



9th Orissa Information Technology Fair 2017

24th (Tuesday), January 2017, Hotel Mayfair-Lagoon, Bhubaneswar

Theme :

Smart City- Smart Bhubaneswar !!!

Introduction

India has emerged as a global player, which the entire world reckons and the primary reason for this trend is the tremendous contribution in the country has received from the SME Sector. In a bid to enable SMEs to learn and understand about the latest technologies which will help them to grow and better manage their business and the new ICT policy in Bhubaneswar (odisha) assumes significance as the state had emerged as one of the attractive destinations for the IT sector and is rated among the top 3 cities in India in terms of ease of setting up and doing business .

VAR INDIA brings to you The 9th edition of Odisha Information and Technology Fair (OITF) 2017 , where well-known IT Corporates will interact with the SME's and VARs under one roof to understand on how to reshape IT and power innovation by knowing the fact that it is difficult to escape from the hype around cloud computing . It is fact that the Mid size companies stand to gain much from the promise of cloud computing technologies like access to reliable and scalable infrastructure resources which offers SMB the opportunity to improve IT capabilities .



Concept

- Exploring the path to becoming a giant demands business strategies that can accommodate and ensure growth despite any external business scenario and driven by collaboration and innovation.
- Odisha is a heaven for natural resources. The State has huge potential for further industrialization, especially for MSME sector since its potential has not been fully harnessed so far. The number of MSME units in Odisha has been steadily increasing over the years and positioned it self only next to the agricultural sector in the State in terms of employment generation and Bhubaneswar is the hub of various types of SMEs in the state capital .
- A potential Smart City should have assured water and electricity supply, sanitation and solid waste management, efficient urban mobility and public transport, affordable housing, robust IT connectivity, e-governance, safety and security of citizens and health, education and economic activities.
- Advantage of Orissa has 16 Universities, more than 100 engineering colleges and a good no. Schools offering MCA and MBA courses. There are more than 1000 government, affiliated and private degree colleges offering BA, B.Com and B.Sc courses. These colleges together produce over 40,000 professionally qualified technical and management graduates and some 50,000 general graduates. Bhubaneswar is emerging as a hub for technical and management education. Many reputed MNCs recruit sizable number of entry-level work-force from Bhubaneswar and other cities like Rourkela, Sambalpur & Berhampur

Opportunity in Bhubaneswar

- Odisha has a young and rapidly growing population—a potential demographic dividend. Research estimates that cities could generate 70 percent of new jobs to be created by 2030 . It is a challenge for municipal leaders and their partners to promote economic opportunity in India, improve governance, and produce better results for urban residents and odisha accounts for 12% of total investments in hand in the country.
- Bhubaneswar will have integrated waste management and advanced transport system. Bhubaneswar is to be the Smart City and shall have assured water and electricity supply, sanitation and solid waste management, efficient urban mobility and public transport, affordable housing, robust IT connectivity, e-governance, safety and security of citizens and health, education and economic activities.
- Central Government's approval as Bhubaneswar to be the 1st smart city in India and Steel City Rourkela has made it to the list of 27th Smart cities announced by Govt. of India. Besides IT majors like Infosys, Mahindra Satyam, TCS & Wipro, SMEs like NetHawk, EXILANT, ESS, Aabsys etc. have their presence in the State Capital. Many more reputed IT companies are in the process of setting up of their units. This reflects the immense faith reposed by national and international investors in Odisha and Bhubaneswar has become a happening location in the eastern region and Ironically Bhubaneswar was among first three cities along with Pune & Bangalore where Govt. of India had established STPI centre .

Panel discussion :

Driving demand through channel empowerment ?

Evolve your Channel Marketing Strategy to Engage and Empower Channel Partners are integral to your growth and continued success. In an ideal world, your channel partners would work as a seamless extension of your organization. They would expertly market your products, generate demand, deliver high quality service and exceed sales goals. Unfortunately, as anyone who has tried to market and sell products through partners knows, this world is far from ideal.

It is absolute fact that building and nurturing a channel is tricky. You recruit partners, get a contract signed and then nothing happens. It's not just your channel either – partners are notoriously hard to get engaged. They have to split their focus between the many day-to-day tasks and trials of running their business and then what little time and attention remains gets divided amongst the multiple brands they sell.

To get and keep them engaged with your brand, they require training, support and motivation. To do this, organizations market to their partners by loading product spec sheets, collateral, and brand assets into a portal, only to find that their partners aren't even logging in. In fact, despite best efforts, portals generally see less than five percent utilization.

Target audience

Odisha is the most focused state in eastern part of India in terms of implementation of ICT in the state with quality of enablers are on high sprit. VARs, (S.I.,S.Ps. N.I., Distributors and technology partners) for driving technology in and around the state with affordable cost, with count base of above 800. With the growing number of SMEs are increasing day by day is above 1000 and 1000+ Software companies are scattered across Bhubaneswar, Cuttack, Rourkela and Berhampur. Growth opportunity is in the sector of Education, Hospitality, BFSI, Manufacturing/Mining sector and the Govt. projects funded by DIT and World Bank.

We are inviting around 100 quality audience(CEO/CXO) from SME and MSME segments to explore on the following topic includes :

- 1) ICT Policy of odisha helping the growth of SMEs in odisha**
- 2) Readiness on cyber security .**
- 3) How the EMC cluster will lead to local manufacturing. Make in Odisha**
- 4) Priority of the Government for promotion of IT & ITES sector**
- 5) Investment Opportunities and incentives by the Government**

Driving force in Odisha

- Five IT Parks - IT Hub of Eastern Region/Leading Private Sector Bank - ICICI Bank - Eastern Regional . IT SMEs: More than 300 units in and around Bhubaneswar and group of investors from Silicon Valley setting up 5000 sitter IT/ITES facility
- Government is setting up the first green field Electronic Manufacturing Cluster (EMC) on the outskirts of Bhubaneswar. The proposed EMC at Info-valley – the second IT hub of Bhubaneswar . It is expected to house over 100 electronics manufacturing units, which would provide a huge boost to electronics manufacturing and job creation in Odisha.
- Endowed with rich mineral resources and surplus power, the State has attracted investment intentions to the tune of over US\$100 billion to be spread over next 7-10 years in sectors like metals, petrochemicals, power, IT, hospitality and higher education. Business conglomerates like Tatas, Aditya Birla, Vedanta Group, POSCO, Reliance ADAG have made Odisha their destination of Choice. These investments in turn would create newer opportunities and market for local IT industries.

Flash back on previous year event

2016

INDIA'S FRONTLINE IT MAGAZINE
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THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



Previous year event



(From L to R): Shri B.K. Dash, Director of Industries-Govt. of Odisha, Mr. A.K. Mohanty, MD – Tatwa Technologies; Mr. M V Vikram Kumar – Manager Regional Sales, Cisco Systems; Dr. Omkar Rai, Director General, STPI; Shri Prabhakar Rout, Vice-President-UCCI; Comomodo. J Jena, Director-TCOE; Shri M. N. Vidyashankar, President- India Electronics & Semiconductor Association (IESA); Mr. R K Dash, Director-STPI-Bangaluru; Mr. Manas Ranjan Panda, Director-STPI, Bhubaneswar; Mr. Suvrendu Mitra, Regional Manager – East-Canon India and Mr. Sandipan Ray, Director-Redefine Marcom besides Mr Deepak Kumar Sahu, Chief Editor, VARINDIA.

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