructure which can be remotely accessed by fabless design houses and Start Up's from anywhere, Skill development initiatives in ESDM, setting up of both brown field and greenfield EMC's are in the works thereby adding immense business value to the members in IESA. IESA is also in the process of releasing the latest market update report on ESDM in discussion MeitY. The formal launch of the report will happen soon, after receiving schedules from MeitY.

Working with DOS: IESA is also well connected with Department of space and thereby trying to leverage the SCL fab (which is under Dept. Of Space) for use by some of the fabless design houses to design test chips and early prototypes of concepts and ideas. The academia also now has access to the SCL fab to get trained in chip design methodologies and flows and enable student tape outs. ISRO and IESA are fostering a relationship to help IESA member industries to get a deeper understanding of the Space ESDM requirements ahead in time and be ready to become a certified and qualified supplier to DOS.

I take immense pleasure in welcoming new IESA members since April 2016 till date and look forward to meet you at IESA events and initiatives. The newsletter brings to you a brief synopsis of events & activities that unfolded in this quarter.

K. Krishna Moorthy
Chairman – IESA
Vice President & Managing Director, India Design Center
Rambus Chip Technologies India Pvt. Ltd.

July to December 2016

IESA Newsletter

Events:

- **17th Aug 2016: Thought Leadership Forum for Mouser Electronics, Bangalore**
IESA organized the Thought Leadership Forum for Mouser Electronics in Bangalore. The session saw Keynote address by Mark Burr-Lonnon, Senior VP, APAC & EMEA, Mouser Electronics and Kevin Hess, Senior Vice President – Marketing, Mouser Electronics. The speakers gave thought provoking inputs on The Changing World of Distribution.
- **27th Aug 2016: Inauguration of Electropreneur Park by Sh. Ravi Shankar Prasad, Hon'ble Minister for Electronics & Information Technology, New Delhi**
IESA, along with DeitY, Software Technology Parks of India (STPI), Delhi University and Cyber Media Research (CMR), has set up an Incubation Centre - "Electropreneur Park" in New Delhi. IESA is the implementation partner and CMR is the Execution Partner. The incubator has been set up in Delhi varsity's South Campus, with an investment of INR 21 Crores. Five City Roadshows were conducted and over three hundred applications were received. Twenty proposals were shortlisted for evaluation by PET, out of which eight were selected. Upto ten startups will be added every year over a five-year duration.

IESA has set the EP objectives as below:

- 50 start-ups in ESDM to benefit over a period of 5 years.
- At least five global companies will be created.
- Emphasis on IP creation and product development to result in increased domestic value addition.
- 25 new product creations to be done.
- 25 invention disclosures and 10 new patents are expected to be filed.
- Unique integration of academia, industry, government and other incubation ecosystem elements.
- Additional 10 institutes to be a part of the ecosystem through Techno-Innovation Club (TIC)
- 30 industry veterans and academicians in the mentor pool.

16th Sept 2016: IESA Delhi Chapter meet - Electropreneur Park and Startup India

15th Dec 2016: Panel Discussion on IoT Security / Delhi chapter meet @Delhi

Please do write in to events@iesasonline.org and IESA can create a platform for your Global leader to share the insights of the industry

Partner events:

- **26th Aug 2016:** Global IoT CONCLAVE with BE Summits, Bangalore
- **6th – 8th Sept 2016:** IET - IoT India Congress with IET, Bangalore
- **15th – 16th Sept 2016:** DVCon India Conference Program, Bangalore
- **25th Sept 2016:** Intel-SINE-DST joint program for hardware startups, Bangalore
- **4th – 6th October 2016:** Embedded System Conference (ESC) , Bangalore
- **14th – 16th October 2016:** India Gadget Expo, Bangalore
- **28th – 30th Nov 2016:** Bangalore ITE.Biz

July to December 2016

IESA Newsletter

Membership: IESA has been committed to the development of a vibrant Indian Electronic Systems Design and Manufacturing (ESDM) ecosystem and evangelizing the dream of establishing “Brand India” that is recognized worldwide as a go-to destination for electronic products. As a trade body, we share with our members - domestic and multinational companies - a common goal of improving their global positioning and recognition and, in the process, creating more avenues for business expansion on a global scale.

IESA has a member base of 210 as of December 2016. We extend our heartiest congratulations to the new members and exhort all of you to be a part of the ecosystem and share your insights. Please write to membership@iesaonline.org. Please do talk to your connects in the ESDM space and bring them under the umbrella of IESA to enhance the Electronics & Semiconductor industry and benefit them as members of IESA.

Core Initiative Groups (CIG)

NETRA: NETRA stands for National ESDM Technology Research Academy (NETRA). The vision of NETRA is to make India the ESDM product innovation hub by building an entrepreneurial ecosystem in engineering campuses through industry partnership. The core group of NETRA meets every month to work towards the goals of this group.

Short term goals (2 years):

- **Incubation** - Start NETRA model in at least 5 campuses & enable 10+ ESDM start-ups.
- **Capability Building** - Run industrial courses in 25 campuses successfully.
- **Technology Research** - Start ESDM industry research programs at least in a single campus
- **InChip Program** - Create and test IOT chip with collaboration of five campuses and industry.

Long-term goals (5 years):

- **Incubation** - Higher number of ESDM startups in Campuses (NETRA), one world-class product/design for the global market.
- **Capability Building** - Students joining ESDM companies are industry ready, more top students placed in ESDM jobs.
- **Technology Research** - Research programs running in the campus, each campus should file patents in 5 years.
- **InChip Program** - Create 100 students/faculty with chip development experience through the InChip program.

If any of you is interested to be a part of a CIG, please write to membership@iesaonline.org

July to December 2016