



# TS-INDUSTRY WATCH

A Newsletter by Industries & Commerce Department,  
Government of Telangana



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Hon'ble Chief Minister

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## FROM PRINCIPAL SECRETARY'S DESK



**Mr. Jayesh Ranjan,**  
Principal Secretary, I&C

I am happy to launch the last quarter newsletter for financial year 2018-19. Recently, Telangana has been ranked as a 'Leader' in the States Startup Ranking 2018 released by DIPP. So, in this issue, we would be highlighting unique initiatives undertaken by government to put Telangana boldly on the innovation map.

Digitalization is going to be one of the gamechangers for MSME businesses as it helps them to cater to customers beyond local boundaries, allows their profits to grow twice as fast and substantially increases their contribution to GDP. Industries dept. in collaboration with DigiVation Digital Solutions is shortly going to launch a unique digital networking portal that will digitize and connect SMEs in Telangana and globally. I request support from all industry associations in spreading awareness about this portal among its members.

Let us begin the new year with renewed vigour and a commitment to making Telangana one of the hottest business destinations globally.

## INNOVATION LANDSCAPE - TELANGANA

The Telangana State Innovation Cell headed by Chief Innovation Officer Mr. Phanindra Sama is actively working on developing the start-up culture in schools, colleges and among the entrepreneur community. The following initiatives have been taken up in the recent past.

**Startup Yatra:** Telangana State Innovation Cell (TSIC) under the ministry of ITE&C launched Startup India Telangana Yatra in collaboration with Invest India on 15th September 2018.



It was launched with an attempt to promote entrepreneurship in Tier II and III cities of the state. The Yatra took place in 12 districts between 15th Sept and 5th Oct and spread awareness about State Innovation Policy and initiatives taken by the state. During the tour in boot camps, budding entrepreneurs got a chance to be mentored by successful entrepreneurs and active players of the startup ecosystem and also to pitch their idea. The selected entrepreneurs got incubated under the acceleration programme and are now working towards improving their ideas and prototypes.



**ATL Incharge Meet-up:** NITI Aayog's Atal Tinkering Lab is one of the best initiatives to promote the culture of Innovation and Entrepreneurship in the country and the Atal Innovation Mission (AIM) is funding 20 lakhs per ATL over 5 years for this cause. Telangana State Innovation Cell (TSIC) conducted the first-ever ATL Incharge meet-up on 24th Nov in Hyderabad. This is one of the first step towards ensuring quality and collaboration which would enable us to build the culture of Innovation

in the state. Telangana being the youngest state in the country has the potential to become the land of Innovators given the untapped young minds who are waiting for an opportunity to express their ideas.

**Change Makers Bootcamp:** Telangana State Innovation Cell (TSIC) along with Ashoka Innovators for the Public conducted a "Change Makers Boot Camp" in Hyderabad for 100 School children and 20 Teachers from different schools to provide the necessary spark to the students and teachers who would eventually become Change makers of the State.



**Government Mentor Program:** TSIC launched the Government Mentorship Program by selecting first cohort of 10 start-ups. The program has been rolled out for the ITE&C Dept focusing on Big Data, Machine learning, Artificial intelligence, Media, Content and other emerging technologies which are potentially useful for solving various government problems. This is first of its kind program in the country which aims to build familiarity between start-ups and Government officials. The program received over 200 applications from all over country, of which 19 were invited on launch day to present their ideas in front of the panel, consisting of government officials and industry experts from 50K Ventures, the program partner. Selected startups are – Lakeer, Precily, Stumagz, Kaarmic Education Services, Raasta Studios, Red matter, RHPD Software Solutions, Thanos, Legitdoc, IOT Research Labs.





## WORKSHOPS

### Pakhwada Awareness District Workshops- Oct-Nov 2018

Awareness sessions for entrepreneurs were conducted in erstwhile 10 districts of Mancherla, Nizamabad, Sangareddy, Mahbubnagar, Rangareddy, Hyderabad, Nalgonda, Khammam, Warangal and Karimnagar from 23rd October to 3rd November 2018. Topics such as Motor replacement program, capacity swap for manufacturing sector, dynamic website creation, credit ratings, govt. e-marketplace etc. were covered by stakeholders such as EESL, IL&FS, Nowfloats, Care ratings, GeM team and MSME-DI officers.



Hyderabad



Karimnagar



Nalgonda



Nizamabad



Rangareddy



Sangareddy

## EVENTS & SEMINARS

### CII Man'Exe-2018



CII Telangana in partnership with Government of Telangana organised Man'Exe-2018: 14th Leadership Series Conference on Manufacturing Excellence with the theme "Make in Telangana: Driving Manufacturing Excellence, through Efficiency & Competitiveness" on 23 Nov 2018 at Hyderabad. Mr EV Narasimha Reddy, VC & MD, TSIC, delivered the inaugural address and highlighted the uniqueness of Telangana State Industrial Policy, TS-iPass. Mr Kamal Bali, MD, Volvo India Pvt Ltd delivered the Keynote Address & mentioned that Technology is a "must-have" requirement for manufacturing sector now.

### CII Meat Tech 2018



CII organized MEAT-TECH 2018, a Conference on Technology Trends & Opportunities in Meat Industry for a New Pink Revolution on 2nd November 2018 in Hyderabad to discuss the challenges and opportunities in meat & allied sectors and to disseminate technology trends and awareness on Meat Processing. During his Inaugural address, Mr Jayesh Ranjan, Pri Secy, I&C and ITE&C depts, Govt. of Telangana, said that Telangana is well positioned in meat & allied sectors, because of its large livestock population. He mentioned that, for the last three years, Govt. of Telangana has been doing a massive sheep distribution programme distributing about 84 lakh lambs free of cost and 1.82 lakh cattle at 75% subsidy. To maintain the health of the animals, Government is also providing 3 years insurance and 300 kgs of fodder.

### CII Defence Conclave



CII Telangana organized the 2nd edition of DEFENCE CONCLAVE with the theme "Preparing the Industry for the New Wave Disruptions in Defence & Aerospace" on 28 November, 2018 in Hyderabad. The objective of the Conclave was to help the industry to understand the impact and implications of the spread of disruptive technologies in the area of defence and aerospace, especially for the benefit of MSME sector. The Inaugural Session was addressed Mr Jayesh Ranjan, Principal Secretary, Dept. of I&C, Govt. of Telangana besides other eminent speakers from the industry. A Report on 'Technologies for the Aerospace and Defence Sector – The Present & Future' was released during the Inaugural Session.

### FICCI MSME Prosperity & Public Procurement



FICCI in association with NSIC and TSIC is organizing a series of seminars on 'MSME Prosperity & Public Procurement' to create awareness on govt. schemes, improve credit flow through govt. organizations and leverage Govt. e-market platform. The first seminar was conducted at Karimnagar on 15th Oct. Mr Sarfaraz Ahmad, IAS, District Collector, Karimnagar, was the Chief Guest at the Seminar and delivered the Keynote Address, in which he stressed on the importance of the development of SMEs and assured support and help from his Office for any issues related to the MSME sector. The seminar was well attended by MSME units; financial institutions, young entrepreneurs, government officials, academia and media.

### CII MSME Summit



CII organized MSME SUMMIT on 5 October 2018 in Hyderabad to discuss on the Business Opportunities for MSMEs and Strengthening International Linkages. The key objectives of the Conference are to discuss on the issues and challenges faced by MSMEs in accessing funds and tapping the opportunities present in international markets and defense sectors. Speaking at the Inaugural Session of the MSME Summit organised by CII Telangana today, Mr Jayesh Ranjan, IAS, Principal Secretary, I&C and ITE&C departments, Government of Telangana urged to MSME's to keep pace with the technological changes and mentioned that, while some of the SME's companies are global players with best technologies and processes in place, there are others who need to adopt and imbibe the technology to remain relevant.

### FICCI Digital Unlocked



FICCI organised a Workshop on Digital Unlocked – an initiative by Google in association with Indian School of Business Hyderabad, to help small and medium businesses unlock exponential growth on 3rd December, 2018 at Hotel Park Hyatt, Hyderabad. The objective of the program is to build capacity and equip the startups, SMEs and innovators with the necessary skills for utilising the power of Internet, creating their online presence, launching and executing cost-effective targeted digital marketing campaigns, reaching out to a wider audience, increasing the sales volumes, keeping a consistent connect with the potential customers, staying competitive in the market place, etc.



## EVENTS & SEMINARS

### SIATI & HAL – E2 S-A&D



Society of Indian Aerospace Technologies and Industries (SIATI) and HAL Hyderabad organised a two Day Electrical & Electronics Summit in Aerospace and Defence (E2 S-A&D) on 18th and 19th Dec 2018 at HAL Auditorium, Hyderabad. The event was inaugurated by Dr Ajay Kumar IAS, Secretary Defence Production, Government of India. The two-day summit, sponsored by Telangana government, dealt with new areas of R&D in electronics, policies of government, sourcing of electronic materials, innovation in materials for electronic components, testing requirement for defence electronics, export opportunities and linkages with suppliers, strategy for developing special materials for aerospace and defence, skill development etc.

### INTERESTING FACTS:

#### Why Adopt Digital Marketing?

As per an independent research done:

- 52% of Digitally enabled SMEs cater to customers beyond local boundaries versus 29% of offline SMEs
- Digitally engaged SMEs grow profits twice as fast as offline SMEs
- Digital Adoption could help SMEs and MSMEs increase their contribution to GDP by 47%

### LAUNCH EVENT



Adani Defence & Aerospace and Israel-based Elbit Systems have established India's first private sector unit for manufacturing unmanned aerial vehicles (UAVs) in Hyderabad. Adani Aerospace park and UAV facility was formally inaugurated by Telangana's Home Minister Shri Mohammad Mahmood Ali, in presence of Sri Jayesh Ranjan IAS, Principal Secretary, Industries and Commerce, Government of Telangana. The facility will manufacture the complete carbon composite aero-structures for military grade Hermes 900, followed by Hermes 480, catering to global markets.

### ICC GDB-MSME Linkage 2018



The Indian Chamber of Commerce organised MSME Linkage summit (ICC) on 21st Dec in association with government of Telangana on theme of Growth Drive for Businesses. The Main speakers were Jayesh Ranjan, Principal Secretary to Industries dept. Telangana, Harry Lagad MD, Geodis and Dr. Chandan Chowdhuri, Associate Dean Indian School Business. Chief Guest congratulated ICC for set having up its south council based in Hyderabad and suggested ICC work with govt of Telangana in consultative status on many sectors including MSME in the region. ICC entered into MOU with Ni-MSME for handholding and providing expertise to MSMEs in the region. In 2019, ICC plans to organize a startup entrepreneur summit in Hyderabad in January, Green port national summit at Visakhapatnam in March, electric vehicle summit & Agro conference in Hyderabad and Vijayawada, followed by 8 MSME expert training programs in various tier II cities and a Startup hackathon. Industry experts, business, MSMEs, start-ups, Government representatives, infrastructure majors, utilities, automotives, Banking and financial & institutions are expected to participate in the above events.

### AWARD



Telangana State with its focus on creating a robust ecosystem for startups has been acknowledged as 'Leader' for startups in India. This was announced by the Department of Industrial Policy and Promotion (DIPP), Commerce and Industries Ministry as part of the State Startup Rankings for 2018. The youngest State got the award due to the various activities that it has been doing to improve and grow the startup ecosystem. The DIPP also identified 50 champions from across India who have brought big changes in their startup ecosystem and Jayesh Ranjan and Telangana Chief Innovation Officer Phanindra Sama were awarded as champions.

## TIHCL REPORT CARD

1. During last quarter, Telangana Industrial Health Clinic revived five enterprises and held an outreach program at Warangal with six stressed MSEs. The 2-day Camp was held at the behest of Collector, Warangal (Urban) and participated by major Banks like the SBI, Canara bank, IOB, Indian Bank, Union Bank of India, Industry Associations, LDMs of Warangal, Hanamkonda, Mahabubabad and Jangaon.



2. International Finance Corporation – World Bank Working Group on SMEs invited Dr. B. Yerram Raju, Adviser, Government of Telangana, TIHCL to be part of the working group that met at Goa from 3-5 Dec 2018 for preparing India Roadmap for SMEs as part of their engagement with Government of India.

All the initiatives of Government of Telangana like the T-Hub, RICH, TASK, TIHCL and projects such as Pharma City, NIMZ etc., have been presented at the panel discussion on the subject – Government Initiatives and Innovations. All these initiatives have been commended for replication as part of the Ecosystem for SME Growth. The Working Group focused on Access to Credit, Enhancing Competitiveness and Policy and Regulatory

## FOCUS SECTOR: AEROSPACE AND DEFENCE

Telangana has traditionally been a strong defence hub with about a dozen large Defence PSUs and over 1000 small and medium sector private enterprises engaged in precision engineering. In the past decade several of these SMEs have grown into large companies and branched out to Aerospace manufacturing and export. Tata group has consolidated their aerospace activities under Tata Advanced Systems whose 90% of manufacturing happens in Hyderabad, including their prestigious JV projects with leading Global OEMs.

Today the State is attracting global aerospace players in the areas of manufacturing, technology development, engineering design and establishment of dedicated start-up incubator/ accelerator programmes. Major Global Aerospace OEMs with manufacturing in Hyderabad include Boeing, GE, Lockheed Martin, Sikorsky, Pilatus, Ruag, Dornier, Rolls Royce, Safran etc. Pratt and Whitney and CFM, both have established their only engine training centres in India in Hyderabad. Honeywell, SAAB, BE Aerospace/Rockwell Collins and Thales have established their IT, Engineering and R&D centres in Hyderabad.

Telangana's Industrial policy has specified Aerospace as a focus sector. Three dedicated Aerospace parks have been established near Hyderabad International Airport and over 50 general engineering parks have been provided with high-quality infrastructure.

Making available highly skilled workforce has been a key priority for developing the ecosystem. The State has partnered with Embry Riddle University (US), Cranfield University (UK) and Aerocampus Aquitaine (France) for creating a pipeline of industry-ready trained and skilled manpower. Customised and need based training for candidates is provided based on industry requirements though State run skilling agency- TASK.

framework and basing on the discussions would be presenting the Draft Road Map for SMEs to Gol.



T.R. Bajalia, India SME Forum Board Member, Anil Bharadwaj, Secretary-General, FISME, Paramita Dasgupta, Chair, World Bank Practice Manager, SA Region, Pavan Agarwal, Secretary, Industries, Govt. of UP and B. Yerram Raju, Adviser, TIHCL.



## NEW DIGITAL MSME INITIATIVE

**S**MEs play a pivotal role in the growth of an economy. In its continuous endeavour to support and nurture Indian SMEs, the Govt. of Telangana is proud to present its latest initiative 'Telangana State GlobalLinker' - a unique digital networking platform that will digitise & connect SMEs in Telangana with global SMEs.

This platform is free for all SMEs. With an account on Telangana State GlobalLinker, SMEs can create a digital profile for their business that will enable them to connect to a large community, find buyers & suppliers, gain visibility and stay up-to-date with industry trends & news. Members will also enjoy exclusive offers on travel, legal services, loans - offered by both corporates & fellow SMEs. Through Telangana State GlobalLinker, the aim is to digitize all 2.3 million SMEs in the state and give them the growth opportunities usually enjoyed by larger corporates.



## DISTRICT INDUSTRIES CENTRES - PROGRESS REPORT

### JAGITYAL

**PROFILE** - The Jagityal District occupies an important place in the Telangana State, in terms of historical and cultural heritage. Important crop in the district is paddy and other crops in small quantities include green gram, sugar cane, maize, jowar, red gram chillies. Commercial crop is Cotton. Important Horticulture crops are mango and citrus. Main river is the Godavari and the main source of irrigation for agriculture is Sriram sagar project. It is bounded by Godavari River on North, East by Peddapalli District, South Siricilla Districts and West by Nizamabad District. The important tourist places are Dharmapuri and Kondagattu Hanuman Temple near Jagityal.

**PRESENT SCENARIO** - Under TS-iPASS act, 499 enterprises have applied for approvals and 452 have been issued clearances across the district. There are no existing industrial parks in the districts.

**POTENTIAL** - Major industrial units existing in the district are parboiled and raw rice mills. A Proposal has been initiated for establishment of rice Mills hub at Sthambampally village, Dharmapuri mandal which is at the stage of land alienation. In the district, Mango fruit yield is about one lakh tons and Mango farmers export to Delhi and other cities. Therefore, there is potential for a Mango processing unit in the district.

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### NAGARKURNOOL

**PROFILE** - Nagarkurnool District is located in the southern region of Telangana State at a distance of about 130 kms from the Capital City of Hyderabad. River Krishna flows through the District at Kollapur. The district has a large rural population and main source of income being agriculture and other allied activities like cattle rearing, fishing, poultry etc. The sheep population is 3rd highest in Telangana, after Nalgonda and Wanaparthy Districts.

**PRESENT SCENARIO** - There is an industrial park located at Palem, spread across 32 acres. There are 4 Major irrigation projects in the district. The district also has 2022 minor irrigation tanks. In addition, Govt. of Telangana has accorded sanctions for restoration of 122 lakes under Mission Kakatiya Phase-I and 413 lakes under Mission Kakatiya Phase-II. Due to this there is good scope for increase in irrigated areas and also for fisheries sector.

**POTENTIAL** - The main crops consist of cotton, maize, groundnut and rice. There is potential of agro based industries such as cotton ginning mills and spinning mills, rice mills, groundnut decorticators, poultry and cattle feed units. Due to abundant availability of fish and sheep population in the district, meat processing units and cold storages have a good potential. Also, good production of Quartz and feldspar indicates potential for Glass, Tile & Sanitaryware Industries in the district.

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## UPCOMING PROGRAMS

### TIHCL – District Awareness Programmes – Feb 2019

Telangana Industrial Health Clinic is planning to scale up Awareness Programmes in co-ordination with DICs to explain the role and activities of TIHCL in different district so that the sick and incipient sick industries are able to reach them quickly for the required support. The following districts will be covered in February, dates yet to be decided.

- ◆ Sangareddy
- ◆ Mahbubnagar
- ◆ Karimnagar
- ◆ Kamareddy
- ◆ Nirmal

### NSSH sessions - Jan-Mar 2019

Dates	DIC Location
January	Awareness programs for NSSH in Districts of Hyderabad, Rangareddy, Mahbubnagar, Khammam, Nizamabad, Warangal, Adilabad and Sangareddy
February	Vendor Development Programs cum Exhibitions at Hyderabad (1st week), Khammam (2nd week)
March	Skill upgradation training programs in rural development schemes, Nirmal paintings, Pemburthy brass items, Pochampalli sarees, tribal article preparation

## ENTREPRENEUR WATCH SPACE

A school dropout, Mahipal has been an entrepreneur for over two decades of his life. He learnt to repair tractors and other farm implements and is good with mechanical technology. To tide over the problem of labour shortage due to MGNREGA for cultivation in his family owned farm land, Mahipal innovated a



Cultivator which runs on a 4 HP engine and is operable by a single farmer. The device is simple, and very easy to operate. Its maintenance can be done even by local mechanics. The device can cultivate a hectare per day with 3 litre diesel by a single operator. The engine can also be used for irrigation with an attachment.

Since 2013, Mahipal has sold over 800 cultivators from his village Rajupeta, near Parkal in Warangal Rural District. He did not take much loan and used PalleSrujana and whatsapp/facebook for marketing. Mahipal grew financially and learnt to supply the cultivator across the country while maintaining highest quality standards and excellent work ethic in dealing with customers. He also adhered to legal frame work. Mahipal is a serial innovator and has many significant innovations in the farm sector. He can be a role model for many young startups in the country.



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