



### THE YEAR THAT WAS

Annual General Meeting 2018-19

# **ELCIA Office Bearers** 2017-2019



Mr. Raghunandan CB
President



Mr. Sriram Kumar V Treasurer



Mr. Veerappan V Vice President



Mr. Bhawesh Kumar Secretary



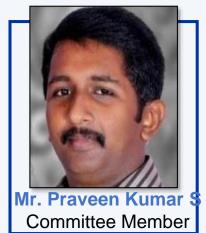
Ms. Sujaya Shashikaran Jt. Secretary

# Executive Committee Members 2017-2019













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Mr. Nasir Ali Committee Member



Mr. Vaidyanathan A Committee Member



Mr Nirmal PV
Committee Member



Mr. Ajay Masand Committee Member



Mr. Sanjay Koul Committee Member

# Executive Committee Members 2017-2019



Mr. Rajaram Kota
Co-opted Member

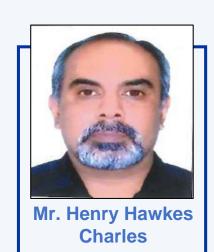


Ms. Rama N.S. CEO

#### **Past Presidents**















#### **ELCIA**

The parent organisation that actively supports ELCITA, ELCIA Cluster and ELCIA Trust



 ELCIA acts as advisory board and voices the member organisations views in ELCITA Committee



- Co-create products
- Training and skilling
- Certification body for MSMEs (under process)



ELCITA



- One-third of AMF contributed by all is transferred to the Trust
- Volunteering support from member companies



#### **We Empower Businesses**

Electronics City strives to contribute to the growth of economy in IT/ITES and Electronics sector. ELCIA is gearing up to support business development of companies.

**Learning and Skilling Support** 

**Co-creation of Products and Business Development Support** 

Policy Advocacy, Implementation and Practice Sharing

## Learning and Skilling Support

#### **ELCIA and GIZ: A Winning Combination**

- > ELCIA is the Third Party Aggregator (TPA) under the Apprentice Scheme.
- 30+ MSMEs have signed-up to this program, where they have vacancy for 300+ ITI students.
- ➤ ELCIA would soon be licensed to conduct classroom trainings for fresh apprentices employed by the member companies under Basic Training Partner program.
- 2 ELCIA committee members visited Germany to understand the success of German vocational training model, so as to implement here.
- GIZ appointed a consultant who helped ELCIA improve the Cluster operations and also gave report on how well the ELCIA Cluster facility can be utilized to start industry needed specific training.

The Government approved changes in the Dual Apprenticeship Program, recommended by ELCIA and GIZ.

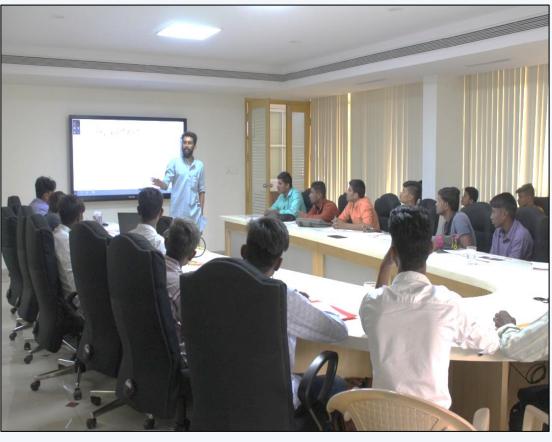
	Details	Before	Present
1	Number of trades	17	All the trades
2	Duration of the course / trade – depending on the trade	No flexibility	Ranges from 1 to 12 months
3	Class room training pattern – term in Class room and Industry	No flexibility	As per mutual understanding and suitability of ITI and Industry
4	Minimum no. of employees in the industry	200	40
5	Minimum turnover of the industry (for last 3 years)	Rs. 10 cr/ year	Rs. 1 cr/ year



#### Orientation session for drop out students:

- For 10<sup>th</sup> grade failed students
- Guest speakers were from EC members, Loyola ITI and Foremen Training Institute





Apprenticeship Awareness Sessions for Member Organisations and ITI Students



Meeting with Ms. Juthika Patnakar, Additional Secretary, Gol, for Skilling, Development and Entrepreneurship along with NSDC, UNDP.

#### **UNDP Partners with ELCIA for Apprenticeship Scheme**

- ➤ UNDP works with ELCIA and ITI's to fill the apprentice manpower requirement among the ELCIA member organisations. UNDP has appointed Nudge Foundation as the implementation partner to work with the ITIs to counsel the students and make them understand the value of joining manufacturing industries as apprentices. Around 2000 ITI students have been counselled till date.
- ➤ ELCIA is also signing MoUs with 7 ITIs to ensure continuous stream of manpower flow for the MSMEs under the apprenticeship scheme.

#### **ESSCI Joins ELCIA for Promoting Skilled Manpower to the Industries**

- Recognized Prior Learning scheme of GoI has many advantages for the industries where they can recognise their skilled manpower and issue internationally valid certificate. ESSCI is assisting ELCIA in promoting the same.
- The organisation is also helping us in getting the needed manpower of apprenticeship for electronics manufacturing companies.





Apprenticeship Mela at IIITB for ITI students in association with UNDP. Dr. Sadagopan, Professor & Director, IIITB was the Chief Guest for the event, which witnessed participation by more than 260 students.





#### **Samridhi Training Program**

ELCIA successfully continued the second year of Samridhi Program, where more than 70 supervisors from the MSMEs of Electronics City got trained.





#### **Vendor Development Program**

- Major automobile manufactures participated as buyers
- Infosys Purchase Head suggested building a 'Partner Development' portal
- Work in progress



Workshop on Lean manufacturing, 5S and ZED by MSME DC

- Industry Automation seminar in association with CIMSME.
- Technical knowledge sharing for exchange of best practices among MSME members.
- Seminar on charting the roadmap for building a successful MSME.
- International Conference on cost management, the Cost Congress 2018.
- MSME DC session on Ease of doing business.
- Essae Chandran Institute program on maximizing profitability.
- Session on Maximising profitability in association with Essae Chandran Institute.
- Session on Excellence for Supply Chain and Logistics
- Seminar on salary components for PF contribution by Karnataka Employees Association.
- Knowledge sharing sessions on topics such as export incentives, customs AEO certification, GST key developments and way forward, and LLP in association with EY.
- > Seminar on financial security where employees were educated on solutions, tax analysis, planning and working on financial goals.
- Program on Additive Manufacturing by CII CME WIPRO 3D.



27<sup>th</sup> Convergence India 2019 Expo



Bangalore Tech.biz - 2018



Recommerce Expo 2019

Member organisations' business outreach was promoted for business development along with various tie-ups with the organisers of business exhibitions

- Advantage India Summit, Bangalore
- International Business Summit SME International Inc.
- Session of Future Mobility Systems 2019
- Electronica India 2018 Show
- 3rd edition of CEO Forum and India PCB Tech conference
- Smart City Council of India
- IoT India Xelerate 2018 Expo

#### **Industry Visit**



- Volvo Construction Equipment factory at Peenya
- Composites Technology Park, at Kengeri

ELCIA has been the interest of various foreign trade bodies, seeking business expansion. A few of the international visitors of this year are:





- World Bank officials
- Taipei World Trade Centre
- Ukraine Trade Union
- > Dr. Bai Jie, Science & Technology Counselor, the Embassy of China
- A delegation of Chinese business associations

#### **Meeting with Govt Officials**



Agnii, Gol's initiative to Accelerate Growth of New India's innovations, the program's mandate is to boost the innovation ecosystem of the country and find the right fit for next-gen technologies in the current business environment. Representatives of Agnii team had a meeting with MSMEs to understand the technical problems and thereby link them with India's best R&D labs.

#### **Meeting with Govt Officials**

Officials from GoK and GoI frequently visit ELCIA to obtain insights from industries about their policies.

- A team from Federation of Indian Export Organizations (FIEO), New Delhi visited ELCIA and interacted with the member companies, took points on improving "export strategy" to enhance exports from the state in the next 5 years.
- ➤ ELCIA facilitated a meeting with BMRCL Chief and ELCIA member companies to discuss problems regarding the Namma Metro track to Electronics City.
- ➤ Proposal for better infrastructure in Electronics City Ms. Rama NS, CEO met HM Revanna, Transport Minister, Karnataka and requested for better infrastructure in and around Electronics City, specifically in Neeladri Nagar. Neeladri Road construction was the result of the same.
- Visit by Mr. Ajay Sawhney, Secretary, Ministry of Electronics and Information Technology (MeiTy).

#### **Best Practice Sharing**

ELCIA has been approached by many organisations for best practice sharing. ELCIA is happy to extend the required guidance and support to these organisation.

- > The Government of India is planning to establish an ESDM cluster in Bangalore.
- ELCIA along with its member companies assisted KPMG in drafting the Detailed Project Report (DPR).
- > ELCIA Cluster was considered as a model Common Facility Centre and the new technical centre is planned to be established in the same manner.

Many associations/ industries have shown interest in ELCIA operations and its contribution towards establishing ELCITA. Associations who paid visit to ELCIA this year to understand the same are:

- Whitefield Export Promotion Park Industrial Association (WEPPIA)
- JSW Township Authority

#### **ELCIA in MEDIA**

#### Our facility can be used by any company that wants to build a new product or augment its production plants



EB: How do you view the current state of the Indian ESDM sector, as well as the local R&D and

product design scenarios?

Design has always been the strength of engineers in India. Chip manufacturers the world over are using the services of our design houses and R&D centres. However, manufacturing has still not taken off to the extent that is required to meet domestic demand and curb the import of electronics. We understand that some projects are under construction and will take time to become operational. Considering the low or virtually non-existent component base in India, the design and development of niche products are key value adds. as of now. There is an urgent need for investments in the ESDM sector for large scale manufacturing, for which support from the government is needed to get the industry on track. Besides, our niche products with great technical features also need to have a better appearance or visual appeal.

#### EB: What are the aims of the ELCIA cluster and how do you plan to fulfill them? The Electronics City Industries

Association was formed in 1992 as the members wanted to come together to get basic infrastructure like the government and the companies

Often referred to as the engine of growth in India, MSMEs have played a prominent role in the development of the country's economy. Rama N.S., CEO of the Electronics City Industries Association (ELCIA), in an interaction with Baishakhi Dutta of Electronics Bazaar shares how the cluster is empowering the growth of MSMEs through the creation of state-of-art manufacturing facilities, to be used on a shared basis.

RAMA N.S., CEO, Electronics City Industries Association (ELCIA)

streetlights, roads, water and security, which were lacking. The idea was to draw the government's attention to the condition of Hosur Road on the outskirts of Bengaluru, and get it to improve other infrastructure essentials for businesses and the general public, ELCIA had earlier addressed the infrastructure requirements of its members. Now that the ELCITA (Electronics City Industrial Township Authority) is responsible for township management, ELCIA focuses on interactions with the government, offering business related support to

members and skills development. The ELCIA cluster was formed to set up the common facility centre (CFC) for MSMEs, under the CDP (Cluster Development Programme) of the government of India, to help them design and develop innovative products and to increase their business turnover by augmenting manufacturing. The CFC centre is now operational and is being used by MSMEs. Small companies can use the facility for R&D and small volume manufacturing with minimal investments. This can encourage startups to build innovative products. All the equipment is in place and members have started using it. We believe the facilities will be used by many more to develop and manufacture newer products and components

#### EB: What role do the ELCIA members play in this major

initiative? ELCIA is acting as the bridge between as it is not possible for individual companies to go to the government, resolve issues, get subsidies or implement policies. So, we collectively represent all members of ELCIA and work on policies with the government. Creating awareness among members regarding government policies and offering support during implementation is also being done by ELCIA.

EB: Is this centre aimed only towards ESDM companies? Not necessarily. Though this centre has the capabilities for the design and manufacture of electronic products, it can be used for developing mechanical parts, environmental testing, packaging, etc. Just as examples, water meters, sheet metal items, aerospace parts and poles for streetlights can be manufactured at this facility. Today, most of the products require electronics and communication components, and the ELCIA cluster's common facility centre can cater to such requirements. We believe this will inspire entrepreneurs to come up with innovative IoT products that use multiple engineering disciplines. Our facility can be used by any company that wants to build a new product or augment its production plants.

#### EB: What is the process for applying for the use of this facility, and what is the cost involved?

We encourage and welcome everyone to use this facility. Details about it are available on the cluster's website.

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#### **SME Times**

elps Indian micro, small and medium enterprises to design and develop innovative products and to increase business busin gmenting manufacture at relatively small costs.

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What is your view on the Indian ESDM sector right now? How about R&D and product design scenario in India: water by Overled to the allower beat the strength of reprises in India. Chip manufacturers world over are using services of our strength of the strength of t ake some time. Considering low/no component base in India, design and development of niche products are key value adds as ivv. There is an urgent need for investments in ESDM sector for large scale manufacture and support from Government to get the dustry on track. Niche products with great technical features need better appearance and appeal.











#### **Support to Educational Institutes**

ELCIA encourages students of Management Schools and Research.

- McDonough School of Business, Georgetown University MBA students conducted a study on 'How to Create Business Park Authorities' similar to ELCITA.
- ISBR organised a C-Talk on skill gap at the auditorium to foster young talent to take up challenging roles in the ever-evolving job market.
- Seminar on GST by National College of Business.
- ➤ Aided by RBEI, the CiSTUP at IISc, ELCIA conducted a web survey to study possibilities of reducing traffic congestion in Electronics City.

#### **Support to Educational Institutes**



Awareness session on Senior Citizens Act 2007 by IFIM Law School



WeSchool MBA students' project on branding at ELCIA



ELCIA supported 'Run For Lake' marathon, organized by IIITB. The proceeds from this event will be utilised by ELCIA Trust to rejuvenate neighboring lakes.

#### **Voter Information Center Launch**













Women's Day celebrations at ELCIA.

A mobile public address system presented to Electronics City Traffic Police to facilitate announcements and control traffic.

#### Health Initiatives

- Holistic health check camp Ayurveda, Homeopathy, Naturapathy and Allopathy for the employees.
- Yoga camp by AOL members.
- Innov4Sight Health (I4S) conducted an intensive 3-month awareness program on reproductive health titled 'Gift Hope'.
- Eye check-up and subsidized glasses for house keeping and security staff.

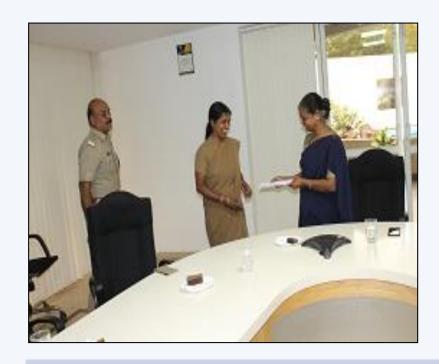
#### **Information Sharing**

ELCIA regularly cascades information about various Govt. and other schemes, Acts and Rules, Seminars, Workshops – which is of importance to its member organisations. Some of them are:

- Tumakuru Machine Tool Park newly created by KIADB for manufacturers
- Sir M. Vishweswaraiah Award for Industries from GoK
- > 6<sup>th</sup> edition of CII Industrial Innovation Awards
- ➤ ISO 450001, the world's most anticipated International Standard for Occupational Health and Safety (OH&S) published to transform workplace practices globally
- Global bazaar, an online B2B marketplace where ELCIA members could create their online presence on the platform

#### **Philanthropy**

As part of the ELCIA Trust charitable activities, the organisation supports/recognises exceptional skills.



Token of appreciation was handed over to a lady police constable for her humanitarian service towards an abandoned new born baby.

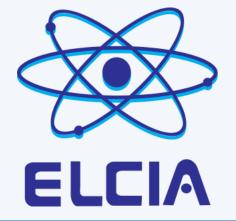
Sponsored a para volley ball player, Mr. Vijay Sindhe to participate in international tournament.

#### **New Members of ELCIA**

Hearty Welcome to Our New Members







## THANK YOU