



External Communications

Summary of Initiatives

November 2024

prepared by



HIGHLIGHTS

Strategic imperatives for November 2024: aligning communication efforts to the marketing calendar.

1. A total of 30+ initiatives were communicated through the period, using IESA's social handles and earned media channels, resulting in:
 - a. News stories published between Print and Online media
 - b. Generated an ROI of ₹ 14,92,633 Lac AVE achieved, translating to ₹ 74,63, 165 PR value
 - c. An exclusive interview with Ashok Chandak at BTS was coordinated successfully and featured on **Zee Kannada News**
 - d. An exclusive interview with Ashok Chandak at BTS was coordinated successfully and featured in **New Indian Express**
 - e. An exclusive interview with Ashok Chandak at BTS was coordinated successfully and featured on **Kalinga TV**
 - f. An exclusive interaction at BTS with Dr. Veerappan was initiated along with the **Senior Correspondent of Hindu Business Line, Sanjana B**
 - g. An exclusive interaction with Dr. Veerappan was initiated with the **Senior Correspondent of the Economic Times, Puran Choudhary**
 - h. An exclusive with Dr. Veerappan was initiated with the **Business Correspondent of the Deccan Herald, Sonal Choudhary**
 - i. An exclusive interaction with Ashok was initiated through a relationship-building meeting with **Ashmith Kumar from CNBC TV**
 - j. A Zoom meeting interaction with Ashok was coordinated with Aihik Sur (**MoneyControl**) and Debangana Gosh (**Money Control**)
 - k. Industry Story was initiated with Nidhi Snigal, **Fortune** but the opportunity was missed due to no revert from IESA.
 - l. A Zoom meeting interaction with Dr. Veerappan was coordinated with Nijhum, Senior Journalist at **Electronics For You**
 - m. A face-to-face meeting/ Zoom meeting will also be coordinated with Moumita (**PTI**), Jatin Grover (**Financial Express**), Shivani Shinde (**Business Standard**). To update on further meetings.

1. Traditional PR Data for November

	November
Online	5
Print	2
Total Stories	7(+ 2 RBM)
Total AVS	14,92,633

Social Media

Strategic imperatives for November 2024: aligning social media communication efforts to the marketing calendar

In November, IESA's social media efforts centered around the Bengaluru Tech Summit 2024 and new member announcements, positioning the organization as a leading voice for the semiconductor industry and its stakeholders. Our messaging was strategically focused on highlighting IESA's initiatives to advance the Electronics System Design and Manufacturing (ESDM) sector, emphasizing its path to global leadership.

Key themes included industry growth, strategic partnerships, ecosystem advancements, mentorship and stakeholder recognition. Additionally, we reinforced IESA's pivotal role as a bridge between industry, academia, and government, ensuring this narrative was consistently communicated across LinkedIn and Twitter.

- A total of 28 posts have been posted on LinkedIn and Twitter handles separately, resulting in the performance as highlighted below.



Performance Indicators	Performance Numbers
Impressions	59,739
Clicks	11,350
Reactions	898
Comments	25
Reposts	6
Avg. Per Post Engagement	30.6

Besides the above, we have also witnessed an increase in LinkedIn followers by 320. Having started at 19,010 followers, we are now **23,441 strong**, with the **average engagement rate being 20.6%** (which is 3.5X of the previous 3 months' time frame).

-  Our X handle also witnessed a total of **2,680 Impressions, 248 Engagement and 30+ new followers**
- Posts on social media such as

Startup Mitra, Start Up Meet, New Members, IESA Vision Summit 2025 Announcement, IESA's Participation in Bengaluru Tech Summit, Dr. Veerappan as a speaker at BTS 2024, Highlights of BTS 2024 and Festive posts have performed exceptionally well.

- Top – Two Posts



Impressions – 6,470
Clicks - 4,131
CTR – 63.85%
Reactions - 93
Comments - 1
Repost - 0
Engagement Rate – 65.3%



Impressions – 5,119
Clicks - 331
CTR – 6.47%
Reactions - 119
Comments - 1
Repost - 0

● **Performance Growth: Comparative Data for LinkedIn**

LinkedIn	May	June	July	August	September	October	November
Followers	NA	NA	19481	20,362	22,471	23,024	23,441
Impressions	56585	59585	86746	1,29,196	2,09,440	62,652	59,739
Post Clicks	3187	3499	16345	20,914	54,548	4,927	11,350
Reactions	1076	1295	2071	2,296	3,617	1,032	898

Annexure

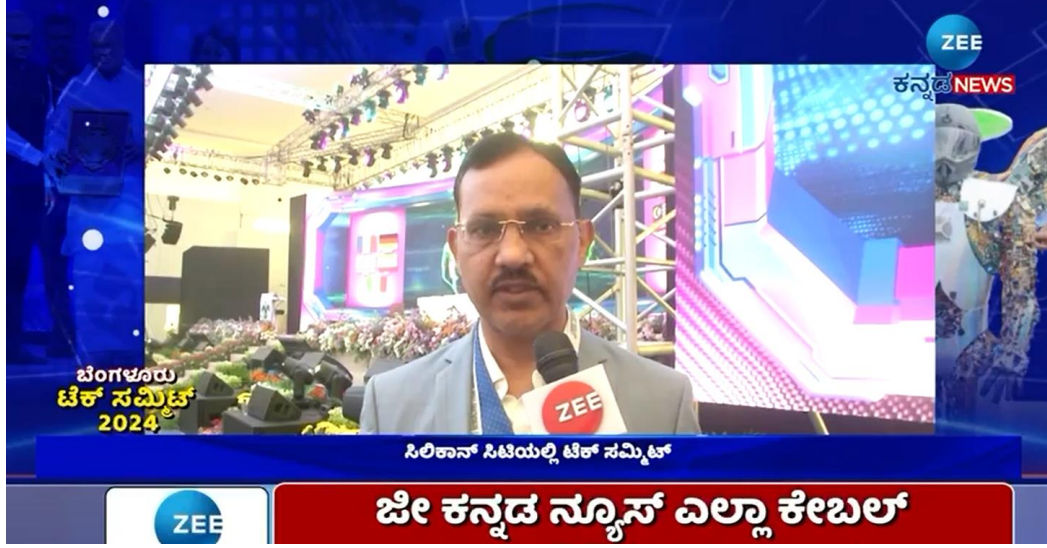
Media Visibility

SL	Date	Publication	Headline	Page No.	Link	AVE	Quote by
EXCLUSIVE INTERVIEW							
TV							
1.	22nd November	Zee Kannada News	Exclusive Interview with Ashok Chandak	N/A	Online	6,57,800	Ashok Chandak
2.	25th November	Kalinga TV	Exclusive Interview with Ashok Chandak	N/A	Online	50,000	Ashok Chandak
PRINT							
1.	22nd November, 2024	New Indian Express	In a First, Summit gets ESDM Track for Semiconductor Manufacture	02	N/A	5,86,333	Ashok Chandak
ONLINE							
1.	23rd November, 2024	New Indian Express	In a First, Summit gets ESDM Track for Semiconductor Manufacture	N/A	Online	75,000	Ashok Chandak
2.	21st November, 2024	ET TV Bharat	Introducing Electronics Semiconductor Track at Bengaluru Tech Summit	N/A	Online	55,000	Ashok Chandak
INDUSTRY STORY							
PRINT							
1.	20th November, 2024	Sanjaevani	India Semiconductor Market Projected to Surpass 100-Billion In Revenues By 2030	12	N/A	8,500	Ashok Chandak
ONLINE							
1.	7th November 2024	Money Control	India Semiconductor Market Projected to Surpass 100-Billion In Revenues By 2030	N/A	Online	60,000	Ashok Chandak

EXCLUSIVE INTERVIEW

TV

Date	22nd November, 2024
Publication	Zee Kannada News
Quote	Ashok Chandak



Date	25th November, 2024
Publication	Kalinga TV
Quote	Ashok Chandak



EXCLUSIVE INTERVIEW

PRINT

Date	22nd November, 2024
Publication	New Indian Express
Quote	Ashok Chandak



The crowd gathered at the final day of the Bengaluru Tech Summit 2024, on Thursday | ALLEN EGENUSE J

In a first, summit gets ESDM track for semiconductor manufacture

ABHIJEET KABAD @ Bengaluru

THE 27th edition of Bengaluru Tech Summit concluded on Thursday, with several luminaries discussing various topics. However, for the first time in 27 years, there was a special track for Electronic System Design and Manufacturing (ESDM).

President of India Electronics and Semiconductor Association (IESA) Ashok Chandak told TNIE, "IESA has been working closely with the Karnataka government, and has been involved in every ESDM decision taken by the government. However, for the first time, there was a special track for ESDM. IESA was involved in shaping the programme, speakers, speeches, topics and themes. Currently, manufacture of semiconductors in Karnataka is weak, but with more startups getting into



semiconductor design, we will see the design ecosystem leveraged and strengthened in the coming days."

"The semiconductor market demand is growing substantially. We are looking at \$35-40 billion in the current year. Based on analysis and research by IESA, tracking segments, sectors, products and companies, we see over 20 per cent CAGR, and are expected to cross \$100 billion by 2030. However, the market will consist of mostly imports. As electronics manufacturing needs semiconductors exponentially, the market is bound to grow," said Chandak. With the current geopolitical

situation in the doldrums, Chandak dismissed the shortage of semiconductors in the market. "There was a shortage post Covid, because the supply chain is very complex. Raw materials for any chip are dependent on five countries. If there is a disruption in any country, there are supply chain issues. After this, several countries have taken the initiative to set up their own manufacturing units. There is a shortage only for equipment and machinery, since their numbers are limited, and for new-generation products," he added.

"Many countries have given the incentive mechanism in the semiconductor industry, and currently, five projects are approved by the government of India, with five state governments having done the same. India is making good progress in the semiconductor industry," Chandak said.

EXCLUSIVE INTERVIEW

ONLINE

Date	25 November, 2024
Publication	New Indian Express
Quote	Ashok Chandak

Bengaluru

In a first, summit gets ESDM track for semiconductor manufacture

With the current geopolitical situation in the doldrums, Chandak dismissed the shortage of semiconductors in the market.



The crowd gathered at the final day of the Bengaluru Tech Summit 2024, on Thursday (Photo | Allen Egenuse J)

Abhijeet Kabad

Updated on: 23 Nov 2024, 9:28 am · 2 min read



BENGALURU: The 27th edition of Bengaluru Tech Summit concluded on Thursday, with several luminaries discussing various topics. However, for the first time in 27 years, there was a special track for Electronic System Design and Manufacturing (ESDM).

President of India Electronics and Semiconductor Association (IESA) Ashok Chandak told TNIE, “IESA has been working closely with the Karnataka government, and has been involved in every ESDM decision taken by the government. However, for the first time, there was a special track for ESDM. IESA was involved in shaping the programme, speakers, speeches, topics and themes. Currently, manufacture of semiconductors in Karnataka is

President of India Electronics and Semiconductor Association (IESA) Ashok Chandak told TNIE, "IESA has been working closely with the Karnataka government, and has been involved in every ESDM decision taken by the government. However, for the first time, there was a special track for ESDM. IESA was involved in shaping the programme, speakers, speeches, topics and themes. Currently, manufacture of semiconductors in Karnataka is weak, but with more startups getting into semiconductor design, we will see the design ecosystem leveraged and strengthened in the coming days."

"The semiconductor market demand is growing substantially. We are looking at \$35-40 billion in the current year. Based on analysis and research by IESA, tracking segments, sectors, products and companies, we see over 20 per cent CAGR, and are expected to cross \$100 billion by 2030. However, the market will consist of mostly imports. As electronics manufacturing needs semiconductors exponentially, the market is bound to grow," said Chandak.

With the current geopolitical situation in the doldrums, Chandak dismissed the shortage of semiconductors in the market.

"There was a shortage post Covid, because the supply chain is very complex. Raw materials for any chip are dependent on five countries. If there is a disruption in any country, there are supply chain issues.

After this, several countries have taken the initiative to set up their own manufacturing units. There is a shortage only for equipment and machinery, since their numbers are limited, and for new-generation products," he added.

"Many countries have given the incentive mechanism in the semiconductor industry, and currently, five projects are approved by the government of India, with five state governments having done the same. India is making good progress in the semiconductor industry," Chandak said.

Date	22nd November, 2024
Publication	E TV Bharat
Quote	Ashok Chandak


Karnataka

[ರಾಜ್ಯ](#)
[ಚಾಂದಿಯನ್](#)
[ಭಾರತ](#)
[ವಿದೇಶ](#)
[ಸಿಪಾರಾ](#)
[ಲೈಫ್ ಸ್ಟೈಲ್](#)
[ಸುಖೇಭವ](#)
[ತಂತ್ರಜ್ಞಾನ](#)
[ವಾಣಿಜ್ಯ](#)
[ವಿಡಿಂ](#)

ETV Bharat / State

ಮೊದಲ ಬಾರಿಗೆ 'ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್-ಸೆಮಿಕಂಡಕ್ಟರ್' ಟ್ರಾಕ್ ಪರಿಚಯ: ಐಇಎಸ್‌ಎ ಅಧ್ಯಕ್ಷ ಅಶೋಕ್ ಚಂದಕ್

2024ರ ಬೆಂಗಳೂರು ತಂತ್ರಜ್ಞಾನ ಶೃಂಗಸಭೆಯ ನಿಜವಾಗಿಯೂ ತಾಂತ್ರಿಕ ಶ್ರೇಷ್ಠತೆಯ ಆಚರಣೆಯಾಗಿದೆ ಹೊರಹೊಮ್ಮಿದೆ ಎಂದು ಇಂಡಿಯನ್ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಆಂಡ್ ಸೆಮಿಕಂಡಕ್ಟರ್ ಅಸೋಸಿಯೇಷನ್ ಅಧ್ಯಕ್ಷ ಅಶೋಕ್ ಚಂದಕ್ ಹೇಳಿದರು.



ಅಶೋಕ್ ಚಂದಕ್ (ETV Bharat)

By ETV Bharat Karnataka Team
Published : Nov 21, 2024, 6:11 PM IST

ಬೆಂಗಳೂರು: "27 ವರ್ಷಗಳಲ್ಲಿ ಮೊದಲ ಬಾರಿಗೆ 'ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್' ಟ್ರಾಕ್ ಅನ್ನು ಪರಿಚಯಿಸುವ ಮೂಲಕ ಐತಿಹಾಸಿಕ ಮೈಲಿಗಲ್ಲನ್ನು ಸಾಧಿಸಲಾಗಿದೆ" ಎಂದು ಇಂಡಿಯನ್ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಆಂಡ್ ಸೆಮಿಕಂಡಕ್ಟರ್ ಅಸೋಸಿಯೇಷನ್ ಅಧ್ಯಕ್ಷ ಅಶೋಕ್ ಚಂದಕ್ ಹೇಳಿದರು.

2024ರ ಬೆಂಗಳೂರು ತಂತ್ರಜ್ಞಾನ ಶೃಂಗಸಭೆಯ ಅಂತಿಮ ದಿನವಾದ ಗುರುವಾರ 'ಈಟಿವಿ ಭಾರತ' ಪ್ರತಿನಿಧಿ ಜೊತೆ ಮಾತನಾಡಿದ ಅವರು, "ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್‌ಗಳ ವಿನಾಸ ಮತ್ತು ಉತ್ಪಾದನೆಯಲ್ಲಿ ಕರ್ನಾಟಕ ಮತ್ತು ಭಾರತದ ನಾಯಕತ್ವವನ್ನು ಟೆಕ್ ಸಮೀಟ್ ಒತ್ತಿ ಹೇಳಿದೆ. ಇಲ್ಲಿನ ಎಲೆಕ್ಟ್ರಾನಿಕ್-ಸೆಮಿಕಾನ್ ಟ್ರಾಕ್‌ನ ಸರ್ಕ್ಯೂಟ್ ಹಂತ ನಾವೀನ್ಯತೆಯನ್ನು ಹೆಚ್ಚಿಸಲು, ಬೆಳವಣಿಗೆಯನ್ನು ಉತ್ತೇಜಿಸಲು ಮತ್ತು ಜಾಗತಿಕ ಉದ್ಯಮದಲ್ಲಿ ಭಾರತದ ಸ್ಥಾನವನ್ನು ಗಟ್ಟಿಗೊಳಿಸಲು ಸಹಕಾರಿಯಾಗಿದೆ" ಎಂದು ಅಭಿಪ್ರಾಯಪಟ್ಟರು.

"ಶೃಂಗಸಭೆಯಲ್ಲಿ 24 ಪ್ರತಿಷ್ಠಿತ ಸ್ಪೀಕರ್‌ಗಳ ವಿಚಾರ ವಿನಿಮಯ ಎಲೆಕ್ಟ್ರಾನಿಕ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್‌ಗಳ ಹೆಚ್ಚಿನ ಕಲ್ಪನೆ ಮತ್ತು ಜ್ಞಾನ ಹಂಚಿಕೆಯ ಸಂಗಮಕ್ಕೆ ಕೊಡುಗೆ ನೀಡಿದೆ. ಒಟ್ಟಾರೆ, ಟೆಕ್ ಸಮೀಟ್ ನಿಜವಾಗಿಯೂ ತಾಂತ್ರಿಕ ಶ್ರೇಷ್ಠತೆಯ ಆಚರಣೆಯಾಗಿದೆ ಹೊರಹೊಮ್ಮಿದೆ" ಎಂದು ಅಶೋಕ್ ಚಂದಕ್ ಶ್ಲಾಘಿಸಿದರು.

ರಾಜ್ಯದ ಸ್ಥಾನಮಾನ ಹೆಚ್ಚಲಿದೆ: "ಬೆಂಗಳೂರು ತಂತ್ರಜ್ಞಾನ ಶೃಂಗಸಭೆಯಲ್ಲಿ ಭಾರತದ ಮೊದಲ ಜಿಸಿಸಿ ನೀತಿಯ ಬಿಡುಗಡೆಯಾಗಿದ್ದು, ಇದು ದೇಶದ ತಾಂತ್ರಿಕ ಪ್ರಗತಿಯಲ್ಲಿ ಮಹತ್ವದ ಮೈಲಿಗಲ್ಲನ್ನು ಸೃಷ್ಟಿಸಲಿದೆ. ಈ ಕಾರ್ಯತಂತ್ರದಿಂದ ಉದ್ಯಮದ ಬೇಡಿಕೆ, ಆರ್ ಆಂಡ್ ಡಿ, ಮೂಲಸೌಕರ್ಯ ಅಭಿವೃದ್ಧಿ, ವೆಚ್ಚದ ದಕ್ಷತೆ, ಜಾಗತಿಕ ಮಾರುಕಟ್ಟೆ ಪ್ರವೇಶ, ಸೆಮಿಕಂಡಕ್ಟರ್ ಕಂಪನಿಗಳಿಗೆ ಉತ್ತಮ ಪರಿಸರದ ವ್ಯವಸ್ಥೆ, ಸಾಮರ್ಥ್ಯ ವೃದ್ಧಿ, ನೆಟ್‌ವರ್ಕ್ ಮತ್ತು ಸಂಪನ್ಮೂಲಗಳ ವಿನಾಸ, ಉತ್ಪಾದನೆ ಮತ್ತು ಉತ್ಪಾದನಾ ಸಾಮರ್ಥ್ಯಗಳನ್ನು ಬಳಸಿಕೊಳ್ಳುವ ಮೂಲಕ ಪ್ರಮುಖ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್ ವಲಯದಲ್ಲಿ ರಾಜ್ಯದ ಸ್ಥಾನಮಾನ ಹೆಚ್ಚಲಿದೆ" ಎಂದು ತಿಳಿಸಿದರು.

"ಟೆಕ್ ಶೃಂಗಸಭೆ ಕೊನೆಯ ದಿನದಂದು, ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್ ದುಂಡುಮೇಜಿನ ಚರ್ಚೆ ನಡೆಯಿತು. ಇದರಲ್ಲಿ ಉತ್ಪಾದನೆ, ಇ-ತ್ಯಾಜ್ಯ ನೀತಿ, ಸೌರ ಫಲಕ ತಯಾರಿಕೆ, ಕೌಶಲ್ಯ ಮತ್ತು ಮೌಲ್ಯ ಸರಪಳಿ ವರ್ಧನೆಯಂತಹ ನಿರ್ಣಾಯಕ ವಿಷಯಗಳನ್ನು ಹೈಲೈಟ್ ಮಾಡಲಾಯಿತು. ಚರ್ಚೆಯ ಸಮಯದಲ್ಲಿ ಸೆಮಿಕಂಡಕ್ಟರ್‌ಗಳ ಪ್ರಧಾನ ಉದ್ಯಮ ಸಂಸ್ಥೆಗಳು ಮತ್ತು ಭಾರತದಲ್ಲಿನ ದೇಶೀಯ ಬೇಡಿಕೆಯನ್ನು ಪೂರೈಸಲು ಮೈಸೂರಿನಂತಹ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮಾನುಫ್ಯಾಕ್ಚರಿಂಗ್ ಕ್ಲಸ್ಟರ್‌ಗಳನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸುವ ಮೂಲಕ ಆಮದು ಅವಲಂಬನೆಯಿಂದ ರಫ್ತು ನೇತೃತ್ವದ ಬೆಳವಣಿಗೆಗೆ ಬದಲಾಗುವ ಅಗತ್ಯವನ್ನು ಒತ್ತಿಹೇಳಲಾಯಿತು" ಎಂದು ಅಶೋಕ್ ಚಂದಕ್ ವಿವರಿಸಿದರು.

INDUSTRY STORY

PRINT

Date	20th November, 2024
Publication	Sanjaevani
Quote	Ashok Chandak

ಟೆಕ್ ಸಮ್ಮಿಟ್‌ನಲ್ಲಿ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಸೆಮಿಕಂಡಕ್ಟರ್ ಪರಿಚಯ

ಬೆಂಗಳೂರು.ನ20: ಟೆಕ್ ಸಮ್ಮಿಟ್ 2024 ಕಳೆದ 27 ವರ್ಷಗಳಲ್ಲಿ ಪ್ರಪ್ರಥಮ ಬಾರಿಗೆ 'ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್' ಅನ್ನು ಮುನ್ನೆಲೆಗೆ ಪರಿಚಯಿಸುವ ಮೂಲಕ ಐತಿಹಾಸಿಕ ಮೈಲುಗಲ್ಲಾಗಿ ಪ್ರತ್ಯೇಕವಾಗಿ ಗುರುತಿಸಿಕೊಂಡಿದೆ.

ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್ ಗಳ ವಿನ್ಯಾಸ ಮತ್ತು ಉತ್ಪಾದನೆಯಲ್ಲಿ ಕರ್ನಾಟಕ ಹಾಗೂ ಭಾರತದ ಪ್ರಬಲ ನಾಯಕತ್ವವನ್ನು ಸಾಕ್ಷಾತ್ಕರಿಸಿದೆ. ಎಲೆಕ್ಟ್ರೋ - ಸೆಮಿಕಾನ್ ಟ್ರಾಕ್ ನ

ಸರ್ಕ್ಯೂಟ್‌ಹಂತದಲ್ಲಿನಾ ವೀನ್ಯತೆಯನ್ನು ಹೆಚ್ಚಿಸಲು, ಬೆಳವಣಿಗೆಯನ್ನು ಉತ್ತೇಜಿಸಲು ಮತ್ತು ಜಾಗತಿಕ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಸಿಸ್ಟಮ್ ವಿನ್ಯಾಸ ಮತ್ತು ಉತ್ಪಾದನಾ ಉದ್ಯಮದಲ್ಲಿ ಭಾರತದ ಸ್ಥಾನವನ್ನು ಉನ್ನತೀಕರಿಸಲು ವ್ಯವಸ್ಥಿತ ಕಾರ್ಯಯೋಜನೆ ರೂಪಿಸಲಾಗಿದೆ.

ವೈಚಾರಿಕಾ ಮತ್ತು ಜ್ಞಾನದ ವಿಷಯದ ಈ ಸಂಗಮಕ್ಕೆ ಐಇಎಸ್‌ಎ ಸಂಸ್ಥೆಯ ವೈಶಿಷ್ಟ್ಯ

ಪೂರ್ಣ 24 ಭಾಷಣಕಾರರು ತಮ್ಮ ಸಮರ್ಥನಾ ಉಪನ್ಯಾಸ ನೀಡುವುದರೊಂದಿಗೆ, ಬೆಂಗಳೂರು ಟೆಕ್ ಸಮ್ಮಿಟ್ 2024 ನಿಜವಾಗಿಯೂ ತಾಂತ್ರಿಕ ಶ್ರೇಷ್ಠ ಆಚರಣೆಯಾಗಿದೆ ಮತ್ತು ಸುಧಾರಿತ ಉತ್ಪಾದನೆಯತ್ತ ಪ್ರಯಾಣವಾಗಿದೆ ಎಂದು ಇಂಡಿಯಾ ಎಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಮತ್ತು ಸೆಮಿಕಂಡಕ್ಟರ್ ಅಸೋಸಿಯೇಷನ್ ಅಧ್ಯಕ್ಷ ಅಶೋಕ್ ಚಂದಕ್ ಪ್ರತಿಕ್ರಿಯಿಸಿದ್ದಾರೆ.



INDUSTRY STORY

ONLINE

Date	7th November, 2024
Publication	Money Control
Quote	Ashok Chandak

Brace For Impact: 6 ways Trump may shake up Big Tech, AI, chips

Trump's tech policies could shift towards protectionism, emphasising US manufacturing, increasing tariffs, and repealing former President Joe Biden's AI executive order on AI, among others.

AIHIK SUR | NOVEMBER 07, 2024 / 17:28 IST

Join Us

Follow Us



President elect Donald Trump defeated outgoing vice president Kamala Harris in the US Presidential Elections
President-elect Donald Trump made a stunning comeback in the US elections to trounce outgoing Vice President and Democratic party candidate Kamala Harris.

While Trump's campaign mainly focussed on strict immigration controls, tariff on foreign goods, and tax cuts, the 78-year-old also made some promises about artificial intelligence, anti-trust laws, and tech policy in general.

Here are six major developments to look out for in Trump's second tenure as President when it comes to tech policy:

Repealing Biden's order on AI? Trump, [according to reports](#), plans to dismantle Biden's executive order on AI, which called for voluntary safety guidelines and privacy standards. Instead, he intends to promote "free speech"-driven AI development, raising concerns that a lighter regulatory framework may reduce protections against algorithmic bias.

A Washington Post report said that allies of Trump have drafted a sweeping AI executive order that aims to boost military technology and reduce regulations on AI development. The plan includes a section titled "Make America First in AI," signalling a dramatic potential shift in AI policy.

"While Khan's departure from the FTC under the Trump regime maybe considered a positive sign for Big Tech, the new government is also expected to increase tariffs and insist on jobs being brought back to America, which will pose significant challenges to their operations as they depend on the global supply chain for goods and brainpower," said Sourya Banerjee, a lawyer and policy consultant.

"The technology ecosystem will need to wait to discover the Trump government's stance on big tech's market dominance. The government's position will likely be shaped by multiple competition and non-competition considerations, especially those of privacy, free speech, competition with Chinese companies, and the need to bring down prices due to bottlenecks in technology markets," said Saksham Malik, Senior Programme Manager, The Dialogue.

Uncertainty regarding semiconductor policy: Trump's criticism of the CHIPS and Science Act suggests that he may shift away from funding incentives in favour of protectionist measures to support the US semiconductor industry. His previous comments indicate that the President-elect may prefer high tariffs on semi-conductor imports, rather than subsidies.

Experts feel that while this approach may boost local manufacturing in the US, it may also strain global supply chains and raise costs.

Ashok Chandak, president of India Electronics and Semiconductor Association (IESA) said, "A Trump administration could have mixed effects on India's semiconductor and technology sector, shaped by policies on trade, immigration, and foreign relations."

Firstly, Chandak opines that the positive rapport between Trump and Prime Minister Modi, could be beneficial for India's bilateral business ties. Secondly, the industry executive said that America's policies and geopolitical climate can also be beneficial for India.

"In fact, with the geopolitical climate and U.S. efforts to reduce dependency on China, India has a strategic opportunity to become a stronger partner. While the U.S. may adjust policies like the CHIPS Act to boost its own semiconductor self-reliance, this is likely to align with India's semiconductor goals, encouraging "friend-shoring" initiatives that could benefit both nations. India's focus on semiconductor manufacturing through initiatives like the India Semiconductor Mission (ISM) and its competitive advantages in talent and cost make it well-positioned to expand its role in the global semiconductor supply chain," he added.

Musk's influence: Businessman and investor Elon Musk, a major Trump supporter, may wield significant influence on tech policy, especially concerning electric vehicles (EVs) and space. His relationship with Trump could lead to favourable regulatory and contractual terms for his ventures.

"Musk has been one of the biggest supporters of Trump, and his influence may be there on all tech and AI policy the new administration comes out with, once Trump is sworn in in 2025," Banerjee said.

Data privacy: during his first tenure as President, Trump upended all of Obama's policies, from data privacy to school connectivity, and has historically leaned towards light-touch regulation when it comes to data privacy. According to a Politico report from 2020, the Trump administration had made consistent efforts to limit the reach of "stringent data privacy laws" like the European Union's General Data Protection Rules (GDPR).

Reversal on TikTok: in June 2024, Trump posted on TikTok. This was a surprising move since he had tried to ban the app in the US during his first tenure as President in 2020.