



GOVERNMENT OF INDIA
Department of Electronics
and Information Technology
Ministry of Communications
& Information Technology

ELECTRONICS

e-NEWSLETTER

.... For Electronics System Design & Manufacturing (ESDM) Sector

Year 2 | Vol. 8: June 2012

- 30% domestic value add in LED Lighting
- U.S. imposes duties on Chinese Solar imports
- Nielsen to undertake study for ESDM Brand Building
- Additional Electronic items in Focus Product Scheme

From Chief Editor's Desk



Dear Readers,

The National Telecom Policy (NTP) 2012 has been formally approved by the Cabinet a few days back. Telecom sector forms a major chunk of the domestic demand for electronics. This demand is expected to exceed USD 30 Billion by 2020. Therefore, the NTP 2012 has significant implications for the Electronics System Design and Manufacturing agenda in the coming decade. The NTP 2012 provides provisions similar to those envisaged in the draft National Policy on Electronics for the promotion of domestic manufacturing in the telecom sector. These includes provision for preference to domestically manufactured telecom goods, consistent with our international commitments, setting up of manufacturing clusters, creation of a Fund for the promotion of research and development and generation of IPR, special efforts to develop and mandate standards in the telecom sector etc. I have no doubts that the approval of NTP 2012 will provide a boost to telecom design and manufacturing in the country.

The draft of the Triad of Policies for Electronics, IT and Telecom were released in October 2011 for public comments. NTP 2012 has been the first off the blocks. The draft National Policy on Electronics and the draft National Policy on IT are also expected to be approved shortly. The triad will complete the ecosystem for paving the development of Information Communication Technology and Electronics sector in the country for the next decade.

Dr. Ajay Kumar
Chief Editor

Over 30% domestic value add possible in LED Lighting

A meeting was convened on May 17, 2012 under the Chairmanship of Dr. Ajay Kumar, Joint Secretary, Department of Electronics and Information Technology (DeitY) to ascertain the manufacturing capabilities of LED/LED based Lighting Products in India. This is a follow-up to the meeting held on May 3, 2012 in the National Manufacturing Competitiveness Council (NMCC) under the Chairmanship of Member Secretary, NMCC, wherein the discussions, inter-alia, covered promotion of indigenous manufacturing of LED / LED based Lighting Products. All relevant stakeholders, including Shri Gaurav Dave, Joint Secretary, NMCC, Dr. S. Garg, Energy Economist, BEE, Dr. (Mrs.) Niloufer Shroff, Scientist 'G', DeitY, Dr. M. V. Ramana Rao, President, LEDMA, Shri Deepak Loomba, MD & CEO, De Core Science & Technologies Ltd., Dr. R. C. Chopra, Senior Advisor, CII, Shri Rajoo Goel, Secretary General, ELCINA, Shri Rajiv Jain, Associate Director, ISA and Shri S.K. Marwaha, Addl. Director, DeitY were present at the meeting along with representative from several leading LED manufacturing companies.

During the discussions in the meeting held in the NMCC on May 3, 2012, it was observed that, about two crore LED based lights are proposed to be distributed by Ministry of Power to people below poverty line during the 12th Five Year Plan. This would provide a huge boost to the LED demand and the same can be used as an opportunity for manufacturing. The purpose of the meeting was to ascertain the manufacturing capabilities of LED / LED based Lighting Products in India that will serve as input to Ministry of Power to provide a road map for notifying the preference to domestically manufactured LED based lighting products under the policy for preference to domestically manufactured electronic goods (Ref. Notification No.8(78)/2010-IPHW, dated 10.2.2012) so that investors could plan suitably.

After detailed deliberations, the Committee arrived at the following understanding regarding the LED based lighting products value chain. The said value chain essentially comprises following four main components, (i) LED Emitter (Light source: Packaged LED chips), (ii) LED Driver (Power source: comprising of PCB, electronic components), (iii) Optics/ Diffuser and (iv) Lighting Fixture (Housing which also aids Thermal management). The Committee also arrived at the conclusion that enough capacity exists in the country for die packaging, assembly of LED driver and lighting fixture / luminaire manufacturing. The bare PCB and certain electronic components for LED driver are being manufactured indigenously. The members were unanimous in their view that the entire demand can be met indigenously and to start with, domestic value addition in the range of 30 - 40% can be achieved easily.

• Skills Development for Solar Industry

• U.S. imposes duties on Chinese Solar imports

SEMI takes initiatives in Skills Development for Solar Industry

SEMI India, the Indian arm of the global industry organization SEMI (www.semi.org) launched a solar PV work force development initiative in technical collaboration with the National Centre for PV Research & Education (NCPRE) at IIT-Bombay in August 2011. Under this initiative, four, 3 day training programmes are being organized to educate and enhance the skill set of professionals from the solar industry, research/ academia, systems designers and integrators, practicing engineers in the solar as well as the allied industries and sciences. The programmes are:

- Thin Film Solar PV Technology: Systems Challenges and Applications
- Solar PV Power Plant Design and Installation
- Solar PV Grid Connected Power System
- Fundamentals, Technologies and Applications of Solar Photovoltaic

These training programmes are organized in different cities of the country. Last such training programme was organized during April 11 - 13, 2012 in New Delhi.

Globally, the solar and renewable energy industries are seen as major engines of job growth in the ESDM sector. For every 10 jobs created in solar factories, 15 jobs are projected to be created downstream, in installation, financing, project development, and distribution. To fulfill the target of 20,000 MW of installed solar power capacity under the Jawaharlal Nehru National Solar Mission it is estimated that the Indian solar sector would need an estimated 3 lakh people by 2022 across all domains, profiles and levels.

For more information regarding SEMI's skill development initiative, please contact Mr. Debasish Paul Choudhary, (Email: semiindia@semi.org).

U.S. imposes anti-dumping duties on Chinese Solar imports

On May 17, 2012, the US Department of Commerce announced its affirmative preliminary determination in the antidumping duty (AD) investigation of imports of crystalline silicon photovoltaic cells, whether or not assembled into modules (solar cells) from the People's Republic of China (China). For the purpose of AD investigations, in US dumping occurs when a foreign company sells a product in the United States at less than fair value. US Department of Commerce preliminarily determined that Chinese producers/exporters sold solar cells in the United States at dumping margins ranging from 31.14 percent to 249.96 percent.

Mandatory respondents in this investigation are Wuxi Suntech and Trina Solar which received preliminary dumping margins of 31.22 and 31.14 percent, respectively. Fifty-nine other exporters got a separate rate of 31.18 percent. All other Chinese producers/exporters received a preliminary dumping margin of 249.96 percent.

US Department of Commerce preliminarily determined that critical circumstances exist, as a result of which it will instruct U.S. Customs and Border Protection to require a cash deposit or bond based on these preliminary rates, applicable to all entries of Chinese solar cells made up to 90 days prior to the date of publication of the preliminary determination notice.

The affirmative preliminary determination in the companion countervailing duty (CVD) investigation on solar cells from China was announced on March 20, 2012. On March 20, 2012, Commerce also announced a clarification of the scope of the ongoing AD and CVD investigations, finding that the scope covers not only imports of solar cells produced in China and solar modules/panels produced in China from Chinese-made solar cells, but also imports of solar modules/panels produced outside of China from solar cells produced in China. Commerce also found that the scope does not cover imports of modules/panels produced in China from solar cells produced in a third country. The products covered by this investigation are crystalline silicon photovoltaic cells, and modules, laminates, and panels, consisting of crystalline silicon photovoltaic cells, whether or not partially or fully assembled into other products, including, but not limited to, modules, laminates, panels and building integrated materials.

Source: US Department of Commerce website (<http://www.trade.gov>)

Interactive Meet on Cluster Development in NCR

A meeting was organized by ELCINA on May 26, 2012 at Noida, as an Interactive Session between DeitY and members from the Industry from Noida, Greater Noida and Ghaziabad to discuss infrastructure support required for this existing Geographical Cluster of Electronics Industry. Dr. Ajay Kumar, Jt. Secretary and Shri S.K.Marwah, Additional Director, DeitY, participated in this Interactive Session on behalf of the Government and discussed the needs of the Industry as well as the possibilities under the Draft National Electronics Policy 2011.

The objective of the meeting was to try and assess the needs of the Industry and ways to enhance competitiveness of Electronics Manufacturers. As emerged from the discussions that, there was still lot of room for providing support infrastructure such as test/ certification facilities, tool rooms, innovation and R&D Centers, equipment for rapid prototyping, etc. The meeting was attended by 21 companies located in Noida, Greater Noida and Ghaziabad. It was decided that based on the inputs received a survey would be conducted by ELCINA among all these Companies in this area and feedback would be collected on the most keenly required infrastructure support facilities and information will be provided to DeitY.

• Additional Electronic items in FPS

• Requirements of CRPF for equipments, etc.

Nielsen to undertake Communications Need Assessment Study for ESDM Brand Building

AC Nielsen ORG MARG has been entrusted to undertake a study on Communications Need Assessment for ESDM brand building and to promote India as a preferred investment destination for the sector.

AC Nielsen would, as part of this study will contact various stakeholders spread across ESDM verticals and at different steps in manufacturing and value/ supply chain. It will also reach out to academia and consumers across various cities/ rural areas in India. List of stakeholders and approximate number of respondents the study will reach out to is as under:

Stakeholders/ Respondents	No.
Raw materials Manufactures/ dealers	10
Components Manufacturers/dealers	20
10 CTOs in each of 12 ESDM verticals	120
Wholesalers and retailers	735
Consumers of electronic goods	4000
Dealing in Maintenance, Repair, Rentals	550
People/ Companies dealing in e-Waste	237
Products/ Components Importers	45
Students/ Faculty & Placement officers in engineering/ management colleges	1540
Govt./Non-Govt. Research Institutions	12
Media (Business/ News/ Technical)	26
Ind. Association/ Apex Chambers	12
Concerned Ministries/ Departments and government bodies at Centre & States	60
Banks, Funding Organizations, VC Funds, etc., in/ around ESDM Clusters	30

Information collected will be used to develop insights on ESDM 'Made in India' Brand and arrive at the key desired response and mediums to be used to establish the brand through a mass media campaign.

The study, which is expected to take four months, was formally kicked off with a meeting in DeitY on Research Methodology to undertake the study. The outcome of the study will be used to draw plan for execution as a mass media campaign to establish ESDM brand.

For more details contact Shri Akhilesh Saurikhia (a.saurikhia@nic.in).

Export of Additional Electronic Items to get Focus Product Scheme Benefits: Tablets, Motherboards, Public Address System among those included

The Annual Supplement 2012-13 to Foreign Trade Policy 2009-14 was announced by the Shri Anand Sharma, Hon'ble Minister for Commerce, Industry & Textiles on June 5, 2012. The following amendments in the Focus Product Scheme (FPS) are significant as regards electronic hardware and manufacturing sector.

The following products are added in Table 1 of Appendix 37D (Focus Product Scheme) after S.No.548 for export with immediate effect, vide Public Notice No.3 (RE2012)/2009-14 dated 5th June 2012:

TABLE 1:

Sl.N.	FPS Product Code	ITC (HS) Code	Description	Rate Percentage
570	570	84713090	TABLET PC	2%
571	571	84733020	MOTHERBOARDS	2%

The admissible rate for the following items is amended as 5% under Table 1 of Appendix 37D (Focus Product Scheme) for export made with immediate effect, vide Public Notice No.3 (RE2012)/2009-14 dated 5th June 2012:

Sl. No. in Table 1	ITC HS CODE	DESCRIPTION
257	8518	PUBLIC ADDRESS SYSTEM
171	701120	GLASS ENVELOPS FOR CATHODE-RAY TUBES

It is expected that this will provide a boost to the export of these electronic products from the country.

Requirements of CRPF for various equipments and skilling its manpower

A meeting was held under the Chairmanship of Hon'ble Minister for Communications & IT to discuss the requirements of CRPF for various equipment needed by them as well as skilling the CRPF manpower. Shri J. Satyanarayana, Secretary, Department of Electronics & IT (DeitY), Shri R. Chandrashekhar, Secretary, Department of Telecommunications, and Shri K. Vijay Kumar, DG, CRPF were present at the meeting, besides other officials.

A presentation was made by CRPF officials wherein various equipment including communication equipment, optical devices, bomb disposal devices, simulators, medical equipment etc., were identified and DG, CRPF explained that their organization was facing difficulties in getting those devices either because devices as per their requirements were not available or because of restrictions. The CRPF team also expressed need for specialized courses in IITs and IIMs for the officers of CRPF as well as satellite imagery of whole of India with vector layers.

After detailed discussions, it was decided that a Working Group consisting representatives of DOT, DeitY, CRPF and MHRD, may be constituted with a TOR to go into the details of the requirements in pursuance of the above decisions, and make specific recommendations, whereupon, a follow-up meeting shall be held by Hon'ble MCIT. Further, a list of equipment required by CRPF (with technical specifications/user requirements) will be finalized by DeitY based on which the R&D institutions/industry which are most closely associated with the said product could be associated with the development of the customized product based on aforesaid requirements.

• Consultancy for Attracting Investment

• STQC offering S-Mark and IECEE-CB Certification

EOI for JV for e-Waste Management at West Bengal

West Bengal Electronics Industry Development Corporation Ltd. has sought joint venture partnership with national/multinational joint venture partner with appropriate background, proven expertise and requisite financial strength in order to set up integrated facilities for e-waste management in the State. An Expression of Interest has been floated. For more details please contact, The Managing Director, Webel, Webel Bhawan, Block EP & GP, Sal Lake, Sector V, Kolkata 700091.

DeitY to hire a Consultancy for Marketing & Attracting Investment in ESDM

DeitY proposes to hire a Consultancy organization to assist the Dept. in marketing & attracting investment in ESDM sector. An Expression of Interest (EOI) seeking response from interested parties is expected to be floated shortly in this regard. Scope will include:

1. Identification of 50 Target Companies (Indian and Multi-national) having turnover of USD 100 million and above and Prospecting for Investment Attraction and providing ongoing support in marketing and managing follow up with these companies.
2. Assisting in conducting Road shows across countries like, Korea, Japan, US, Taiwan, Germany, France, Sweden, UK, Belgium and Finland, etc.
3. Creation and Management of a Virtual CXO Roundtable for the ESDM to drive a continuous recall of India as an Investment Destination for ESDM and to share continuous update.

This scope also includes providing recommendation on overall Web Strategy for supporting the ESDM Marketing and on lean supporting institutional structure for implementing the NEP.

Editorial Board

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STQC offering S-Mark and IECEE-CB Certification

Standardisation Testing and Quality Certification (STQC) Directorate took the lead in 1994 and became the first Third Party Certification Agency of India origin in India to offer Safety Certification. Since then STQC Certification Service has broadened its scope of certification and is now providing Certification Services under, (i) Safety Certification Scheme (S-Mark) as IEC Standards, (ii) IECEE-CB Scheme, Geneva and (iii) Agency Inspection Services. The details of these schemes are as under as under:

(i) Safety Certification Scheme (S-Marks) as per IEC Standards: Safe Certification (S- Mark) is a third party Certification scheme in electronics sector promoted by STQC Certification Services. This scheme is intended to provided adequate level of confidence, by means of system assessment, product testing and subsequent surveillance, that the product conforms to the specified requirements of appropriate Safety standard published by International Electro-technical Commission (IEC) with Indian deviation(if any). The scheme has been accredited by Dutch Council for Accreditation (RvA), Netherlands as per ISO/IEC Guide 65 for majority of Scopes. The present scope of accreditations is for Consumer Electronics, Information Technology, Components, Ballast, Electromedical and House Electrical appliances.

(ii) IECEE-CB, Scheme, Geneva: The IECEE-CB Scheme is Scheme of the IEC for Conformity Testing and Certification of Electro-technical equipment and Components based in Geneva, Switzerland. This is based on standards prepared by IEC. The Scheme operates on the principle of mutual recognition (reciprocal acceptance) of test result by its 52 member countries for obtaining certification or approval at national level and forms the basis for various national certification marks without repeat testing. STQC Directorate has been operating this scheme since 1996 as National Certification Body (NCB) at STQC Head Quarters and ERTL (West), Mumbai, ERTL (North), New Delhi, ERTL (East), Kolkata, ERTL (South), Thiruvananthapuram and ETDC, Bangalore.

STQC is also signatory to multilateral agreement of CB Scheme and has been recognized to operate as issuing and recognizing NCB in following areas:

TARON	-	Electronics, Entertainment
OFF	-	Information Technology & Office Equipment
LITE	-	Lighting
MED	-	Electrical Equipment for Medical Use
PROT	-	Installation Protective Equipment
CAP	-	Capacitors as Components
CABL	-	Cables & Cords
PV	-	Photo voltaic, Solar panels

In addition STQC is approved as Recognizing (R) NCB for INST-Installation Accessories and connection Devices.

(iii) Agency Inspection Service: Besides conducting factory inspection for its own certification clients, STQC provides Factory Inspection services to International test house and certification bodies. The current tie-ups of STQC for conducting factory inspections in India include, VDE, Germany; LCIE, France; KEMA, Netherlands; IMQ, Italy; KTL, Korea; AENOR, Spain and SGS-FIMKO, Finland.

For more details, please contact, Mr. G. Saxena (Email: gsaxena@mit.gov.in) and Mr. Atul Gupta (Email: atulgupta@mit.gov.in).