Andhra Pradesh- Opportunities in IT & ITeS

- Bhavna Saxena, IPS

Special Commissioner, AP Economic

Development Board

AP fiber

DIGITAL ANDHRA PRADESH

## ANDHRA PRADESH CHIEF MINISTER VISION

Vision Statement

"The people of Andhra Pradesh envision transforming their state into happy, inclusive, responsible, globally-competitive and innovation-driven society through structural transformation and by sustaining double-digit economic growth to become one amongst the three best states in India by 2022 and the best state by 2029."

Shri Nara Chandrababu Naidu

(Hon'ble Chief Minister of Andhra Pradesh)

Connect

AP fiber
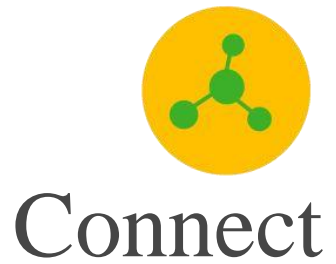
"It is my dream to ensure that every household in the state has access to internet and every family reaps the benefit of it.
Internet, video and telephone services will be provided at the doorstep through the project."

Shri Narachandra Babu Naidu
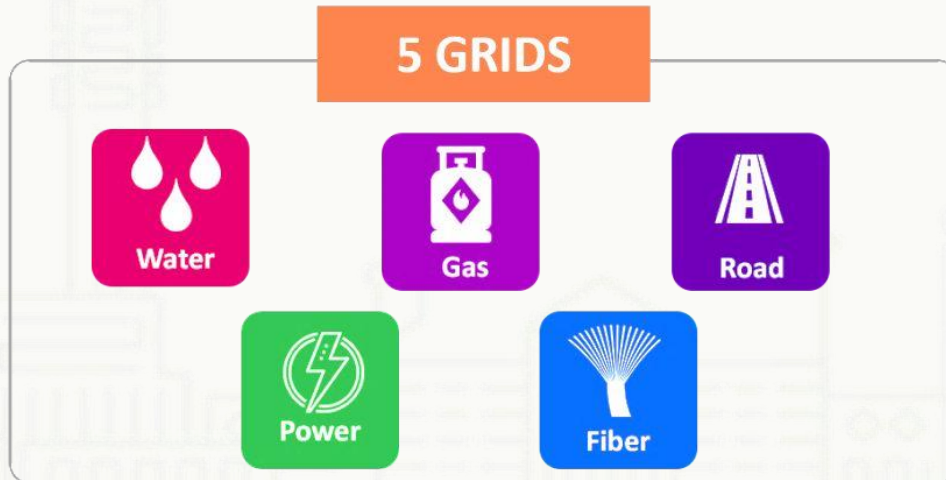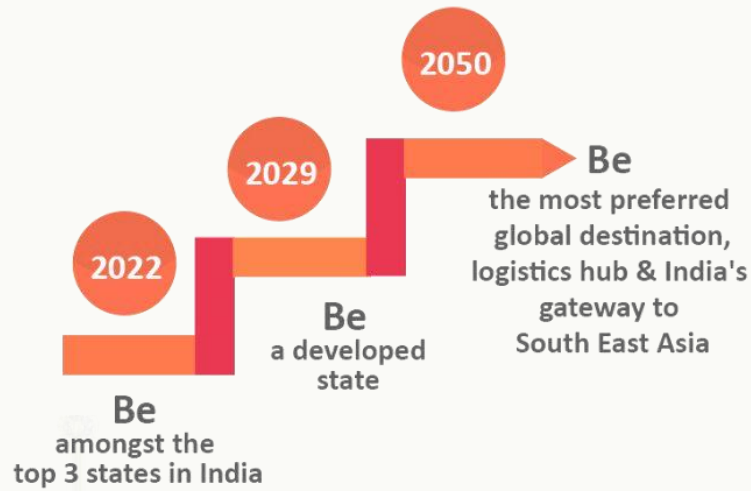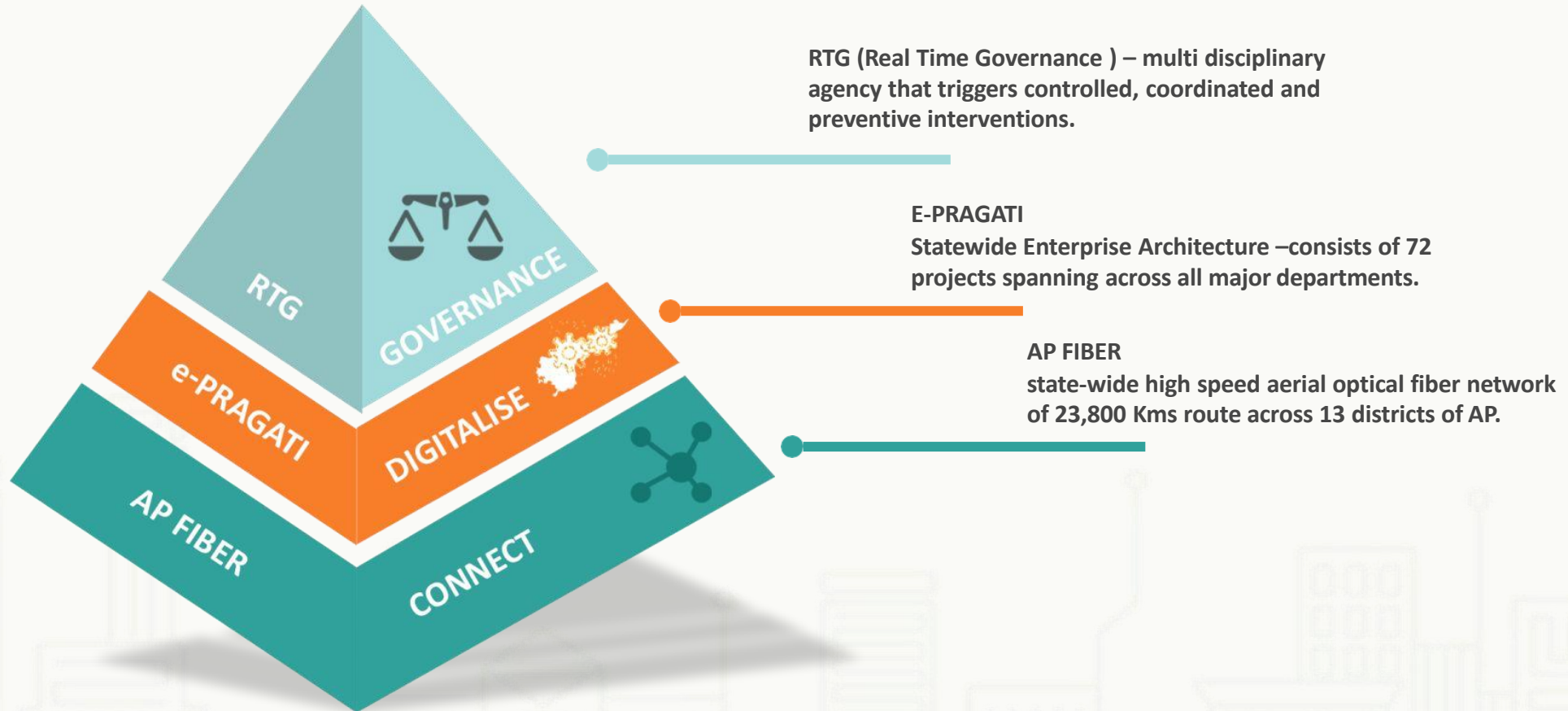*(Chief Minister of Andhra Pradesh)*

AP fiber

DIGITAL
ANDHRA PRADESH

A P Fiber Vision

To establish a highly scalable network infrastructure accessible on a non-discriminatory basis, to provide on demand , affordable and end-to-end broadband connectivity of 15 Mbps for all households and 100 Mbps for institutions and offices by 2018 to enable realization of the vision of Digital AP, in partnership with Government of India and private sector.
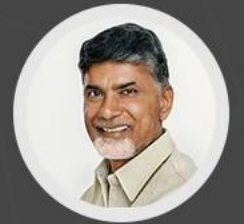
AP fiber

DIGITAL ANDHRA PRADESH

ANDHRA PRADESH VISION AREAS

2022 — Be amongst the top 3 states in India

2029 — Be a developed state

2050 — Be the most preferred global destination, logistics hub & India's gateway to South East Asia

7 MISSIONS

- Primary
- Urban
- Industries
- Infrastructure
- Services
- Skill development
- Social empowerment

5 GRIDS

- Water
- Gas
- Road
- Power
- Fiber

5 CAMPAIGNS

- Enrolment of Students
- Environmental sustainability
- Victory over poverty
- Revival of agriculture
- Cleanliness & health

GOVERNMENT OF ANDHRA PRADESH

सत्यमेव जयते

ANDHRA PRADESH - APPROACH

RTG (Real Time Governance) – multi disciplinary agency that triggers controlled, coordinated and preventive interventions.

E-PRAGATI
Statewide Enterprise Architecture –consists of 72 projects spanning across all major departments.

AP FIBER
state-wide high speed aerial optical fiber network of 23,800 Kms route across 13 districts of AP.
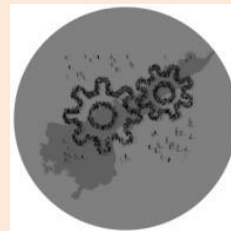
DIGITAL ANDHRA
PRADESH

AP FIBER

ANDHRA PRADESH
India's Sunrise State

CONNECT

Build the necessary infrastructure
to connect the state.

DIGITIZE

Digitalise all the data. So the
necessary information can flow
quickly.

GOVERNANCE

Monitor the state

Andhra Pradesh ICT Ecosystem - Overview

USD 56.6 Mn IT/ITeS exports in FY 2017-18, at growth of 40% YoY

Recorded **120+ IT Companies and 170+ Start-ups** in 2017-18

Policies governing emerging technologies such as
- AI & Cloud Hub Policy
- IT, Start-up & Innovation Policy
- IoT Policy
- DTP Policy
- Gaming and Animation Hub Policy

Gigabit connectivity to all gram panchayats by 2017 and to all villages by 2020
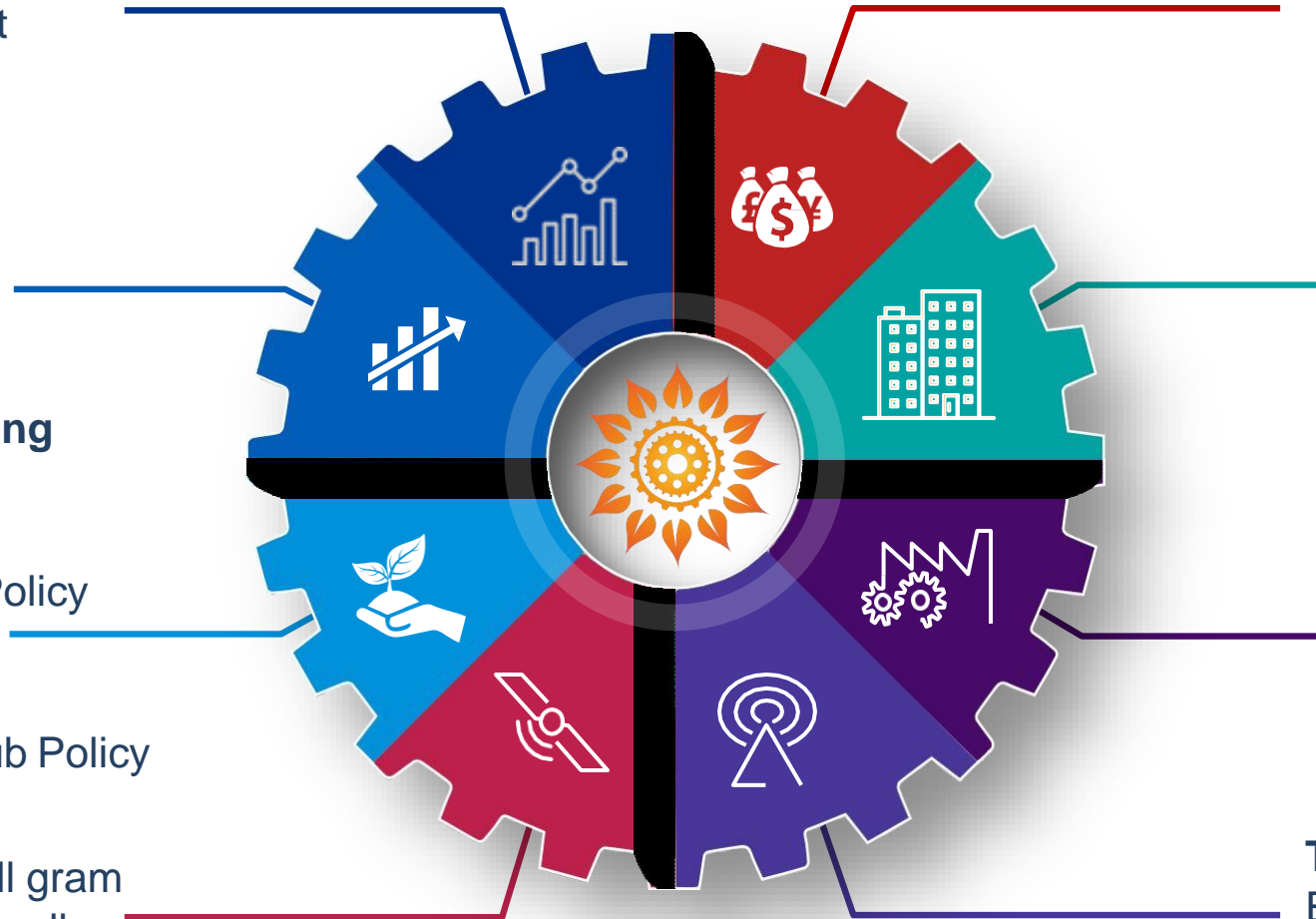
To attract **USD 2 Bn worth investments** in IT/ITeS sector

Emerging Ecosystem
- FinTech Valley
- IIDT
- Integrated Innovation and Technology Park
- Industry-Academia Collaborati

4 cities to be developed with IT/ITeS focus- Amaravati, Visakhapatnam, Tirupati and Anantapur

Telecom Infra –
Every house to have 15Mbps connectivity at affordable prices and 100Mbps to 1Gbps for institutions and offices

- **AP IT Overview & Opportunities**

  - Innovation within Governance
  - AP Fibre Grid Project
  - Key Players in IT/ITeS

- **AP IT Policy Frameworks**

- **Workforce & Skillset**
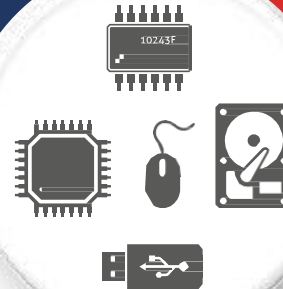
Transforming Governance Through Technology

CORE Dashboard

Shifting gears towards Intuitive Governance

- >12 Lakh IoT Devices
- Across 33 Departments
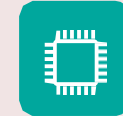- Built in Analytics

AP FIBERNET
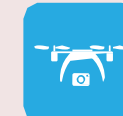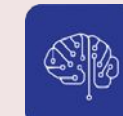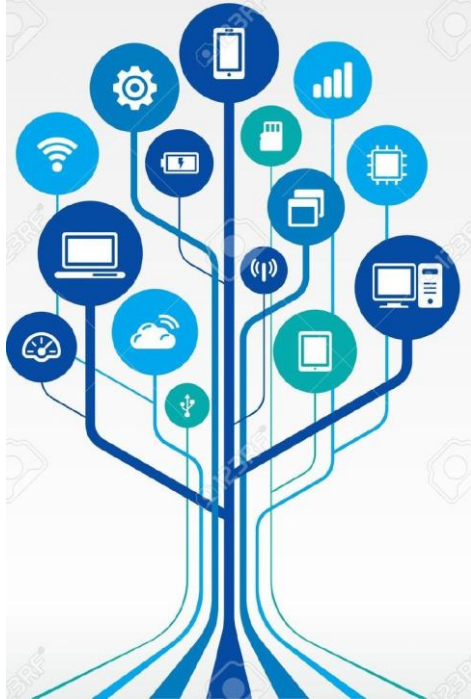End to End broadband connectivity upto 1 Gbps

Create an efficient ecosystem for delivery & consumptions of digital services

Real Time Governance

- Biometrics
- Surveillance
- Sensors
- Drones
- Data Analytics

AP Fibre Grid Project – Driving Connectivity in the State

The project involves laying of 23,000 km optical fibre network at an **estimated cost of USD 51.4 mn**

Phase 1 – Aerial Fiber Grid

Creating an aerial fiber network by leveraging assets of electricity companies

Phase 2 – Underground Fiber Grid

Creating an underground fiber network covering **12,918 gram panchayats**

Coverage

- **15 Mbps connections** will be made available to **14.5 million households** at INR 149 per month by The Andhra Pradesh FiberNet
- On-demand availability of **100 Mbps – 1 Gbps connections** for business enterprises, leveraging assets of the State's Electricity Dept

Project Overview

- **A 24-Core Optical Fiber Cable** will be laid for a length of around 23000 kms over the electrical poles with its back-end electronic systems being set up at the Points of Presence (PoPs) at 2449 identified sub-stations
- **A state-wide control and command center** for this entire network is being set up at Visakhapatnam as a Network Operations Center (NOC)

Google [x]

- o To set up a development centre in Visakhapatnam, **its first outside the US**
- o To setup **2,000 FSOC links to connect far-flung regions in the State**
- o **To bring high-speed internet (20 Gbps) and broadband connectivity** to 12 million households, government offices and 1,30,000 private enterprises

Key Partners – Operating and Upcoming Companies

Key Operational Companies

HSBC · wipro · Tech Mahindra · IBM · FRANKLIN TEMPLETON INVESTMENTS

Paytm · ACN INFOTECH Empowering Business Globally · CONDUENT · SYMBIOSYS TECHNOLOGIES · WNS Extending Your Enterprise

MIRACLE SOFTWARE SYSTEMS · PENA4 · id:analytics · innova www.innovasolutions.com · PATRA INDIA BPO SERVICES

Upcoming Major Companies

Google[x] · Broadridge · BAJAJ Allianz

ADITYA BIRLA FINANCE · ZOHO · KARVY DATA MANAGEMENT · ICICI Lombard GENERAL INSURANCE

mastercard · kotak Kotak Mahindra Bank · Deskera RUN YOUR BUSINESS · Microsoft Accelerator

- ## AP IT Overview & Opportunities

- ## AP IT Policy Frameworks

  – Artificial Intelligence Policy 2018-20
  – IT, Start-up & Innovation Policy 2014-20
  – Integrated Innovation and Technology Park Policy 2017-20
  – Cloud Hub Policy 2018-20
  – Animation, VFX, Gaming and Comics Policy 2018-20
  – AP Designated Technology Park Policy 2017-20
  – AP Cyber Security Policy

- ## Workforce & Skillset

AP Artificial Intelligence Policy 2018-20 – Framework

Key Enablers

AI Research & Development	AI Workforce
AI Testing	AI Regulation

Focus Areas

- Employment generation in cognitive technology
- Impetus to AI testing in the state
- Development of new technologies and solutions
- Government participation in research and development

Land Subsidy

- INR 60,000/employment generated for mega Projects
- INR 40,000/ employmentgenerated for other projects

Employment Subsidy

- INR 50,000/1,00,000/1,50,000 depending on the nature of the project – consistent with the IT policy
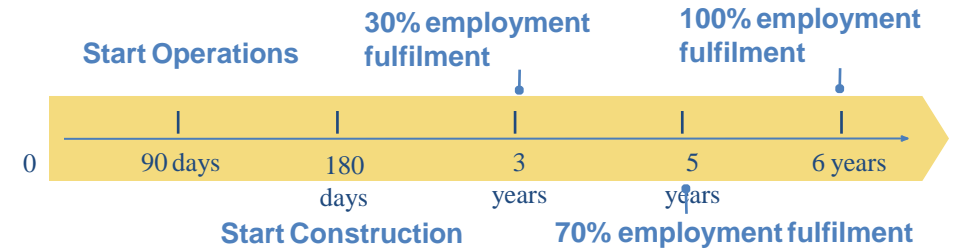
R&D Incentives

- **Co-financing of industry sponsored research:** INR 25 lakhs for AI related projects of public importance where an equal amount has been funded by private/public sector companies
- **Patent Registration:** 75% of the cost subject to a maximum of INR 6 Cr.

AP IT Policy 2014-20 – Framework

Land Allotment

- IT/ITES units with IT/ITES employee strength of 250 and annual turnover above Rs.25 cr.

Start Operations

30% employment fulfilment

100% employment fulfilment

0   90 days   180 days   3 years   5 years   6 years

Start Construction

70% employment fulfilment

Lease Rentals *(under DTP* Scheme)*

- Reimbursement of 50% of Lease Rentals paid to the infrastructure provider, subject to a maximum of Rs.10 lakhs per annum, for a period of 3 years

Bandwidth/Connectivity

- Reimbursement of 25% (Internet charges) paid to Internet Service Providers, subject to a maximum of Rs.15 lakhs per annum, for a period of 3 years

Skill Up gradation & Training

- 50% reimbursement of the cost incurred subject to a maximum of Rs.10,000/- per employee for 3 years

Stamp Duty, Transfer Duty and Registration

- 100% reimbursement of fee paid towards on rental/lease premium/ lease deeds on the first transaction and 50% thereof on expansion

* Designated Technology Park

Employment Subsidy

- INR 50,000 per employee or 6 months CTC

- INR 50,000-1,00,000 per employee or 6 months CTC

- INR 1,50,000 per employee or 6 months CTC

Mega Projects

General Projects

MSME/SC/ST/BC /Women/Rural Projects

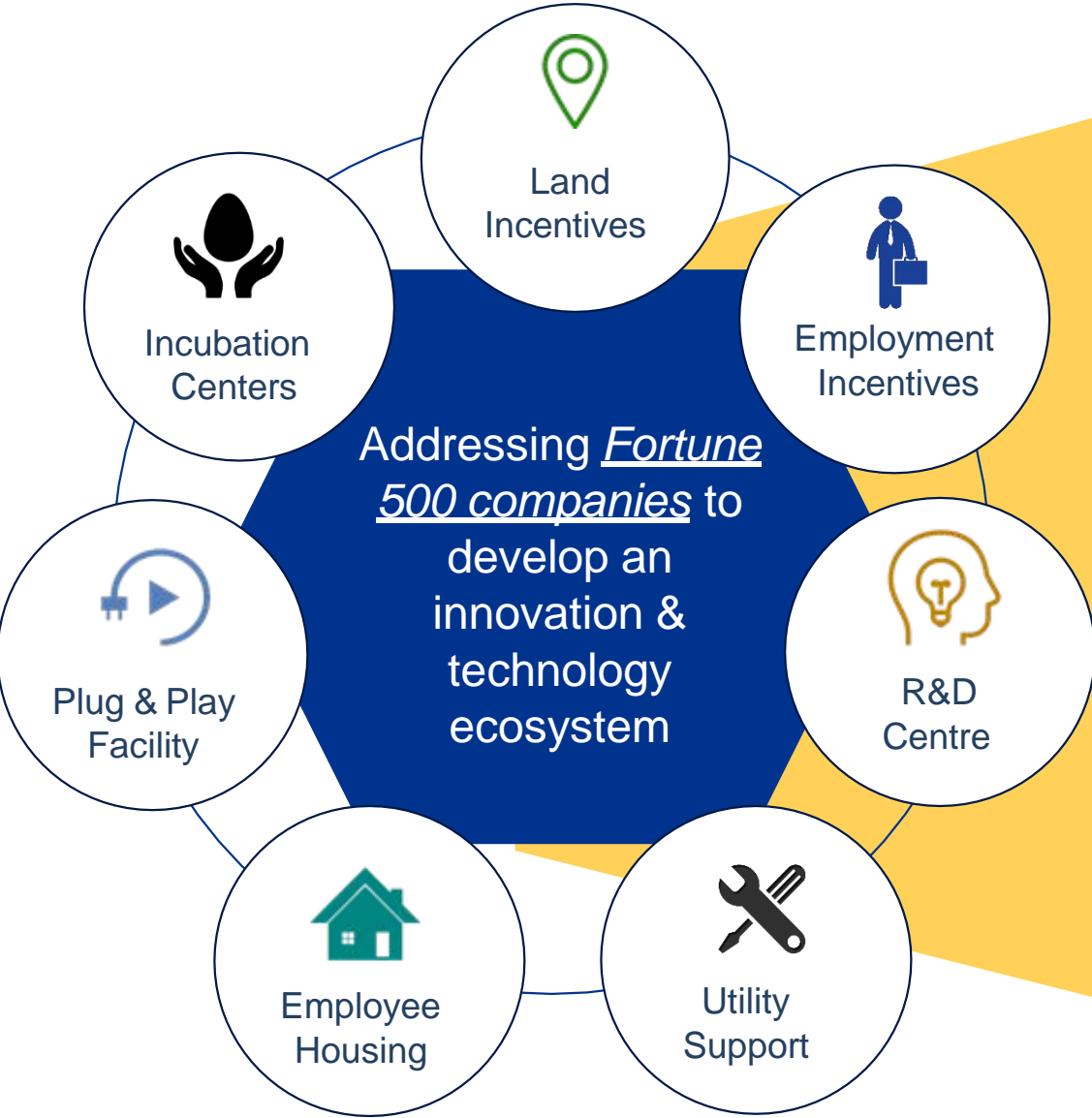- Reimbursement of @ Re.1/- per unit consumed for a period of 5 years
- 100% Reimbursement from Electricity duty, for a period of 5 years

Power Subsidy

- 5% for a period of 7 years subject to maximum of Rs.1 Cr per annum

Interest Rebate

An Integrated Innovation and Technology Centre – 2017-

- Land Incentives
- Incubation Centers
- Employment Incentives
- Plug & Play Facility
- R&D Centre
- Employee Housing
- Utility Support

Addressing *Fortune 500 companies* to develop an innovation & technology ecosystem

Setup at least **1** Integrated Innovation and Technology Campus by **March 31, 2020**

An Integrated Innovation and Technology Centre – Policy

Fortune 500 companies or alternatively Fortune 1000 companies and large Indian companies

Minimum market cap of $5B

Minimum annual turnover of $1B over last 5 years

Create 2,500 employment in 7 years

Project investment to be ≥₹250 Cr over 7 years

Committed to invest and nurture at least 5 state grown start-up companies

LAND & INFRA

- Allotment of land at **nominal prices;**
- **Mixed zoning and other such zoning** allowed as deemed fit by GoAP
- Creation of **100 employees/ acre** high-end direct employment in emerging technologies
- **Sub-leasing of IT space permitted**

EMPLOYMENT

- **INR 1,00,000/-** per additional employment generated or **6 months** cost to company, whichever is lower

ECOSYSTEM

- Incubation center/ Plug & Play facility allotment at **nominal rate for 2 years** or until **creation of captive infrastructure** by proponent, whichever is earlier
- Facilities allotment at **subsidized cost** of not less than **50% of the market value for 3 years** or **completion of captive infrastructure**, whichever is earlier.
- **100% SGST** reimbursement on goods and services by incubator to incubated within AP

DATA CENTRE

- **RoW at zero cost** provided connectivity not leased out or extended as service
- **50% SGST reimbursement** for new data centers/ data recovery centers on purchase of raw materials and equipment within AP for a period of 3 years
- **50% SGST reimbursement** on services provided by data center to registered units within AP

UTILITY SUPPORT

- Assistance of **50% of Internet connectivity charges for 3 years** up to maximum of **INR 1 crore**
- **24X7** reliable, quality power
- Projects to be **exempted from statutory power cuts**
- **24X7 water** supply

R&D

- **Reimbursement on cost of filing patent**, for companies with India HQ in AP, up to a limit of:
  - INR 5 lakh per domestic patent awarded
  - INR 10 lakh per international patent awarded

AP Cloud Hub Policy 2018-20 – Objectives and Incentives

- Make Andhra Pradesh one of the most preferred destinations for Data Centers and AI Cloud Hubs

- Attract new investments worth at least $5 billion in the sector by 2020

- Promote innovation in AI, R&D in the industry and ensure technology up- gradation

- Promote advanced testing facilities (e.g.: driverless vehicles, Drones, FinTech, Gov-Tech (Smart Cities)

- Act as an anchor and co-location host for SAARC countries and beyond

- Address air space regulation specifically for advanced drones testing associated with AI Cloud Hub policy

- Data privacy and protection

Employment Incentive: ₹50,000/ ₹1,00,000/ ₹1,50,000 depending on the nature of the project – consistent with IT policy

Land Subsidy ₹60,000/ ₹40,000 per employment generated for mega/ general projects

SGST reimbursement: 50%
• For new data centers on services provided within the state

Power subsidy : Subsidy of ₹2/ kVAh for 2 years from

Fiber connectivity: 50% for 3 years up to maximum of

AP Animation, VFX, Gaming and Comics Policy 2018-20

- Capture a larger share of outsourced international gaming, animation, media and entertainment work

- Attract new investments worth at least $1 billion in the sector by 2020

- Promote growth of indigenous 'Digital Content' education and entertainment

- Animation Films/Game Development Center, Media Support/Marketing, Broadcasting and Information Services

- Incubation Center for startups and SMEs engaged in AVGC sector

- Skill Development Institute, Teacher's Training Academy – B.Ed, and Research Centre on the Science of Learning

- AP Animation, Gaming, & Digital Learning Hub in 40 acres in Vizag through PPP

Capital Subsidy on Hardware: 25% of capital expenditure for one time purchase of computers, networking and related

Production Reimbursement: Reimbursement of production cost of an Animation film or Gaming product, up to INR 5 lakhs

Employment Incentive: IT policy employment linked benefits for employment generated in IT/ITeS

Tax Reimbursement: 50% SGST reimbursement for low budget regional and national films, animation and gaming products (<INR 5 Cr production cost)

Power Subsidy: Subsidy of ₹2/ KVAh for 2 years from the start of commercial operations

AP Designated Technology Park – 2017-20 Policy

Incentives for Developers

50%

Rent guarantee for **unoccupied built-up IT space** from the time the occupancy certificate is issued till project achieves specified occupancy

1 lakh ft² - 1,99,999 ft²
Earlier of: 18 months or 70% Occupancy

2 lakh ft² - 2,99,999 ft²
Earlier of: 24 months or 70% Occupancy

3 lakh ft² - 3,99,999 ft²
Earlier of: 30 months or 70% Occupancy

>4 lakh ft²
Earlier of: 36 months or 70% Occupancy

Incentives for IT Companies

50%

Rent benefit passed on to such occupying IT Unit for the **remaining period** of rent guarantee

+

All other incentives as per AP IT Policy 2014-2020

AP Cyber Security – 2017-20 Policy

To create a **robust cyber ecosystem**, wherein the citizens transact online **securely** and take steps to **protect** their identity, privacy and finances online, the businesses conduct their operations without any disruption or damage and the Government ensures that its data and ICT systems are secure.

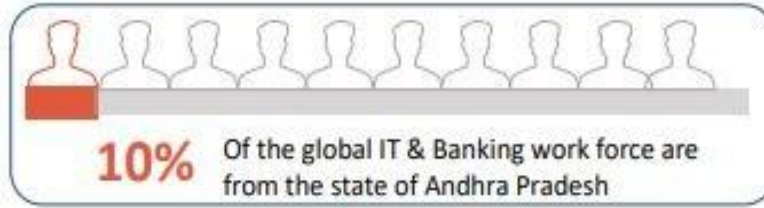| Chief Information Security Officer	AP CERT	Web Constables	Cyber Security Professionals	IIDT, Tirupati
To be promoted in all organizations, with overall responsibility for managing cybersecurity of all cyber-assets & protecting privacy of Personal Identification Information	Computer Emergency Response Team proposed to be established, as State-level coordination point for providing cyber security information & advice to AP IT community	Citizen participation through a cadre of Web Constables from citizenry who have specified qualifications and may volunteer to provide advocacy and reporting services	Considering the sophistication of cyber security threats, it further proposes to train 20,000 Cyber Security professionals over a five year period	Centre of excellence in secure software development shall be developed at the International Institute of Digital Technologies, Tirupati, with the motto "secure by design."

- AP IT Overview & Opportunities

- AP IT Policy Frameworks

- Workforce & Skillset

  – Emerging Workforce through Industry-Academia Collaboration
  – International Institute of Digital Technologies
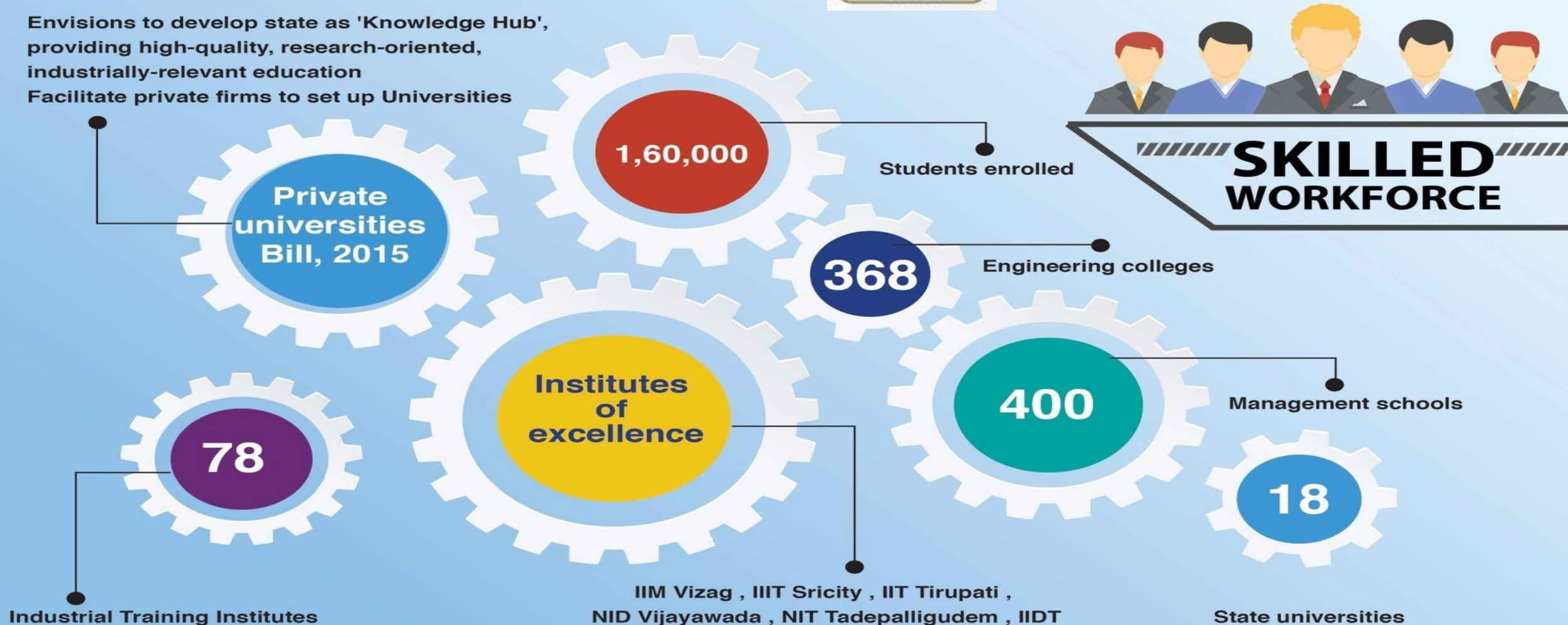 – FinTech Ecosystem in Andhra Pradesh

An Emerging Workforce driven by Schools of Excellence

TALENT POOL AVAILABILITY

10% Of the global IT & Banking work force are from the state of Andhra Pradesh

24 Universities

78 Industrial Training institutes

368 Institutes — Engineering — 160,000 Students

400 Institutes — MBA — 49,140 Students

1,027 Institutes — Degree/Diploma — 344,551 Students

Envisions to develop state as 'Knowledge Hub', providing high-quality, research-oriented, industrially-relevant education
Facilitate private firms to set up Universities

Private universities Bill, 2015

1,60,000 — Students enrolled

SKILLED WORKFORCE

368 — Engineering colleges

Institutes of excellence

400 — Management schools

78 — Industrial Training Institutes

IIM Vizag , IIIT Sricity , IIT Tirupati , NID Vijayawada , NIT Tadepalligudem , IIDT

18 — State universities

Industry Academia Collaborations to build Next-gen Skill Set

Microsoft	Microsoft IT Academy
SAP	Academic Associate Membership (SAP Lumira and SAP HANA Cloud)
IBM	IBM BlueMix Cloud Platform
ORACLE	Oracle Academy

amazon web services	Cloud Computing Student and Faculty Training Certification
NATIONAL INSTRUMENTS	Competency Development Program - LabVIEW
The DIGITAL PUMPKIN	Design Thinking Workshops
unity	AR & VR Training and Placement Certification

ISB	Technology Entrepreneurship Program
Infosys	Campus Connect Program
DQ ENTERTAINMENT	Certification Program in Animation
ZOHO	Branch of Zoho University Zoho's in-house training program

Global Online Trading Certificate - Employment linked certification program
for young graduates/working Professionals

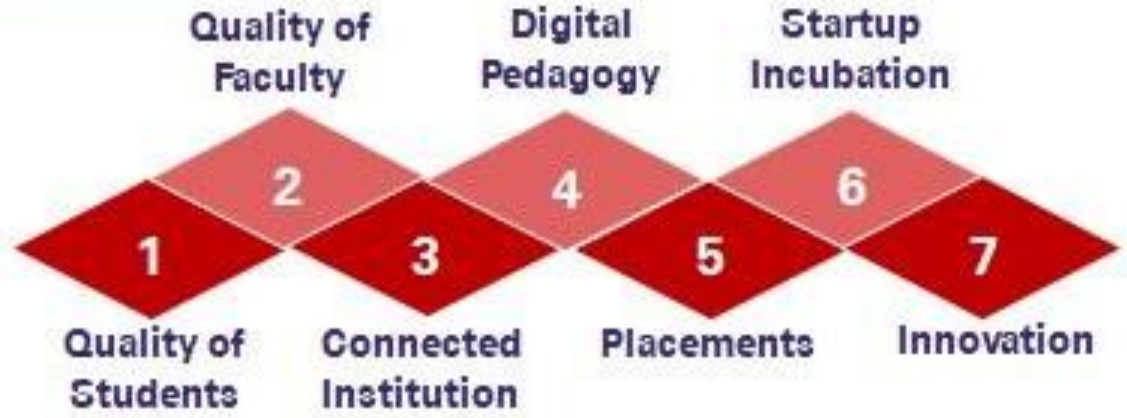# IIDT – International Institute of Digital Technologies (1/2)

Leading digital technology school in the world

- Post Graduation in aspects relating to Industry 4.0
- Center of Excellence, applied research and incubation
- Industry consulting and relevant talent engine

Advantage IIDT

- Global brand of highly skilled people
- Rapid growth of startups in space of Digital Technologies
- Preferred destination for industries
- Employment creation by bridging skill gap

7 PILLARS

1. Quality of Students
2. Quality of Faculty
3. Connected Institution
4. Digital Pedagogy
5. Placements
6. Startup Incubation
7. Innovation

4 HUBS

AMARAVATI   VISAKHAPATNAM   TIRUPATI   ANANTAPUR

IIDT – International Institute of Digital Technologies (2/2)

Highlights

- Centres of Excellence
- Global Experts
- Entrepreneurial Hotbed
- Collaboration with International Universities
- Ultra Modern Labs
- Captive Digital Initiatives

IIDT

Courses offered

As the new digital economy grows, there is an increasing gap in skill sets as traditional IT skills become obsolete.

Skills required for IT 2.0 technologies are in the below mentioned areas

Current Courses

- Cyber Security
- Data Analytics

Upcoming Courses

- Augmented Reality / Virtual Reality (AR/VR)
- Programme in Cloud Computing
- Financial Technologies (FinTech)
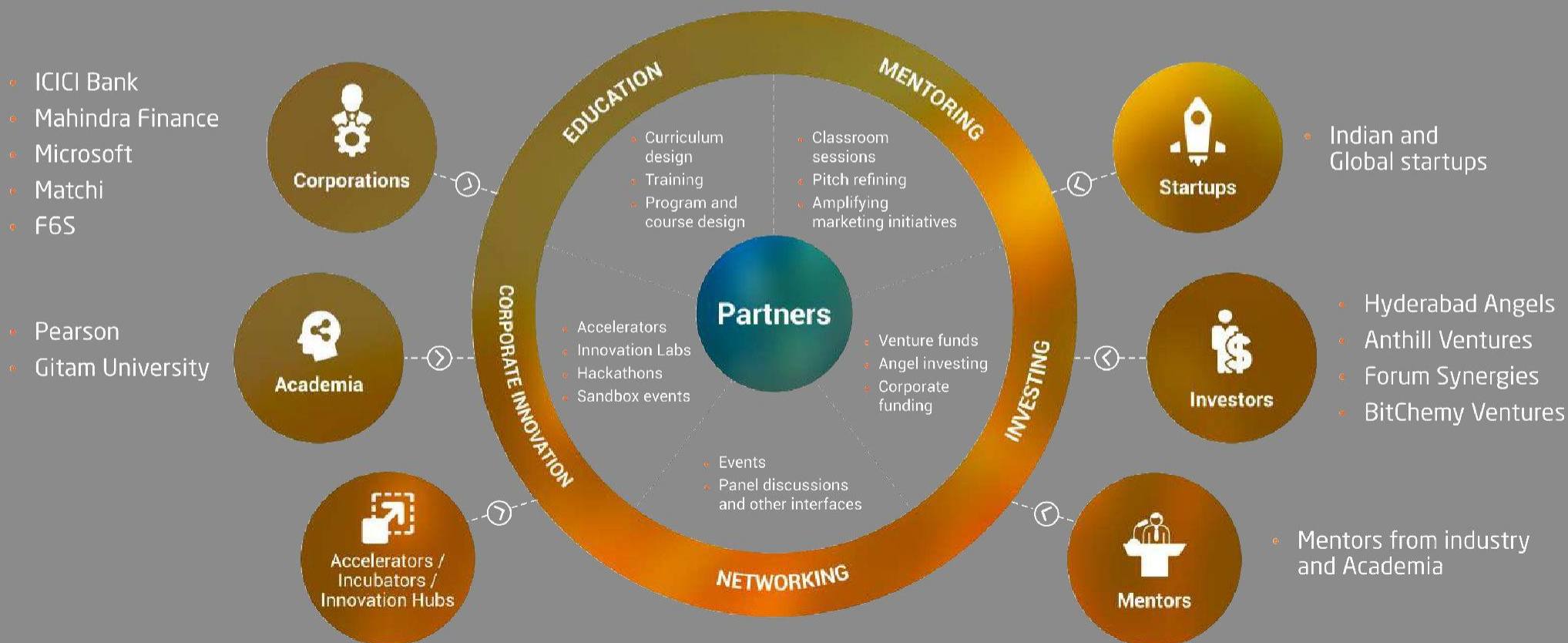- Programme in Mobility
- Internet of Things (IOT)
- Programme in Blockchain

FINTECH VALLEY ECOSYSTEM

Fintech Valley is a platform to bring pioneers and enablers of innovation including entrepreneurs, corporates, investors, and mentors together on a single platform. The platform aims to connect, educate, support and promote all the stakeholders in the eco-system.

FINTECH VALLEY
VIZAG

- ICICI Bank
- Mahindra Finance
- Microsoft
- Matchi
- F6S

- Pearson
- Gitam University

Corporations

Academia

Accelerators / Incubators / Innovation Hubs

EDUCATION
- Curriculum design
- Training
- Program and course design

MENTORING
- Classroom sessions
- Pitch refining
- Amplifying marketing initiatives

CORPORATE INNOVATION
- Accelerators
- Innovation Labs
- Hackathons
- Sandbox events

Partners

INVESTING
- Venture funds
- Angel investing
- Corporate funding

NETWORKING
- Events
- Panel discussions and other interfaces

Startups

Investors

Mentors

- Indian and Global startups

- Hyderabad Angels
- Anthill Ventures
- Forum Synergies
- BitChemy Ventures

- Mentors from industry and Academia

![AP fiber]

DIGITAL ANDHRA PRADESH - CONNECT - AP FIBER

ANDHRA PRADESH - FIBER GRID – SNAPSHOT

What's possible with BharatNet
- **Connectivity to12920 Gram Panchayats**
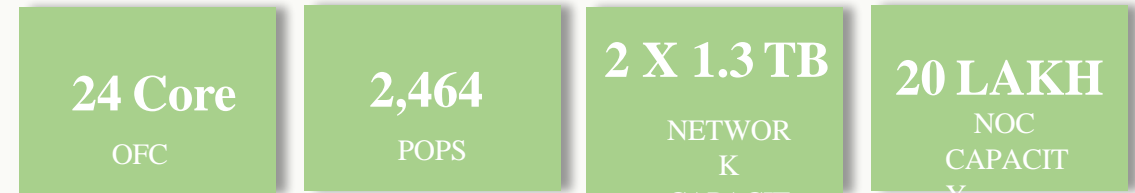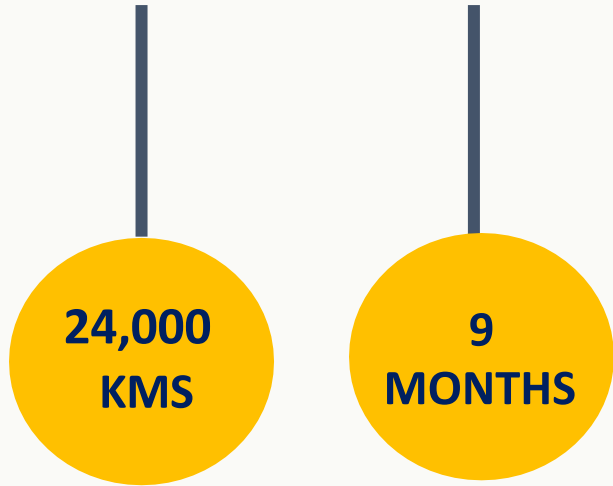- **Adds on reach to 100% Households**

24,000 KMS

9 MONTHS

15% Rural / Remote Locations out of

REACH

85%

within 5 KMS

CONNECTED	CONNECTED	CONNECTED	CONNECTED	CONNECTED AS ON DATE
3000+	**13339+**	**611043+**	**9155+**	**624382+**
SCHOOL	OFFICES	HOUSEHOLDS	SURVEILLANCE CAMERAS	OVERALL

24 Core	2,464	2 X 1.3 TB	20 LAKH
OFC	POPS	NETWORK CAPACITY	NOC CAPACITY

DWDM + IPMPLS +Y
GPON
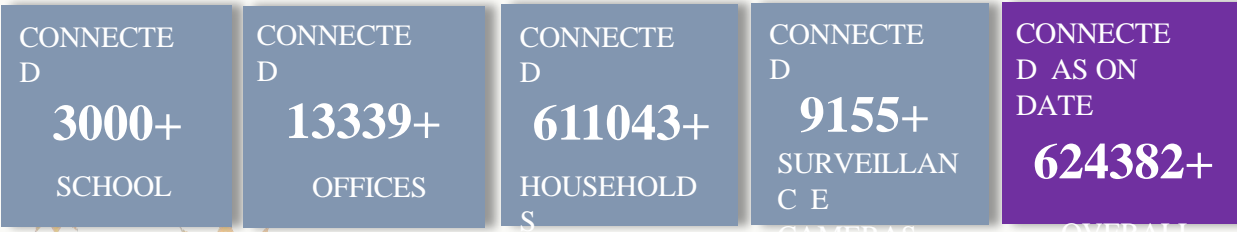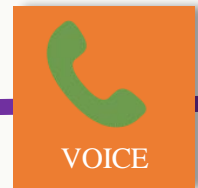
250 Tv Channels, 15mbps , Free telephone at 149 (for Triple Play Service)

Triple Play Services

VOICE

DATA

VIDEO

Legend

▢	District
◉	District Ring
▬▬▬	State Ring
▬▬▬	District Ring
▪ ▪ ▪ ▪	Mandal Ring
▪ ▪ ▪ ▪	Delivery Feeder Ring

Legend

▢ DISTRICT	▬ State Level Network
◉ DISTRICT HQ	▬ District Network Route
▪▪▪ Mandal Network Route	
▪▪▪ 33/11 KV FEEDER LINE (POLES)	

Andhra Pradesh Fiber Grid Phase -1
State level Network Route Diagram
Showing tentative Aerial fiber route

1:4,200,000

0 25 50   100   150   200
Kilometers

Map labels: SRIKAKULAM, VIZIANAGARAM, VISAKHAPATNAM, KAKINADA, ELURU, GUNTUR, MACHILIPATNAM, KURNOOL, ONGOLE, ANANTAPUR, KADAPA, NELLORE, CHITTOOR

ANDHRA PRADESH – UNIQUENESS

100%

FTTH Connectivity

First State in India to become an ISP, Telecom and IPTV service provider.
- ISP-B
- NLD
- UASL

Fastest project execution

GIS Mapping : 3.75 Lakh electrical poles around 2500 substations one week time at nominal cost

- State of art NOC completed in 3 months at Visakhapatnam 23000Kms fiber grid in 9 months

Triple Play Services

First of its kind to deliver triple play at an affordable price of Rs. 149/- only

85%

of population is covered through this network within AP.

Right choice of technology & architecture
- DWDM, IPMPLS and GPON Technology
- Efficiency, Scale, Security, QoS, Future Services, Interoperability, and Standardization with focus on long-term sustainability

- First in the world to try FSOC as a middelhaul for fiber network reliability and remote connections
- Sustainable business model which is a win-all scenario leveraging ecosystem of LCOs and MSOs
- Exclusive content corporation for content Genetration

AP FIBER - STAKEHOLDERS

Service Providers

| MSPs | Hospitals | Movie distributors/ beoadcasters | Data centers | Telco Towers |

Last mile Players
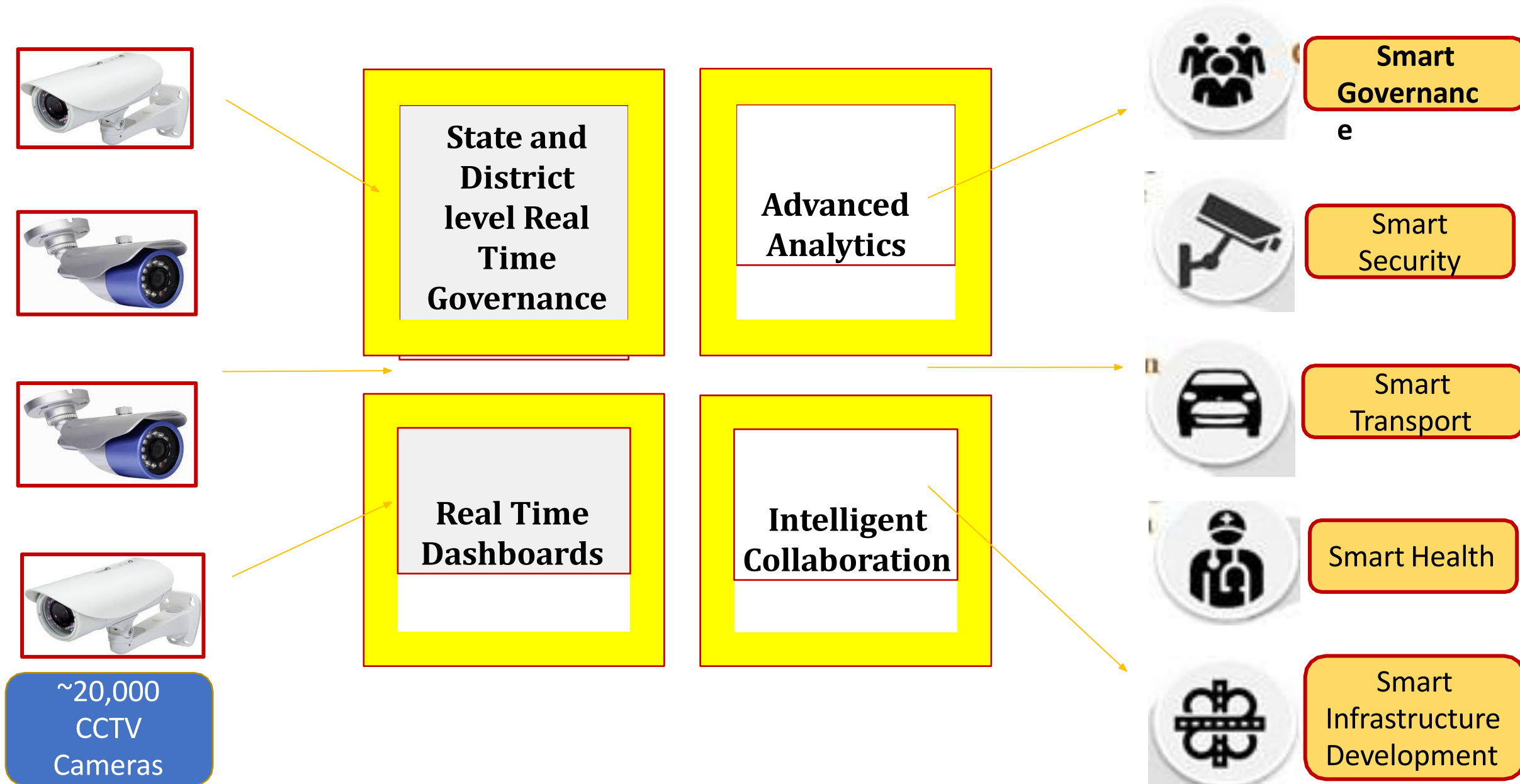
| LMOs | Banks | Cinemas | Schools & Colleges | Public Health Centers | Government Offices |

Offices & business estblishments

STATE WIDE CLOUD BASED CCTV SURVEILLANCE PROJECT

STATE WIDE DRONE BASED SERVICES

Key Focus Areas – AP Drone Services

Infrastructure

Security

Transport

Agriculture

NARAYANAGIRI GARDENS MAP
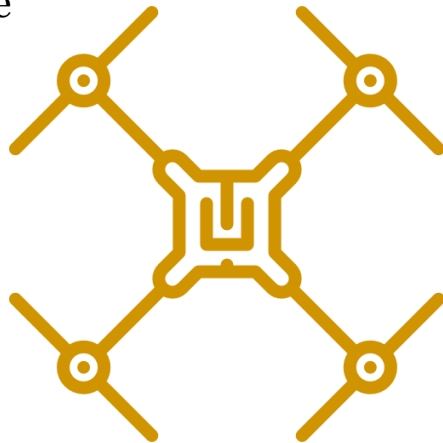
Tirumala

Ramco Mines

Projects Executed
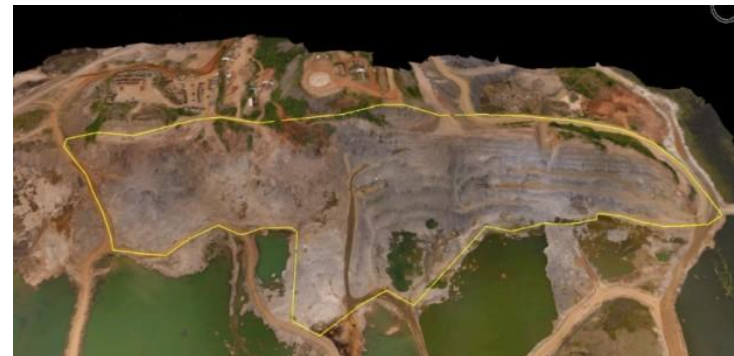
Polavaram

Nandyala Town

AP fiber

Wi-Fi Project

Project Scope: Establishing Wi-Fi network across the state

Timeline: Public APs to be setup by Dec 2018

Google signed an agreement with APSFL as monetization partner for Public Wi-Fi

Urban Wi-Fi

- 4,000 Free Wi-Fi Access Points in Urban and Municipal Areas
- Monetization to be done via advertisements through Google

Rural Wi-Fi

- 27,093 locations identified for Free Wi-Fi in GPs based on heat map
- Monetization to be done via advertisements through Google

AP Content Corporation

Vision Statement:

"To create a knowledge based economy and be the content-hub which could address all the relevant needs of the citizens of Andhra Pradesh by 2023 and set a benchmark for the country."

Mission Statement:

"To **deliver relevant and engaging content** to end users at affordable prices, create a self- sustaining and process driven business operations team by 2020, in alliance with the Government of AP and Private Sector, thereby realizing the Vision of Digital AP."

Web Site Creation and Maintenance

Social Media Channel Management

Creating Content

APCC

Beautification of Existing Content

Project Implementation

Developing Mobile Applications

AP Towers Limited

Vision:

To create a robust telecom tower infrastructure for connecting people across the nation's geography digitally.

AP Towers Limited formed JV with M/s Pace Power System Pvt Ltd

Objectives:

- To set up, promote, erect, takeover, manage, operate, lease out, and take on lease **tower infrastructure of all kinds** in the State of Andhra Pradesh and also in other States.
- To promote telecommunication and other related infrastructure such as **smart towers, mobile towers, electric towers etc.,** in the State of A.P
- To promote development of **smart telecom infrastructure.**

Responsibility	AP Towers	JV Partner
Capital Infusion		Yes
Marketing Expertise		Yes
Technical and Operational Expertise		Yes
Debt Raising		Yes
Space in Government land/Building for Towers on nominal base rent with a first right of refusal	Yes	
Facilitating Government Permissions	Yes	
Optic Fiber Connectivity to Tower Locations on priority (as required) at competitive pricing.	Yes	

ANDHRA PRADESH
India's Sunrise State

THANK YOU
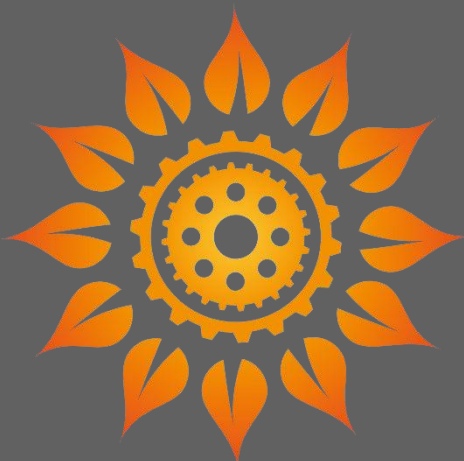
ANDHRA PRADESH
India's Sunrise State

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