

IT and ITES industry

Current updates:

- Under a program launched by the IT industry body Nasscom, some of the world's biggest companies like Google, Amazon, IBM, Accenture amongst others have come together to help Indian startups by sharing with them the expertise of their employees, by providing access to their customers and customer events, and developing joint solutions that they take to the market together or separately. The programme is called the Nasscom Industry Partner Programme (NIPP).
- Competition among information technology (IT) outsourcing services providers has become more intense, affecting their pricing power due to global clients reviewing their investments in traditional technology upgradation and, instead, investing in newer technologies like cloud, analytics and social media.
- India is willing to lower the import duty on European wines, provided it is given greater access in IT. The latest technology from EU will ensure the success of government's Make in India and Digital India.
- Private equity funds are betting high on India and its growth outlook as they committed \$7.1 billion in the first half of 2015 in segments like banking-finance, IT&ES and pharmaceuticals.

Future Scenario:

- As more companies look out for end to end service providers, integration of IT-BPO contracts will become more common. Large companies like Wipro, Infosys, Tech Mahindra, HCL and TCS will benefit from this trend.
- Indian IT/ ITES industry is expected to achieve a revenue target of USD 225 bn by 2020 for which the industry needs to grow by 13% on a year on year basis over the next 6 years.

Policy Announcement:

- The state government will leverage various initiatives aimed at making Kerala a Digitally Empowered society to bridge the digital divide by 2020 and make it the first digitally literate state in India. The program will be called "Bridging the Digital Divide- Vision 2020" which will include transforming Kerala into a digital knowledge society to achieve sustainable economic growth, making accessible the digital infrastructure to all at affordable cost, attracting more investments and promoting IT exports of the state. State Minister for Industries and IT P K

Kunhalikutty said the vision aims to ensure that various e-services offered by the government are availed of by the people and achieve social harmony and high quality of life for all.