



August 2023 Highlights:

- Launch of Start-Up Mitra Initiative (10th August, 2023)
- Leadership Forum India event by NI and IESA (21st August, 2023)
- Plenary Session of the Best Practises Meet, 2023, by DSCI (23rd August, 2023)
- Webinar on Demystifying ESDM Buzz in India (3rd September, 2023)

Dear Patrons,

Greetings from IESA!

IESA takes immense pride in India's monumental achievement of Chandrayaan-3's successful lunar landing, making India the fourth nation globally to achieve lunar landing distinction. Commencing on its celestial voyage from Satish Dhawan Space Center, Sriharikota on July 14, 2023, driven by the LVM3 rocket, the Chandrayaan-3 spacecraft embarked on a historic odyssey.

Key Highlights of Chandrayaan-3:

- Launch Date & Vehicle - July 14, 2023 | LVM3 Rocket
- Landing Site - Moon's South Pole (India names it Shiv Shakti point)
- Landing Date - 23 August 2023 12:32 UTC | 6:03 PM IST
- Mission Duration: 1 month and 14 days (elapsed) (Rover Duration - 1 lunar day = 14 Earth Days)
- Mission: To do soft landing on the moon surface, to demonstrate rover operations and to perform scientific experiments on Moon's surface

Upcoming Events:

- Electronica-Productronica India, Bengaluru (13th - 15th September, 2023)
- AI Summit, Hyderabad (November 2023)
- IESA Chennai Chapter Meet, Chennai (2023)
- IEEE-EPS-IESA, Bengaluru (December 2023)

This triumph resonates globally, illuminating fresh vistas of potential across diverse sectors, poised to augment India's economic prowess and draw closer to its aspiration of global economic leadership. As India's remarkable space journey catalyzes dynamic startups and enterprises, this historic milestone is poised to sculpt budget and investment trajectories, catalyzing sustained economic advancement. IESA's unwavering commitment finds manifestation in its flagship event, Spacetrónica through which IESA is striving to democratize technology and magnify growth, underscoring the space sector's pivotal role in India's burgeoning economy.

In other noteworthy development, India's journey to a \$5 trillion economy with sustainable growth, as per the IMF report, aligns with the potential of the Micron facility in Gujarat to empower the chemical industry for ESDM demands, contributing to both domestic semiconductor growth and the global supply chain.

IESA is proud to announce the launch of the Startup Mitra Initiative in August, supported by KDEM and SFAL. Startup Mitra provides a variety of resources for entrepreneurs, including funding opportunities, mentorship programs, networking events, and introductions to experts in various fields. In our continued support for Academia, IESA has also initiated a monthly lecture series under this platform catering to high school students up to B.Tech 2nd year students, aiming to share knowledge and foster ESDM skills among them.

The groundwork for Gujarat's inaugural semiconductor fabless accelerator took shape in Gandhinagar, with active participation from Anurag Awasthi, VP of IESA. The proposal, policy alignment, planning, and site visits have launched this promising venture, set to revolutionize the semiconductor design landscape.

As we celebrate India's achievements in space exploration, we are excited to move forward in India's ESDM sector with the upcoming 3rd AI Summit, which will take place in Hyderabad in November 2023. We extend a warm invitation to industry leaders to join us and enrich this event for greater success. Together, let us embrace the future, unleashing the industry's potential and improving India's semiconductor landscape.



Yours Sincerely
Sanjay Gupta
Chairman, IESA



Yours Sincerely
K Krishna Moorthy
CEO & President, IESA

Successful Launch of Startup Mitra Initiative by IESA

IESA proudly inaugurated the Startup Mitra initiative through a half-day seminar on August 10, held at the KDEM Board Room, HSR Layout. This seminar served as a comprehensive resource for ESDM businesses, elucidating effective utilization of government policies. Notably attended by prominent IESA leaders and entrepreneurs, the event disseminated crucial insights about NATS, KESDM, STPI, and MeITY eligibility and prerequisites, affirming its resonance and impact.



Presenting IESA At Leadership Forum India, by NI and IESA

The Leadership Forum India event, jointly hosted by NI and IESA, was a resounding success. Held on August 21 at The Leela Palace Bangalore, the event brought together industry leaders and academia to explore ESDM opportunities within the Indian ecosystem. The focus of the agenda was on methods for testing and validating products so that they can be made with confidence. Hitesh Garg, VP and India Country Manager at NXP Semiconductors, wonderfully presented the India Electronics and Semiconductor Association. The event led to interesting conversations that opened people's minds and sparked new ideas in the field.

IESA's Valuable Participation in Plenary Session of BPM 2023 by DSCI

IESA took part in the Plenary Session of the Best Practices Meet 2023, which was organized by the Data Security Council of India (DSCI). The event took place at the Hotel Conrad in Bengaluru on August 23. Anurag Awasthi presented IESA in this plenary session with other great sets of senior experts and panelists. This meeting signifies a bright and promising future, reshaping the semiconductor landscape with innovation and collaboration. IESA's participation completely emphasized the essential role of semiconductors in India's digital future, addressing security and privacy concerns.



IESA launches first monthly series under SemiconIndia FutureSkills by IESA

IESA proudly presented its inaugural lecture titled "Demystifying the ESDM Landscape in India," offering an in-depth exploration of the ESDM sector in the country. Dr. Pradip Thaker, India Country Head and VP of Engineering at d-Matrix and Ex-EC Member of IESA, led the lecture series on September 3rd, from 10 AM to 11 AM IST. The event garnered substantial engagement, delivering crucial insights into the realm of microchips. Attendees immersed themselves in the intricacies of the ESDM industry, facilitating dynamic discussions and equipping future electronics trailblazers with comprehensive insights.

STARTUP / MSME OF THE MONTH

September 2023



Modelling Silicon Dreams

Company Name: CircuitSutra Technologies Pvt. Ltd.

Company Location: Noida, Bengaluru, Santa Clara USA

Website: www.circuitsutra.com

Overview: CircuitSutra is transforming Semiconductor design using SystemC based Shift-Left ESL methodologies. It augments RTL-GDS design flow to enable: Hardware-Software codesign, Pre-silicon firmware, Architecture Analysis, Raising design abstraction, SoC & System level simulation.

Supporting the industry since 2005, with 250+ years of combined ESL experience, CircuitSutra is the only company with 100% focus on the ESL domain.

Worked with the industry leaders to bring an international conference DVCon to India and chaired its first edition in 2014. Received Outstanding Contribution Award by Accellera Systems Initiative for driving Accellera standards in the Indian Ecosystem.

ESL Methodologies:

- Increasing complexity of chips requires new design methodologies.
- Enabled using high level language: C++, SystemC, Python
- Virtual Prototypes, Architecture Models, High-Level Synthesis, Hybrid simulation

CircuitSutra Offerings:

- SoC Modelling Services
- Training: SystemC for virtual prototyping
- Reusable modelling methodology - CircuitSutra Modelling Library (CSTML), Virtual prototype - Quick Start Package (VP-QSP), RISC-V ISS TLM



Company Name: Metayage

Company Location: Redmond-Washington US, Bangalore, Vellore, Hyderabad and Coimbatore.

Website: www.metayage.com

Overview: Metayage IP was founded in 2006, with the vision to bridge gaps between ideas and their implementation. Metayage is a French word for the cultivation of land for a landowner by a farmer who receives a proportion of the produce. Metayage IP builds a mutually beneficial relationship with our clients to cultivate and maximize their Intellectual asset value.

Metayage has obtained patents for cutting edge deep technologies:

- Software Defined Radio
- AI driven analog circuit design
- Resonant circuit
- Secure wireless communication
- AI for medical diagnostics
- IoT devices for sports
- Broadcast-Broadband Convergence
- Vector processor for mixed signal processing
- Autonomous robots for bin sorting
- Low voltage CMUT

Services Offered:

- International Patent Protection
- IP Due Diligence
- R&D optimization
- Patent Monetization
- Patent Intelligence
- Trade Marks

Save the Date

IESA AI Summit | 7 & 8 Nov 2023 | Hyderabad

Stay tuned for more updates..