

President's message



Dear leader,

Welcome to the second edition of ISA Quarterly iQ, where you will find updates on ISA activities for the period, August to October 2010.

We have launched several initiatives to bring sharper focus to the development of various Electronic Systems Design & Manufacturing (ESDM) sectors. One of the key focus areas for us has been to continue to strengthen our relationship with the government.

ISA has been engaging with government bodies on strategic policy initiatives. ISA has been playing the role of a knowledge partner to the government for the development of the sector.

iQ also captures the key developments of the other ISA initiatives in the past quarter. I hope you find iQ informative and useful. Your feedback at president@isaonline.org would be much appreciated.

Best wishes,

Poornima Shenoy
President - ISA

ISA government interface



ISA has been performing the role of a facilitator between the industry and the government on strategic policy initiatives to help the growth of the industry. In the past three months, there have been several sector-specific meetings with the government.

Solar PV

In August, ISA had a meeting with the Ajay Shankar Committee. The meeting focused on proposals to promote the growth of the domestic solar PV manufacturing sector. The main points under discussion revolved on:

- Manufacturing clusters
- Semiconductor Policy - revamping and enhancing the scope of SIPS program
- Financial incentives for the growth of domestic manufacturing

Electronics Hardware

ISA called for the creation of a Core Advisory Group in the Electronics Hardware Sector (CAREL) in the office of the Principal Scientific Adviser (PSA), Government of India. The main objectives of the group with ISA as the convener are:

- Create a conducive environment for research and development
- Identify key areas of operation
- Establish commercial accountability and goals
- Facilitate technical and legal enablement

National Manufacturing Competitiveness Council (NMCC)

ISA held a meeting with the National Manufacturing Competitiveness Council (NMCC)

in September. NMCC has requested ISA to provide recommendations for a roadmap for the industry. ISA aims to get short- and long-term recommendations from the ISA CIGs and relevant segments. The focus is on Small and Medium Enterprises (SMEs). Specifics rather than generic terms on value addition in India were recommended.

Principal Scientific Adviser (PSA)

ISA held a meeting with PSA senior officials in September. Some of the key focus areas for discussion were:

- Long-term plans focusing on India becoming a global innovation leader in design and manufacturing in the electronic industry
- Turning the global economic recession into an opportunity for India
- Innovations to make India indispensable in the global supply chain
- Creation of high quality products at low prices
- Roadmap for developing manpower

Ministry of Communications and Information Technology (MCIT)

In September, ISA held meetings with Minister of State (MoS), Ministry of Communications and Information Technology (MCIT), Sachin Pilot. The meeting focused on an action plan to fine-tune policies. A three-point agenda was put forward to Mr. Pilot. The office of the MoS confirmed his participation in the ISA delegation to the UK later this year. The meeting stressed on the need to focus on enhancing domestic capacity. ●

ISAVISION SUMMIT

February 21 & 22 2011
Bangalore

- Two days, 300 industry participants, 25 speakers
- Focused sessions on sector opportunities, market trends, policy directives
- Exclusive sessions with innovators
- Business networking opportunities
- Technovation Awards 2011

Register now!
vs@isaonline.org



'Energy efficiency is a leadership opportunity that beckons us'

- *What initiatives are expected from ISA in the coming months?*

The ISA Executive Council is focused strongly on accelerating the ESDM agenda. Instead of having a broad-brush approach to electronics, we are looking at opportunities by vertical segments. The segments identified are: Telecom/Wireless, Consumer, Industrial, Automotive, Healthcare, Renewable Energy, and Defence & Aerospace. In a short period, most of these segments have been formed and have a clearly defined agenda. I am energized by the strong momentum being built by the leaders and members of each of these segments. It is also invigorating to see several OEMs and semiconductor companies working together in these groups.

We are also forming several key initiatives such as 'Entrepreneurship in ESDM' and 'Electronic Manufacturing Competitiveness'. Activities of these groups will cut across all vertical segments.

With 'Electronics' as our agenda, we also realized the importance of making our activities more broad-based across the country. To strengthen our pan-India activities, we have formed three regional chapters: NCR, Hyderabad and Pune. The NCR chapter has seen strong activity and interest already. A Chennai chapter is also under discussion.

We are also increasing our industry outreach to many more electronic systems companies. This is a consciously driven agenda – and we have the ambition to accelerate this further. We are already seeing increased value from these additions – and I am confident that this will allow us to play at a higher level of impact.

ISA will continue to provide inputs on several government (central and states) committees that will play an important role in the future growth of the electronics industry in the country. We had E3 (Electronics enabling Energy Efficiency) in Delhi in September, and are working towards Vision Summit in Bangalore in February 2011 and the Knowledge Convention in Delhi in March 2011. International delegations to UK in December 2010 and to Taiwan are also in the plan. The ISA-DIT report with EYI on the Indian design industry as well as the Report on Medical Electronics will be released in the coming months.

Finally, we will come up with two very authoritative industry reports on 'Energy Efficiency Leadership' and

'Inclusive Growth through Electronics'. Our intent is to make these reports (contributed by domain experts) extremely credible and be a critical reference for all stakeholders. Our vision is to clearly outline specific opportunities towards these two core strategies of the ISA vision, and drive these forward. Energy

Involvement from the industry is absolutely vital for taking the ISA vision forward. To provide impetus to member participation and engagement, we email in-depth decision and activity updates to all ISA member companies from the ISA Chairman on the first of each month. I have been very encouraged by the feedback we have received from members on these reports. We have also launched this ISA Quarterly – to communicate broadly to not only our members but also to all stakeholders whose participation is critical to drive our ambitious agenda.

ISA also acts as an effective link between industry and the government on policy initiatives that will encourage the growth of the industry. That's also where we want more leaders – not only from the semiconductor industry but also from the electronics industry – to join the ISA fraternity.

- *What are your expectations of ISA as an industry body that is taking the aspirations of the industry forward?*

ISA derives its strength from the quality of its leaders. We are privileged to have a large number of outstanding leaders in our industry who enthusiastically share their vision, and give their time and effort for the growth of the industry. While 'electronics' is a big opportunity ahead and can 'change India', we must also be humble and grounded to realize the complexities and challenges involved. That's where the depth of leadership we are consciously leveraging will help us scale further heights.

Finally, ISA has a vision to grow the Indian electronics industry from US\$ 40 billion today to US\$ 400 billion in a decade, with a manufacturing index of 80 percent. This is an extremely tall order. It is also a dream we all have and we will work hard as an industry to strive to make it a reality. We know the impact it can potentially create – in terms of India's GDP growth, employment and opportunities for electronics and semiconductor companies. We will need much help and support from all concerned towards realizing this aspiration. We will drive this as an industry by working closely with the government, and collaboratively with other industry bodies, research groups and the academia, VCs and other stakeholders.

If we can do this, ISA would be making an important contribution to India's future growth story! ●

iQ Corner



Dr. Biswadip (Bobby) Mitra
Chairman, ISA
President and Managing Director
Texas Instruments (I) Pvt. Ltd.

Dr. Mitra articulates the vision for the organization and outlines the initiatives in the coming months. The interview is in continuation of the first part that appeared in the previous issue of iQ

Efficiency is a leadership opportunity that beckons us, while Inclusive Growth to impact the lives of millions in our country through electronics is the most lasting impact we can create.

- *The level of engagement from industry in ISA activities is going up steadily. In what ways does industry involvement take the ISA vision forward?*



Vision Summit 2011

Conference Theme

**Electronic Systems Innovation:
India's opportunity to drive global
markets**

The ISA global conference, Vision Summit, next year is centered on the rising relevance of India as an electronic systems player in the world. The sixth edition of Vision Summit is expected to host nearly 400 delegates from around the world. Delegates will include leaders from the Electronic System Design and Manufacturing (ESDM) industry, entrepreneurs, analysts, government policy-makers, influencers, venture capitalists and the media.

Opinion leaders from the ESDM ecosystem will explore various facets of the industry, and the challenges and opportunities that they foresee in the years ahead.

Session Themes

Day 1

- Market & business dynamics in emerging markets
- Telecom & consumer products: driving global markets through local innovations
- Healthcare & education: next frontier in multi-disciplinary system design
- Energy efficiency: energy saved is energy produced

Day 2

- Idea to product to markets: entrepreneur's journey - two sides of the same coin
- Innovation for masses: disruptive technologies, a key market driver

Who can you expect at Vision Summit 2011?

- Analysts
- Business & technology heads
- Decision makers
- Entrepreneurs
- Government officials
- Media
- Policy makers
- Thought leaders
- Venture capitalists

Why should you / your company participate at Vision Summit 2011?

- To network with industry leaders, influencers and decision-makers
- To align your company's strategy with emerging trends
- To engage with global players for business opportunities
- To understand the direction government policy-making is taking and how it affects your business
- To engage and interact with peers

Delegate fee

Category	Early bird		Regular	
	before Jan 30 2011		after Jan 30 2011	
	₹	\$	₹	\$
ISA members	10000	250	12000	300
CEHA members	11000	275	13000	325
Others	12000	300	14000	350

Amount is inclusive of all taxes

Sponsors

ARM | **cadence**

DELPHI | **freescale**
semiconductor

intel | **MICROCHIP**
Loop ahead!

Mentor Graphics | **SYNOPSYS**

M | **TEXAS INSTRUMENTS**
Mentor Graphics

WIPRO | **XILINX**

Supported by

Department of Information Technology

UK TRADE & INVESTMENT

BENGAL | **Webel**
opportunities. infinite



Distinguished speakers at the ISA Vision Summit 2010 inaugural session



A section of the audience at ISA Vision Summit 2010



On September 15, ISA held a panel discussion on Electronics enabling Energy Efficiency (E3) in New Delhi. Frost & Sullivan was the knowledge partner for the seminar. It was supported by Su-Kam Power.



Speakers at the E3 panel discussion in New Delhi

Panel Theme

Strategic roadmap for Electronics enabling Energy Efficient usage

While the domestic demand for electronics is creating opportunities for the industry, it is also posing a threat to the environment. There is growing consciousness among industry leaders to create adequate balances

in the industry's growth strategy. The E3 panel focused on the role that electronics can play in energy management. The panelists discussed and developed a strategic roadmap towards achieving improved energy efficiency in electronics.

Speakers

Industry leaders and delegates from the Bureau of Energy Efficiency (BEE), Government of India took part in the panel discussion. The keynote address was delivered by Dr. Ajay Mathur, Director General, BEE. Rajeev Dubey, Deputy Editor, Business World was the moderator, and the speakers were Sanjay Munshi, Product Manufacturing Head (home entertainment products), LG Electronics India; Venkat Rajaraman, CEO, Su-kam Power Systems Ltd.; Hari Chereddi, Managing Director, Sujana Energy; Sanjay Nayak, CEO & Managing Director, Tejas Networks Ltd.; and T.K. Kurien, President, Wipro EcoEnergy.

Local Chapters

NCR Chapter



Chapter members interact during the i2 in Noida

NCR Chapter members met during the ISA Interactive i2 hosted by Cadence Design Systems (I) Pvt. Ltd. in August in Noida to evolve a plan of action for the coming months. The chapter's government affairs work group plans several key initiatives for ISA collaboration with the government and aims to implement them with the help of the relevant segments. The academic and member connect work group aims to increase awareness by hosting ESDM related events in upcoming engineering colleges and by hosting lectures by key leaders in the industry. The energy work group is focused on a clear set of activities, and to align the chapter's activities with the solar and industrial segments.

Dasaradha Gude, Corporate Vice President & Managing Director, AMD India is the convenor of the Hyderabad Chapter. The team is to be decided at a later stage.

Plans are underway to start a chapter for Pune. C.S. Venkatraman, General Manager (Electrical & Electronics), ERC, Tata Motors Automotive Electronics, and Anup Sable, Senior Vice President, Automotive & Engineering, KPITCummins Infosystems Ltd. will lead the Pune Chapter.

Distinguished Speaker Series



Philippe Magarshack speaking at the event in Noida

In September, the NCR chapter hosted a Distinguished Speaker series. The topic of discussion was 'Future of semiconductor design' and the main speaker was Philippe Magarshack, Group Vice President, ST Microelectronics. The event was held at ST Microelectronics, Noida and had over 130 delegates. Delegates included senior design engineers, design managers, EDA professionals and graduate level students and faculty of engineering institutes.

Lecture on storage and networking

ISA supported a lecture organized by Pune Chips, a special interest group on semiconductor design and applications, in October. The lecture on 'Storage & networking protocols for the next generation' focused on the latest advances in networking and storage protocols and methods for enhancing the performance of the storage environment. Howard Goldstein, a veteran in storage, data and telecommunications networking, delivered the talk. The event attracted product managers, engineers and students of electronics and telecommunication, and was sponsored by QLogic.



Update on Segments and Initiatives

Automotive

The automotive segment meeting was held in August, chaired by Ganesh Guruswamy, Vice President & Country Manager, Freescale Semiconductor (I) Pvt. Ltd. The meeting focused on aligning the CIG with ESDM charter of ISA, establishing key areas of activity, and including members from OEMs and semiconductor companies across Tier1 and Tier2 cities into the CIG. The other members present were C.S. Venkatraman of Tata Motors, Tarak Balaji of Delphi Automotive Systems Pvt. Ltd., Anup Sable of KPIT Cummins Infosystems Ltd.; and Vivek Tyagi of Freescale Semiconductor (I) Pvt. Ltd.

The automotive segment organized a closed door discussion on automotive electronics in October in Chennai, hosted by HCL Technologies. The objective of this meet was to discuss how electronics can help drive 'sustainable and safe' growth in India. Senior executives from Delphi Automotive Systems Pvt. Ltd., Freescale Semiconductor (I) Pvt. Ltd., HCL Technologies, General Motors, NXP Semiconductors (I) Pvt. Ltd., Tata Motors, TVS Motor Company, Varroc Group and Volvo Auto India participated in the discussion. Segment convener Ganesh Guruswamy opened the session. The other speakers included C. S. Venkatraman of Tata Motors, Tarak Balaji of Delphi Automotive Systems, Sandip Sarkar of General Motors, Dinesh Shyamsundar of Varroc Group, Dr. Jabez of TVS Motors, Nischal Muchakanni of NXP, and Anup Dutta of HCL.

Telecom

Hemant Kanakia, entrepreneur and telecom VC joined the CIG as Advisor. C-DOT, Maverick Wireless, Sloka and MindTree are the new members who have joined the segment.

The segment team provided inputs for recommendations on the 2011-12 Union budget. The team is continuing its endeavor to identify inputs for policy recommendations related to telecom to be included in the ESDM report.

Entrepreneurship

ISA supported an event organized by The Indus Entrepreneurs (TiE) in Bangalore in August. The workshop titled 'Start-up funding' is the first in a series in the coming months.

UK Country Forum

The Core Initiative group (CIG) organized a breakfast meeting with Dave Gorshkov, Sector Champion, the UK Government on 'ICT, electronics and semiconductor industry' in August at Bangalore. The discussions focused on the enquiries that member companies had about the semiconductor and electronics industry in UK and the various start-up opportunities in UK.

The CIG head Guru Ganesan, Managing Director, ARM convened a meeting in September to finalize the objectives for the CIG. The main objectives identified are to create a common platform for technology companies in both the countries to help in creating new markets, provide a networking platform for ISA members, enhance commercial viability in both new and existing markets, provide a channel for UK investors into start-ups in the country, provide a platform that opens up opportunities for better technology, innovation and investment opportunities, and provide relevant market intelligence.

Education

The education segment organized a half-day workshop in Bangalore to review 'use cases' for an education pilot. Education pilot is a proof of concept for solutions in the higher education using technology solutions available within the core groups of companies. Edurite, PES Institute of Technology and M S Ramaiah Institute

of Technology presented the 'use cases' and the requirements for improving education delivery. Wipro has volunteered to work on defining the framework and Edurite has expressed interest in piloting its education solution on various platforms.

Solar

The solar segment plans four focus areas for operation with the group heads forming their own sub-teams, if required. The four areas are government, ecosystem and market, technology/standards, and finance.

Venkat Rajaraman of Su-Kam and Rajiv Jain of ISA have prepared a white paper on 'Status on PV inverters and recommendations for encouraging domestic industry'. The objectives of the white paper are to present the right perspective on the solar PV inverter industry, prepare an ecosystem readiness report, and make recommendations for achieving the objectives and targeted capacity additions under the Jawaharlal Nehru National Solar Mission (JNNSM).

Industrial

The Industrial segment met on October 15. Segment convener Arun Jain of Texas Instruments chaired the meeting that was attended by V Muthuswami of MIC Electronics and Ravi A V of Nichia representing the lighting sub-committee; Ardhendu Pathak of GE representing the motor sub-committee; Satyan Vijayavergiya of Genus representing the inverter sub-committee; and Deepak Bhardwaj of Texas Instruments.

The inverter group will undertake the following activities under the ESDM charter:

- Energy Star Rating criteria to be suggested for inverters, power supplies, UPS, etc. A paper that will incorporate power savings linked to Star rating, efficiencies and direct impact on power savings, cost, etc, will be circulated, along with potential policy support. It will be submitted to the Bureau of Energy Efficiency (BEE).
- Standardization of specifications, testing, etc. to encourage better quality inverter products. A paper will be circulated on the requirements.
- Education (training for the industry) and consumer awareness plan. A suggestion paper will be circulated.

The lighting group has decided to take the following actions in the near future.

- It will organize a seminar on lighting to create awareness among regulators, manufacturers and key institutional consumers. The seminar will focus on energy efficiency achieved through LED and other means, need for standardization of components and specifications, need for a central testing lab or regional labs for lighting products, etc.
- Determining standards for LED lighting and suggestion of plan for phased introduction linked to efficiency norms. A paper in this regard will be circulated by mid-December.

Ardhendu Pathak, who has started the motor control and pump group, will soon constitute a team. Suggested members are Best Engineering, Crompton Greaves, Kirloskar, WEG and ABB. The first meeting is expected to be held in November. The group plans to take up standardization of specifications by January, and hold an awareness seminar in the January-March 2011 quarter.



Group site:

Members are invited to logon to www.isaonline.org to interact with ISA core groups.

For any clarifications / queries, please contact ISA coordinator Suriya Kala at suriya@isaonline.org



ISA at BangaloreIT.biz 2010



Panel discussion at the event

ISA participated at the inaugural session at BangaloreIT.biz 2010 on October 28. Dr. Bobby Mitra, Chairman, ISA spoke of the potential impact of ESDM across multiple growing market segments, ISA's vision and the impact of Electronics for Energy Efficiency leadership and Inclusive Growth.

ISA organized a session on embedded technology. Sanjeev Keskar of PMC Sierra India delivered the opening remarks at the session. The other keynote speakers at this session were Vijay Ratnaparkhe of Robert Bosch Engineering & Business Solutions Ltd., Sanjay Nayak of Tejas Networks and Sanjay Sharma of Mahindra Satyam. There was a panel discussion on 'Next Generation Internet Access Platform'. The speakers were Vivek Tyagi of Freescale Semiconductor, S. Natarajan of Intel, Siva Ramamurthy of Genband and Abdullah Khan of iWave Systems Technologies. Prof. S. Sadagopan, Director, IIT-Bangalore moderated the panel.

Meeting with HTIA delegation

A delegation from the High Technology Industry Association (HTIA), Israel led by Chairman Aaron Mankovski held discussions with ISA in October. The objective of the meeting was to discuss the MoU that was signed earlier in the year between ISA and HTIA on facilitating business between member companies of the two industry bodies.

Forthcoming delegation to the UK



ISA, in collaboration with UK Trade & Investment (UKTI), is organizing a high-level Indian electronics delegation to the UK from December 7 to 10. The delegation will be led by Shri. Sachin Pilot, Minister of State for IT & Telecommunications. The delegation will participate in Technology World 2010, an international event being organized by UKTI on December 7 and 8. The delegation will also attend exclusive meetings, seminars and networking events with business leaders in London, Cambridge & Manchester.

ISA Initiatives

ISA initiatives aim to provide more focus on core ESDM segments. The participation of industry leaders provide a strategic boost to each segment. Given below are some updates on new activities:

Technovation CIG



Anil Gupta
Managing Director & CEO
Metalogic Circuits (I) Pvt. Ltd.

Convener



Himanshu Rawal
Account Manager
Mentor Graphics (I) Pvt. Ltd.
& Director
Cre8 Ventures India



Karthee Madasamy
Managing Director-
India & Israel
Qualcomm Ventures



Surendra Kumar Jain
Managing Director
Sequoia Capital India

Conveners of new initiatives

Defence & Aerospace



D A Mohan
CEO
DAC International

Manufacturing



Satendra Singh
Head, India Manufacturing
Operations & Director
Nokia-Siemens Networks

Fabless Companies



Ganapathy Subramaniam
CEO
Cosmic Circuits Pvt. Ltd.

ISA DIT Study



Vinod Deshmukh
President & CEO-
R&D Services
MindTree Ltd.

ISA F&S Study



Srinivas Kasa
General Manager,
Sales Semiconductor
Sales & Marketing
Texas Instruments (I) Pvt. Ltd.

TECHNOVATION

AN ISA INITIATIVE

Celebrating Excellence in Electronics...

Technovation Awards 2011

Contact:
Aparna Baidoor
technovation2011@isaonline.org



Technovation jury

TECHNOVATION

AN ISA INITIATIVE

Celebrating Excellence in Electronics...

The Technovation Awards celebrate excellence in electronics and are granted to individuals as well as organizations that help in promoting the industry and act as role models in the Electronic Systems Design and Manufacturing (ESDM) ecosystem. These awards provide a platform to exhibit their achievements.

Technovation Jury

The Technovation jury comprises of eminent industry leaders across sectors. The evaluation of the awards will be on the basis of product design and innovation, marketing strategy, business model and customer acceptance. This year's jury members are as follows:



Ashok Soota
Executive Chairman
MindTree Ltd.

Ashok Soota, Executive Chairman and Co-founder, MindTree has had a distinguished career starting in 1965 with the Shriram Group of Industries. Prior to MindTree, Mr Soota enjoyed a successful stint with Wipro Infotech. An industry leader, he has held several high ranking positions in the industry and has been acknowledged twice as IT Man of the Year.



Prof. Ashok Misra
Chairman
Intellectual Ventures
(Former Director - IIT Bombay)

Ashok Misra, a renowned engineer and scientist, has had a career as a researcher and teacher that spans over three decades. He has served as director of Indian Institute of Technology (IIT), Bombay and has contributed regularly to international journals. Prof. Misra has six patents and has authored two books.



Anurag Behar
Co-CEO
Azim Premji Foundation &
Chief Sustainability Officer
Wipro Technologies Ltd.

Prior to his appointment as Co-CEO of the Azim Premji Foundation, Mr Behar has held several key positions in Wipro. He has been at the forefront of Wipro's key investments in two strategic diversifications—Water and Clean Energy sectors. He has been recognized by the World Economic Forum as a 'Young Global Leader' and has been a member on the Board of the TERI University.



Rajiv Mody
Chairman & CEO
Sasken Technologies

Rajiv Mody, Co-founder, Sasken Communication Technologies Ltd. is an industry veteran who has worked with organizations like AMD, Seattle Tech Inc., and VLSI Technology Inc. He was honored as the 'Technovator of the Year 2007' by a leading technology publication and has been an Executive Council member of The National Association of Software and Services Companies (NASSCOM).



Dr. Anil Menon
CEO
Cisco Smart Cities

Dr. Anil Menon has worked in several key global roles with IBM Corporation before joining Cisco in 2009. Prior to joining IBM, Anil held the role of a successful academic and business consultant. Having served as a graduate faculty member of Emory University, Anil has also been awarded the American Marketing Association's prestigious Paul Root/MSI Award (formerly the Alpha Kappa Psi Award). He has been honored with the 2007 Distinguished Marketing Practitioner Award by the Academy of Marketing Science.

ISA new members

The following companies have joined ISA in the part quarter:

De Core Science & Technologies Ltd.

Masamb Electronics Systems

RFMD Inc. India Liaison Office

Robert Bosch Engineering and Business Solutions Ltd.

ST Ericsson

Sling Media

Transcendix

Wind River Systems International Inc.



ISA in the news



For feedback and advertising opportunities please contact us at:
research@isaonline.org

Editor and Publisher : Dr. Vidya Mulky

Design : Cocoon Creative Concepts

India Semiconductor Association

Head office:
UNI Building, Millers Tank Bund Road
Bangalore - 560 052 India
Phone: +91 80 4147 3250
Facsimile: +91 80 4122 1866

New Delhi office:
DBS Business Centre, First Floor
World Trade Tower, Barakhamba Lane
Connaught Place, New Delhi - 110 001 India
Phone: +91 11 4050 9200
Facsimile: +91 11 2341 4740