

**ANNEXURE- F**

**FOUR YEAR STRATEGIC ACTION  
PLAN (4SAP) – 2019-23**

**AND**

**ANNUAL ACTION PLAN - 2019-20**

**DEPARTMENT OF INFORMATION  
TECHNOLOGY, PUNJAB**

**SDG'S**

**KPP**

**SUSTAINABLE DEVELOPMENT GOALS  
FOUR YEAR STRATEGIC ACTION PLAN (2019-23)**

**DEPARTMENT: INFORMATION TECHNOLOGY**

**1. Vision & Mission Statement of the Department**

**Vision**

To develop IT and Electronics sectors as key drivers for achieving the State's growth and economic development and to promote Punjab as the ideal destination for IT and Electronics Industry through creation of sustainable ecosystem.

**Mission**

- a) Make Punjab a preferred destination of choice for investments in IT and Electronics System Design & Manufacturing (ESDM) sector.
- b) Develop a culture of excellence in pioneering research and technology development.
- c) Taking up ESDM sector specific skill development & training programmes. Collaboration/ partnership with prospective stakeholders in the industry to enhance the availability of skilled manpower in the ESDM sector.
- d) Synergizing with Government of India schemes to avail various grants and funds particularly in Setting up of Centers of Excellence (CoEs) in ESDM sector.

**2. Sectoral Sustainable Development Goals**

Although no direct Sectoral Sustainable Developments Goals for the Department of Information Technology have been mentioned but Department of IT will focus on the following SSDGs:-

**Goal 4** :Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

**Goal-8**: Promote Sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

**Goal-9**: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

In order to achieve these goals, the Department envisions some key focus areas, such as:

- A. Target to create approximately 15,000 IT/ ITES and ESDM jobs by 2030 by promoting investment in IT/ ITES and ESDM sectors.
  - a. Encourage investments in ESDM manufacturing through concerted efforts such as creating industry-specific policies and focused clusters across the state with best in-class common infrastructure.
  - b. Develop the IT & ITES services sector in Punjab - Mohali and Amritsar will be developed as the IT and Business Process Outsourcing (BPO) hub taking

advantage of the presence of the best in class Institutes of national importance in Chandigarh & Mohali.

- c. Focus on strengthening the existing IT/ITeS sector, which has the potential to provide employment in large numbers.
- B. Ensure availability of world class industrial infrastructure in the State by liasoning with State Development Agencies.
  - C. Modernization of the existing Industries
  - D. Harness the entrepreneurial spirit of Punjab
  - E. Achieve equitable development:
    - a. Create livelihood and jobs in areas with limited development spreading industrial equally across the State.
    - b. Promote establishment of industry in such areas through supportive Government policies like tax rebates and incentives.
    - c. Encourage private players to setup innovative projects such as Rural BPO under IBPO scheme of Govt. of India in areas with limited development.

### **3. Present Status of the Goals, Targets and Baseline values of the Indicators**

#### **A. IT-01: Development & Implementation of IT Parks/Knowledge Parks and IT enabled services (ITES) industry:**

##### **Setting up of STPI center at Amritsar**

Software Technology Parks of India (STPI) is an autonomous body owned by Government of India, Ministry of Communication & Information Technology and having promotional role viz. implementation of STP/EHTP (Electronic Hardware Technology Park) scheme, set-up and manage infrastructure facilities and to provide other service like technology assessment and professional training.

On the initiative of Department of Information Technology, Government of Punjab, Department of Electronics & Information Technology, Ministry of Communications and Information Technology, Govt. of India has agreed to set up another Software Technology Park of India (STPI) Centre at Amritsar, with a total cost of Rs.19.81 crores. As per policy for setting up of new STPI centre, the State Government had to provide the total cost of the land of Rs. 5,98,40,000/- (@Rs. 4400/-per sq. yd for 2.72 acres (=13500 sq. yd), cost of construction of Rs. 400 lacs and Rs.100 lacs as grant-in-aid.

Punjab Government had signed an MoU with STPI for setting up a new incubation centre at Amritsar and had allotted 2.72 acre of land at Amritsar to STPI for setting up of STPI Centre. The State Government has already released Rs. 598.40 lacs to PSIEC against the cost of land and Rs. 100 lacs to STPI as partial share for construction of STPI building at Amritsar.

The STPI center at Amritsar will provide the requisite thrust for an all-inclusive growth of the software industry in this region. The construction of the project is going on & likely to be completed in December' 2019. The number of units is expected to grow rapidly, once STPI sets up, its incubation infrastructure and other facilities at Amritsar.

**B. Scheme for financial Assistance to select States/UTs for Skill Development in Electronics System Design and Manufacturing (ESDM) sector - Skill Development Scheme of Ministry of Communications & Information Technology, Govt. of India**

The State has undertaken a programme for the development of skilled manpower so that prospective entrepreneurs do not face difficulty in starting their operations. The State of Punjab is implementing a Central Sector Scheme for Skill Development in Electronics System Design and Manufacturing (ESDM) sector in the State of Punjab. The aim of scheme is to train 15,000 students during 4 years of the scheme in ESDM sector in the State for improving employability of the students/unemployed youth. The scheme is being implemented with collaboration of Training Partners affiliated with NIELIT (National Institute of Electronic & IT), TSSC (Telecom Sector Skill Council) and ESSCI (Electronics Sector Skill Council of India). In the three years of the scheme, 10420 students were enrolled for skill development training and 8273 students have successfully completed the training. The remaining target of 6727 will be met in the year 2019-20.

**C. IT-04: Promotion of IT/ Knowledge Industry in the State**

Department of IT, Govt. of Punjab, as part of its investment promotion efforts is reaching out to major IT companies by conducting workshops, summits with Punjab Bureau of Investment Promotion with an aim to inform potential investors about the new Industrial and Business Development Policy 2017 and additionally highlight the advantages to invest in /set up operations in Punjab.

**D. India BPO Promotion Scheme**

The Ministry of Electronics & Information Technology (MeitY), Government of India had come out with India BPO Promotion Scheme (IBPS) which envisages to provide the capital support in the form of Viability Gap Funding (VGF) to eligible companies to incentivize setting up of BPO/ITES operations across the country, particularly in digitally deficit areas for

- (i) Creation of employment opportunities for the youth, by promoting the IT/ITES Industry particularly by setting up the BPO/ITES operations.
- (ii) Promotion of investment in IT/ITES Sector in order to expand the base of IT Industry and secure balanced regional growth.

The IBPS scheme approved under Digital India Programme, to incentivize BPO/ITES Operations across the country (excluding certain Cities and the States in North East Region) provides following financial supports:

- a) **Capital Support:** Up to 50% of one-time expenditure incurred on admissible items subject to an upper ceiling of Rs. 1 Lakh/Seat.
- b) **Special Incentives:** The special incentives will be provided within the ceiling of total financial support i.e. Rs. 1 Lakh/seat:

Punjab has got 1200 seats as per IBPS BPO Seats Distribution across State(s)/UT(s) based on population % as per Census 2011. The Software Technology Parks of India (STPI), an autonomous society of Ministry of Electronics & Information Technology was designated as the Nodal Agency for implementation of the IBPS.

However, as a result of proactive follow up with the IT/ITeS companies across the region, Department of IT, Govt. of Punjab were able to persuade the IT/ITeS companies to participate in the online bidding and as a result, Punjab was able to get 2600 seats allotted to IT companies against initially allotment of 1200 seats by Govt. of India. The above translates into approximate employment generation of 4000 IT professionals in the State of Punjab since the companies are required to employ IT

Professional which should be at least 1.5 times the number of seats allocated as per IBPO Scheme.

#### **4. Strategy to realize the Sustainable Development Goals**

- A. The high growth in industry could be achieved / sustained, if the industries having strong backward and forward linkage and using locally available raw material are promoted and is supported by good infrastructure and services.
- B. In order to provide a holistic support for the growth of existing industries as well as attracting new manufacturing and service industries, the State would focus on the right set of drivers and enablers to create a business friendly environment.
- C. The State has identified eight core strategic pillars for the growth and promotion of industries in the State
  - i. Infrastructure: The State would develop quality industrial infrastructure with robust policies for its maintenance.
  - ii. Power : The State recognizes that power is one of the most crucial input for the industry. The State will accordingly make provision for quality, reliable and cost-effective power to give a great boost to the Industry. The State will provide power to the Industry at affordable and fixed tariff for 5 years. This would benefit industries across a broad spectrum and will bring much needed respite to the industry.
  - i. Micro, Small and Medium Enterprises: The State has a strong base of MSME units. MSMEs play a crucial role in providing large employment opportunities at comparatively lower capital cost. The State would build suitable capacity to focus on the development of MSMEs to make it a highly vibrant and dynamic sector.
  - ii. Startup and Entrepreneurship: Innovation and Entrepreneurship are crucial for future growth of State's economy. The State would support cluster specific bottom up approach to build and strengthen Startup and Entrepreneurship ecosystem in the State.
  - iii. Skill Development: The State is conscious of the dire need for the Industry to adopt next generation manufacturing to become globally competitive. Given high dependence on low skill labour, re-skilling or up-skilling of existing workforce will be required to make them ready for the new requirements. The State would set up cluster specific skill centres to ensure skilled workforce for the Industry.
  - iv. Ease of Doing Business: State recognizes the utmost need for providing conducive environment to the industry and businesses in the State. The State has strengthened Invest Punjab initiative by setting up "Invest Punjab Business First" portal to provide all regulatory services and fiscal incentives to the businesses through one common integrated platform and business friendly service delivery network.
  - v. Fiscal and Non-Fiscal Incentives: The State would provide a variety of fiscal and non-fiscal incentives to support the growth of existing industries and to attract new investments. The policy provides strong support to IT and ESDM to enhance their access to Finance, Technology, Market, Infrastructure and other needs. The State has identified IT and ESDM sectors as thrust sectors keeping in view the potential for their future growth in the state and employment generation and they

have been provided higher incentives. Keeping in view the significance of Anchor investors, they have been offered special incentives in the policy. The policy provides a host of non- fiscal-incentives to promote industrial growth.

vi. Stakeholder Engagement: Industrial growth and development requires engagement with a very diverse set of stakeholders. The Stakeholder Engagement will be a key essential for the success of the Policy.

D. Policy Dissemination:Regular Road shows/Camps/Seminars/Workshops to be held in all districts to create awareness regarding all benefits available under the Industrial Business Development Policy 2017 to IT and ESDM sectors.

## 5. Details of the planned Interventions, schemes and Projects with Indicators

The Department of Information Technology has identified the following interventions with respect to the plan schemes of the department.

<b>Indicator</b>	<b>Scheme</b>	<b>Intervention</b>
To utilize the existing human resource, undergoing studies in schools and the school drop outs/unemployed youth by providing them with additional skills that are recognized by industry for employment in ESDM sector	Skill Development Schemes of Ministry of Communications & Information Technology, Govt. of India - Scheme for financial Assistance to select States/UTs for Skill Development in Electronics System Design and Manufacturing (ESDM) sector	1. Awareness of the Scheme through Print/Electronic Media 2. Placement of the students in the ESDM Industry
Setting up of STPI Center in Amritsar	IT-01: Development & Implementation of IT Parks/Knowledge Parks and IT enabled services Industry:	1. Operationalization and Registration of Units at STPI Amritsar
Investment promotion in IT/ITeS and ESDM sectors, Road Shows, Summits and Workshops	IT-04: Promotion of IT/Knowledge Industry in the State	1. To generate Investment promotion Leads

**Goal 4 : Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all**

4.4 : By 2030, substantially increase the number of youth and adults who have relevant skills including technical and vocational skills, for employment, decent jobs and entrepreneurship

1. Skill Development in ESDM Sector for different job roles and additional skills that are recognized by industry for employment in ESDM sector

**Goal 8: Promote Sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all**

8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation and encourage the formalization and growth of micro-small and medium-sized enterprises, including through access to financial services

1. Empowerment and Institutional Strengthening

**Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation**

9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well-being, with a focus in affordable and equitable access for all

1. Development of ESDM Ecosystem

9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries

1. Investment Promotion
2. Facilitate promotion & growth of IT/ ITeS/ Electronics industry

9.4 By 2030, upgrade infrastructure and retrofit industries by liasoning with concerned State agencies to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

1. To ensure maintenance of industrial estates for smooth operation of the industries
2. Liasoning with State development agencies for provisioning of Allied Infrastructure in the Industrial Estates
3. To develop social and other Support Infrastructure for Industrial Growth



## **6. Key Performance Parameters for Key Personnel**

Enclosed as Annexure - 3

## **7. Monitoring of Progress**

Through this document job roles of the key personnel are defined and adequate budget provisioning is done. This ensures that responsibilities are defined to the last level and interventions made accordingly.

# **ANNEXURES**

**Sustainable Development Goals.4-Year Strategic Action Plan (2019-23)**  
**Progress of Achievement of Goals, Targets and Indicators**

Name of the Department : Information Technology															Annexure - 1	
S.No	Sustainable Development Goal /Target	Indicators	Indicator Unit	Baseline		Target					Achievement				Remarks	
				Year	Value	2019-2020	2020-2021	2021-2022	2022-2023	Year - 2030	2019-2020	2020-2021	2021-2022	2022-2023		
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1	<b>Goal 4 : Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</b>															
	4.4 : By 2030, substantially increase the number of youth and adults who have relevant skills including technical and vocational skills, for employment, decent jobs and	<b>State Indicator -4.4.1</b> Skill enhancement of youth by providing trainings recognized by industry for employment	Number of students enrolled for training	2018	2690	4000										
			Number of students successfully completed training	2018	2690	3500										
2	<b>Goal -8: Promote Sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</b>															
	8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation and encourage the formalization and growth of micro-small and medium-sized enterprises, including through access to financial services	<b>State Indicators -</b> 8.3.1 To underatke Construction of STPI Center at Amritsar	Percentage of Work completed	2018	30	35	35			100						
		8.3.2 To operationalize STPI center at Amritsar	No. of units registered with STPI Amritsar	2018	Nil	Nil	5	10	10	100						

**Sustainable Development Goals.4-Year Strategic Action Plan (2019-23)**  
**Progress of Achievement of Goals, Targets and Indicators**

Name of the Department : Information Technology														Annexure - 1	
S.No	Sustainable Development Goal /Target	Indicators	Indicator Unit	Baseline		Target					Achievement				Remarks
				Year	Value	2019-2020	2020-2021	2021-2022	2022-2023	Year - 2030	2019-2020	2020-2021	2021-2022	2022-2023	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
3	<b>Goal 9 : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</b>														
	9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and trans-border infrastructure, to support economic development and human well being, with a focus in affordable and equitable access for all	<b>State Indicator -</b> 9.1.1 To develop Greenfield ESDM Eco-system	No of operational units	2018	Nil	Nil	5	5	5	50	Nil				
4	9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry`s share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries	<b>State Indicators -</b> 9.2.1 To undertake Promotion and Awareness through Roadshows and Summits	Nos of Road shows, Investor meet/summits/exhibitions identified and arranged/Participated as Partner	2018	Nil	2	2	2	2	20					
		9.2.2 To undertake Promotion and Awareness through Publications	Nos of Publications in Electronic/print media/Social networks	2018	Nil	10	10	10	10	100					
		9.2.3 To generate Investment promotion Leads	Nos of leads in IT/ITeS Sector	2018	5	10	20	30	40	200					
			Nos of leads in Electronics Sector	2018	2	5	5	7	7	70					
	9.2.4 To setup Incubation Facility at STPI Mohali		No. of Incubatees	2018	12	15	20	25	40	150	9				

**Sustainable Development Goals.4-Year Strategic Action Plan (2019-23)**  
**Schemes, Projects and Interventions with Indicators**

Annexure - 2

**Name of the Department : Information Technology**

S.No	Scheme/Project/ Intervention	Expected Expenditure (Rs. In crores)	Indicators	Indicator Unit	Baseline		Target					Achievement				Remarks
					Year	Value	2019- 2020	2020- 2021	2021- 2022	2022- 2023	Year - 2030	2019- 2020	2020- 2021	2021- 2022	2022- 2023	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	IT-01: Development & Implementation of IT Parks/Knowledge Parks and IT enabled services (ITES) industry:	23	<b>State Indicators -</b> To undertake Construction of STPI Center at Amritsar	Percentage of Work completed.	2018	30	35	35			100	80				
			To operationalize STPI center at Amritsar	No. of units registered with STPI Amritsar.	2018	Nil	Nil	5	10	10	100	0				
2	Scheme for Financial Assistance to select States/UTs for Skill Development in Electronics System Design and Manufacturing (ESDM) sector (GoI)	1.97 (This scheme is upto March 2020)	<b>State Indicator</b> Skill enhancement of youth by providing trainings recognized by industry for employment in ESDM sector	Number of students enrolled for training.	2018	2691	4036					2691				The scheme was put on hold by GoI till Dec 2018. The enrollment started in March 2019.
				Number of students successfully completed training.	2018	2691	4036					2691	The training suspended due to Covid-19.			

**Sustainable Development Goals.4-Year Strategic Action Plan (2019-23)**  
**Schemes, Projects and Interventions with Indicators**

Annexure - 2

**Name of the Department : Information Technology**

S.No	Scheme/Project/ Intervention	Expected Expenditure (Rs. In crores)	Indicators	Indicator Unit	Baseline		Target					Achievement				Remarks
					Year	Value	2019- 2020	2020- 2021	2021- 2022	2022- 2023	Year - 2030	2019- 2020	2020- 2021	2021- 2022	2022- 2023	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
3	IT-04: Promotion of IT/ Knowledge Industry in the State	10	To undertake Promotion and Awareness thru Roadshows and Summits	Nos of Road shows, Investor meet/ summits/exhibitions identified and arranged/Participated as Partner.	2018	Nil	2	2	2	2	20	Zero budget allocation				
			To undertake Promotion and Awareness thru Publications	Nos of Publications in Electronic/print media/Social networks	2018	Nil	10	10	10	10	100					
			To generate Investment promotion Leads	Nos of leads in IT/ITeS Sector	2018	5	10	20	30	40	200					
				Nos of leads in Electronics Sector	2018	2	5	5	7	7	70					
			To setup Incubation Facility at STPI Mohali	No. of Incubatees	2018	12	15	20	25	40	150		9			

**Sustainable Development Goals.4-Year Strategic Action Plan (2019-23)  
Key Performance Parameters (KPP) for Key Personnel**

**Annexure - 3**

**Name of the Department : Information Technology**

S.No	Key Functionary/ Key Performance Parameter	KPP Unit	Target					Achievement				Remarks
			2019-2020	2020-2021	2021-2022	2022-2023	Year - 2030	2019-2020	2020-2021	2021-2022	2022-2023	
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>1</b>	<b>Joint Director (P)/Assistant Director (G)</b>											
	1. To utilize the existing human resource, undergoing studies in schools and the school drop outs/unemployed youth by providing them with additional skills that are recognized by industry for	Number of students enrolled for training	4000					2691	Suspended due to Covid-19.			
		Number of students successfully completed training	3500					2691				
	2. To develop Greenfield ESDM Eco-system	No of operational units	Nil	5	5	5	50	0				ESDM 2.0 notified on 1st April 2020
<b>2</b>	<b>Joint Director (D)/Assistant Director (R)</b>											
	1. To undertake Construction of STPI Center at Amritsar	Percentage of Work completed	35	35			100	80				IT Promotion work being done by three officers working in Punjab Bureau of Investment Promotion along with current duties.
	2. To operationalize STPI center at Amritsar	No. of units registered with STPI Amritsar	Nil	5	10	10	100	Nil				
	3. To undertake Promotion and Awareness thru Roadshows and Summits	Nos of Road shows, Investor meet/summits/exhibitions identified and arranged/Participated as Partner	2	2	2	2	20	No budget Allocation				
	4. To undertake Promotion and Awareness thru Publications	Nos of Publications in Electronic/print media/Social networks	10	10	10	10	100					
	5. To generate Investment promotion Leads	Nos of leads in IT/ITeS Sector	10	20	30	40	200					
		Nos of leads in Electronics Sector	5	5	7	7	70					
	6. To setup Incubation Facility at STPI Mohali	No. of Incubatees	15	20	25	40	150	9				

**Sustainable Development Goals, 4-year Strategic Action Plan (2019-23) and Annual Action Plan (2019-20)**  
**Financial Performance**

**Annexure - 4**  
**Rs. In Crores**

**Name of the Department : Information Technology**

S.No	Scheme/Project/Intervention	2018-19		2019-2020 RE	2020-2021 BE	Financial Requirements			Actual Expenditure				
		Budget Estimates	Expenditure			2021-2022	2022-2023	Total	2019-2020	2020-2021	2021-2022	2022-2023	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	IT-01: Development & Implementation of IT Parks/Knowledge Parks and IT enabled services (ITES) industry:	0.02	0.02	0.03	3.00	5.00	5.00		0.03				
2	IT-03: Development of Human Resources in the field of IT/ITES	0.00	0.00	0.00	0.00	2.00	3.00		0.00				
3	IT-04: Promotion of IT/ Knowledge Industry in the State	0.00	0.00	0.00	0.00	3.00	3.00		0.00				