

**FOR SEMESTER 4  
GEOGRAPHY (H) STUDENTS**

**PAPER – CC8 (THEORY)**

**TOPIC : 8**

# **TECHNOLOGY PARKS/IT PARKS**

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# IT Parks

Information Technology (IT) Parks, which are also referred to as Techno Parks, Cyber Parks and Science Parks, have been established to facilitate the development of IT industries that foster new business development and technological innovation by leveraging synergies within a cluster environment.



# IT Industries

The IT industry as a whole in India comprises of:

- **Hardware:** This includes computing and networking hardware and peripherals (IT infrastructure). (It does not include consumer electronics.)

- **Software and IT Services:** This includes custom and packaged software, IT services, and IT training services.

- **IT-Enabled Services (ITES):** This includes all business and knowledge processes being outsourced or off shored by companies facilitated by internet, telecom and similar means.

# IT parks in INDIA

1. Bangalore
2. Chennai
3. Gurgaon
4. Guwahati
5. Mumbai
6. Kanpur
7. Dehradun
8. Ranchi
9. Imphal

10. Bhubaneswar
11. Hyderabad
12. Pune
13. Noida
14. Kolkata
15. Lucknow
16. Patna
17. Gandhinagar
18. Shillong etc.

# Hitec City - Hyderabad

The Hyderabad Information Technology and Engineering Consultancy City (HITEC City) is the largest Information Technology park in India, which offers world class state-of-the-art IT infrastructure under one roof to companies operating in the field of IT services, IT enabled services, Telecom, Engineering Consultancy and related domains.



# International Tech Park - Chennai

After the overwhelming success of its International Tech Park in Bangalore, the Chennai-based Ascendas (India), a subsidiary of the Singapore-based Ascendas, is embarking on a major project in Chennai: International Tech Park Chennai, to meet the growing space requirement in this region. The Chennai project, located along the IT Corridor of Chennai, is being developed in association with the Tamil Nadu Industrial Development Corporation (TIDCO), which promoted the TIDEL Park.



# International Tech Park Ltd - Bangalore

Information Technology Park (ITPL) develops and manages the International Tech Park, Bangalore, a joint venture involving Tata Industries, the Singapore Consortium and the Karnataka Industrial Areas Development Board. The company focuses on providing state-of-the-art infrastructure and professionally managed services to attract global and local investors to Bangalore.



# IT Park in Kolkata

Located at Rajarhat in New Town, Kolkata. DLF IT Park is designed by the renowned architect Hafeez Contractor. With a super area of 1.3 million square feet, this complex of three independent towers and a retail complex is built around a large landscaped garden. DLF IT Park at Kolkata is now largely operational. IBM and Genpact, the clients of DLF Commercial at Gurgaon, are already operating out of this park in line with its market expansion in the city.





# Rajiv Gandhi Chandigarh Technology Park (RGCTP)

Rajiv Gandhi Chandigarh Technology Park (RGCTP) is an extremely important project for the Union Territory of Chandigarh as it provides world class integrated infrastructure necessary for the setting up of facilities/campuses by leading Technology Companies and other IT/ITES/BPO companies for the first time in this region. Chandigarh has traditionally been a city where not many multi-national companies had earlier set up their facilities and therefore a large number of professionals had left Chandigarh in the past for other cities, in search of high level employment.



# Cyber Park - Bangalore

It is the most sought-after address in the throbbing IT capital of the country. Located in the midst of leading IT giants and new-economy bigwigs, Cyber Park, is far from being just another high-tech IT park. Rubbing shoulders with world-class IT majors like Infosys, Wipro, Siemens, HP, Birla 3M, GE Capital, Digital, Tata R&D and Motorola, it offers only the best services to elite IT and ITeS companies.

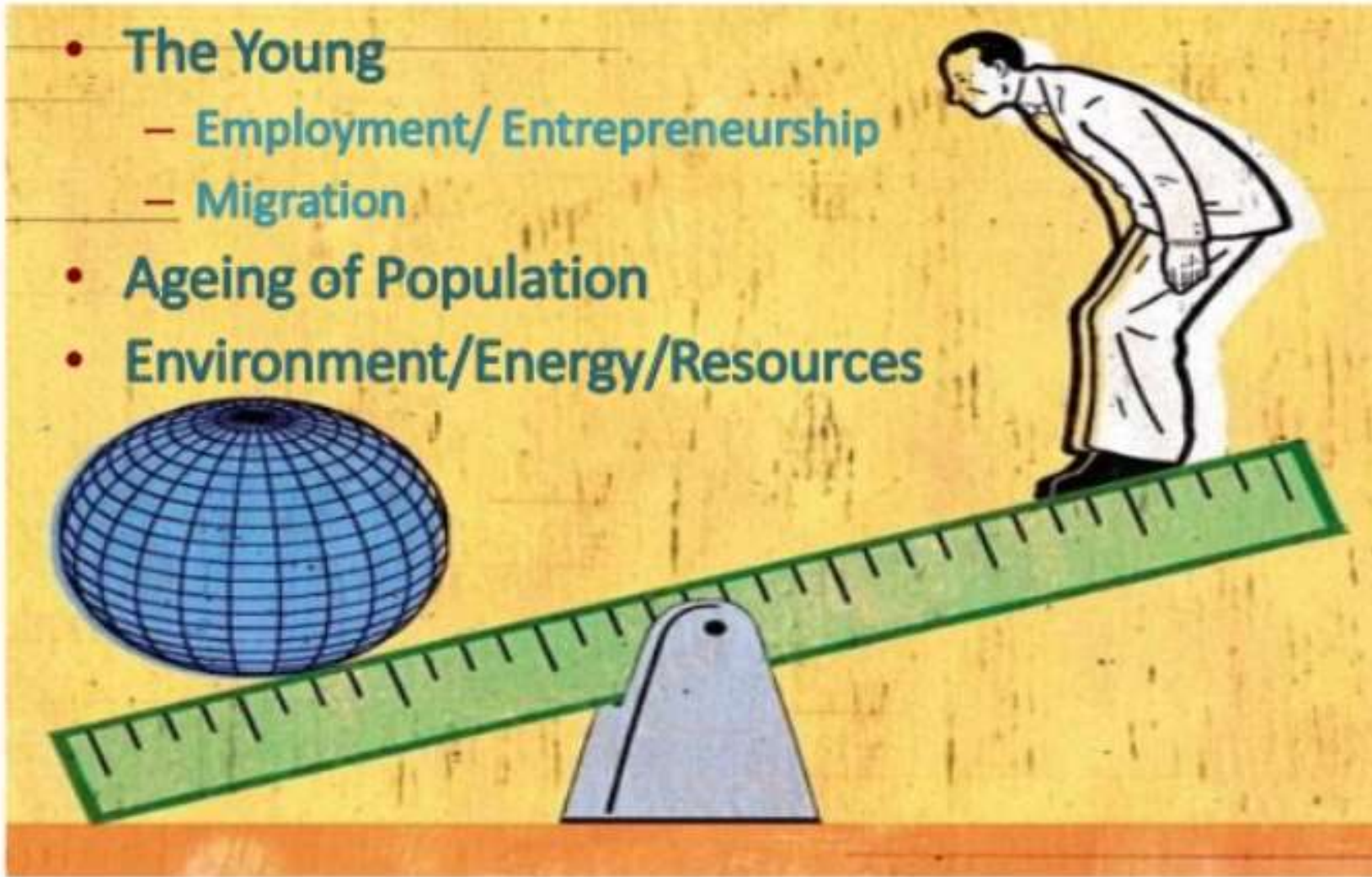


# IT park in Ludhiana

Malhotra Land Developers & Colonisers (P) Ltd intends to set up a knowledge-based industrial park in Ludhiana. The park would be spread over an area 53.63 acres. The proposed knowledge park would be a mix of industrial park, residential and commercial space. The proposed industrial park will have only no-polluting units. The total project cost for the proposed venture would be around Rs 176 crore. The funding would be through internal accruals and bank loans. The company has sent its detailed project report to the industrial department Punjab for necessary approvals.

# Global Challenges

- **The Young**
  - Employment/ Entrepreneurship
  - Migration
- **Ageing of Population**
- **Environment/Energy/Resources**



## Threats?/ Opportunities ?

- Interlinkages among nations and regions,
- impact of global crisis and economic cycles,
- emergence of new economic actors,
- growth of global industries
- eroding of national governments' freedom of action.

# INNOVATION, bringing new ideas to market, IS KEY

Innovation is the source of growth, enabling an economy to advance at a faster pace than the mere combination of investment and labor allows. Innovation is a big reason why an economy is so much more robust over the long haul than others.

Diversify the Economic Base:

- CREATE NEW COMPANIES
- ACCELERATE COMPANY GROWTH
- ATTRACT COMPANIES (FDI)

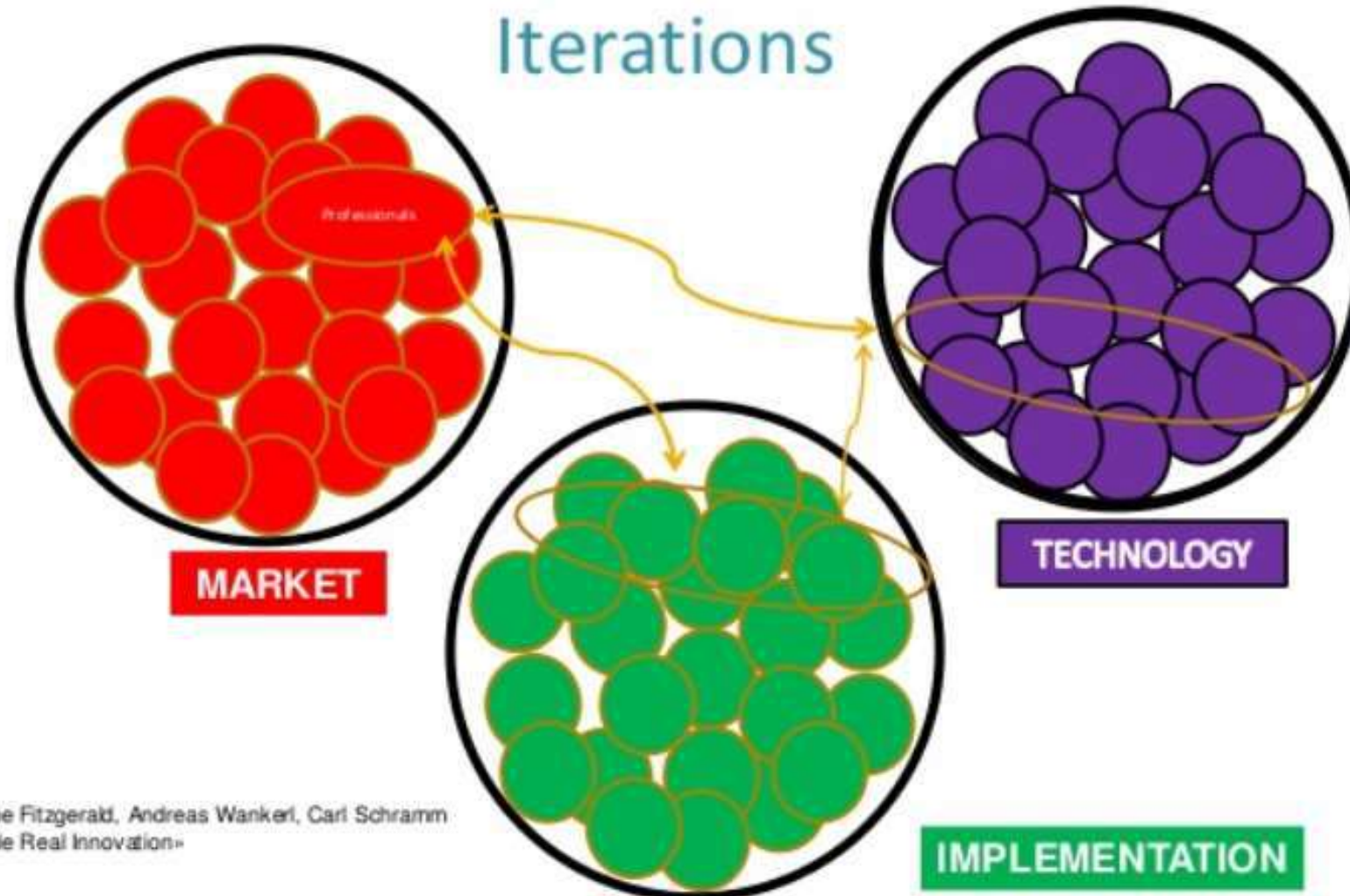
(NOT TECHNOLOGY PUSH, NOT MARKET PULL)  
NOT SCIENCE

# In the economy of the past

- making available financial resources was enough to “automatically” create new products and new services.
- innovation was essentially carried out by larger firms - corporations were vertically integrated and large enough to possess all the necessary skills that were required.
- ideas in the lab landed to market only after completion of lengthy phases (first prototype, industrialization and market testing).

# Innovation is born out of M-I-T

## Iterations



Eugene Fitzgerald, Andreas Wankler, Carl Schramm  
«Inside Real Innovation»

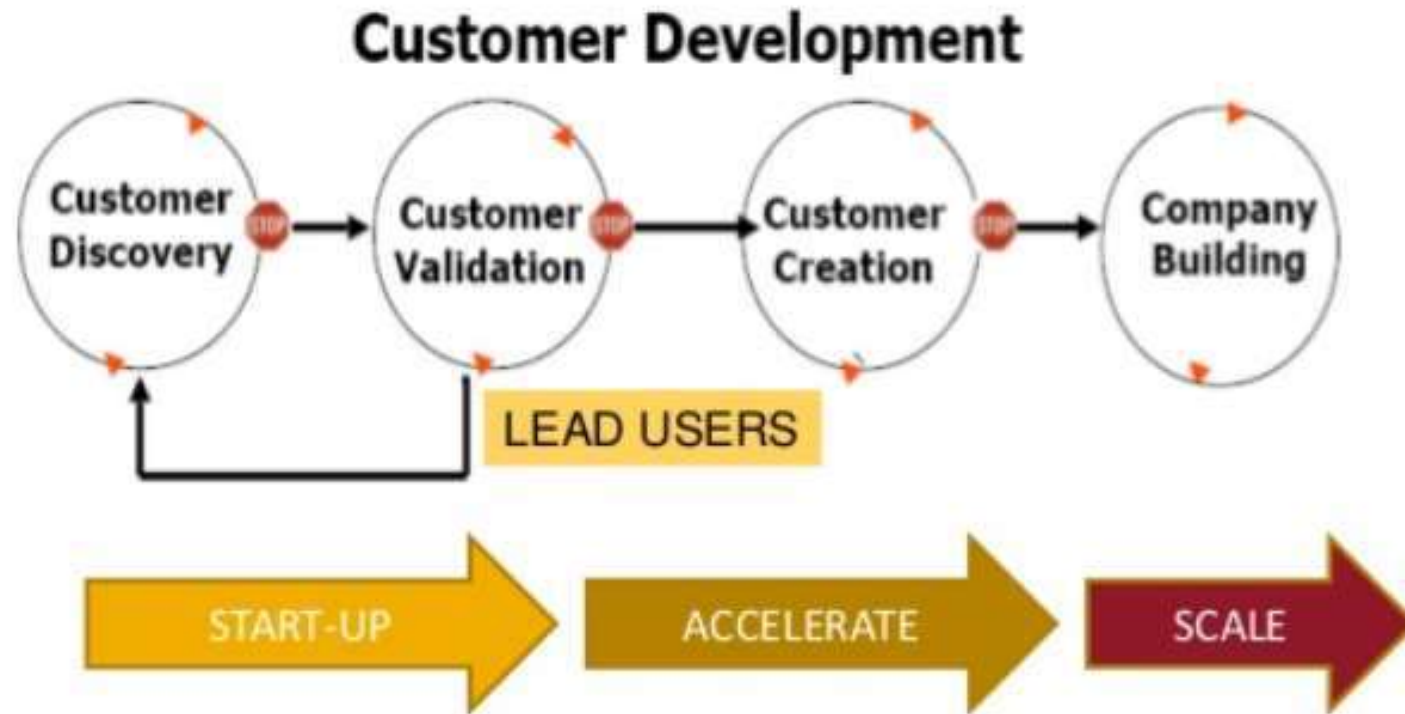


# Elements' Iterations converge to Innovation



«Innovation and Commercialization»  
MOOC Edx.org

# Customer Dev. Process: Steps in Company Creation and Growth



(\*) Four Steps to the Epiphany – Successful Strategies for Products that Win – Stephen G. Blank 2006

# The Key Role of Lead Users





## PRIMO

Shrinking costs of technology have allowed to design a breakthrough **compact portable Low Cost Mobile Gateway** which is ideal for Rural Communications



# Creation, Growth and FDI (Old Style)

AXES	Supporting Institutions	SME Infrastructure	SME Services	Financial Supports	Training	Promotion Awareness
MEASURES	Reg.Dev. Agencies BI-BSC	Industrial Zones	Counseling Information	Guarantee Schemes	Entrepreneurial	Universities
	Chambers Associations	Enterprise Zones Incubators	Bus Plan Finance	Micro Credits	Cluster Programmes	Clusters
	Municipalities One Stop Shop	TechnologyPark Innovation Networks	Marketing Globalization Export	Innovation R&D	New Media	Lead Users
	Universities Research Centres	Enterprise EU Networks	Clustering Networking	Risk Capital	Specific Needs Target Groups	FDI Area Mktg
	National Agencies	Logistic Support Zones	Innovation Productivity	Leasing, etc	Rural Tourism	Tourism Rural <sup>11</sup>

# HUB/KEYSTONE: Fostering key relationships Regionally and Globally



# STP initiatives

- **Set up clustering/open innovation projects**, within targeted specific sectors, to improve business performance through facilitating networking and the instilling of collaborative attitudes among firms and with support organisations.
- **Support access to skilled human resources,**
- **Support access to high quality external service providers**
- **Support access to financial resources – PRIVATE investment and public incentives**
- **Support access to physical infrastructure** - in the form of STPs and incubators - where new companies can start or locate at a minimum cost while gaining maximum visibility on the market.

# STP wealth creation

- ability to **directly contribute to the increase of the value** of the companies. Helping firms progress along the CDP customer development process (e.g. dealing w. **Lead Users, acquiring customers, increasing sales, developing IP assets, strengthening management and organizational skills, etc.**)
- **in-depth coaching/mentoring provided by experienced mentors/serial entrepreneurs to accelerate Venture Growth.**
- **This formula improves significantly attractiveness to entrepreneurs and investors also beyond early stage-funds**
- ability to **make available the financial resources to entrepreneurs** in ways that are efficient, fast and non-bureaucratic. This implies close operational connection to VCs and Business Angels, as well as government agencies.
- ability to **leverage additional funds from Government Funds and EU Programmes (HORIZON 2020 )**.



# Accelerator Case: H-Farm



H-Farm explores the frontiers of the internet in search of dynamic business models and new forms of communication. We look for people passionate about the internet, the innovators who are shaping tomorrow's world. We look for new ideas that truly innovate and simplify technology.

## Portfolio

uannaBe  
career evolution



H-art

ZOOPPA  
people-powered brand energy

.... And 16 other Start-Ups



# STPs as a Keystone (Hub)

- *“Keystone organizations play a crucial role in business ecosystems. Fundamentally, they aim to improve the overall health of their ecosystems by **providing a stable and predictable set of common assets that other organizations use to build their own offerings**. keystones can increase ecosystem productivity by **simplifying the complex task of connecting network participants to one another** or **by making the creation of new products by third parties more efficient**. They can enhance ecosystem robustness by **consistently incorporating technological innovations** and by **providing a reliable point of reference that helps participants respond to new and uncertain conditions**. And they can **encourage ecosystem niche creation by offering innovative technologies to a variety of third-party organizations**.”*

*Marco Iansiti – Business as Ecology, Harvard Business Review, March 2004*

## A UNIQUE DEVELOPMENT CENTRE FOR INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE REGION

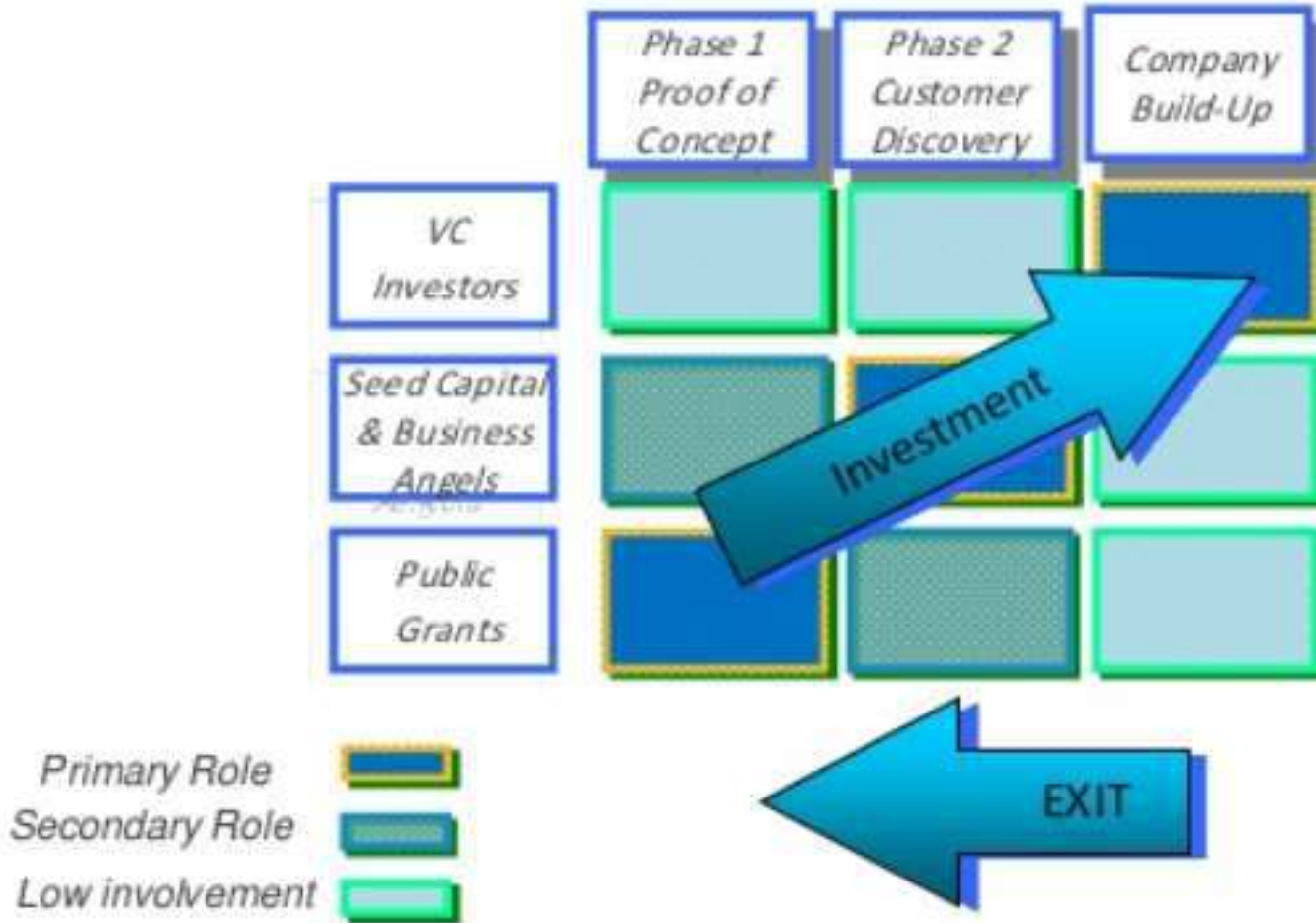


### RC IKT d.o.o.

THIS NEW TECHNOLOGY BUSINESS ECOSYSTEM IS LOCATED IN THE HEART OF EUROPE, A 20 MINUTE DRIVE FROM THE SLOVENE CAPITAL LJUBLJANA AND 8 MINUTES FROM LJUBLJANA INTERNATIONAL AIRPORT. RC IKT IS BASED ON THE PHILOSOPHY OF **OPEN INNOVATION** AND PROVIDES A **STIMULATING, ORGANISED AND FRIENDLY BUSINESS ENVIRONMENT WITH ACCESS TO INFORMATION AND COMMUNICATION COMPETENCES, TECHNOLOGIES AND INFRASTRUCTURE, A NETWORK OF CONNECTIONS FROM THE KEY-STONE COMPANY TO ACCESS THE MARKETS, AND THE CREATION OF SYNERGIES FOR THE FAST GROWTH OF TECHNOLOGY COMPANIES.**

<http://www.rcikt.com/rc-ikt/>

# Fostering Investments and Value



# LUISS EnLabs\*

THE STARTUP FACTORY

## Location



## Partners



## Mission



## Team



## LVenture Group



# Key Success Factors



# Conclusions

- **There is no “best way” pathway to development. Each region is subject to a unique set of opportunities, constraints and competitive conditions.** National and Regional Development policies must be grounded in a **deep understanding of entrepreneurial dynamics, innovation and actual behavior of entrepreneurs, producers, distributors and consumers in the marketplace. Government and companies must work together to achieve prosperity.**
- The **HUB/Keystone approach proactively promotes complex collaborations and transactions** at regional and international level.
- By implementing Collaborative strategies and open innovation, **STPs/Hubs pull together scarce resources and link them up internationally.** In this way STPs support the **competitiveness and accelerate growth of both established Firms and Startups.**

**THANK YOU**