

India Road-show 2 October 29th-November 2nd 2007

Background:

ComSoc and MDC, a few years ago, initiated an effort to connect with the Industry leadership in fast developing regions of the world in an effort to offer them customized packages to meet their specific needs. An IndustryNow package of services was formulated using the input from ComSoc leadership/staff and Industry representatives. Doug Zuckerman and Roberto Sorocco conducted a India Roadshow (visit) in February 2007 (see report.....). In October –November 2007, Nim Cheung and Shri Goyal visited several industries leaders and formalized relationships with them. The following section covers the October 2007 trip.

On October 29, 2007, thru November 3, 2007, Nim and Shri traveled to India to meet with senior executives of key industries in various cities in India. The intent of this trip was to familiarize Indian industries with the ComSoc programs, objectives and activities, get their feedback and develop specific new services and membership packages for ComSoc that are deemed valuable by Indian industries and the developing world.

Dr. M V Pitke, FIEEE, along with R. Muralidharan, arranged the meetings in India and graciously participated in this trip.

Delhi:

October 29th, Monday: we had a breakfast meeting with the key executives from VAVASI; Farid Arifuddin, Managing Director; Rina Kaushal, Director of Marketing & International Business Development; Vishesh Gupta, Executive Vice-President of Marketing; and Navajyoti Patnaik, Executive Director. VAVASI is a new start-up service provider in wireless space with an interesting proprietary CDMA technology.



VAVASI

They intend to provide high-speed services in wireless. Their intent is to bring the cost of a handset into the \$50 range to serve the mass market in India and beyond. They plan to have 100 million lines served in four years: expanding 8 million lines per year at the current time. They are developing systems, integrating applications and their key focus is to participate and influence standardization in this field. They have experimental systems in Mongolia, India and are expanding to China.

We signed a MOU with them and offered them an IndustryNow program package. Being a small company, they would probably buy a 25-member package. (The package has since been formalized). They signed up and participated in GLOBECOM EXPO and set up a booth which drew good attendance.

Farid Arifuddin, Managing Director, arranged for us to meet with the Minister of Information Technology, A. Raja, at his residence.

At the Department of Information Technology, Electronics Niketan, Ministry of C&IT, Government of India we met with Dr. R. G. Gupta in the Department of IT. We toured their facilities and operations. It is an impressive organization managing all geographic data (GIS) for the country. One of their key projects concerns e-Governance and is

entitled “Making the Indian Government Democratic, transparent and accountable to the people”. They have done interesting work and deployed systems for bill payment, passports, licenses, land and property registration, etc. While visiting there, we also met with the Director General of the Ministry at lunch.



**Dept. of Information Technology, Electronics Niketan,
Ministry of C & IT, Government of India**

They have an ambitious plan of expanding information technology into the rural areas and making it available to a common man in a remote village. Dr. Gupta made some specific requests to ComSoc which we agreed to take into consideration in our planning and program development:

- Reduce conference fees
- Bring in Indian members to Board of Governors
- Outsource certain activities like printing of proceedings to the local regions to reduce costs

Dr. Gupta organizes several conferences for his organization and apparently those have been very successful and have produced very significant publications. They do their own publishing in-house using local resources. His conference on aeronautics is sponsored by many key industry partners including Boeing and the FAA. We should look at their model more closely.

In the evening, we flew to Chennai.

Chennai:

In the morning, at breakfast, we met with Dr. T. Chandrasekaran, Managing Director, NicheKen Technologies, and R. Muralidharan, Vice President (Technical) for NAYNA Networks & Past Chair of IEEE India Council.



NicheKen

over power line with emphasis on switching, home security, etc. We signed an MOU with them and offered them a package for the IndustryNow program.

NicheKen is a product development organization with a staff of 75, most of them being Engineers—hardware and software. Nicheken, who are partners with VAVASI and Measurement and Controls India Ltd. (MACIL) have developed solutions for the Next Generation Networks. These include Softswitches, Media Gateways, Media Servers and Wireless Access. They are also working on broadband

That afternoon, we visited the Indian Institute of Technology (IIT), Madras, where we met Dr. Bhasker Ramamurty, a Professor in Communications. We were accompanied by R. Muralidharan and Sivan Ramachandran, Chair of Madras ComSoc Chapter; Dr. P. Suresh Chander Pal, Board Member (Retd.), Tamil Nadu Electricity Board & Past Chair of IEEE Madras Section. IITs are impressive institutions with a very tough competition for entry. Some 100,000 people contest for 3,000 seats all over India. Nim gave an invited talk on **Fiber - the last mile challenge?** to the students and the faculty. IITs in India host an annual **National Conference of Communications** very successfully. It's a three-day conference, organized by the Joint Telematics Group of the IITs and the IISc. It is held in one of the IIT/IISc Campuses, with three parallel sessions of 100 paper presentations.

IEEE Madras Section invited us to an evening meeting with the membership and a talk. After the meeting, we flew to Bangalore.



IIT Madras

Bangalore:

Next morning, we met with P. S. Ramesh, Managing Director of Measurements and Controls India, Ltd., (MACIL) a Telecom equipment design and manufacturing organization, along with his Director of R&D Mr. Sivaraman. MACIL is a supplier to BSNL and other Carriers, and also partners with VAVASI and NICHEKAN. We signed a MOU with MACIL and offered them an IndustryNow package, which they later accepted. Mr. Ramesh, in his capacity as the President of TEMA (Telecommunication Equipment Manufacturers Association of India), subsequently made a presentation at Globecom 2007 with Mr. N.K.Goyal, Chairmen-Emeritus- TEMA.

In the afternoon, we visited Indian Institute of Science (IISc), which is one of the most prestigious educational institutions known for research. Nobel laureate late C. V. Raman the discoverer of “Raman Effect” was a Director of this Institute. The institution has five divisions viz. Electrical, Biological, Chemical, Physical & Mathematics, and Mechanical. Their Electronics and Communications Dept. under the Electrical Division is very famous for its research. They have 100+ graduates; about 20 to 30 Ph.Ds per year. It is a very well-run organization and gets a lot of funding from the government for research. We did find strong research interest in the faculty, and some of the faculty could be potential DLTs in ComSoc program.



MACIL – signing the MOU

After IISc, we visited CPRI (Central Power Research Institute) and met with Dr. A. K. Tripathy, Director General & IEEE Bangalore Section Chair; Dr. S. Pal, ISRO Satellite Centre & Past Chair IEEE Bangalore Section and K. Ramakrishna, Deputy General Manager, Power Grid Corporation & Vice Chair of IEEE Bangalore Section and [Ravi Kiran, Nokia](#). At lunch, they made a presentation and made some specific requests including:

- Memberships subsidization for new student members
- Special focused training by experts to large group of local regions
- On-line training courses with certification by ComSoc.

They also demonstrated a strong interest in participating and supporting the GLOBECOM 2011 which is being staged in Bombay. They agreed to co-operate with Bombay Section in hosting the Globecom 2011. The Bangalore Section announced that they are reviving their ComSoc chapter with Dr. S. Pal as Chairman and Mr. Ravikiran (he attended our ICC Glasgow meetings on our invitation) & Mr. Hitesh Joshi as vice chairs.

Following that, we visited SASKEN Communication Technologies and met with Mr. Viswanatha Rao, General Manager, and G. Venkatesh, Chief Technology Officer.

SASKEN, represented by T. Viswanatha Rao, has been an active partner with us since ICC Glasgow. Rao visited us on our invitation in Glasgow. Rao and Venkatesh showed a strong interest in the IndustryNow Program: they see the value, but would like to get it at a reasonable price. We promised to offer them the package at a subsidized price. They have since signed up for IndustryNow membership.



SASKEN

That evening, we flew to Mumbai.

Mumbai:

The next morning, we had breakfast with Murali and Madhu Pitke, and we visited Reliance Communications. Our contact point was K. T. Subramanian, Sr. Vice President of Acceptance Testing.

Reliance is one of the fastest growing large communications companies. They have built a large campus, “Knowledge City”. It is an enviable campus and facilities. They have built this from the ground up in the last seven years. Nim gave a talk, and I presented ComSoc programs. We had an excellent interaction with some 50+ staff members.



Reliance

Following that, they gave us a tour of their NOC and Research Centers. We also met with their other staff members, including Vijay K. Aggarwal, President; Kuppu Sridhar; Praveen Singhal, VP Product Development; A. G. Dixit, Development.



Reliance

This day was pretty much spent at the Reliance Campus where we got an excellent reception and met several executives. There is a great potential of bringing Reliance into ComSoc, but there's more work to be done there.

The next day, Friday, we visited IIT, Bombay via a driving tour. In the afternoon, we visited TATA Consultancy Services and met with S. Ramadorai, CEO & Managing Director. Mr. Ramadorai was very cordial, and he promised to support ComSoc activities; although he clearly indicated that he needs to be convinced of the direct benefit. He has agreed to be our keynote speaker in the future (he was unable to do that at GLOBECOM 2007 as was planned).



TATA Consultancy Services

While in Bombay, we arranged a dinner for local chapters, members and sections at the hotel with help from Ashok Jagatia, President & CTO of Acevin & Chair of Bombay ComSoc Chapter; and U. B. Desai, Professor of IIT, Bombay & Chair of IEEE Bombay Section. About 15 people from Bombay and Pune participated and had a very nice and fruitful discussion. Most of these participants were long time and committed IEEE Members, appreciative of IEEE activities.

All in all, the trip was a success! We identified key leaders in India, developed partnerships with several key industries and established credibility through an open dialog. The real success will come with the follow-up and by establishing lasting and growing relationships.



Dinner - Section & Chapter Officers Pune & Bombay

Telecom Scenario in India

Telecom Industry is experiencing an unprecedented boom in India. Every month, month after month, an average of 5 Million subscribers are being added - the World's largest addition per month in any Country.

As of 31 Dec 2007, India had a total of 272.88 Million telecom subscribers with an overall Teledensity of 23.89%. The Teledensity in March 2000 was just 2.8%. The target in the next 4 to 5 years is to reach 600 Million telecom subscribers in India.

The total number of BB subscribers grew from 2 Million a year back to 3.13 Million now and the target is 20 Million by 2010.

Govt. of India has declared its intention to provide free 2 Mbps BB to all BSNL/MTNL users by 2009 by creating a Pan India Fibre Optics Network utilizing the USOF.

India's Internet connection is around 9 Million and the target for 2010 is 40 Million.

Major Indian carriers such as BSNL, MTNL, Bharti, Reliance, Tatas, Idea Cellular, Vodafone etc have announced large expansion plans for their Networks amounting to Capex spending of \$ 16 Billion during the year 2007-2008.

Powerful energized software services, MNC R&Ds and BPO economy slated to grow to a \$100 Billion Sector by 2011. This will fuel a tremendous Network growth.

Govt of India with the help of World Bank funds is setting up SWANs (State Wide Area Networks) for e-Governance and to facilitate the RTI (right to information).

With the above continuous boom in Telecom in India, a large number of Communication experts and professionals are being employed apart from many equipment vendors selling their ware in India. Indian Telecom equipment manufacturers are also aggressively producing equipments and their output and number is on a steep rise.

IEEE ComSoc has a great opportunity in India's Telecom boom to provide solutions in terms of continuing education to professionals, state of the art technology information to Industries, etc.

The key point to be noted is that ComSoc has a great opportunity to tremendously increase its membership strength in this scenario along with the local professional bodies. ComSoc can contribute in:

- continuing education
- workshops/seminars relevant to industry
- Conferences
- trends and technology advances exposure to Indian professionals
- timely publications to Industry and professionals

AND THUS CONNECT INDIA TO THE REST OF THE WORLD OF TELECOMMUNICATIONS.

ACTION ITEMS:

- Muralidharan will be our point of contact in India for the IndustryNow Program. Formalize Murali's appointment as the Chair for IndustryNow-India (IN-I) program

- Shri/Byeong
- Get IN-I corporate partners membership formalized through IEEE
- Shri/Jack
- Identify specific needs of our IN-I partners and set up the support structure
- Murali
- Follow up with Reliance Corp. and TCS: enroll them in IN-I program
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- Enroll professional from India in Distinguished Lecture program
- Murali/Pitke
- Promote membership level upgrade for members in India- Senior and fellow level
- Murali/Pitke
- Bring in representations for India to BOG and ComSoc organizational structure
- Shri/Doug
- Support Glo 2011 conference in India proposal to bring to the finish line
- Murali/Pitke

The challenges for ComSoc would be:

- How to address the high fees for ComSoc membership when it is coupled with IEEE dues
- Delivery of technical information to members and potential members say through talks, seminars etc
- Bring International conferences to India so that the local members can participate and realize the benefits
- Enroll volunteers from India to ComSoc committees and create an awareness and participation.
- Demonstrate the value for membership vis a vis the local organizations such as IETE, IE etc
- Create a string of committed volunteers in the length and breadth of India with more active ComSoc chapters.