# WORKSHOP ON SOFTWARE EXPORTS

## FOR SMALL & MEDIUM ENTERPRISES AND YOUNG COMPUTER PROFESSIONALS

### (January 5-8, 1999)

Sponsored by
**SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA** (SIDBI)

Organised by
**ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA** AHMEDABAD

In technical collaboration with
**GUJARAT ELECTRONICS AND SOFTWARE INDUSTRIES ASSOCIATION (GESIA) & SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)**

## BACKGROUND

The nineties have no doubt seen India on the world map of software development. The amazing speed with which the current technological revolution is sweeping through the global economy has created fantastic business opportunities for a large group of Indian people, majority of whom are in their early years of professional life. These are the people with knowledge of computer software programming and who are increasingly getting involved in a wide range of software export activities ranging from simple dataprocessing to export of consultancy and training. There has been ever-growing demand for export of skills and services of Indian software professionals. In recent times the country has witnessed meteoric rise of people who have started their software business virtually from zero capital base.

Considering the strategic advantage of having a large pool of English speaking population and availability of plenty of technical and mathematical talents, India has the capacity of staying ahead of other countries in the international software market. Hence, it is not surprising that the software is one of the fastest growing industries in the country which is already substantially contributing to our forex earnings. Developed countries are increasingly sourcing software products from India and many Fortune-500 companies are setting up their offices in our country. Obviously, computer professionals and small-scale software units are the greatest beneficiaries of this revolution. Though Indian software exporters have registered an impressive growth, considering the potential of markets and capabilities of our experts, the country needs to motivate thousands of software professionals to tap the export market. Only by this the country would be able to move away from the image of a supplier of cheap labour and recreate itself as provider of value added services.

## THE WORKSHOP

Realizing the urgent necessity for providing training inputs to develop export capabilities and competencies of small entrepreneurs and computer professionals, the EDI proposes to conduct a four-day **'Workshop on Software Exports'** at its campus in Ahmedabad. The workshop is conducted in technical collaboration with Gujarat Electronics &

**Software Industries Association (GESIA)** and **Software Technology Parks of India(STPI).** In view of the emerging market realities with rapid development of information technology and removal of trade barriers, the workshop aims at equipping the domestic software developers in the SSI sector as well as the potential entrepreneurs with knowledge to survive in the international competition and exploit the global potential of the software market.

Every year a large number of students are completing advanced level computer courses and many of these students are going to be big names in the software industry tomorrow. Therefore, the workshop also intends to motivate the students of various high-level computer courses to actively get involved in software export business.

This workshop is one of the measures the EDI has initiated towards equipping the potential and existing entrepreneurs with knowledge of export business in specific markets as well as specific products. The institute has already very successfully conducted two market specific programmes on CIS and South Africa, where markets for various Indian products including computer software were discussed in details. Besides analysing various issues of software exports, the Workshop on Software Exports will also deal with scope for Indian software exports to various regions of the world. As an overall attempt of the Institute to familiarise the entrepreneurs with the export-import business a few sessions would also be devoted to export-import procedures and documentation.

## OBJECTIVES OF THE WORKSHOP

The major objectives of the workshop are to:

➢ motivate existing software developers, students of various higher level computer courses, other potential and existing entrepreneurs to undertake export marketing in software and develop new markets besides the traditional markets for software products;

➢ familiarise the participants with the specific nature of software business and acquaint them with the export-import procedure in this product group;

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## The Institute

The Entrepreneurship Development Institute of India (EDI), set up in 1983, is an autonomous institution registered under the Societies Registration Act and sponsored by all India financial institutions viz., Industrial Development Bank of India (IDBI), Industrial Credit and Investment Corporation of India (ICICI), Industrial Finance Corporation of India (IFCI) and State Bank of India (SBI) with active support from the Government of Gujarat.

The Institute is a National Resource Centre governed by its own board. Committed to education, research and training, it has earned a great deal of national and international recognition for its efforts as reflected in the support it has received from the World Bank, International Labour Organization, UNIDO, Commonwealth Secretariat and several other international agencies.

The United Nations Industrial Development Organization (UNIDO) and the Government of India have appointed the EDI as **'Inter-Regional Centre for Entrepreneurship and Investment Training'.** The Institute is a **'National Facility for Entrepreneurial Innovations'** sponsored by National Science and Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India.

The EDI has been spearheading entrepreneurship movement through out the nation with a belief that entrepreneurs need not necessarily be born, but can be developed through well conceived and well directed activities. This, in turn, has led to the design of several training programmes around strategic thrust areas like, New Enterprise Creation, Performance Improvement of Existing Enterprises, Entrepreneurship in Education, Micro Finance & Micro Credit, etc. Besides organizing some other programmes for existing entrepreneurs, like 'Intrapreneurship Development', 'Growth Strategies', 'Performance Improvement' etc., to help these entrepreneurs examine their enterprises in an objective manner and plan for improvement and growth, the Institute has also contributed towards introducing entrepreneurship-oriented curricula in schools in various parts of the country.

The EDI has also launched a one-year academic programme leading to Post-graduate Diploma in Business Entrepreneurship and Management with a unique stream of specialization in family business management.



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