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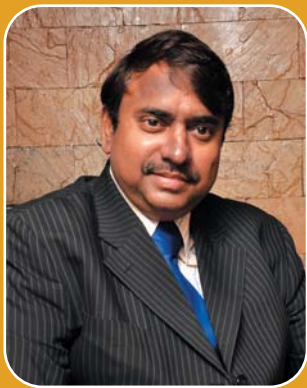
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facts before making business decisions using the same.



**Dear Reader,**

Greetings. We are delighted to present a special issue of Indo-Canadian Business devoted to the Information & Communication Technology (ICT), an area in which Canada excels and India ably complements. As Canada's High Commissioner to India Stewart Beck has rightly observed in his article in this issue, today the knowledge sector holds the greatest potential for joint ventures between Canada and India, which already have collaborations in most industrial areas ranging from agriculture to automobiles and infrastructure to clean energy. The fact that Canada has emerged stronger in the knowledge sector despite the recent global recession proves how innovative the country has been in this high technology area that requires heavy investment in R&D. No wonder, Canada's Federal Minister of Industry Tony Clement tells Indo-Canadian Business that post recession, Canada has been the most competitive country for the ICT industry across the world. Among the Canadian provinces, Ontario, with the largest concentration of global ICT leaders, stands out for its significant contribution to the growth of this sector, especially, in terms of investment by Indian companies in it. Ontario's Minister for Economic Development and Trade Sandra Pupatello foresees more Indian companies getting into ICT joint ventures in Ontario, where Indian IT giants Infosys, Tata Consultancy, Wipro and Satyam have already established their strong presence. Canada was a country partner at the fifth edition of the Vibrant Gujarat Investors' Summit, held at Gandhinagar in India's western State of Gujarat, where a number of MoUs were signed between Indian and Canadian firms. A report on how Canada showcased its strengths says it all. FINCAD is Canada's leading financial analytics company, which is looking for partners in India, as its President & CEO Robert Park says in the wake of his visit to India to explore joint venture opportunities in this country. India's spending on the ICT sector is expected to rise by 13 percent in 2011 over the previous year, says a survey by the global consultancy giant, Gartner. India's Minister of State for Science and Technology Ashwini Kumar says that the ICT initiatives launched by the Government are aimed at inclusive growth, benefiting the poor. Then, we have Infosys founder Chairman N. R. Narayana Murthy calling for effective use of ICT for boosting agricultural and rural economic growth. India's central State of Madhya Pradesh has drawn up a roadmap for the development of the ICT industry, effectively using it as an e-Governance tool, according to an in-depth study. There are also success stories from Canada besides plenty of news. We trust the special ICT issue measures up to your expectations.

Wish you happy reading,



**Satya Swaroop**

Managing Editor

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# Post-Recession, Canada Most Competitive for ICT

Canada's Federal Minister of Industry **Tony Clement** firmly believes his country has emerged stronger after the recent global recession and that it provides the most competitive and innovative climate for businesses across the world, including India to invest. In an interview with **Tripti Chakravorty**, he shares his outlook and optimism about that the future holds for Canada. Excerpts.

**With economies across the world picking up after the recent recession, which way is the Canadian ICT industry likely to move? How does Canada intend capitalizing on growth opportunities in 2011 and beyond?**

The Budget 2010 built an even more competitive economy by creating an open and pro-growth environment that allows foreign-owned and Canadian businesses to invest, become more innovative, expand and compete globally while cutting red tape.

Expanding free trade and foreign investment has been a priority for our Government. In fact, Canada will have the lowest overall tax rate on new business investment in the G7 this year, below the average of the OECD, and is on track to implement the lowest statutory corporate tax rate in the G7 by 2012 making Canada a great place to invest.

The Harper Government's policy in this regard has always been clear: we are in favour of more competition and more choice. We will continue to ensure that our policies foster such an environment where the ICT sector can thrive and consumers can benefit.

Our government has a clear vision of what Canada can achieve. By 2020, we see a Canada that boasts a globally competitive digital economy, characterized by innovation, enhanced productivity, and enduring prosperity. A nation where businesses, communities, and individuals have the skills they need to use digital technologies to their advantage, where a globally

competitive ICT sector supplies more markets with more innovative products and more new services.

**Minister, last year you announced the process for the formulation of Canada's digital economy strategy and Sir, you showed the much-needed eagerness in being engaged in the process. What is its current status?**

While I am planning to launch Canada's Digital Economy Strategy this spring our government has already taken a number of steps to help lay the foundation.

We have heard from Canadians as to what could be done to increase the competitiveness and productivity of Canadian businesses. Our government is looking at what actions need to be taken and how we can recalibrate and realign existing policies and programs to optimize their contribution to a successful digital economy. I continue to work closely with my colleagues, the Minister of Canadian Heritage and Official Languages and the Minister of Human Resources and Skills Development, on this as well.

Our government has increased investments in venture capital and made changes to the Income Tax Act to encourage more foreign investment to flow to innovative Canadian firms.

To further encourage consumer confidence and ICT adoption, we have passed anti-spam legislation and introduced amendments to modernize privacy and copyright legislation. And to continue to increase



competition in the telecommunications sector, we are reviewing foreign investment rules and decisions, together with ongoing consultations on future auctions of mobile broadband spectrum.

To build consensus and increase collaboration with provinces and territories, I co-chaired with Minister Gignac of Québec a federal-provincial/territorial meeting of Ministers responsible for economic development in Montréal on January 13-14, 2011. Ministers agreed to collaborate on work related ICT adoption, digital skills and talent, broadband and support for the ICT sector.

We will continue to act to increase consumer confidence and competition in the telecommunications sector as well as to encourage innovation in the ICT sector.

**Building up ICT capacity in the SME sector is most important for its progress. Thus SMEs have a large potential in benefiting from e-commerce. What is being done to boost it?**

The successful integration of e-commerce into the Canadian economy is dependent upon the level of trust and confidence businesses and consumers have in the digital environment. A well-functioning marketplace, governed by appropriate legislation and regulation, is

essential to increasing the take-up and use of digital technologies.

That is why our government is putting in place a modern and efficient legal framework to protect the online marketplace. For example, in December our anti-spam legislation became law, helping to protect Canadian businesses and consumers from harmful and misleading online threats. Furthermore, we have also introduced amendments to federal privacy laws governing the private sector. Our proposed changes will better protect and empower consumers, streamline rules for business and enable effective law enforcement.

Improving the ICT capacity of Canada's small and medium sized businesses is an important goal for achieving long-term economic growth and productivity and will be a key pillar to the forthcoming Digital Economy Strategy.

These are just a few examples of how the Harper Government is working to protect both consumers and businesses, and increase their confidence and know-how in the digital economy.

I recently hosted a series of roundtables with those directly involved in the Canadian ICT sector. I was encouraged to hear that our government is on the right track on these issues.

**Mergers and Acquisitions was the order of the day for the ICT industry in the year 2010. What were the reasons cited for such activity?**

Mergers and acquisitions are certainly not unique to Canada it is a broader global trend in ICT. There are many reasons, and likely each transaction has a different one. I will refrain from speculating on specific cases.

**Currently the majority of Canada's leading technology companies are privately-held firms, contrary to a year ago. What could have lead to such a scenario?**

Canada has a strong mix of both private and public companies, which is a positive thing. Our firms are very innovative and compete successfully in the global ICT marketplace. The Canadian brand is highly respected internationally and that's something we are very proud of.



Canada's leading technology companies (as defined by revenues) are mainly publicly traded firms like, Research in Motion, Celestica, CGI Group, Shaw, CAE, MacDonald Dettwiler & Assoc., Softchoice, Aastra Technologies, Open Text, Sierra Wireless.

**Quite recently there have been a slew of Canadian companies making its way to India for potential tie-ups. In your assessment what is the kind of potential you see in the Indian marketplace?**

The Indian market offers tremendous potential opportunities for Canadian companies. Canadian firms are very excited to be part of the ICT wave in India. India's telecom market, for instance, is the world's fastest growing and the second largest market in the world. Its software services and business process outsourcing sectors are expected to grow by more than 5% annually, while its animation and gaming industries are forecasted to grow 22% and 49% respectively each year by 2012.

Given Canadian capabilities in this space, a number of Canadian companies have entered the Indian market with unique next-generation technology, have been well received by the Indian industry and established themselves in the marketplace. Similar is the story in Broadcast where the Indian broadcast industry is moving to digital formats using imported technology. There are also strong synergies in IT. Typically Indian IT companies are services-based, not having products of their own but reselling products from third parties as part of an overall portfolio. Canadian IT companies are predominantly product-based - the fit therefore is a win-win for Indian as well as Canadian companies. As the Prime Minister stated in June, while we are working together in many areas there is much "untapped potential of deeper ties between our two countries". I can assure you that our Conservative government is happy to continue building these bridges with India.

**In your view how have Indian companies based in Canada value-added to the overall Canadian ICT industry? What is the kind of incentives being offered to them?**

**Canada is a great place to invest! Some of the key advantages to investment are:**

- a solid economy without the economic difficulties experienced by other countries
- a solid fiscal situation, which gives the Canadian government the ability to collaborate with industry

on a sustainable basis

- a friendly environment for companies to do business by 2012. Canada will have the lowest corporate tax rates in the G7 and less burden on business
- Canada offers a creative, innovative ecosystem, from research and development institutes to universities, which has produced world leaders such as RIM and Opentext
- historically strong in wireless; RIM exemplifies the current generation of leading Canadian companies. A strong talent base and R&D has meant that Ericsson, Huawei, Alcatel Lucent, Nokia all call Canada home.
- Microsoft, IBM join Opentext as software companies which have discovered Canada. For these companies Canada punches above its weight in terms of how it contributes to the company's innovation. Wipro is a welcome addition and we encourage more Indian companies to discover the Canadian advantage
- Canada is a world leader in digital media with 20% of North America's top-selling games produced in Canada; it is the source of 80% of the animation and special effects software used in Hollywood. 80 to 90% of all contemporary video games developed use Canadian generated Autodesk tools; with one tenth the population of the US, Canada has 500 games companies (the US have 750), and Canada has a greater proportion of games-related graduates than the US
- a multicultural society which reflects and welcomes international business
- competitive labour costs and programs which support innovation in Canada

The Harper Government is committed to encouraging choice, increasing competition, minimizing regulation and allowing market forces to prevail.

**How is Canada going the green way in this sector as well?**

Canadian firms are working hard with their customers to provide the means to operate greener 21st century businesses and households. This means addressing ICT's carbon footprint and creating ICT solutions that help other industries reduce greenhouse gas (GHG) emissions. Canada's ICT industry is also positioning itself to seize opportunities in the low carbon economy.





In fact, many Canadian ICT companies are creating solutions to help reduce GHG emissions more than can be highlighted here.

We are pleased to be partnering with India in the area of green technology.

**In your opinion do you think India is currently well positioned to take on the next wave of the ICT generation? If not how can Canada help in this regard?**

India, like Canada, has come through the global economic downturn better than most and is quickly becoming a very powerful economic player; key to this is India's impressive scientific and technological sector. Currently, Indian ICT technology focuses on the service delivery aspect rather than products, coupled with the fact that R&D expenditure is low; it may be a challenge for India to take on the "next wave" of the ICT generation on its own. Canada on the other hand has invested substantially in R&D, has developed products with world class technology and could be a strong partner for India as it prepares to move into the next generation. E-Health, e-Education, e-Governance, Next Generation Networks (WiMax/LTE), Digital media (including 3D) are some of the numerous areas for potential collaboration.

We are pleased that our countries are already partnering in the areas of science and technology, and are hopeful that Indian institutions will continue to collaborate with Canadian institutions such as

Waterloo's Institute of Nanotechnology. Our government encourages more Indian companies to follow Wipro's example and find out how Canada can be part of their business answer.

**If businesses are to get competitive, ICT too should bring out cutting-edge technology. What is the policy framework that Canada has adopted for this and what lessons can the Indian ICT industry imbibe?**

Canada's ICT sector can be a supplier to our own country and to the world. Our strong culture of innovation is anchored by secure legal, fiscal, and business environments with a rich supply of talent. The Digital Economy Strategy to be released this spring will include an ICT sector component that will provide a framework to move forward. However, to be successful, this will require the active participation of all stakeholders. Government can help and support the industry by providing the proper business environment, but ultimately success will depend on the private sector.

We are also investing in innovation. This government has made significant investments to increase Canada's research and development, primarily through our S&T Strategy, providing over \$10.7 billion annually to support various S&T activities. Furthermore, Canada has the lowest tax rate on new business investment in the G7. We also have the lowest payroll taxes and our corporate income tax rate will soon be less than half of the U.S. rate. ■

## 'Year of India' Festival in Canada

March 4th marked the inaugural launch of the Year of India in Canada 2011, which aims to highlight India's culture, traditions and diversity.

Organized by the High Commission of India in Ottawa, the Year of India will feature a number of cultural and artistic events across the country. These will include dance, musical and theatrical performances, as well as literary gatherings, book fairs, business meetings and children's events. These festivities will give Canadians the opportunity to learn about Indian culture, taste the Indian cuisine and gather information about traveling to India.

Prime Minister Stephen Harper participated in the launch to celebrate the contribution of the Indian

diaspora to Canadian society. The Prime Minister was joined by Deepak Obhrai, Parliamentary Secretary to the Minister of Foreign Affairs and host Shashishekhar M. Gavai, High Commissioner of India to Canada.

The Year was first announced during a visit to India by Prime Minister Harper in November 2009.

"Our country is home to a vibrant, nearly one-million strong, Indo-Canadian community that plays a vital role in Canada's economic and cultural landscape," said the Prime Minister. "This Year will provide an excellent opportunity to showcase India's colourful culture and traditions while strengthening connections between our two countries." ■



# Knowledge Sector Holds Great Potential for Indo-Canadian JVs

By Stewart Beck, High Commissioner of Canada to India

While Canada's commercial relationship with India is deep and broad -- covering areas as diverse as agriculture, biotechnology, infrastructure, information and communications technologies, clean energy, water management, and the automotive industry -- it is the knowledge-based industries that hold the greatest potential for collaboration.

This is largely due to the tremendous investment Canada has made to support science and technology, including programs for its infrastructure and support for Canadian research and academic excellence.

Digital media, animation and gaming are classic examples of new knowledge-based industries which will take off to even greater heights as Canadian and Indian industry learn more about each other and strengthen their collaborative relationships.

When it comes to digital media, Canada truly is "on the top of its game."

Canada is home to eight of the world's top 10 video-game publishers as well as many complementary multinational interactive media industries.

Canada also ranks as the third-leading location for video-game development in the world, and is number three in the world in software and multimedia patents.

Overall, the Canadian interactive media sector represents some 3,000 companies, which collectively employ more than 52,000 people. The estimated revenue from interactive digital media in Canada is \$3.8 billion.

Canada has also become an important player in Hollywood. In fact, 80 percent of the animation and special effects software used in Hollywood comes from Canada. Nearly every recent film nominated for a special effects Oscar has used Canadian-developed technology.

There are also many great reasons for the Indian digital media businesses to invest in Canada's growing digital entertainment industry.

When a country has as much to offer as Canada, it's impossible to pinpoint a single reason to invest in one of the most dynamic economies in the world.

Canada boasts multiple advantages and unparalleled potential - a place where businesses can achieve excellence on a global scale. These include: a nation of intelligent, educated workers, ranking #1 in the OECD in higher education achievement; an excellent business environment, ranked as the best place to do business in the G7 by the Economic Intelligence Unit; low business tax rates, and the lowest payroll taxes among the G7 countries; access to more than 443 million consumers and a combined GDP of more than US\$15.4 trillion through NAFTA; and an excellent life style, with world-class universities and colleges, a universally acclaimed health care system, clean, friendly cities and spectacular scenery. These all make Canada a great place to invest, work, live and raise a family.

Specifically when it comes to investing in digital media, Canada offers - 14,000 skilled digital media workers, 60 universities with gaming studies, 260+ digital media companies.

With its deep talent pool, federal research and development tax credits, and significant provincial government support Canada offers digital media enterprises an extremely attractive business environment.

The Indian digital media industry has already recognised the advantages of doing business in Canada. For example, Mumbai-based Prime Focus purchased a Canadian leader in 3D technology and later expanded its operations in Vancouver.

These are truly exciting times for the digital media industry around the world, but particularly in India and Canada.

I believe that if we bring together Canadian and Indian innovation, creativity, expertise, technology and capital, we can bring to the world a new age of digital media that most of us haven't even begun to dream of. ■



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# Ontario, the Best Place to Set Up Your ICT Shop

Ontario's Minister for Economic Development and Trade **Sandra Pupatello** talks to **Tripti Chakravorty** about the significant contribution made by the province to the Canadian ICT industry and the potential it holds for Indian companies. Excerpts.

**What is the significant contribution made by the Ontario ICT industry to the global ICT marketplace with special reference to India?**

With 16,000 plus firms and revenues of more than \$75 billion annually, Ontario has one of North America's largest concentrations of ICT leaders. It includes home-grown high performers – Celestica, Mitel Networks, Research In Motion (RIM) – and global giants such as Accenture, Alcatel-Lucent, AMD, Cisco Systems, Ericsson, HP, IBM, McAfee, Microsoft, Oracle and Siemens.

Leading Indian IT companies like Infosys Technologies, Tata Consultancy Services, Satyam Computer Services and Wipro, have discovered that Ontario is simply a great place to do business.

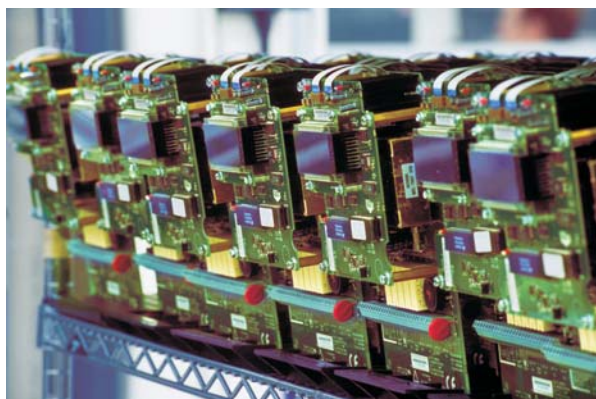
- More than 40 percent of interactive digital media companies in Canada are located in Ontario. BlackBerry wireless devices, Maya software and ATI graphics cards were all first developed here. We are also the broadcasting, telecom, financial and R&D hub of Canada.

- Business costs in Ontario are lower than in most comparable North American locations. KPMG's Competitive Alternatives 2006 reported that Canada offers the lowest-cost business environment among the G7 for software, web and multimedia development. Toronto has the 4th lowest business cost structure among 31 large cities in North America, Europe and Asia.

**ICT being ubiquitous has fundamentally transformed even local communities; how**

**has Canada been able to bring ICT down to the rural communities? What are the lessons learnt and how can India gain from its experience especially when it is trying to bridge the urban-rural divide?**

Reliable, well-maintained, modern infrastructure is important to retaining Ontario's competitive location advantage, enhancing productivity and enabling growth. In the 2009 Budget, the government allocated \$32.5 billion for infrastructure investments over two years. These investments build on the \$30 billion ReNew Ontario infrastructure investment plan, which was completed in 2008–09 - a full year ahead of schedule. The Ontario Government has prioritized its investment decisions with land use and community development to stimulate economic growth, build infrastructure where it can best be accommodated, and at the same time, safeguard Ontario's agricultural assets and natural heritage.



Close-up of circuit boards on shelf

**As the Minister of Economic Trade and Development, Madam, how have you positioned the province as a preferred destination for ICT investments?**

Ontario has been a leader in ICT for some time illustrated by the organic growth of our clusters in the cities of Toronto, Ottawa, and Waterloo. This growth has been facilitated and anchored by an exceptional workforce educated in our network of 44 universities and colleges. We have a robust and open Research and Development (R&D) environment and a very progressive business tax policy which add up to very competitive business costs in a welcoming environment.

**What are some of the benefits and incentives that are being given to Indian companies that have set their base in your province? How has Ontario benefitted by their presence?**

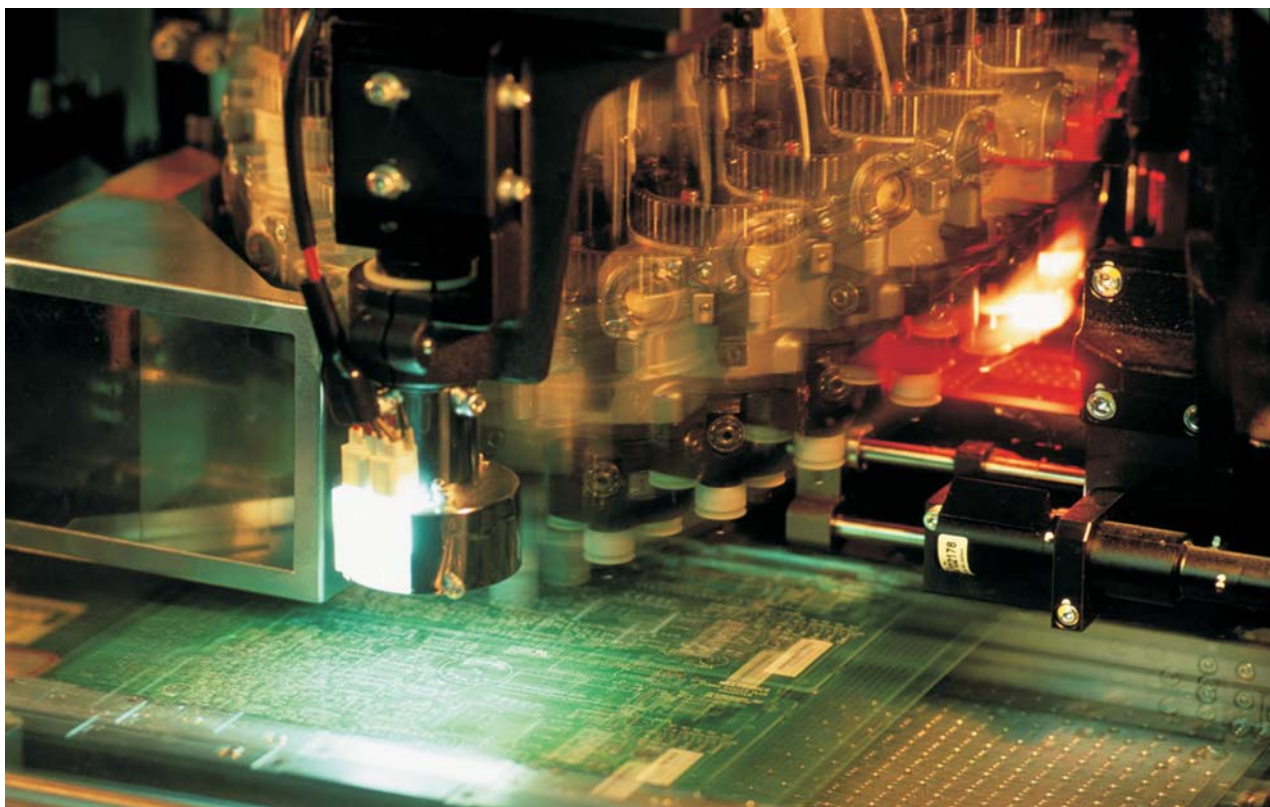
The Ontario Government currently supports the ICT sector, including Indian companies located here, through several key programs, including: 1) Emerging Technologies Fund – a five-year, \$250 million fund that targets companies in the clean technologies, life sciences, digital media, and information and communications technologies sectors; 2) Ontario

Venture Capital Fund – a \$205 million fund that supports innovative, high-growth companies in Ontario by making it easier for them to find the necessary investment and expertise; and 3) Investment Accelerator Fund - a \$46 million fund assists knowledge based companies with technology development, market potential analysis, prototype development, and early customer trials.

**The ICT clusters in the Province of Ontario have largely remained in Toronto, Ottawa and Kitchener-Waterloo — each with its own areas of specialization. How is the Government supporting them through investments in skills, education and modern infrastructure?**

Having highly-skilled talent is critical for the ICT sector. As noted in the 2010 Budget, the Ontario Government is increasing funding for post-secondary education by spending \$310 M to add 20,000 new spaces at colleges and universities. This will help to increase the number of skilled ICT-professionals within the province.

The modernization of Ontario's tax system through the introduction of the Harmonized Sales Tax (HST), effective July 1, 2010, will benefit and support Ontario's ICT sector by:



*Close-up of a high speed pick and place machine that populates circuit boards with great precision and at very high speeds*



Close-up of circuit board.

- Providing approximately \$565 million in annual sales tax relief as a result of the HST; and
- Providing approximately \$165 million in corporate tax savings through the reduction in Corporate Income Tax rates and the elimination of the Capital Tax.

### How is Ontario gearing up to welcome the most prestigious IIFA Toronto?

Toronto is the first North American city to host the prestigious event which runs from June 23 to 25, 2011. The three-day celebration of South Asian film and culture includes a world film premiere, awards gala, and fashion show. The IIFA Weekend and Awards also features a global business forum with the Federation of Indian Chambers of Commerce and Industry (FICCI). The forum will help strengthen investment and trade opportunities between Ontario and India.

### Could you provide us with the current status of the ICT in Ontario?

Overall, Ontario employs more people in the ICT sector than any other province in Canada. In 2009, Ontario's information and communications technologies' Gross Domestic Product (GDP) was \$26.7 billion, accounting for 48 percent of the total Canadian information and communications technologies' GDP and 5.8 percent of overall Canadian GDP. In 2008, Canadian ICT Research and Development reached \$6.22 billion, approximately 38.5 percent of total Canadian research and development, remaining the largest research and

development sector investor in Canada. In 2007, the US remained the main export market for Ontario ICT goods with a 68.8 percent share. However, exports to other regions have increased significantly over the last five years (2003-2007) with exports to Asia-Pacific and European Union increasing by 9.5 percent and 9.9 percent, respectively. Ontario information and communications technologies goods exports were \$14.1 billion in 2008, accounting for approximately 7.4 percent of Ontario's exports and 64 percent of Canada's ICT exports.

Digital Media: As of 2008 (the latest year for which figures are available), there were approximately 1,000 interactive digital media companies in Ontario, employing 16,000 people and generating almost \$1.2 billion in interactive digital media revenue. On 6 November 2009 the Ministry of Research and Innovation announced that it will invest over \$26 million in the creation of a commercialization centre, the "Communitech Hub", to support emerging digital media companies in Ontario to grow and succeed in the global market. The 2009 Ontario Budget provided \$20 million to support a number of Ontario's creative industries as they compete domestically and globally, including the creation of the Interactive Digital Media Fund (IDMF).

### In the recent past there has been a slew of Ontarian ICT companies visiting India either to attend events or address the Indian investor community. What would be your message to the Indian business community wanting to invest in this sector?

In March 2011, the Ministry of Economic Development and Trade is once again leading a mission of digital media companies to participate in the FICCI Frames event. We are very welcoming and supportive of increased trade and investment between Ontario and India. As I've mentioned, Ontario recognizes the importance and value of a growing ICT sector within the Province's economy and currently supports the ICT sector through several attractive incentive programs and the modernization of Ontario's tax system. Also, Ontario's rich Indian diaspora can be a conduit to new business opportunities throughout Canada and North America. India is Ontario's second biggest source of immigrants (after China), and Punjabi is the 5th most spoken language in Ontario. Indian firms looking to expand globally should also consider that Ontario's multicultural mosaic presents an ideal testing ground for new products and innovations that have global appeal. ■



# British Columbia Excels in Digital Media & Film Production



Over the past 15 years, British Columbia has come to be known as one of the world's leading digital media and film development centres. Its largest city, Vancouver, is a magnet for talent, attracting world-class companies, capital and creative minds in record numbers. With its cosmopolitan diversity, collaborative vibe and attractive lifestyle, Vancouver is home to some of the industry's best storytellers, artists, engineers and producers.

## Digital Media

British Columbia has more than 600 digital media companies, which generate \$2.3 billion in annual sales and employ about 16,000 people. Digital media companies currently operate in five areas:

- Interactive design
- Digital entertainment and games
- Digital film, animation and special effects
- Mobile content and applications including games
- E-learning.

Greater Vancouver accounts for more than 60 percent of the digital media companies in British Columbia and is one of the top video game clusters in the world with a dynamic presence of major publishers.

- Publishers include EA (Electronic Arts), Nintendo, THQ, Vivendi/Activision, Disney and Microsoft.
- Electronic Arts' Studio in Vancouver is the largest of its kind in the world.
- British Columbia's video-game industry has grown into a major global hub, with 86 studios producing games and scores of companies providing support and other services.
- The video game cluster produces \$1.4 billion in

annual revenue and provides jobs for more than 5,000 employees.

Since 2003, as many as 510 visual effects and animated productions have been made in British Columbia, representing about \$4 billion in production activity.

## Film and Television

British Columbia has the third largest film and television industry in North America after Los Angeles and New York.

- Recognized as an excellent, competitive and cost effective centre for production, hundreds of international and domestic projects routinely shoot in British Columbia.
- Additional incentives are offered to encourage shooting locations outside Vancouver.
- A total of 260 motion picture projects were shot in British Columbia in 2008.

The Vancouver region is home to most of British Columbia's production and post-production activities. With a million square feet of studio space, Vancouver has sufficient capacity to support the biggest Hollywood movies with outstanding cast and crew, set-construction, filming locations, and post production and visual effects.

British Columbia accounts for about 60 percent of all foreign film and TV production in Canada.

We invite you to participate in SIGGRAPH, [www.siggraph.org](http://www.siggraph.org) (7th -11th Aug 2011, Vancouver, CANADA)

Website: [Trade.BritishColumbia.Ca](http://Trade.BritishColumbia.Ca)  
email: [info@canadaspacificgateway.in](mailto:info@canadaspacificgateway.in)



# Canada Showcases Investment Potential at Gujarat Summit



Canada was a partner country at the fifth edition of the biennial Vibrant Gujarat investors' summit, held in January, 2011 in Gandhinagar, Gujarat comprising six provincial partners (Ontario, Québec, New Brunswick, British Columbia, Manitoba, Saskatchewan). There was participation by more than 85 Canadian delegates from the private sector, representing about 70 companies. The Atlantic Canada Opportunities Agency (ACOA) and Export Development Canada (EDC) also participated at the two-day event. At the individual level, there was participation from two members of Parliament and one senator.

There were four seminars featuring Canada as a investment and business destination, one briefing luncheon on doing business in India, and a networking reception (200 guests) were held.

Canada fielded a strong business delegation, comprising top Canadian firms from the Information and Communications Technology (ICT), oil and gas,

infrastructure, clean technology and financial services sectors.

Canada showcased Canadian commercial

strengths in India, promoted Canada as an investment destination of choice, and provided a platform for Canadian businesses to engage with their Indian counterparts.

Canada's High Commissioner to India Stewart Beck said, "Canada and India are committed to increasing annual bilateral trade to \$15 billion within the next five years. Canada is an innovative and business friendly country. Our participation at Vibrant Gujarat 2011 highlights Canada's strengths, and showcases the natural synergies and economies of scale that Indian and Canadian business share."

The country's participation in the Gujarat Summit follows the Indian visit of Canada's Minister of International Trade Peter Van Loan in November 2010. This was for negotiating an agreement on comprehensive economic participation (CEPA) with India to boost the two-way trade to \$15 billion over the next five years.

"Canada and India are committed to increase annual bilateral trade to \$15 billion within the next five years. Our participation at VGS highlights Canada's strengths," High Commissioner Beck said.

"Canada's participation in the VGS will serve as an additional impetus to increase bilateral trade and investment ties between the two countries," Beck added.

Ten MOUs were signed by Canadian companies.





# Tata Motors in Talks with Canadian Firm on Nano



Tata Motors is in talks with a Canada-based company for its second generation gearless Nano, a top Canadian official attending the Vibrant Gujarat Summit at Gandhinagar said recently.

Benoit-Jean Bernard, director Québec office, Consulate General of Canada in Mumbai said, "Tata has already invested huge amount in Canada's Québec province and is in the process of signing a deal for supply of parts for gearless Nano with C-tech, a Montreal-based auto component maker."

According to him, the two companies have been working in coordination for the past two years on the project. Sources say once the deal is signed, the Canadian company may set up a manufacturing facility close to the Nano plant in Sanand in the state of Gujarat, India.

Already, Canadian companies like Bombardier and SNC Lavalin, an engineering firm, have units in Gujarat. Bombardier manufactures coaches for the Delhi Metro at its Vadodara facility.

"This is the first time I am attending the Vibrant Gujarat summit. The reception has been very warm," Bernard said, adding that he was here to attract investment for his province in Canada.

"We decided to use this platform for inviting industrialists from Gujarat and the rest of India to invest in Québec," he said. ■





# Ankur Scientific & Aboriginal Ankur Ink Green Energy Pact

Aboriginal Ankur Corporation has announced that a Strategic Partnership was signed between Ankur Scientific Energy Technologies Pvt. Ltd (Ankur) of Baroda, Gujarat, India, and Aboriginal Ankur Corporation (AAC) of Winnipeg, Canada recently.

This strategic partnership between the two companies will bring a green energy solution and meaningful jobs to the Americas.

## Major highlights of this agreement are:

- Transfer and sharing of technologies from both India and Canada on advanced biomass gasification systems and innovative energy related products and services.
- Research and Development on new and improved ways of providing a superior green solution in this competitive market.
- The opportunity for the manufacturing of gasifier components while providing jobs and sustainability to Canada and specifically Manitobans.

- The sales and marketing of Ankur gasifiers throughout the Americas.

## Ankur Scientific Energy Technologies (Ankur)

Ankur Scientific is a company which has been working in the field of Biomass Gasification since 1986 and has been developing and manufacturing biomass gasifiers to produce a combustible gas for thermal applications and power generation. Ankur Scientific was founded in December 1986 by Dr. B.C. Jain, a gold medallist from BITS, Pilani, a Double M.S., Ph.D and an M.B.A. from M.I.T. (Cambridge). The company has extensive manufacturing facilities and its sole focus is on production of biomass gasifiers, the facilities have been specifically designed and are frequently upgraded to ensure least cost and most efficient production.

Ankur's competitive edge lies in its long history of developing and improving the technologies that drive its business. Ankur has patents for various technical features in its gasifiers systems and it has also won awards from the Federation of Gujarat Industries (FGI)



as well as Government of India for excellence for Research in Science and Technology. It has a DSIR approved lab and the company is now ISO 9000, 14000 and 18000 certified. All of its products are also CE certified.

Ankur Scientific is today seen as a world leader in this technology area and its products are marketed all over the world. In the developing countries they help to provide energy that is cheap and on demand, while in the developed countries they help to make the energy mix more Green.

Ankur Scientific products are marketed in countries like Colombia, Italy, Germany, Cambodia, Sri Lanka, USA etc. About 100 systems are being done per year with customers like TATA Power, the Degussa group, developed country clients etc. Till date, a total of more than 1,000 systems have been sold, which is the largest number of commercial installations by any manufacturer anywhere.

Dr. B.C. Jain of Ankur Scientific Energy Technologies Pvt. Ltd: "We are very excited about working with AAC for the Canadian market. Of special significance is AAC's idea of marketing to the Aboriginals wherein the gasifiers designed and developed by Ankur Scientific will bring energy security and low energy costs to the local Indian communities. We wish AAC success and prosperity."

### Aboriginal Ankur Corporation (AAC)

AAC's professionals have decades of experience in project management, engineering, sales and marketing.

Its primary focus is to supply its unique gasification solution to communities, forestry and agricultural sectors throughout the Americas.

The gasifiers we offer are proven, simple and generate extremely clean gas at reasonable price. They run on an assortment of different feed stocks that provide the customer with a reliable source of green energy.

AAC will actively work with communities and businesses in rural and remote areas where electricity is required. We will work with our clients in developing a business plan and a solid business case based on their needs and the biomass they intend to process into energy.

We will offer training to maintain, manage and operate our gasifiers and will provide a maintenance program if desired.

AAC is federally incorporated with the majority of shareholders of Aboriginal descent.

We are also registered as with the Procurement Strategy for Aboriginal Business, Canadian Company Capabilities, Virtual Trade Commissioner, Foreign Affairs and International Trade Canada.

Mr. Kim Sigurdson, President of Aboriginal Ankur Corporation; "For the most part, Aboriginal / Indigenous people live in rural or remote areas of the Americas surrounded by biomass. (Forestry or agricultural residues). In the rebuilding of their economies energy will play a significant part in the creation of jobs, wealth and sustainability! We are fortunate in finding the solution partnership with Ankur Scientific Energy Technologies Pvt. Ltd and eager to offer this technology to our customer base."

### Canada-India Relations

India has become one of the most powerful economies in the world. With a Canada-India Free-Trade pact in the works it promises to get better. Bilateral merchandise trade with India totalled \$4.2 billion in 2009, an increase of 70.2 per cent from 2004, with exports increasing by 149.3 per cent over the same period.





# Helping Local ICT Firms to Think Global, FINCAD Way



**Robert Park**, President, CEO & Director, FINCAD, Canada's leading financial analytics company, is in India looking for partners and clients. Fondly called Bob in the Canadian investment industry, he is on the board of directors of AceTech British Columbia, a unique nonprofit organization that provides continuing education for CEOs of technology companies. In an interview with **Tripti Chakravorty** of Indo Canadian Business Magazine, Bob delves on various issues related to the Canadian and Indian ICT industry and how local firms could benefit from FINCAD's expertise to think global. Excerpts.


How have you been able to fully utilize your vast experience as Canada's top investment expert to understand and address the issues concerning the country's ICT industry?

The Canadian market is relatively small compared to the American and European markets, so an early lesson we learned at FINCAD was that we had to think globally. We began doing that very shortly after the company was formed. There isn't a sufficient market for us to achieve what we want by selling only in Canada. As a matter of fact, more than 93 percent of our sales come from outside of Canada. You need to think globally when you come from a smaller market.

What is British Columbia's contribution to the overall growth of the Canadian ICT industry? How is this key province faring on the ICT export front?

In terms of BC's contribution, about 50,000 people are employed in the IT industry. There are literally thousands of companies ranging from very significant ones like SAP, which has a major presence in Vancouver, Electronics Arts, which is a leading electronics games developer and a number of other large firms are located there. For example, Nokia has its studio in BC too. However, the vast majority of companies are relatively small and IT represents a





growing portion of the GDP in British Columbia. It's a very important sector for us and an important one in generating exports.

**What is FINCAD's strategy for India and how do you plan to implement it during your visit to this country? Are there any Indian companies you already working with?**

I have been meeting with both financial institutions and prospective partners. Our strategy in India is likely to be one that involves finding a partner to work with who can serve the local financial industry in an immediate way as opposed to us trying to do it from a distance.

For example, Infosys in Bangalore is a partner of FINCAD. They have developed a modern core banking solution and the company uses our financial pricing and risk analytics in its Finacle™ treasury solution.

**Could you elaborate on the 'high degree of automation in software building, quality assurance and delivery'? Can this find application in the Indian software markets?**

By automation we are referring to automated configuration and automated software building processes, and in quality assurance we are referring to automated testing. We build software daily and run tens of thousands of automated tests overnight. Every time there is a change made to our software we build the product and we test it thoroughly. I would be surprised if some Indian software companies are not using these technologies already. But given that there is beginning to be a shortage of certain skills in the ICT sector in India, I think it is very important that Indian companies look at using automation. I believe there is a real challenge in using automated processes when a firm does project work like the professional services. It is very difficult to set up an automation framework when every project is different. Nonetheless, I believe that there are many Indian companies which are at the forefront in terms of software development and are employing very high standards.

Automation is very important to FINCAD. We need to be nimble so we can respond to financial innovation as it occurs. Automation gives us the ability to respond more quickly and it also contributes to us being the most efficient producer of financial analytics. That's very important for us.

**In terms of competition which is your closest**

**competitor? Do you face direct competition and if so what is it in terms of market share?**

Well, there are different kinds of competition. There is indirect competition, for example, with Bloomberg. In some ways they compete with us, but we would never dislodge Bloomberg because the core of their business is services information and market pricing. However, their terminals contain financial analytics and if a Bloomberg client feels there is sufficient analytics for their needs, they may not use our products. Aside from an indirect competitor like Bloomberg, the biggest competitor for us is in-house 'do it yourself' software building. This primarily occurs in the sell-side of banking institutions where derivatives first emerged. Having your own proprietary analytics has been considered to be a competitive advantage, but as knowledge has become more broadly held that is less valid than it used to be and banks are increasingly making a 'buy verses build' decision when they require new financial analytics. So that is the number one competitor.

There are other analytics companies which compete directly with us. In terms of market share it is very difficult to tell. Analytics companies like FINCAD are all privately held so it is very difficult to know what kind of market share they have. However, we believe that FINCAD has by far the largest number of clients in over 80 countries since other companies mostly work with a smaller number of clients.

**FINCAD has recently launched its award winning enterprise financial analytics platform F3. What has been the response so far? Would this suite the Indian markets?**





improved financial management to include better risk management. In order to do that, finance professionals need to have more knowledge and better technology.

**You were a member of the governing council of CATA (Canadian Advanced Technology Alliance) and is on the board of directors of AceTech British Columbia. What is the experience from these prestigious bodies that you bring to the table as the CEO of FINCAD?**

The experience of building a company. My story is like many in Canada. Canada is a very entrepreneurial country, an innovative nation and has been responsible for everything from the X-ray machine to the blackberry. Most of those companies began in somebody's basement or garage and that is the kind of story FINCAD has seen. So our experiences are very typical of Canadian software entrepreneurs.

**As a market leader in providing various financial analytic solutions that addresses varied needs, how can India benefit from them? In your view is India ready to take on these solutions?**

Yes, they have to be ready. I think that paralleling your success in your IT professional services, it is important for firms to become global leaders. But outside of that industry, I believe that mainstream Indian businesses still have a long way to go to employ technology to better manage their businesses and to gain more knowledge of their supply chain, market and financial matters. I think that many mid to large sized companies here operate more on paper rather than depending on modern technology. I think that taking advantage of the technology that is available today will enhance and improve India's prospects on a global stage over the next few years.

Sitting in North America we intellectually know that India is growing at 8-9 percent a year, but one does not understand the sense of excitement or energy until you actually visit and experience it first-hand. ■

The response so far has been very favourable. The Indian market is very similar to other markets around the world there is a wide spectrum in terms of the degree of sophistication of the institutions and the practitioners.

F3 is a very advanced product that is designed to be used by very sophisticated users and I am sure that there are some leading financial institutions in India that could benefit from it. On the other hand, there are also many mid-sized non-financial corporations that are beginning to market their products globally or source inputs to the products from outside of India. These companies have to deal with foreign exchange risks, or potentially interest rate risks if they have debt on their balance sheet. In those cases their needs are more likely to be simpler and FINCAD has a range of products which are extremely easy to use and can provide controllers, treasurers and CFOs with the kind of information they need to make informed decisions.

I think Indian companies are going to be thinking even more globally. You already have some global leaders and there has been very significant expansion of Indian-based businesses outside of India over the past few years. I think what has to occur is continued improvement in the level of sophistication in the financial strategies that are being implemented and the way risks are being managed. In addition to that, accurate financial reporting is the cornerstone of proper governance, and I believe that corporate governance in India is also moving towards what is being done in the OECD (Organization of Economic Cooperation and Development). I would expect



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# 'Indian ICT Initiatives Are Aimed At Inclusive Growth'

The Indian Government has taken a series of policy initiatives and launched programmes in the field of Information & Communication Technology (ICT) to implement the agenda of the 11th Five-Year Plan, involving inclusive growth.

Minister of State for Science and Technology and Earth Sciences, Ashwani Kumar recently said, "The challenge is to make our development inclusive, sustainable and enduring to create a leading global position in the area of electronics and IT hardware manufacturing."

He said that a Task Force constituted by the Department of Information Technology, Ministry of Communications & Information Technology, has suggested several measures for rapid growth of the industry and has drawn up a roadmap for the industry in the medium and long term.

The Government has identified five major initiatives from the Task Force Report which include setting up of a National Electronic Mission (NEM), dedicated "Electronic Development Fund" and Semiconductor Wafer Fabs, create policies for preferential access to procurement of electronic goods and encourage manufacture of specific high priority electronic product lines in India by providing capital grant and creation of electronic manufacturing clusters.


Minister Kumar said, "the demand for electronic hardware is posed for an exponential growth on account of three aspects namely sustained GDP growth of 8 percent+ leading to growth in per capita income and consequently, spending on electronics, infrastructure creation by Government and implementation of flagship initiatives such as National e-Governance Plan and a growing young population and increase in literacy."

Looking at the long term development in this sector, the Minister said, "The electronics hardware sector has the potential to contribute about 20 percent to the GDP by 2010. It is time for us to create a conducive policy



framework environment for the establishment of electronic manufacturing industry, covering the entire spectrum starting from components to sub assemblies and the most important element integrated chips. It is expected that Electronic Hardware production in the country is projected to grow from US\$20 billion in 2009 to US\$ 100 billion by 2014 and US\$400 billion by 2020 which includes exports of \$4 billion in 2009 growing to \$15 billion by 2014 and \$80 billion by 2020."

"Electronics has penetrated all facets of our economic and social life and it is hard to imagine a product or service without its share of electronics both hardware and software. Manufacturing sectors which have been significantly impacted by electronics are the consumer electronics and appliances, IT, telecommunications, industrial automation, defense & aerospace, automotive and medical sectors. In defense and aerospace the role of electronics is most critical. Satellite-based communications, navigation, surveillance systems, radars, under-water electronics systems, disaster management, internal security, to name a few, are all based on complex electronic



equipment. Besides semiconductor chips, there are hundreds of other electronic components ranging from a simple electronic cable or connector to complex chip components, power management systems, and optical components etc., which make this complex technology work, the Minister added.

He said, "Hence, it is imperative that we develop and sustain hardware manufacturing activity in the country to meet our strategic and defense needs as also to ensure the competitive edge of our economy."

Referring to manufacturing as a profitable case, the Minister said, "The Telecom sector in India is growing at a phenomenal speed and a huge opportunity is presented by the mobile phone supply chain. The number of telephone subscribers in India was 764.76

million at the end of November 2010, with overall Tele-density reaching 64.34. While handset manufacturing has grown rapidly in India, (about 120 million sets) it is dependent heavily on imports with low value addition and lacks a value chain of components and parts. Around 90% of components/parts by value are imported. In comparison, China manufactures 50 percent of the global output at 650 million sets and has a robust supply chain including semiconductors, processors, memory modules, chip components, LCD's, camera modules etc. Clearly, we need to catch up. In addition to the above, there is also a need to nurture the establishment of electronics manufacturing clusters and developing them into centers of excellence, while encouraging new ones." ■

## Wipro to Open Delivery Centre in Toronto in March '11

Wipro Technologies plans to set up an exclusive delivery centre to develop software solutions and cut down Canadian companies' energy consumption bills. The Toronto centre, scheduled to open in March, 2011 will be first of its kind developed by any IT firm in North America.

Chris Lord, Vice President and Country Head, Wipro Technologies Canada, said, "With the Ontario government giving enhanced attention to green energy, we felt we could play an important role in developing software solutions."

This centre will look at renewable and green energy, green architectural planning as well as design and energy engineering solutions. It will have nearly 100 employees which would eventually increase to 1,000. Wipro Canada, incidentally, has 2,300 employees supporting 40 clients.

"Talent acquisition is our long-term strategy. We are



keen on putting the right people on the bus. They can be sourced from competition or anywhere so long as they give larger access to clients who, in turn, are benefited," Lord said.

According to him, opportunities were 'tremendous' in Canada. "Many of our US-based clients have operations here. Many Canadian companies overseas are aligned to Wipro's delivery operations. We are in constant touch with them to get

projects," Lord added.

Meanwhile, Wipro Canada has entered into a strategic alliance with Davis+Henderson Income Fund, a leading provider of technology-based services to Canadian financial institutions, for clients in Canada. The banking and financial services industry has been one of the largest revenue earners for the company and will continue to be a key focus area going forward, Lord added. ■



# India's ICT Spend to Rise 10.3 pc in 2011: Gartner Survey

India's Information and Communication Technology (ICT) expenditure is expected to reach \$71.9-billion, a 10.3 percent jump in 2011, against \$65.23-billion in 2010, says global research firm Gartner.

Hardware is the fastest growing segment with a compound annual growth rate (CAGR) growth seen at 20.4 percent by 2014, the research firm said.

IT services are showing the strongest annual revenue growth at 22 percent in 2010, while the telecom segment that is expected to account for 73 percent of the Indian ICT market, is witnessing a slowdown and is set to grow at 13.2 percent, Gartner said.

The research firm said double-digit growth across all sub-segments of ICT space will drive growth in 2010. "IT spending in India saw somewhat a slowdown as a result of the global economic recession through much of 2009." It added.

Philippine Ambassador to India Ronald B Allarey released the CIIPwC Report on 'Changing landscape and emerging trends Indian IT / ITeS Industry' at a conference organized by Confederation of Indian Industry (CII) NR Committee on ICT & Emerging Technologies in New Delhi recently.

"Philippines and India offer unique and complimentary strengths, taken together both address the concerns and issues of the IT/ ITES sector", Ambassador Allarey said.

While highlighting the advantages of the Philippines, he said, "Philippines leads India in call-center jobs, employing 350,000 compared with India's 330,000. It generated revenue of \$6.3 billion last year compared to India's \$5.6 billion to \$5.9 billion. The inherent advantages of the country include strategic business location, quality talent pool with 36 million labour force of high level of education, reliable infrastructure support in terms of connectivity and communication, etc."

Pratap K Aggarwal, Chairman, CII NR Committee on

ICT & Emerging Technologies, said, "With compounded annual growth rate (CAGR) of over 24 percent in the last decade, the Indian IT/ITeS industry has emerged as a key growth engine for the economy, contributing around 5.6 percent to the country's Gross Domestic Product (GDP) in the Financial Year 2010-11 and also providing direct employment to about 2.3 million people. India has become one of the fastest growing IT markets in Asia Pacific, owing to its increased IT spending in the last few years. The domestic IT/ITeS market revenues are at \$23 billion for the year 2009-10. The IT services segment has been the major contributor (54 percent) to the export revenues. The export revenues from IT services have grown from about \$10 billion in 2004-05 to \$27.3 billion in 2009-10 at a CAGR of 22.2 percent.

CII aims to make the Indian IT and ITeS industry world class by continuously providing a platform for understanding and adoption of the new developments & best practices worldwide in this sector, Aggarwal added.

Delivering the theme address, Shankar, Executive Director & Partner, PricewaterhouseCoopers, knowledge partner for the conference, said he expected the recovery to continue and the IT/ITeS industry will grow in the late teens of the current decade.

The return of the good times will be marked by the large tier companies outperforming the small tier companies, he said, adding, "We will also see the industry focusing more on geographical diversification, cloud computing, improving employability and moving to tier 2 cities to sustain the lead in these challenging times."

Sharing Infosys's recommendations to leverage social media to enhance strategic CRM capabilities, Ms Khanchana Navakiran, Head - Social CRM, Infosys Technologies, said, "With social CRM, you can leverage your customer's trusted peer network to create much widespread positive brand perceptions, generate new leads and solve common service issues."





"The social media platforms will be the next-generation battleground of brand and customer loyalty", she added.

Shashank Tripathi, Executive Director, PwC, while highlighting Finance and Accounting (F&A) as a one of the prominent services that are off-shored, mentioned that "India is expected to serve as the benchmark for F&A processes in the BPO space, much similar to the gold benchmarks in delivery of IT services. No longer are transactional services being considered, there is a firm and significant move to higher value processes and process improvement through technology."

Sharing the trends in cloud adoption, S. Jayabalan, Co-founder & Chief Technology Officer, Netmagic Solutions, mentioned that worldwide Cloud services revenue is forecasted to reach US\$ 68.3 billion in 2010, a 16.6 percent increase over the previous year. Early adoption of the Cloud can provide organizations with an opportunity to transform their business models and gain a competitive edge. While cost reduction is one of the benefits, organizations would also be able to concentrate on their core competencies while leaving the task of running IT infrastructure to the Cloud service providers.

"Macro Forces behind the cloud drivers are improvements in bandwidth, commodity server market, grid computing & database, and network storage systems whereas the macro forces behind the challenges are different data privacy standards in different regions, no standard code for cloud, taxation issues and lack of technical personnel", Jayabalan added.

Jayant Krishna, Principal Consultant, Tata Consultancy Services, said that Platform BPO, Cloud computing, mobile computing, social media and engineering services are the major growth engines for the IT industry going forward. Hi-tech, life sciences, healthcare, retail and government verticals are growing at a faster pace than the rest

Ms Anupama Arya, Managing Director, Mobera Systems, Ravi Makhija, COO, SAS Institute (India), Udai Singh, Executive Vice President, NIIT; Sameer Goel, Delivery Manager, Infosys Technologies Ltd; Ajit Joshi, Sr Vice President & Head Asia, Geometric, also shared their views at the conference attended by CXOs and academicians.

### About the Report

The report is a result of a survey of leading industry practitioners, research and interviews with the facilitators of the industry like the Software Technology Parks of India (STPI) and IT-parks. Through a judicious mix of secondary and primary research, the report aims to bring out a holistic perspective on the changing industry dynamics and the emerging trends.

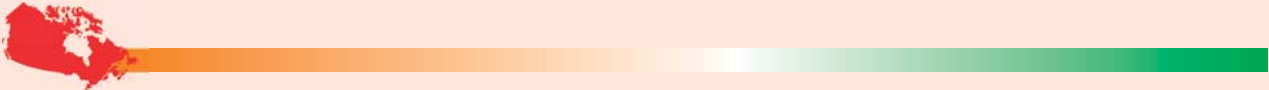
The report discusses how the Industry witnessed an interesting 2010 to move beyond the economic slowdown and shift its focus on building revenues, creating innovative service models, broadening geographical reach and optimizing cost. Amidst the growth story, the falling margins and subdued growth of many small and mid-tier companies served as a wakeup call for that segment. Going forward, it is expected that there will be a consolidation wave in the years to come, where small and medium players would merge to compete for large scale deals and keep up with the changing industry dynamics.

The report also discussed about how emerging trends in service delivery like Cloud Computing and Platform BPO are likely to remodel the industry by creating new business opportunities. For long, Tier-2 cities have played around the fringes of mainstream IT/ITeS delivery. The report describes how we are seeing more and more companies moving into Tier-2 cities to set up delivery centres.

As a part of the survey methodology, two sets of survey questionnaires were used to collect the responses - one focused on the IT/ITeS service provider outlook and the other aimed at getting inputs from the CIOs of the IT user companies

### Survey Highlights

- Inorganic growth - About 46 percent of the IT/ITeS service providers surveyed are planning to grow inorganically
- Challenges faced by mid-tier IT/ITeS companies - 40 percent of the mid-tier IT/ITeS companies mentioned that "Increasing cost of operations" is their biggest challenge, followed by High attrition (20 percent) and employability (16 percent)
- Cloud computing - Amongst IT users, 67 percent of the users want to adopt Infrastructure as a Service (IaaS), followed by Software as a Service (SaaS) at 50 percent and Platform as a Service (PaaS) at 33 percent. Amongst IT/ITeS providers, around 68 percent providers surveyed are either providing cloud services



already or plan to provide in the next 12 months.

- Moving to tier 2 cities - About 50 percent of the IT/ITeS service providers surveyed are looking to move or expand to tier 2 cities for perceived benefits like availability of low-cost skilled resources (71 percent), lower real estate cost (57 percent) and lower attrition (50 percent).

### The Road Ahead

The IT industry in India was forced into critical self-examination during the global meltdown and its aftermath over the last two years. Today, the industry is back on its feet albeit with a slightly changed profile with vendor consolidations and significantly higher multi-sourcing deals. However, with the US and UK markets still accounting for more than a lion's share of revenues, a phase of rapid diversification is in order if the Indian industry has to insulate itself from the global turbulence. We can look forward to a lot more activity especially in the European and Asia-Pacific markets in the days to come.

### Local is the New Global

The Indian domestic market is fast emerging as a globally significant market for services. Critical areas like Aerospace, Defence and e-Governance beckon Indian IT vendors and global giants eager to participate in the Indian growth story driven by domestic consumption and demand for services.

### From Service to Product

Companies are increasingly investing in developing their Indian operations as think-tanks to their global operations. Companies like GE have already been successful in developing rule changing healthcare solutions through their Indian R&D set up. This is enabling them to establish a presence in the cost conscious SE Asian market in the short run and remain globally relevant in the long run.

### Cloud the New Rainmaker

By enabling the efficient use of IT through sharing of resources, high agility, enhanced collaboration and consumption driven costing, Cloud Computing is fast emerging as an answer to the business need of driving down IT costs as a proportion of operating and capital expenditure. However, this is still at an initial stage and there are many regulatory and security related wrinkles that need to be ironed out. We expect this to be a potent disruptive force to the IT service delivery model, over

the next five years.

### Platform BPO Transaction to Value

By marrying technology capability with domain expertise, the platform BPO is poised to push the Indian service provider community into a Strategic Business Partner (SBP) mode from a transactional vendor mode. By moving the service delivery away from the traditional people-centric BPO, this new approach introduces an element of profit nonlinearity which is essential for the industry.

### From Employment to Employability

By increasing the industry-academia engagement, many educational institutes are trying to make the curriculum more relevant to the industry needs and thus, enabling the service providers to save on initial training costs while creating a workforce capable of hitting the ground running. We expect to see the engagement deepening in the coming years accompanied by a marked improvement in the quality of workforce.

### Cracking the Retention Conundrum

With recruitment and training costs contributing to the erosion of the cost arbitrage, service providers are focusing more on retention as a means to both retain expertise as well as to drive down internal costs. Towards this end, there has been a renewed focus on innovative R&R mechanisms to make the organization an employer of choice. We believe there has to be a very strong focus on leadership coaching, mentoring and development especially across the middle management layer to ensure that the industry is able to train and retain a strong workforce that can convert human capital to shareholder dividends.

### Inclusive development - the emergence of new "Bangalores"

The increasing participation of various states in India to tap into India's IT/ITeS growth story has opened up entirely new possibilities for both, companies as well as the people at large. An attractive business centric taxation and benefits regime has seen a greater interest amongst the IT/ ITeS provider community as well as a more widespread distribution of wealth across the country. We expect this trend to continue in the near future. ■



# Use ICT for Boosting Agricultural & Rural Economic Growth

- Narayana Murthy

Infosys Technologies' Founder-Chairman N.R. Narayana Murthy has called for use of Information and Communication Technology (ICT) in agriculture and rural sectors for more inclusive growth.

"We have seen a lot of growth in ICT and it will grow at a higher rate in the future. The sector is constantly growing in India. But there is a need for adoption of ICT in agriculture and rural sectors. ICT adoption in these sectors is very critical," Murthy said at the inaugural ceremony of INFOCOM in Kolkata recently.

Inclusion of the people living at the bottom of the pyramid in the overall growth of the ICT in the country was necessary, he said.

Stating that the country was facing several challenges like ensuring hundred percent literacy rate, food security and affordable healthcare, Murthy said cost effective solutions were required to meet the challenges, adding, that the mobile sector in India had increased but broadband connection in the country was very low.

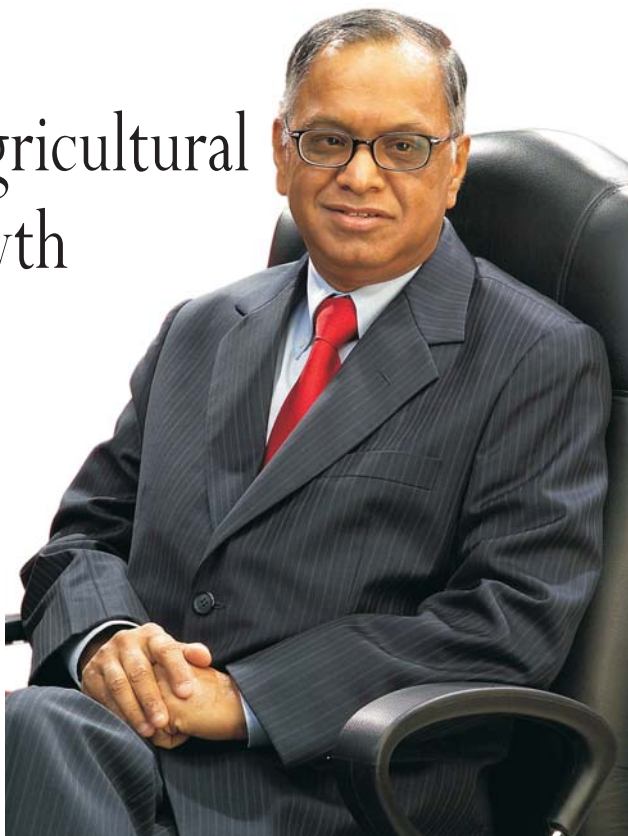
"Internet penetration level in the country is only five percent of the country's total population. It will be 30 to 40 percent in the near future. The digital citizen of the globalised world is plying a critical role. Effective collaboration is needed," he said.

Cell phone penetration, mobile enabling services and comprehensive mobile-based governance programme were necessary for inclusion of people living at the bottom of the pyramid, Murthy said.

"Digital activism is higher in other countries. But I have no doubt that it will increase once ICT increases in India," he added.

## 'ICT Can Help Reduce Greenhouse Gas Emissions'

Information and Communication and Technology (ICT) solutions have the potential to reduce 10 percent of the country's total greenhouse gas (GHG) emissions by



2030, thereby leading to energy cost savings of around Rs. 137,000 crore (Rs. 1.37 trillion) per annum, a report released in New Delhi recently said.

The report, titled "ICT Contribution to India's National Action Plan on Climate Change (NAPCC)", found that the maximum potential of saving of carbon dioxide emission is from the construction (42 percent), road transport (30 percent) and power (16 percent) sectors.

The NAPCC was released by Prime Minister Manmohan Singh in 2008 outlining the nation's strategy to manage GHG emission.

The report by the Digital Energy Solutions Consortium India (DESC) and CII-ICT Centre of Excellence for Sustainable Development explored potential GHG reduction opportunities via ICT solutions in three mitigation-related missions of NAPCC - National Mission on Enhanced Energy Efficiency (NMEEE), National Mission on Sustainable Habitat (NMSH) and National Solar Mission (NSM).

Of the 100 million tonnes of carbon dioxide emission reduction target of the NMEEE by 2015, ICT adoption in buildings, transport and the nine sectors under PAT (perform, achieve and trade) scheme could contribute about 31 million tonnes - approximately 30 percent of the 2015 target, it found.

"Till date, no report in India has quantified the specific





savings possible using ICT solutions. The report allows industries to quantify their potential energy as well as monetary savings by adopting ICT-based solutions," DESC chairman Rahul Bedi said.

The report listed high technology costs, inadequate energy benchmarks, weak regulatory norms on carbon emission standards and low research and development support as barriers to ICT adoption.

To overcome these hurdles, the report recommends actions like creating a platform for green jobs, undertaking steps to develop ICT adoptions, rationalization of direct and indirect taxes, funds

allocation, and encouraging research and development.

"Although ICT-based solutions can play a key role in India's transition to a high-energy efficiency, low-carbon emission economy, a conducive ecosystem for ICT adoption must first be developed," the report added.

India is the third largest emitter of GHG after China and the US.

Last year, India announced a goal of reducing the emissions intensity of its gross domestic product (GDP) by 20-25 percent by 2020 compared to 2005 levels. ■

## Gujarat Inks Four MoUs with Canada's Saskatchewan Province

Gujarat has recently signed four memorandums of understanding (MoUs) with Saskatchewan in a bid to strengthen trade, investment and innovation links with the Canadian Province.

The MoUs were signed in a meeting between Gujarat Chief Minister Narendra Modi and a delegation comprising senior government representatives from the Province of Saskatchewan and Canadian High Commission on 12 March 2011.

Two MoUs were signed between the State of Gujarat and Province of Saskatchewan for development and reinforcement of future economic and technological cooperation in the fields of natural resources and trade development in the coming years. Another MoU was signed between the Saskatchewan Province and Gujarat Mineral Development Corporation (GMDC) for the exchange of scientific, technical and regulatory information in the fields of energy and value-added industries related to mineral resources. While a further one was signed between the Province and Gujarat-based academic institution Charutar Vidya Mandal.

Led by Saskatchewan's Premier Brad Wall, the delegation is seeking to strengthen trade, investment and innovation links between the western Canadian province and the state of Gujarat. Canada has been a dedicated business partner to Gujarat and follows on

from the recently-concluded Vibrant Gujarat 2011 Summit where Canada was the Partner Country, an official release stated.

Addressing the delegation, Modi said, "The visit of Saskatchewan delegation will further strengthen the relations between the Saskatchewan and Gujarat. During the Vibrant Gujarat 2011 Summit, MoUs were signed in the areas of fertilizers and human and industrial waste. This delegation visit to Gujarat will further boost the relations to new heights. There are many sectors like oil and gas which have immense potential to grow between the two regions."

India's imports from Saskatchewan increased 679.8 per cent between 2000 and 2009, with imports in 2009 comprising primarily potash, peas and lentils. Saskatchewan, the world's largest producer of potash, sold more potash to India than any country apart from the United States.

"This mission is key to securing and encouraging the growth of both Gujarat and Saskatchewan. Gujarat is a growing superpower, and frankly we have what it needs - food, energy, minerals, and expertise. This is an opportunity for us to strengthen our relationship with respect to agriculture, strategic investment, research and innovation partnership," said Wall. ■

# Core Projects Bags Big Govt. ICT Education Project



**Core Projects & Technologies Ltd. has bagged one of India's biggest ICT education projects worth Rs 300 crore. Maya Sinha, Director of the company, in an interview with CNBC-TV18's Sonia Shenoy and Latha Venkatesh, shares her views on the new project and the road ahead. Excerpts.**

**Just tell us about the project what is it valued at and when would it start to show up in your revenues?**

We have bagged this project recently. This project is valued at Rs 295 crore for implementation of the ICTH schools. It's spread across 2,622 schools of Haryana, covering all its 21 districts.

This is the largest ICT contract that any Indian government has awarded so far. Core Projects is very proud to announce that it is the newest kid on the block, which has bagged this very large contract.

**What will be the impact on your revenues?**

It is an order intake for Rs 295 crore in the current year. Therefore, this will bring our India book order up to almost Rs 500 crore for this year. This revenue is spread across five years. The current revenues would not be that high.

This marks as the beginning for Core Projects to become a very important and sizeable player in the Indian education market vis-à-vis the government, which is the largest business opportunity that exists. ICT marks the beginning of revolutionising the way education is imparted in government schools.

Since, Core Projects is a global player having the advantage of implemented global solutions in very

advanced markets like US and UK of management solutions to schools. We hope to be able to leverage this advantage for increasing our order book and revenues in the coming years.

**What are you expecting by way of revenues in Q4 and the revenues of the new project FY12? What kind of revenues can we expect?**

From the new project for FY12, we would be expecting about 20 percent of this order intake to come in as revenues.

**What will be the overall growth?**

We are targeting at the overall growth about Rs 1000 crore plus revenues for FY12. This would be a 25% growth in dollar terms and about 18-19 percent growth in rupee terms.

**In your total portfolio, how much does ICT form currently? Post these new projects coming on board, what will be the total or what will be the contribution of ICT as a percentage of total revenues?**

Order intake in India is about Rs 500 crore for this year, of which almost Rs 450 crore is from ITC including this project.

**Do you have anything by way of acquisitions?**

It's still on the anvil. It is still under consideration and nothing has been finalized as yet.

**Do you have funds for any acquisitions or would you tap the markets for that?**

We would not have to tap the markets. We have enough funds for that. ■

# ERLPhase: A Success Story of Indo-Canadian Synergy

Manitoba is home to a number of companies renowned for their power system expertise. Many of them began with the pioneering research efforts of Manitoba Hydro, the local public utility company.

ERLPhase Power Technologies Ltd. which began as APT Power Technologies in 1993, shares this rich technological heritage developing and manufacturing digital signal processor (DSP) and microcomputer-based transmission-level protection, monitoring and control products for global power utilities.

In 2000, APT Power Technologies was acquired by NxtPhase T&D Corporation, a Canadian supplier of optical CTs and PTs. In June 2007, Easun Reyrolle Ltd, a leading power system protection and power management company in India, acquired this division of NxtPhase, which has since operated as the company ERLPhase Power Technologies Ltd.

This acquisition has given ERLPhase a new impetus for growth and funding for research and development of

new products. It also expanded the reach and expertise of Easun Reyrolle and its subsidiaries, now united under the ERL brand. ERL includes manufacturing in India, Canada and Germany.

ERLPhase Power Technologies has grown into ERL's worldwide center of excellence for protection monitoring and control products as well as the marketing arm of the group for the Americas.

This partnership between India and Canada has been synergistic in many ways. Despite time zone and travel distances, the teams in each country share strong underlying values which have served as an excellent base for relationships to flourish. These common values that drive both companies include engineering of state-of-the-art technology, a consistent focus on quality, motivated/talented human resources, and impeccable corporate values. ■



Newly renovated manufacturing and test facilities in Winnipeg, Canada



# BlackBerry, the Smart Choice for the Smart Generation

Till sometime back, we connected on our taste for music, movies, fashion, food etc. But today's generation also connects on the taste for technology, and a smartphone is all you need to for the rest to gauge your tech taste. Though smartphones are increasingly becoming a device of utility and need, but it will also be difficult to deny that your choice of smartphones reflects your personality too.

Consumers like to be a part of the Smart Generation by opting for the most advanced smartphones loaded with intuitive applications to have instant access to information even on the move. The young and restless like to be connected all the time to do what they love, be it social networking, browsing the web or trying new apps, and what better than a BlackBerry to make all this happen!

Over the last six years of its presence in India, Research In Motion (RIM) has in a way created the smartphone category in this market and carved a niche for itself. The appointment of Redington as RIM's national distributor ensured availability of BlackBerry smartphones across the nation, for users to be able to experience the device.

Over the years, the Brand has undergone a process of constant research and innovation to meet the requirements of the consumers. BlackBerry has more to it than emails, its applications and solutions' platform is driving more value and benefits for enterprise and individual customers.


Recently, RIM launched its latest products - the BlackBerry Torch 9800 and BlackBerry Bold 9780 and unveiled the new OS6 bringing the focus back to the user. While the BlackBerry Torch is a fresh combination of touch and QWERTY with upbeat technology, the Bold 9780 rides on the success of the Bold series yet has its own highlights. Both the devices brings to the users, the BlackBerry® 6 operating system which makes it easier to pursue your passions and stay connected to the people and things you care about most. You can navigate with ease using intuitive



gestures and with clean, sleek visuals it looks great too.

For those of us that have their hands in various pies at any one time, they can multitask like crazy with the new application switcher. Updates from all your feeds like Twitter®, Facebook® and CNN® come in one place. A new web experience includes tabbed browsing, which means you can have multiple pages open at once. The tabbed Webkit-based browser that features a faster java script engine, touch gestures for zooming and tools for sharing favorite pages. This increases the appeal of BlackBerry considerably as the modernization of its web browser was long anticipated.

Multimedia applications are intuitive, easy to use and linked up closely with other functions and features. Snap great pictures anywhere anytime, then organize



and share them with ease. The built-in YouTube® application makes it just as simple to publish and view videos. And content is easy to access, because now, universal search combs through everything on your smartphone at once including your messages, applications, multimedia, and options and even reaches out to search the web too.

It's an exciting phase for the brand as the popularity is evenly spread between individuals and professionals. What has gone really well for the BlackBerry users is the availability of a range of phones and applications tailored for the Indian customers and their lifestyle. The BlackBerry Messenger service today has got the nation addicted to it. BBM, with over 35 million global users, is also a key BlackBerry differentiator and has become a mobile networking phenomenon with its own unique active communities. In addition to free & unlimited IMs

to your BBM contacts, sending photos, videos & voice notes, BBM also helps BlackBerry users do what they're most passionate about. In India this ranges from designing clothes, making music, to organizing racing events. The YouTube BBM India video series at <http://bit.ly/BBMinIndia> showcases how BBM is used in interesting ways in India!

'BlackBerry' has been a hallmark of creating end to end, hegemony services like the BBM which truly qualifies for a social phenomenon in the industry of smartphones. The Brand has recently been recognized as the India's 2nd Buzziest Brand by Afaqs. On one hand it's the users' who make BBM the world's largest mobile social network, on the other hand the overall user experience, especially the new BlackBerry 6 operating system makes BlackBerry a smart choice for the smart generation. ■

## Unique Indo-Canadian 'Sweeping Deal' Inked

Ahmedabad-based Maniar Vehicles Pvt. Ltd from Gujarat State has signed an agreement to jointly manufacture a Canadian-designed road sweeper, with specific adaptations for India, to be sold throughout the country.



Maniar has partnered with Challenger Manufacturing Ltd. of Winnipeg, Manitoba, Canada, in an extensive agreement to manufacture, market and distribute the India-adapted Challenger sweeper. The companies announced the agreement at Vibrant Gujarat, a business conference held in Ahmedabad, in January.

"The Challenger sweeper will perform exceedingly well to clean and clear Indian roads of dust and debris," said Henryk Koch, Vice President of Challenger Manufacturing. "We have taken a proven, rugged mechanical sweeper and made specific modifications that better suit the conditions here in India. The unit is smaller and manoeuvres more easily around tight streets, yet is powerfully robust, with excellent sweeping performance, and is easily maintained."

The Challenger sweeper combines the latest

technology in its design with simple easy-to-maintain mechanics, electronic and hydraulic systems. Installed on a low, tilt cab TATA chassis, the jointly manufactured Maniar-Challenger sweeper is comparable to sweepers installed on a chassis. The up-front

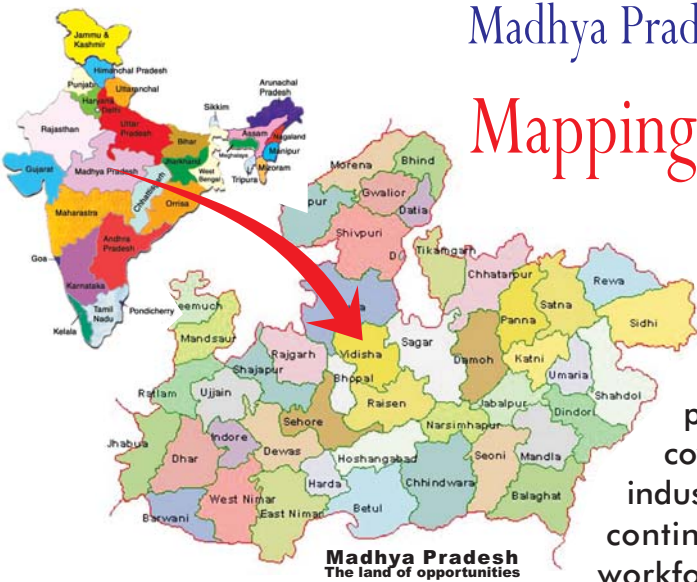
purchase cost and daily operation of the new Indian sweeper, however, will be much lower.

"Maniar is very proud to add this high performance road sweeper to our vehicle line and to partner with Challenger Manufacturing in the joint manufacturing of these units in Gujarat for sales to India. We will be making the Challenger sweeper available at all our distribution sites throughout India," said Iqbar Maniar, Vice President of Maniar & Co.

"Our over 60 years experience with a broad range of equipment puts Maniar in a very good position to be able to foresee that this type of unit will make an appreciable difference to the ascetics of our cities and towns and, as well, will provide a better standard of living to people concerned with providing clean living environments." ■

## Madhya Pradesh Draws UP ICT Development Plan

# Mapping it out to Great Advantage



Madhya Pradesh, located in the centre of India. Madhya Pradesh occupies a pivotal position in the country and is known as the 'heart of India'. There are many renowned public and private companies functional in the State, covering diverse areas ranging from the cement industry to pharmaceuticals. A continuous supply of skilled workforce, a congenial work environment and a proactive

Government have made the State an attractive industrial option. The Government of Madhya Pradesh has in the last few years undertaken several policy measures and incentives for attracting investors into the State. As a result, Madhya Pradesh is becoming one of the most preferred investment destinations of the nation, providing opportunities in almost all sectors, particularly Information technology (IT), tourism and agricultural sector.



Anurag Jain, Secretary IT

Towards development of the IT sector, The MP Government's Department of Information Technology has set up Madhya Pradesh Agency for Promotion of Information Technology (MAP-IT).

### Stress on e-Governance

The Government of Madhya Pradesh has laid great emphasis on eGovernance in the departments which are either revenue generating or having large public contact. Major eGovernance projects are:

- State Data Centre for hosting various e-governance applications. Building almost complete tender for SDC floated
- SWAN to provide connectivity for various e-governance applications. Out of 360 total locations over 310 are live on MPSWAN
- CSCs act as a frontline for delivering services to citizens. Out of 9232 CHCs 8656 are functional
- MPOnline, a single stop for B2B, B2C and G2C services like bill payment, license obtaining, informational services, etc. 7400 service delivery

kiosks are functional.

- Integrated Financial Management Information Systems for Treasury Department
- Comprehensive e-Procurement solution for transparent and cost effective procurement of work, goods and services in all the departments.
- E-district for providing services like issue of certificates, revenue, pension, ration card and many other citizen centric services
- Telesamadhan, a call centre for handling citizen grievances and facilitating citizens
- Enterprise Information Management System for WRD
- Automated Meter Reading (AMR) has been successful in saving pilferages
- Integrated Forest Financial & Works Management System for Forest Department
  - ◆ Forest Dwellers Survey System
  - ◆ Wildlife Management System
  - ◆ Fire Alert & Messaging System
  - ◆ EDUSAT
- Transport Department is providing online services



for issuing licenses

- Govt. of Madhya Pradesh has also hired consultants from outside as a part of SeMT to monitor and manage all e-governance initiative in the state

## Remarkable Achievement

Madhya Pradesh is making remarkable achievements in promoting IT in Government as well as private areas, which includes e-governance, computerization in Government departments and various IT related activities for rural areas. The IT revolution aims to secure considerable gains towards sustainable human development and help the State in becoming a knowledge society. It intends to improve the citizen-government interface and make it more efficient and effective. It can also help in making governance transparent.

In order to help sustain its technological edge, the State has invested in IT education and provided learning ground for the future IT professionals. It has also opened up private participation for computer education in schools and colleges. Accordingly, an IT policy has been formulated with a view to attract private investment in the IT sector. It lays thrust on setting up of information Kiosks for providing email, internet and other value added services. The existing public grievance redressal system is being upgraded so as to facilitate access to citizens through kiosks.

## Private Sector Participation

Moreover, to encourage private sector participation in

e-governance/citizen services initiatives, the State Government has formulated the following guidelines:-

- Proposals for participation and investment shall be without any burden of financial expenditure on the State Government;
- Projects of e-governance for citizen services shall be allowed on non exclusive basis to any investor;
- Every investor shall be required to set up a minimum of fifteen such kiosks in every block;
- All the transactions taking place at the Kiosks shall be based on use and pay basis.

Given this, several companies have evinced interest to set up kiosks in the State. Besides, the Government has set up the Software Technology Parks at Bhopal, Indore and Gwalior so as to provide the necessary infrastructure for IT companies.

## IT Parks and SEZ

- IT Parks in Bhopal, Indore, Jabalpur & Gwalior under Public Private Partnership;
- Gwalior Software Technology Park construction is in progress in 5 acre providing 4 to 5 lakh square feet ready to occupy space;
- Indore and Bhopal construction in 15 to 25 acre each with 10 lakh square feet ready to occupy space;
- Support facilities like hotel, shopping mall, food court, residential houses, etc. to be built;
- Transaction document will be issued shortly the State will cover part of risk through Viability Gap Funding;



## Policy Initiative

An important initiative is the Information technology (IT) policy, which has been implemented to encourage private investment into the IT sector and generate employment opportunities. It aims at providing information to all the citizens at an affordable cost and thus achieving IT literacy in the State. The objectives of the policy are to:

- Improve the life of the common man leveraging the strengths of e-governance;
- Attract investment in the sector so that the educated youth is able to contribute to the development of the State;
- Create a pool of highly skilled professionals who are at par with the best in the country;
- Transform resource based economy to knowledge based economy.

## Infrastructure

The Government of Madhya Pradesh has made infrastructure development as the area of key focus. Accordingly, it has been undertaking several infrastructural projects so as to attract large investments into the State. It is also making all efforts to develop the State into a logistics hub with excellent road-rail-air



connectivity, strong power and telecommunication network. Such infrastructure facilities are essential for efficient and cost effective movement of men and materials, fully utilizing the existing resources and improving the quality of life of the people.

## Telecommunications

Madhya Pradesh has made rapid strides in the field of



basic telephony. It has internet connectivity at all 50 districts. In most of the districts, the internet connectivity also extends to the tehsil places and it is possible to browse the net even from far off places. The reliability of this service is ensured through an optical fibre cable network that runs through a total of 20,000 routes in the State. Idea, BSNL, Reliance, Airtel and Tata Indicom are the major telecom players in the State.

## Power

The total installed power generation capacity in the State is 7405 MW. Madhya Pradesh is rich in low-grade coal suitable for power generation and has immense potential of hydro-energy. There are eight hydro-electric power stations in the State with 747.5 MW installed capacity. Besides, the State Government has





formed a joint venture (Narmada Hydro Electric Development Corporation) with National Hydro-Electric Power Corporation, a Government of India undertaking, for execution of 1000 MW Indira Sagar Hydro-Electric Project and 520 MW Omkareshwar Hydro-Electric Power Project. The State also allows the industrial units to have captive power plants to produce power as per the requirement.

## Advantage MP

The State has several advantageous features, which include:-

- Pro-active administrative set up;
- Simple and transparent procedures for investment;
- Peaceful industrial work atmosphere;
- Rich natural resource base;
- Educated and skilled human resource;
- A diversified agricultural and industrial set up;
- Well-connected road, rail and air network;
- Excellent telecommunication network;
- World class shopping malls;
- Large consumer base, etc.

## Policy Interventions

The Government of Madhya Pradesh has made several policy announcements in order to attract investment to the various sectors and thus contribute to the development of the economy as a whole. These policy documents provide a framework for guiding the investors regarding the potential opportunities in the State. They envisage the investment incentives and schemes. The policies broadly aim to fully utilise the available resources; create the gainful employment and improve the quality of life of the people. Thus, they motivate investors the world over to invest into the State by creating a favourable business climate.

The major being, the Industrial Policy, which has been formulated with a view to make Madhya Pradesh a

prosperous State by accelerating the rate of industrial development, generating employment and developing quality infrastructure. The policy aims at reviving sick industries and providing them with maximum support, facilities and industry friendly governance. The objectives of the policy are to:-

- Make State administration industry friendly by simplifying rules and procedures;
- Accelerate the pace of industrialization and make Madhya Pradesh industrially a leading State;
- Maximise employment prospects;
- Attract foreign investment by developing world-class infrastructure;
- Create congenial environment for the development of small, medium and large industries;
- Ensure balanced regional development by generating employment in the non-farm sector;
- Chalk out special packages for removing industrial sickness;
- Rationalize commercial tax rates to make the State's industries competitive vis-a-vis industries in other States;
- Ensure private sector participation in the State's industrialisation;
- Financially strengthen the undertakings of Department of Industries, enabling them to play a pivotal role in the promotion of industries.

## Incentives to Industry

- 100% more allowance to the allowed FAR
- Stamp duty and registration fee exemption
- Rate of property tax equal to residential area
- No prior permission for captive power plant
- Power through dedicated feeder
- Exemption from electricity duty, entry tax
- Minimum wages act, factories act, ESI not applicable
- Comparison with some other states.

Incentive	Andhra Pradesh	Karnataka	Tamil Nadu	Madhya Pradesh
Labour Laws	Exempted, units are permitted for self certificate.	Exempted	Exempted	Exempted
Power Cut	Exempted	Relaxation	Exempted	Dedicated feeder
Stamp Duty	50% reimbursement	Concessions	50% reimbursement	100% exemption
Zoning regulation	Exempted	Relaxation	Relaxation	100%
Land	Rebate at Rs 20,000 per job	50% rebate on the cost of land	NA	Rebate at Rs 25,000 per job or 75% rebate on cost of land



## List of Awards & Acclamations received in the field of Information Technology (Department of Information Technology, Government of Madhya Pradesh)

SNO	Awards & Acclamations	Project	Year	Honored by
1.	Best Project G2C Winner	MPOnline	2010	CSI Nihilent Award
2.	Best Project G2G winner	Integrated Finance & Forest Works Management system	2010	CSI Nihilent Award
3.	Best District Winner	Jana Mithra Samadhan Kendra - Gwalior	2010	CSI Nihilent Award
4.	Public participation in service. Silver Icon Awards	Ideas for CM, School of Good Governance	2009-10	Web Ratan Awards,GOI
5.	Platinum Award	NIC coordinator for National Portal	2009-10	Web Ratan Awards,GOI
6.	Innovative Use of Technology -Gold Award	m-Governance Mantra Forest	2009-10	Web Ratan Awards,GOI
7.	Winners in IT Users Category e Governance	MP Online	2009	NASSCOM CNBC TV 18
8.	Winners in e-governance category	e-Samvad	2009	Manthan Award - South asia 2009
9.	Winners in e-governance category	M-Governance Mantra for Forest Management	2009	Manthan Award - South asia 2009
10.	Winners in e-governance category	Education portal	2009	Manthan Award - South asia 2009
11.	Special in e-governance category	AMR	2009	Manthan Award - South asia 2009
12.	Best e Governed State - Winners	Mobilizing Digital Economy A case Study of Madhya Pradesh By Anurag Jain, Secretary IT, GoMP & CEO MAP_IT	2009	CSI Nihilent Award
13.	Best Department Category	School Education, GoMP	2009	CSI Nihilent Award
14.	Best District category - Certificate of appreciation -	Sagar, M.P.	2009	CSI Nihilent Award
15.	Category 3 - Outstanding performance in Citizen-Centric Service Delivery - Gold	MP Online, MPOnline Limited, Govt. of Madhya Pradesh.	2009-10	National Awards for e-Governance
16.	Category 4 - Innovative usage of Technology in e-Governance - Gold	Forest Dwellers Survey System, Forest Department, Madhya Pradesh	2009-10	National Awards for e-Governance
17.	Category 4 - Innovative usage of Technology in e-Governance - Silver	i-GeoApproach (Internet Geomatics based Application for Planning Rural Road Connectivity to Habitations) under Pradhan Mantri Gram Sadak Yojana, Madhya Pradesh Rural Road Development Authority, Bhopal	2009-10	National Awards for e-Governance
18.	Category 7 - Special Sectoral Award- Focus sector - Education - Gold	State School Education Portal State School Education Department, Government of Madhya Pradesh.	2009-10	National Awards for e-Governance
19.	Silver Icon Award for Exemplary Usage of ICT by Public Sector Undertakings	Automated Metering Project in Madhya Pradesh East D+ISCOM, Jabalpur Division, Government of Madhya Pradesh, Department of Energy, Bhopal	2008	Department of Administrative Reforms & Public Grievances, Government of India during 12th National Conference on e-Governance
20.	Silver Icon Award for Innovative usage of Technology in e-Governance	Fire Alert And Messaging System Government of Madhya Pradesh, Principal Chief Conservator of Forests, Forest Department, Bhopal	2008	Department of Administrative Reforms & Public Grievances, Government of India during 12th National Conference on e-Governance
21.	Best e Governed State Joint Runners- up	Submission made by MAP_IT on behalf of Department of Information Technology, Government of Madhya Pradesh by Anurag Jain, Secretary IT GoMP & CEO MAP_IT	2008	CSI Nihilent Award
22.	Excellent Project Category-	Computerization of Mantralaya	2008	CSI Nihilent Award
23.	Nominated in the category of Application of IT in Administration ( Out of 12 entries 4 states shortlisted for finals. MP stands amongst 4 finalists)	IT in Administration [e- Governance ]	2008	India Tech Excellence Award 2008
24.	Golden Icon Award for Best innovative Technology	Tele Bhugtan	2008	Department of Administrative Reforms & Public Grievances, Government of India during 11th National Conference on e-Governance



## ISTPCanada in Global Effort to Harness Water Technologies

ISTPCanada and partners from across Canada, China, India and Israel have joined forces to stimulate the collaborative development of water technologies and help companies capitalize on a \$400 billion global market.

International Science and Technology Partnerships Canada (ISTPCanada) and partners from across Canada, China, India and Israel have taken groundbreaking steps towards a sustainable water future.

Together with collaborators, ISTPCanada organized and led two multilateral partnership development activities (PDAs) that aim to harness the potential of technology and R&D cooperation to address global water challenges. These include:

- The Multilateral Roundtable on Sustainable Water Management through Nano-and Emerging Technologies on 22 & 23 February 2011 in Edmonton, Alberta; and the
- The Ontario (Canada)-India-Israel Trilateral Roundtable on Water Technologies on 24 & 25 February 2011 in Toronto, Ontario.

These PDAs represent the first milestones of broader strategic initiatives that aim to exploit the complementary strengths of collaborating nations; stimulate multilateral R&D on technology-based water solutions; and create new opportunities for participating companies in the \$400 billion global water technologies market. ■

## Mahindra Satyam, a Proud Partner in Canadian ICT Growth

Mahindra Satyam, part of the Mahindra IT group, apart from Tech Mahindra, envisages a strategy to become the world's most valued information, communication and technology (ICT) company.

Today, Mahindra Satyam is gearing up to help businesses across a networked world to access, use and refer to large amounts of data and rich experience for the ICT reality to happen.

Canada has been the front runner in the ICT race and recent developments in this area have been embraced by the Canadian corporations and consumers faster than their peers elsewhere in the world.

Mahindra Satyam is proud to be part of this revolution in Canada. Mahindra Satyam has been working with Canadian companies since 1999 with coast-to-coast presence in the nation. Greater Toronto Area, however continues to be the area of maximum focus. Mahindra Satyam focuses on key industry drivers of the Canadian economy, namely banking and financial services,

resources, retail, telecommunication and manufacturing.

Mahindra Satyam has seen rapid growth in 2010 from Canada, supported by new service offerings and has been continuously investing in the country and in development of new age technologies to service customers.

These investments have helped meet the ever increasing demand from the customers. Mahindra Satyam is ready to help them whether the customer be a large bank, or an aerospace company or a retailer. The investments and focus will remain at a very high level.

Mahindra Satyam is committed to its Canadian engagement in all facets of business and will continue to learn from and bring to the region, solutions that will help Canadian conglomerates to maintain their leadership position. ■

# Indo-Canadian JV on Wind Energy Technology

Ahmedabad-based TIM Engineering Ltd from Gujarat State has signed a major foreign manufacturing, marketing and distribution joint venture to manufacture a Canadian designed vertical axis wind turbine to be sold throughout India.



economical alternative to a fuel generator, which many developing countries currently use," Phillips said, adding, "Diesel generators are neither a commercial nor environmentally sensible way of powering base stations in off-grid locations."

TIM Engineering Ltd. is partnering with Global Wind Group Inc. of Winnipeg, Manitoba Canada in an exclusive arrangement. The companies announced the agreement at the recent Vibrant Gujarat Summit, a business-to-business conference in Ahmedabad.

"For emerging economies to push their countries into the 21st century, they'll need reliable, sustainable electricity. But building a North American-style power grid isn't feasible," said Justin Phillips, Vice President of Business Development. "The telecommunications industry is a great example: it's much easier, cheaper and reliable to power each cellular tower individually."

The ZüSTM Modular Power Systems are rugged stand-alone, turnkey wind turbines perfectly suited to deliver reliable power in remote settings. These turbines require minimal maintenance and have an insensitivity to wind turbulence.

"Our wind powered system is an efficient and

The partnership will focus its efforts on India first where it is among the first companies to enter this space. India is currently the world's fifth largest user of wind power, and investments in this form of renewable energy are expected to continue to grow in the years ahead. Globally, the demand for energy efficient products and solutions is rising because countries are under pressure to cut emissions while demand for energy is increasing.

"We are very happy to partner with Global Wind Group and work together to bring the vertical axis wind turbine technology to India," said Anil Patel, Managing Director of TIM Engineering Technologies. "With our vast experience of more than 25 years in the field of capital equipment manufacturing and renewable energy, we see the potential for great success, well supported by readymade manufacturing infrastructure and capacity to distribute the turbines globally."

"There are approximately six billion consumers out there in the global marketplace. So if you are only looking domestically, you are missing out on great opportunities," said Phillips. "Many developing countries are looking for solutions that can deliver energy reliably and at a low cost. Our energy efficient wind turbines will serve the growing needs of these countries to develop energy infrastructure from residential needs to industrial capacity."

The agreement has been in the works for several months, said Phillips. "We want to thank Globelink and Manitoba Entrepreneurship, Training and Trade for their assistance in helping us find an international partnership with such great potential."





# WWICS, Making Dreams Come True for Immigrants

Canada has always been a popular destination for immigration aspirants as everything about the country welcomes them with open arms. The scenic beauty, the lifestyle, the infrastructure and the pulsating economy - all stimulate the immigration dreams of millions of aspirants every year.

In a bid to deal with the aging populations and impending labor shortages, the Canadian immigration is making waves and several changes have been introduced in the immigration system.

Skilled Workers & Professionals can immigrate to Canada as Permanent Residents under the Federal Skilled Worker Program, if they fall under the 29 Priority Occupation List (POL), which is processed on fast-track. Alternatively, an aspirant who does not qualify under the 29 POL, can still be eligible to apply for Permanent Resident status under the Federal Skilled Worker with the Arranged Employment Opinion (AEO).

In addition to the Federal Programs, Provincial Nominee Programs are also available to reach Canada as Permanent Residents. Besides, attracting Skilled Workers and Professionals, a large number of Business people and International students also throng to Canada. Canada enjoys the reputation of being the best country for quality education in the world and several students pursue careers in almost all disciplines.

To realize the dreams of thousands of making Canada their home land, WWICS over the last 18 years has been playing the role of a mentor by facilitating and assisting Skilled Workers/Professionals, Businesspeople & Students to reach their dream destinations.

World Wide Immigration Consultancy Services (WWICS) started its operations in 1993, as a company to help

the new immigrants settle down in the country of their choice. Today, WorldWide Immigration Consultancy Services is the world's largest immigration company providing Global Resettlement Solutions and has helped more than 80,000 people to settle in the destination of their choice.

With corporate headquarters in Toronto, Canada, WWICS has a global presence and offices across the world in Canada (Toronto), Australia (Sydney), United Arab Emirates (Dubai, Bahrain, Qatar & Sharjah), Kuwait (Saudi Arabia), East Africa (Nairobi) and over 20 offices in India. WWICS along with its associate, Global Placement Services (GPS) has provided customized placement and settlement to thousands of Professionals & Skilled Workers and interacts with thousands of North American companies to meet their human resource needs.

Built on a legacy of delivering excellence, industry knowledge, a world-class infrastructure and expertise of its immigration professionals, WWICS offers a broad portfolio of excellently managed pre-flight to post landing services tailored to the needs of each client.

Over the years WWICS has realized countless immigration dreams and we take pride in 'Changing Lives...Shaping Destinies...Globally!' ■



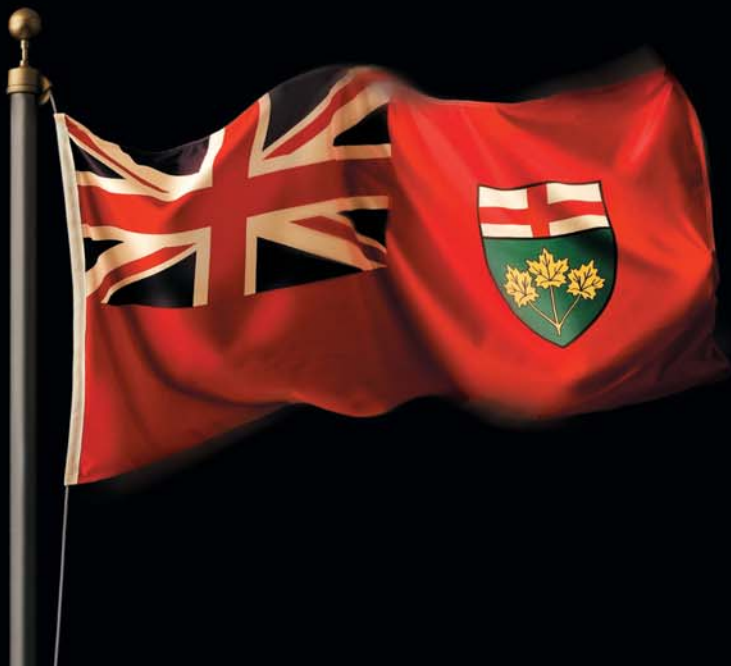
# THE QUALITY OF ONTARIO

**GOODS AND SERVICES IS SECOND TO NONE.** Ontario's critical mass of technologically advanced industries, its highly educated workforce and strong R&D culture are among the factors driving the quality you can expect from Ontario. Our firms make the goods and provide the services that help businesses worldwide succeed. **Ontario: exporting quality to the world.**



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