

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:1980
ANSWERED ON:04.08.2000
PROMOTION OF SOFTWARE INDUSTRY
RASA SINGH RAWAT

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

the efforts made/ being made by the India Trade Promotion Organisation to promote Indian Software Industry in the world market?

Answer

MINISTER OF COMMERCE AND INDUSTRY (SHRI MURASOLI MARAN)

The India Trade Promotion Organisation (ITPO) has been undertaking various export promotion programmes to promote Indian Software Industry in the world market. The details of the programmes organized by ITPO and the events in which ITPO participated in the recent past to promote software exports from India are given in Annexure.

ANNEXURE

STATEMENT REFERRED TO IN REPLY TO LOK SABHA UNSTARRED QUESTION NO. 1980 TO BE ANSWERED ON 4-8-2000 REGARDING PROMOTION OF SOFTWARE INDUSTRY.

PROGRAMMES ORGANIZED BY ITPO

1. Contact Promotion Programme on Computer Software and Services in Australia from March 5-16, 2000
2. Product Promotion Programme on Computer Software and Services in France and the Netherlands from March 26 to April 5, 2000

EXHIBITIONS / EVENTS IN WHICH ITPO PARTICIPATED

Electronic and Computer Software Export Promotion Council alongwith its constituents participated in 3 fairs/exhibitions viz. Indian Exhibition, Tel Aviv (Israel) from May 3-7, 2000; TIBCO, Bucharest(Romania) from May 31- June 5, 2000 and Expo India Santiago(Chile) from July 20-26, 2000. In addition, a Seminar entitled `Potential for Cooperation between India and Israel on the High Tech Sectors of Telecommunications and Software` was organized by Israel Export Institute and the Embassy of India during Indian Exhibition, Tel Aviv. The Seminar was attended by 34 leading Israeli companies. The Secretary, Department of Telecommunications, Government of India, the leader of the Indian delegation briefed the participants about Indian telecom and software sector. ITPO organized participation of 3 Indian companies in PC Expo, Japan (11-15, September, 1999) and five Indian companies in Commnet, Osaka, Japan(14-16 September, 1999). Two major companies viz. Tata Consultancy Services and Sky Capital International Ltd., participated in the `India into the new Millennium` organized by ITPO in Hong Kong from 23-27 February, 2000. At the recently concluded, `Memphis in May (MIM) Festival` in which India was the honoured country, a major Seminar was organized on 11.5.2000 by the MIM in conjunction with the Wang Centre, University of Memphis. The Seminar was attended by approx. 100 representatives of leading information technology companies from the State of Tennessee (USA). In addition to the above, meetings are arranged between foreign delegations visiting India with leading Indian companies in Computer Software.

Reputed information technology events organized/ to be organized in Pragati Maidan, New Delhi are as under:-

- (i) India Internet World held in September each year
- (ii) I.T. World/COMDEX India in December each year.
- (iii) Convergence India in March from the year 2001.
- (iv) IT Asia in March each year till 2000.
- (v) Supercom proposed in September, 2000.