

# Memorandum to Goa Government and the Goan Political & Business Leadership on the need for Fast-track Promotion of IT-ITeS Industry

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**Goa IT Professionals (GITP)** Core Committee, its group members and well-wishing progressive Goans present this memorandum on **July 17, 2014** to the Honorable Chief Minister of Goa **Mr. Manohar Parrikar**, Honorable Minister for Information Technology **Mr. Francis D'Souza**, respected **Council of Ministers** and the **political as well as industrial leadership of Goa**, calling for a unified thought process and solidarity in action for an unprecedented and sustainable betterment of Goa and its people through the Information Technology (IT) and IT-enabled Services (ITeS) industry. We firmly believe that given the current great optimism and pointed focus on national growth, and the recently published [Goa Investment Policy](#) there could be no better time than now for Goa to start on this new endeavor.

IT-ITeS industry is one of the most Green, Clean and Intellectual industries in the world ideally suited for the highly creative, and, environmentally and identity conscious Goan people, and to Goa with its high literacy rates and semi-urban infrastructure across the state with reasonably stable electric power supply and high-speed broadband network. Besides employing Goan IT-ITeS professionals and providing quality IT workforce to other industries in Goa (viz. Pharma, FMCG etc.) it will also generate significant local employment opportunities across the complete literacy/skill spectrum in fields like administration, facilities, maintenance, housekeeping, security, transport, food, accommodation, health-care, landscaping, interiors, event management, art & culture, consulting, skills training, etc. The entire Goan society as well as the government will invariably benefit!

Over the decades, poor local employment opportunities have resulted in about 90% of all engineering graduates and at least 2/3<sup>rd</sup> of all other graduates leaving Goa immediately or within the initial 2 years of completing their education in Goa leaving behind a poor quality workforce besides a high number of aging parents without any family support in Goa. (Refer: <http://timesofindia.indiatimes.com/city/goa/Goa-Lowest-number-of-children-second-largest-aged-population/articleshow/23275552.cms>). **About 60% of this Goan brain drain ends up in the Indian and global IT-ITeS industry benefiting everybody other than Goa.** In exchange Goa has witnessed a huge influx of semi or uneducated workforce posing various threats to our tiny Goa and this brain drain needs to be stemmed and reversed as expressed by our Honorable Chief Minister, Mr. Manohar Parrikar, in this July 2, 2012 news article: [http://zeenews.india.com/news/goa/goa-needs-to-freeze-influx-brain-drain-cm\\_784948.html](http://zeenews.india.com/news/goa/goa-needs-to-freeze-influx-brain-drain-cm_784948.html)

Any concerns about negative impact of IT-ITeS on the Goan Tourism industry are ill-informed and baseless given the many shining examples of synergetic ecosystems between these 2 industries in other places right from the original USA Silicon Valley co-existing with the tourist superhot-spot, San Francisco, just miles apart down to our own Bangalore, Hyderabad, Pune etc. It requires global IT-ITeS experience and perspective to practically imagine how Goa could be made the most favorable IT-ITeS destination in India.

We at **GITP earnestly desire to mobilize our 7500+ members to intellectually as well as physically contribute towards the cause of IT-ITeS industry** for securing a clean, green and intellectually rich Goa for posterity. Hence we hereby place before you our practical recommendations as well as commitment with the sole objective of making Goa a shining example of modern, sustainable, reliable, secure and native development model for the rest of India to follow. We look forward to a meaningful dialogue with the relevant authorities and departments in the Goa government at the earliest possible to plan the next concrete steps toward making the Goan IT-ITeS dream a reality. Thanks and God bless for your time, attention and support.

## [A] What we recommend

Based on the vast experience of our members in the global, Indian and Goan IT-ITeS industry GITP presents following recommendations to the Goa Government and the entire Goan Political Leadership, and seeks urgent unified attention, support and action with visible time-bound results:

Recommendation Details	Concerned Govt. Department(s)
<p>1. Goa government should institute a strong Advisory Group of accomplished Goans as well as global experts from the IT-ITeS industry to generate game-changing ideas and bring about a paradigm shift in the Indian IT-ITeS industry by establishing Goa as the IT-ITeS cum Innovation powerhouse of India over the next 10 years. This group should also be used as a platform to create global visibility and attract the most innovative companies to setup base in Goa.</p>	<p>Information Technology, Industries, Education, Labor &amp; Employment, Information &amp; Publicity, Environment, Urban Development, Rural Development</p>
<p>2. Goa government should publish within 3 months a comprehensive and highly progressive IT-ITeS Policy considering the extensive learnings and best practices – from the well-established Indian IT industry in other states – appropriately adapted for the Goan context, capabilities and sensitivities.</p>	<p>Information Technology, Finance, Revenue, Labor &amp; Employment</p>
<p>3. An effective, fact-based, transparent, professional and apolitical awareness campaign must be organized locally by Goa government about its IT-ITeS plans taking all parties into confidence and avoid ill-informed opposition. The cause of Goa’s clean, green and intellectual progress through IT-ITeS industry – given its strong potential to preserve our beautiful Goa for our future generations – should be our common goal which is not compromised/ manipulated for political gains or vested interests.</p>	<p>Information &amp; Publicity, Information Technology</p>
<p>4. Goa government should institute and promote measures to encourage return to Goa of educated Goans who have moved out to other Indian states and even abroad due to lack of suitable local employment opportunities in Goa. Illustrative measures:</p>	<p>Information Technology, Information &amp; Publicity, Labor &amp; Employment, Education, NRI Affairs</p>
<p>a) A simple website could be created on the lines of the National Skills Registry to collect information about qualified Goans working locally as well as outside Goa who wish to return back. Even if a tiny fraction of all professionals produced by Goa over the years is considered as ready to return to Goa for the IT-ITeS industry then it would suffice to start-off IT-ITeS immediately.</p>	<p>Information Technology, Information &amp; Publicity, Labor &amp; Employment</p>
<p>b) Mandate all local schools, private as well as public, to accept enrolment of children of such returning Goans at all times without restrictions.</p>	<p>Education, NRI Affairs</p>

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<p>c) Evaluate and implement the most <u>positive, progressive, practical and non-disruptive</u> measures used by other states and countries (e.g. Israel) to encourage and facilitate the return and settlement of their people.</p>	<p>Home, Information &amp; Publicity, Labor &amp; Employment, Education, NRI Affairs</p>
<p>5. The unique nature of IT-ITeS industry allows physically dispersed teams to work together as one virtual team and this should be leveraged to create a unique network of IT-ITeS centers or a virtual SEZ spread all across Goa rather than a few mega IT Parks which could lead to super-saturation and unsustainability in the long run like witnessed in other IT hubs of India. In the crowd-sourcing, socially-connected, tele-presence world we have a great opportunity at hand to implement the AMUL model for IT-ITeS industry to aggregate the work output of the human intellect across a network of dispersed small groups of individuals. And in this lies the opportunity for Goan IT-ITeS to create a significant cost arbitrage over other Indian IT-ITeS destinations and attract relevant investments to Goa.</p>	<p>Education, Labor &amp; Employment, PWD, Panchayati Raj &amp; Community Development, Rural Development, Education, Information Technology, Transport, Home</p>
<p>a) Goa government should evaluate the local skills/qualifications density across Goa's cities, towns and semi-urban areas to identify and designate locations to promote IT-ITeS industry in an interconnected hub-and-spoke model with planned enhancement of essential infrastructure like power supply, ICT, civic necessities, technology-driven security as well as setting up ready-to-use workspaces for IT-ITeS companies.</p>	<p>Education, Labor &amp; Employment, PWD</p>
<p>b) Goa government should leverage the existing broadband network across Panchayats and village schools by strengthening it to the required levels to support setup of IT-ITeS MicroSEZs in Goan villages especially in the interiors. <b>Take IT-ITeS jobs to people's doorstep to avoid relocation, dual accommodation, daily commute and the wasteful exorbitant costs that go with these.</b> Drastic reduction in carbon-footprint!</p>	<p>Education, Information Technology, Environment, Panchayati Raj &amp; Community Development, Rural Development</p>
<p>c) MicroSEZs in Goan villages will help alleviate the current pressures on Goan urban centers with productive yet non-disruptive utilization of village space and many Goan village houses presently lying vacant.</p>	<p>Housing, Rural Development, Panchayati Raj &amp; Community Development</p>
<p>d) In order to guarantee that Goan IT-ITeS industry is locally sustainable and does not trigger further influx of outsiders, strict regulations would be required to control deputation headcount &amp; tenure into Goa of outsider workforce by IT-ITeS companies and to link workforce growth to the local IT-ITeS workforce availability/output levels. <b>Without this the Goan IT-ITeS industry would have failed the Goan people in its promise to protect and enhance the Goan identity, heritage and environment.</b></p>	<p>Labor &amp; Employment, Information Technology</p>

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<p>e) Kadamba Transport Corporation should create routes to connect all major cities with IT-ITeS Parks and significant IT-ITeS in semi-urban areas with a fleet that is dedicated to the IT-ITeS companies with amenities like A/C, wifi connectivity, laptop/mobile charging points etc. like in developed countries. The intention is to ensure that employees do not feel the need for using personal vehicles and commute to their workplaces with a pleasant and stress-free experience.</p>	<p>Transport, Information Technology</p>
<p>f) Goa Government should mandate registration of all transport/cab drivers of IT-ITeS companies with the state police for tracking purposes. Police vans will be on constant vigil throughout the night in the vicinity of IT Parks. Such and other measures will help pre-empt crimes and provide a 24x7 safe work atmosphere in Goa especially to women who form a key component of any IT-ITeS workforce.</p>	<p>Home, Transport</p>
<p>6. Goa government should radically simplify the complete process of doing business in Goa learning from the best-practices followed across the world (refer <a href="http://www.forbes.com/best-countries-for-business/">http://www.forbes.com/best-countries-for-business/</a> where India is listed at a distant 98th place). Progressive measures proposed in the recent <a href="#">Goa Investment Policy</a> like Investment Promotion Board and single-window clearances besides minimal touch-points, time-bound SLAs and transparent online tracking of applications should be implemented and sustained. Underlying principle: "<b>minimum government, maximum governance.</b>"</p>	<p>Finance, Revenue, Information Technology, Labor &amp; Employment, Industries, Environment</p>
<p>a) All documents needed for clearance should be available as online forms which can be submitted to relevant departments through a workflow designed per government procedures. All important dates in the process should be communicated immediately upon submission.</p>	<p>Finance, Revenue, Information Technology, Labor &amp; Employment, Industries, Environment</p>
<p>b) Company executives should be able to submit digitally signed documents over email/online to Goa government departments for faster processing.</p>	<p>Finance, Revenue, Information Technology, Labor &amp; Employment, Industries, Environment</p>
<p>c) Goa government should simplify the process of land acquisition for IT-ITeS industry through innovative measures like profit-sharing with local Goan stakeholders like Village Panchayats, <i>Comunidade (Gaunkary)</i> and others, including private parties with significant land holdings compliant with applicable rules and regulations. <i>Example: <a href="#">Magarpatta City</a> in Pune has been built in collaboration with village landowners benefitting them tremendously with a permanent stake in the city.</i></p>	<p>Finance, Revenue, Information Technology, Industries, Environment, Urban Development, Rural Development, Panchayati Raj &amp; Community Development</p>

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d) At the same time the government needs to create effective regulations to guard against greedy IT-ITeS companies seeking land at cheap rates with an eye on future high asset appreciations and/or windfall.	Finance, Revenue, Information Technology, Industries
e) Allow real-estate companies to bid for land in the earmarked Goan IT-ITeS hubs, with very strongly binding legal conditions that they will sub-lease only to IT-ITeS companies. This model is highly prevalent in Pune viz. Blue Ridge SEZ in Hinjewadi is developed by Paranjpe Schemes and is sub-leased to Persistent, Searce, Geometric, TCS, Accenture, etc. This ensures effective land utilization with landscaping, swimming pools and other common facilities being shared among multiple companies.	Finance, Revenue, Housing, Information Technology, Industries, Urban Development
7. Goa government should provide additional incentives and sops to aggressively promote IT-ITeS industry over all other industries given its clean, green and intellectual nature while at the same time accounting for the very valid local Goan concerns on protection of local identity, culture, environment and employment:	Finance, Revenue, Information Technology, Labor & Employment, Industries, Education, Environment, Urban Development, Rural Development
a) Tax benefits offered should be directly linked to the percentage of Goans employed by a company (viz. 90% Goan employees results in 90% tax benefits) with 70% Goan workforce (reported on a quarterly basis) being minimum mandatory level to operate in Goa. These limits could be annually reviewed and revised to ensure effectiveness.	Finance, Revenue, Information Technology, Labor & Employment, Industries
b) Special incentives should be made available to Goa headquartered companies and Goans in IT-ITeS industry to promote greater local interest and involvement considering the mid-long term benefits to the local population from the intellectual nature of this industry.	Finance, Revenue, Information Technology, Labor & Employment, Industries
c) Expedite arrival into Goa of sizeable IT-ITeS companies (i.e. employing >200 people locally) with complete tax breaks for the first 5 years of Goa operations after which the Goan workforce-based tax benefits explained above will come into effect.	Finance, Revenue, Information Technology, Labor & Employment, Industries
d) Consider full tax exemption for IT-ITeS revenues generated from MicroSEZs in villages especially in the interiors subject to certain rules and regulations to channel these savings into the local rural economy. This will create motivation for rural IT-ITeS plus a sense of pride for the local workforce from their contributions to their village's upliftment.	Revenue, Rural Development, Information Technology, Panchayati Raj & Community Development
e) Companies with local revenues and headcount beyond defined thresholds for Goan IT-ITeS centers must be given preference while awarding all government departments' IT-ITeS contracts.	Information Technology + all Goa government departments

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<p>f) Private Training Institutions and IT-ITeS companies shall be offered infrastructural facilities in local schools on lease/rental basis, during non-working school hours for conducting training in IT-ITeS skills as well as English language skills. This could create an ecosystem between MicroSEZs in remote villages and the local schools, who will benefit from access to free/low-cost IT support for their initiatives like educational projects, IT awareness, student coaching etc.</p>	<p>Education, Information Technology</p>
<p>g) Companies with development units in Goa, especially local startups, should be given preference and visibly promoted during campus recruitment events in colleges affiliated to Goa University.</p>	<p>Education, Information Technology</p>
<p>h) Goa government has procured licenses of Windows Operating System and other basic software at a much discounted price than the market value for its ambitious Cyberage scheme. Government could launch a scheme on the same lines to provide operating system and basic software licenses at a reduced cost for commercial use by small IT-ITeS startups in Goa. Similar approach could be adopted for many other such government facilitated group discount possibilities to support Goan IT-ITeS startups.</p>	<p>Information Technology, Finance</p>
<p>i) With bright Goan sunshine for most part of the year, Goa government should promote with special incentives solar energy usage in Goan IT-ITeS industry. Similarly for other proven Green measures like wind energy.</p>	<p>Non-conventional Energy, Environment, Finance</p>
<p>8. With the objective of creating a sustainable high-quality local workforce Goa government needs to invest into reforms to education in Goa from schools through colleges and vocational training. Primary goal should be to replace outdated streams/subjects/topics, teaching methods and laboratory facilities with the best in the world by harvesting the power of free global Internet for cost efficiencies. Our children should be enabled to match and surpass these kids learning entrepreneurship in American schools...  <a href="http://online.wsj.com/news/articles/SB10001424052702304640104579489453482766662">http://online.wsj.com/news/articles/SB10001424052702304640104579489453482766662</a> and even the recent innovation wave seen in Africa:  <a href="http://edition.cnn.com/2014/05/13/business/numbers-showing-africa-entrepreneurial-spirit/index.html?iid=article_sidebar">http://edition.cnn.com/2014/05/13/business/numbers-showing-africa-entrepreneurial-spirit/index.html?iid=article_sidebar</a></p>	<p>Information Technology, Education, Labor &amp; Employment, Finance</p>
<p>a) Radically revamp the approach to and framework for school education in Goa to incorporate the latest but relevant educational trends to ingrain lateral, scientific/experimental, innovative and applicative thinking in our students, right from early Secondary School levels. Leverage various online learning platforms like <a href="http://www.agastya.org/">http://www.agastya.org/</a>, <a href="https://www.khanacademy.org">https://www.khanacademy.org</a> etc. to improve teaching quality in Goan</p>	<p>Information Technology, Education, Finance</p>

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<p>schools. Effective utilization of the government distributed tablets and laptops for learning purposes by students should be built into this plan.</p>	
<p>b) The current 300+ IT startups in Goa point to a tremendous but minimally tapped entrepreneurship potential among Goans which if nurtured from an early age could lead to Goa becoming a major Innovation hub in India in the next 10 years. <b>With our visionary Prime Minister Mr. Narendra Modi expected to invest heavily into Indian innovation it would be Goa's colossal and permanent loss to not prioritize the same locally and invest heavily into education to promote intellectual industries like IT-ITeS to be at the forefront of Indian innovation.</b> It is high time we look beyond our major traditional industries (i.e. Mining, Tourism etc.) which undoubtedly have served our Goan economy for generations, will continue to do so for years to come but cannot inherently provide the necessary platform for the Goan intellectual creativity and passion to manifest to its fullest and make the giant leap into the great future that awaits Goa and Goans.</p>	<p>Information Technology, Finance, Education, Labor &amp; Employment</p>
<p>c) For the near term, introduce industry-grade IT-ITeS orientation and training into Goa University graduation syllabus considering current IT-ITeS industry trends, applications and employability needs for the local population. This will make our graduates industry-ready, and reduce training time and costs for IT-ITeS companies. State-level partnerships with skill development service providers of global repute (e.g. NIIT etc.) and qualified local ones should be established for cost effectiveness and quality delivery.</p>	<p>Information Technology, Education, Finance, Labor &amp; Employment</p>
<p>9. The infrastructure and IT skill base resulting from above measures coupled with the powerful application of IT into creative fields like graphics, animation, cinematic special effects (SFX), music, industrial design, architecture, advertisement etc. should be harnessed and promoted to unleash the Goan intellectual creativity and passion.</p>	<p>Finance, Information Technology, Labor &amp; Employment, Education, Art &amp; Culture</p>
<p>10. Goa government should actively engage progressive Goan associations like <a href="#">Computer Society of India (Goa Chapter)</a> and our <a href="#">Goa IT Professionals</a> group as its strong partners to promote awareness and enable its initiatives at ground level for the Goan IT-ITeS industry.</p>	<p>Information Technology</p>

## [B] What we offer

As a progressive group of passionate Goan professionals with a strong desire to see our beloved Goa prosper with clean, green and intellectual progress, we at GITP are keen to proactively offer our support and enablement to the Goa government to successfully pursue the Goa IT-ITeS vision as follows:

1. Within 6-8 weeks of receiving Goa government request, **GITP will help prepare the draft Goa IT-ITeS Policy and an Implementation Roadmap** for ideas shared above as well as relevant ones from other sources through active participation and collaboration with relevant stakeholders within the government and the IT-ITeS industry.
2. GITP will collate and provide direct contact details (i.e. email IDs, phone numbers, location and other publicly unavailable information) of relevant key management personnel (i.e. CEO, CTO, COO etc.) of at least a 100 Indian and global IT-ITeS companies within 1 month of Goa government's request so as to enable it to reach out to the right decision-makers in target companies for Goa IT-ITeS promotion.
3. GITP will setup a watchdog cell with its member network for the Goa government to monitor developments and news in the public domain as well as backend channels around plans of major IT-ITeS companies planning investment/expansion in India. These could then be proactively pursued by Goa government to promote the cause of Goa IT-ITeS industry.
4. GITP, within 3 months, will collect for the Goa government information about at least 500 Goans scattered in India and abroad in the IT-ITeS industry and their relevant details including IT-ITeS skills, experience plus interest and viability to return back to Goa.
5. Physically enable through active on-the-ground participation in Goa government's efforts to spread IT-ITeS awareness in Goan schools, colleges, institutions and even local socio-religious forums. This could include online social channels (viz. forums, blogs, FAQs etc.), organization of virtual jam sessions, conferences, seminars, workshops, roadshows, campaigns, contests, press interactions as well as trainings on specific IT-ITeS topics. **GITP will actively help Goa government to address all local ill-informed concerns/ opposition to the IT-ITeS industry.**
6. Provide Goa government inputs towards revision of academic syllabus and activities in schools and colleges for enhanced readiness of the Goan educated workforce for the IT-ITeS industry. *Example:* Fine Arts stream to focus on User Experience (UX).
7. Use its vast network of IT-ITeS veterans and experts to mentor Goan engineering students across all related streams in identifying and successfully completing their final year projects involving IT-ITeS. Projects to be specifically focused on the latest advancements in IT-ITeS and its application in various engineering streams.
8. Provide an online advisory and support forum to the small and medium Goan IT-ITeS companies for their operational and technological matters and challenges. This would be integral to a planned elaborate GITP website which will serve as the central platform for all GITP activities.
9. Mentor and actively promote local Goan IT-ITeS startups and entrepreneurs within our GITP network to enhance their visibility and help expand their businesses.
10. Partner with Goa government in identification, conceptualization, design & development with latest technologies and methodologies, and, implementation of e-Governance solutions for Goa.

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11. Make a detailed presentation to Goa government within a month of request on specifics of the above proposed items which GITP can deliver with a time-bound plan to promote the cause of IT-ITeS industry in Goa.
12. Done with talking, we now want to do and prove! Many GITP members are ready to move to Goa immediately if suitable jobs with cost-of-living-adjusted remuneration are available. Some are even ready to work for Goa government to help achieve the Goa IT-ITeS vision on a war footing.

We call upon all political leaders in Goa, irrespective of their affiliations, to reflect upon and actionize the ideas shared above to bring sustainable, eco-friendly, non-disruptive and intellectual progress to our and your most beloved Goa. Let us Goans lead the way for the rest of India on new sustainable development models for our future Goan generations to remember with pride all of us living today.

**Goa above all...forever! Jai Gomantak, Viva Goa!!**

**GITP Vision:** Goa – The self-sustaining and eco-friendly IT-ITeS Innovation capital of India by 2024!

**GITP Mission:** Proactively explore, generate and propagate IDEAS with an open-mind, and, bravely lead, participate, collaborate and persevere in the required HARDWORK with relevant stakeholders to achieve our vision.

**GITP Core Committee Contributors** (*in alphabetical order*):

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