

Atharva Institute of Management Studies

Activity / Event report

Name of event	: FACULTY SPEAKS, Episode 15
Date(s) of conduction	: 17 November 2021
No. of participants	: 17
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Resource person	: Prof. Sandeep Jain
Designation	: Assistant Professor
Contact no.	: 9819813967
Email ID	:

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DESCRIPTION

Objectives:

- Indian IT industry – The Money Factory.

Key Takeaways:

- India: A matchless IT Business Partner.
 - Market: Most attractive
 - Business infrastructure: Excellence in delivery
 - Skills: digital hub
 - Innovator: Taking the lead in driving growth for customers
- Growth of India's IT sector:
 - Pre – 1995
 - 1995 – 2000
 - 2000 – 2010
 - 2010 – Present
- IT contribution to India.
- Indian IT BPM: Mix of players.


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- Start-ups emerging in high-impact areas:
 - Ecommerce (820+)
 - Analytics (400+)
 - Edu-tech (200+)
 - Health-tech (120+)
 - Consumer services (100+)
 - IoT (75+)
- IT reserves to reach US \$350 by 2025.
- Top India IT Companies:
 - TCS – 8%
 - Infosys – 4%
 - HCL – 6%
 - Wipro – 2%
 - Tech M – 4%
 - L & T Info – 1%
 - Mphasis – 6%
 - Mindtree – 4%
- Genesis – the money machine:
 - Suspect to prospect (\$MN - \$BN)
 - Breaking ice (credentials)
 - Site visits (acid tests)
 - RFI/RFP/BID (Backbone)
 - Evaluation (Capability demonstration)
 - Due diligence (feel cozy)
 - Commercials & close (money machine)


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- B – Budget
A – Authority
N – Need
T – Time
- Breaking Ice – creating mind space:
 - Management record
 - Domain expertise
 - Scalability
 - Cultural adaptability
 - Technology comfort
- Few words from Dr. Harshita Kumar, Director, AIMS.
- Few words from Ms. Pallavi Rane, Trustee, Atharva Group.

FLYER OF THE EVENT


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The flyer features a white brick wall background. At the top left are the logos for AIMS ATHARVA and ATHARVA SCHOOL OF BUSINESS. The main title 'ATHARVA INSTITUTE OF MANAGEMENT STUDIES' is in blue, with '(Affiliated to Mumbai University)' below it. A yellow circle with the number '15' and the hashtag '#facultyspeaks' is on the right. The word 'presents' is written in a cursive font. The event title 'FACULTY SPEAKS' is in large yellow letters with plus signs. Below it is a video camera icon and a red 'LIVE' button. The date and time 'NOV 17th, 2021 10-11 AM (IST)' are shown next to a calendar icon. A dark blue rounded rectangle contains the word 'WEDNESDAY'. A large hexagonal frame on the right contains a portrait of Prof. Sandeep Jain. Below the portrait, his name 'Prof. Sandeep Jain' and degrees 'B.E., M.B.A.' are listed. At the bottom right, a grey rounded rectangle contains the topic 'Indian IT industry - The Money Factory'. Social media icons for Instagram, Facebook, and Twitter are at the bottom left, along with the website 'www.atharvaims.edu.in'.

AIMS
ATHARVA

ATHARVA
SCHOOL OF BUSINESS

**ATHARVA INSTITUTE OF
MANAGEMENT STUDIES**
(Affiliated to Mumbai University)

15
#facultyspeaks

presents

**FACULTY
SPEAKS**

LIVE

NOV 17th, 2021
10-11 AM (IST)

WEDNESDAY

Prof. Sandeep Jain
B.E., M.B.A.

Indian IT industry - The Money Factory

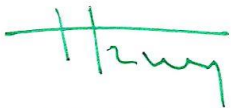
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Flyer Designed by: Piyush Chaudhary (MMS)


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GLIMPSES



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The image shows a Google Meet interface on a Mac. The main presentation slide features the text "Indian IT Industry The Money Factory" in red, next to a blue wireframe illustration of a human head in profile. The meeting controls at the bottom include a microphone icon, a video camera icon, a chat icon, a hand icon, a share icon, a settings icon, and a red end call button. The participant grid on the right shows several attendees, including Bincy Baby, Dr. Harshita Kumar, Sandeep Jain, Monika Chopra, Pallavi Rane, Gaanyesh Kulkarni, Dr. Komal Ahuja, Vaibhav. Patil, Poonam Patel, Sandeep Rasal, and a group of 5 others. The system tray at the bottom of the screen displays various application icons such as Messages, Mail, Photos, Calendar, Apple TV, Music, Podcasts, App Store, and Google Chrome.


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Chrome File Edit View History Bookmarks Profiles Tab Window Help 98% Wed 17 Nov 10:13 AM

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

REC Sandeep Jain is presenting

India: A Matchless IT Business Partner

MARKET- Most Attractive	
~1.38 billion	Growing spending power – amongst the biggest market
>65%	Population with <35 years of age
825.3 million	Wider online user base Aug 2021 3.79% growth recorded last qtr



LEADING GLOBAL SOURCING NATION

67%
Global sourcing share
IT/BPM - \$194 Bn
Includes Domestic
IT/BPM - \$45 Bn

BUSINESS INFRASTRUCTURE- Excellence in delivery	
~7-8X	Entry level wages – Lesser compared to source nations
>800	Number of Global Delivery Centers (GDCs)
+20,000	Diverse supplier landscape; >10,000 digital-centric

INNOVATOR- Taking the lead in driving growth for customers	
>4,200	Start-ups innovating for futuristic technology areas
250%	Growth in funding in B2B space over the last year
~50	Collaboration between large & small providers

SKILLS- Digital hub	
58.8 million	Talent composition – 9x growth in next 4 years
~11.64 million	Digitally skilled people employed in India
> 1 million	Technical output – Engineers annually

10:12 AM | zsq-kvrq-pfd

Participants: Sandeep Jain, Poonam Patel, Pallavi Rane, Binay Baby, Gaanvish Kulka..., Dr Komal Ahuja, Dr. Harshita Kumar, Vaibhav. Patil, Sandeep Rasal, Monika Chopra, 5 others, You

Handwritten signature

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The screenshot shows a Google Meet session in progress. The main content is a presentation slide titled "Growth of India's IT Sector" which is divided into four chronological periods:

- Pre-1995:** By early 1990s, US-based companies began to outsource work to low-cost and skilled talent pool in India.
- 1995-2000:** It Industry started to mature. Increased investment in R&D and infrastructure. India increasingly seen as a product development destination.
- 2000-10:** The number of firms in India grew in size and started offering complex services such as product management and go-to-market strategies. Western firms set up a number of captives in India.
- 2010-Present:** Firms in India became MNCs with delivery centers across the globe. India's IT sector is at a maturity, moving from enterprise servicing to onsite country operations. The country is now become the third largest start-up base.

The slide also features a keyboard key with the word "INDIA" and a photograph of a modern building with a large glass facade. The meeting interface includes a "REC" button, a list of participants (Sandeep Jain, Poonam Patel, Pallavi Rane, Bincy Baby, Gaanyesh Kulkarni, Dr Komal Ahuja, Dr. Harshita Kumar, Vaibhav. Patil, Sandeep Rasal, Ganesh Apte, 6 others, You), and a system tray at the bottom with various application icons.


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Chrome File Edit View History Bookmarks Profiles Tab Window Help 96% Wed 17 Nov 10:27 AM

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

REC Sandeep Jain is presenting

Indian IT: Business Destinations & Emerging Verticals

Traditional geographies growing fastest – 10.4%

Geography	Percentage
USA	62%
UK	17%
Continental Europe	11%
APAC	8%
RoW	2%

Emerging verticals growing faster

Vertical	Percentage
BFSI	41%
Retail	18%
Hi-tech/ Telecom	10%
Manufacturing	5%
Healthcare	3%
Travel & Transportation	3%
Construction & Utilities	4%

FY2016E

*Excludes hardware exports

10:27 AM | zsq-kvrq-pfd

Participants: Sandeep Jain, Dr. Harshita Kumar, Pallavi Rane, Sandeep Rasal, Priyanka Kumari, Poonam Patel, Bincy Baby, Gaanyesh Kulkarni, Vaibhav. Patil, Ganesh Apte, 7 others, You.

Mac OS Dock: Safari, Photos, Messages, Mail, Photos, Calendar, Apple TV, Music, Podcasts, App Store, System Preferences, Chrome, Word, Excel, PowerPoint, Mail, Trash.


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The screenshot shows a Google Meet interface with a presentation slide. The slide title is "Startups: India's next wave of tech growth". It features several data points and industry collaborations.

Start-ups in India:

- 4,200 India 3rd largest technology start up base
- 1200 Start-ups created every year
- \$4.9 Bn Funding; 125 per cent Y-o-Y growth
- 156+ Active VC/PEs in 2015
- 110+ Incubators & Accelerators

Emerging in high impact areas:

- eCommerce - 820+
- Health-Tech 120+
- Analytics 400+
- Consumer Services 100+
- Edu-tech 200+
- IoT 75+

Industry pursuing multifaceted startup collaboration strategy:

INFOSYS: \$500M for investing in technology start-ups	WIPRO: \$100M initial corpus for venture fund
TCS: 31 academic alliances and 21 R&D partners	IBM Innovation Centers: 100 Big Data & IoT startups tie-ups
MINDTREE: '5/50 initiative' to promote in-house disruptive ideas	HCL: 'Value-portal' and 'MAD Jam' to foster employee-led ideas

The Meet interface shows a grid of participants: Sandeep Jain (presenting), Dr. Harshita Kumar, Pallavi Rane, Sandeep Rasal, Priyanka Kumari, Poonam Patel, Bincy Baby, Gaanyesh Kulkarni, Vaibhav. Patil, Ganesh Apte, and a group of 7 others. The system clock shows 10:28 AM on Nov 17.


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Chrome File Edit View History Bookmarks Profiles Tab Window Help 95% Wed 17 Nov 10:39 AM

Inbox (2,252) - kamalpuria.sne x Inbox (28) - paperpresentation x Meet - zsq-kvrq-pfd x

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

Apps Gmail YouTube Maps Translate Reading List

REC Sandeep Jain is presenting

Businesses producing monies on IT backbone

10:39 AM | zsq-kvrq-pfd

Participants: Sandeep Jain, Dr. Harshita Kumar, Pallavi Rane, Monika Chopra, Priyanka Kumari, Poonam Patel, Bincy Baby, Gaanyesh Kulkarni, Vaibhav. Patil, Ganesh Apte, 7 others, You

System tray: Calendar (NOV 17), Apple TV, Music, Podcasts, App Store, System Settings, Chrome, Word, Excel, PowerPoint, Mail, Photos, Messages, Safari, Spotlight, Dock


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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID paperpresentation@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.


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