



(From left to right): Col. A K Nath, E.D – C-DAC; Mr. D K Sahu, Publisher – VARINDIA; Shri Ashwani Jain, COO, Telecom-PGCIL; Shri Upender Jit Singh, MD – WBEIDC; Dr. Govind, CEO, National Internet Exchange of India (NIXI); Ms. S Mohini Ratna, Editor – VARINDIA; Mr. HPS Bawa, CEO-WEBEL Technology Ltd and Shri. Manjit Nayak- Addl. Director- Officer-in-charge-STPI (Kolkata)



EITF 2015 brings SMEs of Eastern India to Limelight

VARINDIA for the sixth consecutive year successfully concluded its EITF (Eastern India Information Technology Fair – 2015) on 22nd July, 2015 in the City of Joy – Kolkata. The topic of this year’s event was “Capitalizing the Indian SMB Opportunity”. The event provided a common platform for the corporates to share ideas, discuss various issues and challenges to target the growth of SMBs in the country. The event brought together the leading spokespersons from the respective stakeholders from Eastern and North Eastern India that included WEBEL, STPI, VARs, SIs and Solution Partners who discussed issues critical to the development and growth in Eastern India.

The event was attended by over 200 senior

officials from the IT Department, WEBEL, WTL and STPI.

The Chief Guest of the event was Shri Kaushik Halder, Commissioner IT and Telecom, Government of West Bengal. The other guests who attended the event and were present at the lamplighting ceremony were Shri Upender Jit Singh, Managing Director, WBEIDC; Dr Govind, CEO, National Internet Exchange of India (NIXI); Shri Ashwani Jain, COO – Telecom, PGCIL; Col A. K. Nath, E.D., C-DAC; Mr Shubhendu Mitra, Regional Manager, Canon India; Mr Santanu Dutta, Partner Business Manager, SAP India, besides Mr D. K. Sahu, Publisher, VARINDIA, and Ms S. Mohini Ratna, Editor, VARINDIA.

The event kick-started with an address by the Editor of VARINDIA, Ms S. Mohini Ratna. In her speech, she stressed on the growth that the Indian SME market is seeing and the remarkable progress that the industry is making in various industries like Manufacturing, Precision Engineering, Food Processing, Pharmaceuticals, Textiles & Garments, Retail, IT, Agro and Service sectors. “SMEs are finding increasing opportunities to enhance their business activities in the core sectors. Driven by these initiatives, several SMEs have now developed capabilities to cater to the needs of other MNCs and have commenced supplying to them, in the

process promoting India as a manufacturing destination.”

While Dr Govind, in his speech, talked about how important it is to empower the Indian SMEs for a Better India, Shri Upendrajit Singh, MD, WBEIDC, talked about the various opportunities that the nodal agency WBEIDC has opened up for SMEs of the Eastern region. The Chief Guest, on his part, spoke at length about the initiatives that are driven towards making the Smart City and the Digital India programme successful in the state.

Besides the keynote address and other delegate speeches, there were showcases and presentations from Canon, SAP/ Yash Technologies, NIXI and Cyberoam.

Towards the end of the event, the Best VARs from the Eastern region of India were recognized. A lucky draw was announced where lucky winners walked away with prizes sponsored by TP-Link and Cyberoam.

The objective with which EITF was organized was well achieved with key takeaways for SMEs to focus on and advantages from the disruptive technologies and social media in terms of business outcome. The event managed to touch upon all the important aspects that are critical to SMBs, for them to leverage on the business opportunities and sustain it even during the bad times.



Opening remarks by Mrs. Mohini Ratna, Editor, VARINDIA



Shri Kaushik Haldar,
Commissioner IT and Telecom, Govt.
of West Bengal

"Digital India and Smart City are occupying our attention from the last few months and we are very excited about it. The Government of West Bengal is providing various facilities and amenities to the It and SME sector in the state. Like any other states we also have several incentives for boosting this sector. Today the IT sector is trying to expand in terms of verticals and space. Technologies like Internet of Things, Cloud though not new but very pioneering ideas which the IT industry is trying to grab today. The IT industry being a capital intensive industry needs skilled manpower at the moment. So training is one aspect we are looking at seriously. Also the Government is trying to go beyond Kolkata to set up various IT Parks and hubs and keeping the development not just confined to this city."



Shri Upender Jit Singh, MD –
WBEIDC

"WEBEL embraces and supports the SMB business and has through the government of West Bengal introduced lots of incentive schemes. Some of the schemes that we have are the ICT incentive scheme 2012 and the state capital investment subsidy, the trading subsidy, employment generation subsidy, WEBEL & Electricity unit and so on. WEBEL has helped the govt. is coming up with many IT Software Parks and Manufacturing clusters where most of them are plug and play; SMBs can come and start their business and operations here. We are constructing around 16 IT Parks around which eight will be ready by this year. Siliguri Phase 2, Siliguri Phase 3, Durgapur Phase 2, Asansol, Rajarhat, Haldia, Barjora, Kharagpur, Purulia, Kalyani, Howrah, Krishnanagar, Malda, Bolpur, Taratala and Bantal are the places where we are building these IT Parks."



Dr. Govind, CEO - National
Internet Exchange of India (NIXI)

"Empowering the SMB sector is the key focus of the government of India today. SMB contributes around 45 % of the total industrial output and about 40% of the exports of the country are constituted by this sector. They employ around 60 million people by creating 1.3 million jobs everywhere that are equally important for the urban as well as the rural India. They produce about 8000 quality products for domestic and international markets. The key aspect to empower the Digital India program is to prepare India as a knowledge-based economy. There are 3 components of this Digital India program – first is the Digital Infrastructure, Governance & Services on Demand and Digital Empowerment of citizens. Hence there are massive works going on to enable such large scale utility to every citizen of the country."

Corporate Presentations



Santanu Dutta
Channel Business Manager -
SAP India

"A small survey done on SMBs reveals that 90% of them is ambitious while another 46% are very ambitious. If we categorize on the ambitious part, we find that 1 in 6 of the organizations surveyed define ambition by saying that they are going to increase their revenue by more than 50%. On the very ambitious part, the growth in the next 2 years is going to be more than 50%. So both these subset of organizations have got different aspirations. In the Indian context, the ambition quotient is defined in three basic areas – somebody who wants to achieve growth, somebody wanting to achieve customer success and somebody improving business processes. The survey also reveals that many of the organizations are heavily doing business within their geography and with their own product line."



Vikas Kumar
Sr Officer, Telecom
Powergrid Corporation of India

"Power Grid is one of the fastest growing utility in the world. We provide very competitive and robust solutions for long term orders, we have tie ups with System Integrators for back-end IT support for packaged solutions and there are various OPEX and CAPEX models of ownership of our hardware, software and equipments available in the market. We are also extending our reach; we are already present in the rural areas in the tier II, III cities and industrial hubs and we are extending this reach through STU (State Transmission Utility) Network. There are a few new areas we are focusing – one is Desert Power India, Smart grid for the Smart cities and Green Energy Corridor."



Suvendru Mitra
Regional manager
Canon India

"We are today at a point of time when digitization is becoming very important in order to digitize our old records. Digitization as we all know is fast becoming the backbone of today's organizations. It offers lots of advantages in terms of security of the data, retrieval of the old data, efficiency. India is a country where digitization has to be started from the scratch. With new documents getting created everyday, digitization is becoming the need of the hour. Canon helps as an enabler with the help of its document scanners. We have different scanners like desktop (Non ADF), personal/portable, workgroup and departmental scanners. These scanners have lot of advanced features that make them easily operable."



(From left to right): Mr. Deepak Kumar Sahu, Publisher – VARINDIA (Moderator); Col. A.K. Nath – ED, CAC (Retd.); Dr. Govind, CEO - NIXI; Mr. HPS Bawa, CEO-WEBEL Technology Ltd.; Shri. Manjit Nayak- Addl. Director- Officer-in-charge-STPI (Kolkata) & Shri. Ashwani Jain, COO (Telecom) – PGCIL

Panel Discussion –

‘Capitalizing the SMB Opportunity’

Mr. Deepak Kumar Sahu, Publisher – VARINDIA moderated the panel discussion on the topic “Capitalizing the SMB Opportunity”. The key focus of the discussion was to deliberate on the emergence of new technologies, changing role of business and the growth of ICT industry in India becoming highly dependent on SMEs. With various initiatives by the Government like digital and skill India programme, there is a great opportunity for the SME growth. It is to discuss further on this topic that Mr Sahu called for the active participation of the senior delegates present at the event. The panelists were from cross sections of the industry that included STPI, WEBEL, System Integrators and Government. The panelists on the dais were Shri. Manjit Nayak- Addl. Director-Officer-in-charge-STPI (Kolkata); Shri. Ashwani Jain, COO (Telecom) – PGCIL; Mr. HPS Bawa, CEO-WEBEL Technology Ltd.; Dr. Govind, CEO-NIXI and Col. A.K. Nath – ED, CAC (Retd.)

Shri Ashwani Jain remarking on the currently prevalent Net Neutrality said that anything new that brings out an opportunity should always be welcomed and if the SME sector benefits from it, Net Neutrality should be encouraged. But at the same time, the concerns of the telecom operators should also be addressed.

Dr Govind asserted that that SMB is already contributing to the GDP of the economy. But the need of the hour is to see of how fast is this sector adopting newer technologies like Internet of Everything (IoE) that presents a big opportunity. There are other areas where the SMB can contribute in the integration of these technologies. While explaining this, he cited the example of how we can create our own search engines in different regional languages. Content development in the local languages is a must for this. India does have the capability to develop like China. Today there are 300 million Internet users but to take this number to billion, there has to be a localized content. Even the far flung areas can be reached only through content, which is developed in the language that they understand. This opportunity remains bare for the SMB sector to come and grab it.

On behalf of STPI, Shri Nayak talked about the various schemes it has both from the industry as well as the hardware industry side and how it has been serving this sector for the last 2 decades. Throughout India, more than 5000 different organizations have adopted these schemes. Because of its focus on SMB, STPI is creating lot of infrastructure that is facilitating their growth.

Defining the role of WEBEL in empowering SMBs in West Bengal, Mr. Bawa

said that the agency works for a number of projects in which it partners with the SMB sector and they in turn help in implementing these projects. However the one principle that it follows is that if WEBEL wishes to grow by means of working in these projects, the SMB sector is also ensured to follow in the same growth pattern.

Commenting on how the SMB is responding to the App model, Col. A.K. Nath said that the SMB is very quick to adopt things and with the explosion of apps in the mobile world, there is an immense opportunity for the SMB. He said that instead of Google browsing, we are nowadays doing App browsing. So this is an evolution. Here comes the significance of Big Data and the tool of Analytics can be used which will enable the SMB to think to the perspective of how a customer can use an App to fulfill his day to day needs. Questions like ‘What’s next’, ‘What if’ should start coming to them.

The discussion concluded on the note that SMBs are indeed the backbone of the country and their presence cannot be ignored in the process of decision making. They are the people who will drive the Digital India and the Make in India vision of our Prime Minister and their growth will reflect on the growth of the economy.

Audience at the Event



Solution Display Kiosks



EITF Award Winners

| | |
|---|-----------------------------------|
| Best Retailer, Eastern India | Supreme Technologies Private Ltd |
| Best Reseller, Eastern India | Lalani Infotech Ltd |
| Best VAR, Eastern India | Eastern LogicalInfoway Ltd |
| Best Value-Added Distributor, Eastern India | Savera Marketing Agency |
| Best Solution Partner, Eastern India | Techniche Consulting Services |
| Best System Integrator, Eastern India | Embee Software Private Ltd |
| Best National Distributor, Eastern India | Supertron Electronics Private Ltd |



Lucky Draw by TP-link

Solution display by Canon

Lucky Draw by Cyberoam

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