



GTECH - Role & Priorities

2010



GTECH, the industry body for the software industry in Kerala

- GTECH has nearly 110 IT Companies operating in Kerala as members, representing 80% of total IT headcount in Kerala
- All large companies – TCS, UST, NeST, IBS, SunTec, Allianz, etc – part of GTECH. Infosys & Wipro set to join soon
- 70 % members from SME sector (>50 employees each)
- New office bearers for 2010 – 2012 nominated

GTECH Today





Facilitate the accelerated growth of IT industry in Kerala by:

- Promoting and supporting IT companies
- Working closely with GoK and associated agencies
- Promoting IT entrepreneurship and small companies
- Engaging key influencers to mobilize public support for the industry





Why is IT important for Kerala?

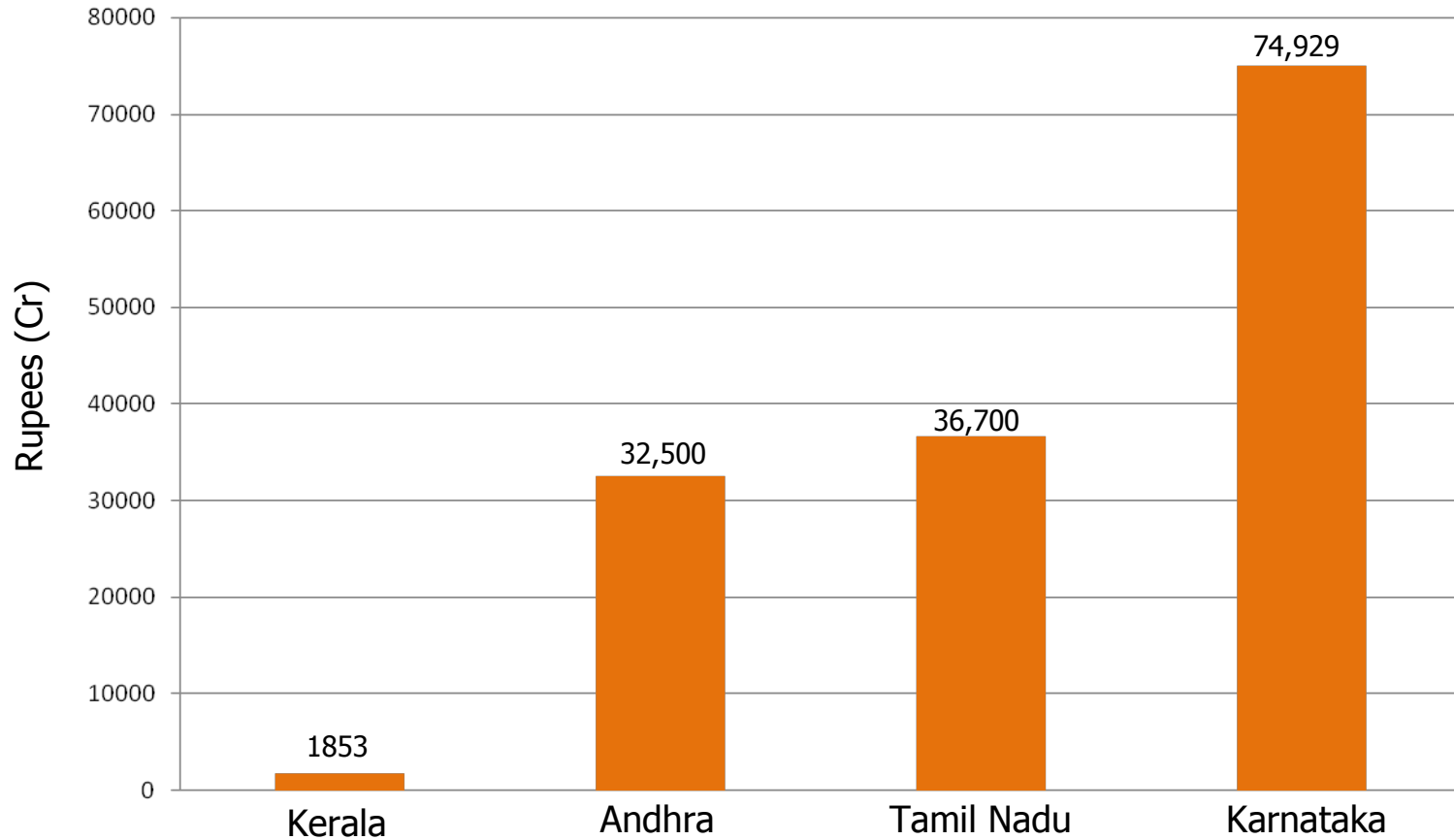
- Huge employment potential for the educated youth
- Non-polluting - totally green
- Lower power and land requirement viz a viz other industries
- Highly remunerative



Social profile of IT employees in Kerala

- 21% of the employees have fathers who are either unemployed or daily wage earners
- 53% of the employees come from rural areas
- 39% of the employees studied in Malayalam medium Government schools
- 50% of the employees came from families with an income of less than Rs. 15,000 pm
- 62% of the employees earn more than their fathers' current salary / when he retired
- 75% of the employees either fully or partially support their parents financially

Software exports in 2008-09





How is the IT industry different?

- Competes with internationally renowned companies
- Global standards vis a vis quality and delivery schedules
- Employee market with high voluntary attrition
- High salaries – over 60% of company overheads
- Flexible resourcing needs

Special nature of IT industry





- **Industry/ Campus Security** - GTECH will work with Technopark and Infopark towards improving the security of the campus, which is a major concern for the industry
- **Industry Cost Containment** – Kerala has to offer cost advantage to attract investment and GTECH will work towards containing/ reducing the industry costs in Kerala
- **Industry Promotion** - GTECH will work with trade/ industry bodies, academic institutions and international organisations to promote Kerala IT
- **Increase collaboration among companies** - Large member companies will facilitate sessions to build up the competencies of the small and medium companies.



GTECH & GoK – partners in growth

- Partnering with GoK to promote Kerala as an IT destination through tactical actions and strategic campaigns
- Consultation on Policy matters
- Kerala based IT companies to support/ participate in state e-governance projects

Collaboration with Government





Supporting IT is supporting people

- Public needs to be made aware of the special needs of IT industry
- Key influencers – media, NGO's, political parties, social thinkers etc – should help in improving investment climate
- Given its huge potential to enhance the socio-economic landscape of Kerala with minimal environmental costs, IT industry should be extended all possible support



Thank you
