



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



Mr. R Ramachandran
Immd. Past President



Mr. Seetharam R
Committee Member



Mr. Murlidhar R
Committee Member



Mr. GS Veerabhadrapa
Committee Member



Mr. Praveen Kumar S
Committee Member



Mr. Thind PS
Committee Member

Executive Committee Members 2017-2019



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. Saleem EA
Co-opted Member



Mr. Rajaram Kota
Co-opted Member



Ms. Rama N.S.
CEO

Past Presidents



Mr. Kiron Shah



Mr. Henry Hawkes
Charles



Mr. Nagaraj MV



Mr. Prakash Rao



Mr. Rajnarayan G



Mr. Babu
Rangaswamy



Ms. Aruna Newton

ELCIA

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

- EC well represented in ELCITA Committee
- ELCIA acts as advisory board and voices the member organisations views in ELCITA Committee

Objective:

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

- Receives financial support from companies
- 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.

Learning and Skilling

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

Learning and Skilling



Orientation session for drop out students:

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

Learning and Skilling



Apprenticeship Awareness Sessions for Member Organisations and ITI Students

Learning and Skilling



Meeting with Ms. Juthika Patnakar, Additional Secretary, GoI, 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.

Learning and Skilling



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

Learning and Skilling



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.

Seminars and Workshops

Seminars and Workshops



Vendor Development Program

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

Seminars and Workshops



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

Seminars and Workshops

- 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.

Business Development Support

Business Development Support



27th Convergence India
2019 Expo



Bangalore Tech.biz - 2018



Recommerce Expo 2019

Business Development Support

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

Business Development Support

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

MSME

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 ELCTA 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

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)

streets, 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. ELCTA had earlier addressed the infrastructure requirements of its members. Now that the ELCTA (Electronics City Industrial Township Authority) is responsible for township management, ELCTA focuses on interactions with the government, offering business related support to members and skills development.

The ELCTA 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 new products and components

EB: What role do the ELCTA members play in this major initiative?

ELCTA is acting as the bridge between the government and the companies

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 ELCTA and work on policies with the government. Creating awareness among members regarding government policies and offering support during implementation is also being done by ELCTA.

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 ELCTA 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.

SME Times

SME Times News Bureau | 08 Dec, 2018

In an exclusive interview with SME Times, Rama N S, CEO, Electronic City Industries Association (ELCIA) said the organisation helps Indian micro, small and medium enterprises to design and develop innovative products and to increase business by augmenting manufacture at relatively small costs.

Excerpts of the interview...

ELCTA cluster was formed to set up the common facility center (CFC) for MSMEs under CDP scheme of Govt to help MSMEs to design and develop innovative products and to increase business by augmenting manufacture. CFC center is now operational and is being used by MSME companies. Small companies can use the facility for R&D and small volume manufacture without much investments. This can encourage startups to build innovative products. All the equipment is in place and members have started using them. We believe the facilities will be used by many more to bring out newer products and components

What is your view on the Indian ESDM sector right now? How about R&D and product design scenario in India?

Rama N S: Design has always been the strength of engineers in India. Chip manufacturers world over are using services of our design houses and R&D. However, manufacturing has still not taken off to the extent that is required to meet the demand and contain imports of electronics which is expected to exceed all imports. We understand projects are under construction and they will take some time. Considering low/no component base in India, design and development of niche products are key value adds as of now. There is an urgent need for investments in ESDM sector for large scale manufacture and support from Government to get the industry on track. Niche products with great technical features need better appearance and appeal.



CellIT

CELLIT.in

IT Technology Interviews Associations Mobile of the month Government Channel

Local demand for electronics goods is increasing exponentially and will need major manufacturing plants to manage the demand

Government, Interviews, LATEST 21st January 2019

PRINT EMAIL A+ A-



Indian designers have earned great appreciation across the world and organizations like ISRO have made India proud. Indians have contributed significantly in the area of design and engineering to organizations globally including electronics manufacturing. Local demand for electronics goods is increasing exponentially and will need major manufacturing plants to manage the demand. Import of electronics is competing with oil imports and I am sure engineering community in India would want to curtail imports. Lack of component base, non-availability of mass manufacturing set up, global competition from established manufacturers and falling prices of electronics products pose challenges for local players particularly MSMEs. Investments required to cope this huge

eGOV Magazine

PERSPECTIVE 2019 WRITE FOR US

Posted on January 9, 2019

Facebook Twitter YouTube Instagram Comments

The concept of smart city does not concern only technology but also addresses the intention of preserving and conserving the resources valuable to us, through tactical technological implementations, writes Rama N.S., CEO, Electronics City Industrial Township Authority (ELCTA).



A family in Bengaluru bought a nice home with a garden in a good neighborhood and were feeling great! But soon they felt that the expenses for running the home and maintaining it was very high and recurring. The family deployed some affordable solutions that brought down the costs by effective use of resources.

They installed electrical devices that conserve energy, they installed smart taps all over their home that do not waste water. Roof top solar power, rain water harvesting, managing waste the right way optimum use of vehicles gave value for money. Basically, they invested money where they found long term operations cost is controlled. Each member of the family actively participated in the smart home and continuously improved the use of technology.

Economic Times

ET QUICK FIX
Bengaluru's dry season results in the shedding of tree leaves. According to experts, the city's 14 lakh odd trees have the potential to generate up to 400 tonnes of dry leaves per day, taking the count to 24,000 tonnes for the entire season. There can be a rich source of compost, made of organic material. About 4,000 tonnes of compost can be generated from leaves falling in two months. Given that matured soil for any price between ₹10 and ₹40 per kg, the value of fallen leaves can be in crores.

How to Ensure Dry Leaves are Composted and not Burnt
'Activate the Ward Committees'
Channarayana says that while most ward committees are being formed, they are not yet functional. He says, "We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them."

'Decentralise by Involving Community'
Rama N.S. says that in the past, the government used to be the only one to provide services. Now, the government needs to involve the community. He says, "We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them."

OFFICIAL LINE
Santosh Kumar, joint commissioner, South Bengaluru Development, said that the government is planning to build a smart city. He says, "We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them. We need to have a meeting with the ward committee members and activate them."

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

Community Activities



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

Community Activities

Voter Information Center Launch



Community Activities



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
- 6th 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