

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

ITE&C Dept – IT Promotion – Developing Innovative Products/ Solutions/ Services – Encouragement – Constitution of Evaluation Committee and formulation of guidelines - Orders –Issued.

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INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions) DEPARTMENT

**G.O.RT.No. 100**

**Dated: 17.07.2015**  
**Read the following:**

1. Innovation & Startup Policy 2014-2020, issued vide Go Ms.No:17, ITE&C Dept, dated: 09.09.2014.
2. Notification dated 17.12.2014 soliciting applications for Selection of Startups and IT companies with Innovative Products /Solutions/Services
3. Go. Rt. No 10 ITE&C Department Dated 21/01/2015
4. Go. Rt. No.73, ITE&C Department Dated 22/05/2015

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**ORDER:**

Andhra Pradesh had taken a leadership position in e-Governance and Information Technology. The growth was propelled by the availability of rich talent pool, lower cost of operations and in some measure due to the innovative policies of the Government. After the reorganization of the State, Government of Andhra Pradesh has developed a blueprint “Re-Imagining Andhra Pradesh – role of e-Governance, Electronics and IT” for development of ICT Industry in the State. The blueprint document also indicates the importance of development of Innovation, Entrepreneurship and Start-up culture in the State

2. In order to boost the IT & Electronics Industry in the State, the Government released a “Triad of Policies”, namely IT Policy 2014-20, Electronics Policy 2014-20 and Innovation & Startup Policy 2014-20 (available on [www.apit.ap.gov.in](http://www.apit.ap.gov.in)). The three policies focus on creation of a world class ‘Technology Start-up Ecosystem’ in the State. Through these Policies, the Government intends to create an ecosystem that produces an entrepreneur in every family. The G.Os 3<sup>rd</sup> and 4<sup>th</sup> read above were issued in pursuance of the Innovation Policy to promote innovative products and solutions.

3. In the ref. 2<sup>nd</sup> cited above, ITE&C Department issued a notification inviting proposals for innovative products and solutions. During the processing of proposals the need for improvement has been felt for a smoother implementation of the scheme especially the need for the Suo Moto products as recommended by Evaluation Committee to be adopted / implemented by the concerned department speedily. Accordingly, the following comprehensive guidelines are issued, in super session of the GOs 3<sup>rd</sup> and 4<sup>th</sup> read above.

4. Departments concerned with the innovative product or solution selected by the evaluation committee shall adopt and implement on a pilot basis to promote IT Industry in the State. Further extension, replication or rollout in full scale of such product will be undertaken by

the line Department following the Policy laid down by the Government on procurement for e-Governance.

5. Under this scheme the proposals are invited in TWO Categories as mentioned hereunder:

**A) INNOVATION AWARDS:**

Start-up companies and IT companies with a turnover of less than Rs. [REDACTED] p.a will be eligible to submit proposals under this category. The focus will be on innovative products that address societal problems. The start-ups and companies selected for Innovation Award shall be granted an amount of Rs. [REDACTED] ( [REDACTED] ) per product.

Awards in the following technologies and subjects are considered for this purpose

**a. Technologies: IoT, SMAC, Semiconductor (Chip/device/System) design, Green IT**

**b. Subjects: Education, Healthcare, Agriculture, Digital Literacy, Rural Development, Smart Cities, Logistics Management, Integrated Water Management.**

**B) SUO MOTO PROPOSALS FOR PRODUCTS/SOLUTIONS DEVELOPED BY MSMEs:**

**Eligibility:**

Any Start up/ MSME/Enthusiastic First Generation Technocrat/ Entrepreneur from Andhra Pradesh, with an annual turnover between Rs [REDACTED] and Rs. [REDACTED], in Electronics and IT sectors can submit a Suo Moto proposal under this category. The companies outside Andhra Pradesh, can also apply under this scheme and will be evaluated by evaluation committee. If their product/solution is selected and they do not have a presence in A.P, they shall open a development centre in Andhra Pradesh. Assistance under this scheme will be provided only on opening of such development centre in A.P.

**Criteria:**

- a) the proposals should be based on the Blueprint published by GoAP or on the AP State Enterprise Architecture ( both documents are accessible from the website: [www.apit.ap.gov.in](http://www.apit.ap.gov.in)
- b) The following subjects/themes shall be considered under this category:
  - i. Identity and Access Management,
  - ii. e-Service Delivery,
  - iii. Cloud Services
  - iv. Knowledge Management,
  - v. Software Defined Networks,
  - vi. Social Benefits Management Systems,
  - vii. Project Portfolio Management,
  - viii. Location Based services,
  - ix. Disaster Management,
  - x. GIS-based applications in the areas of Urban Development, Agriculture &

Rural Development, Water Resources Management, Mines & Minerals, Forest & Environment, Disaster Management, Tourism Development, Traffic Management, Management various assets through the use of GIS, Government/ Community lands Management.

- xi.** Localization Products and Tools namely, content development in Telugu and thereby bridging the digital divide, development of language technologies for text-to-speech and speech-to-text, voice recognition, machine translation, voice web, to enable language-independent delivery of services.
- xii.** Use of Social Media by Government agencies.

## 6. Implementation

**(i).** Products and solutions, valued upto Rs █ █ collectively, will be selected annually, by the Competent Authority, for implementation within GoAP.

**(ii).** For Products selected under SUO MOTO scheme (para 5B above) the amounts approved by the Committee may be released by the ITE&C Department directly to the concerned line Department without undertaking any further procurement process.

**(iii).** If the amount sanctioned by the Committee for a product or solution is more than Rs █ █, the funds shall be released to the line Department concerned in phases. Subsequent to first release, the further funds shall be released to the line department on receipt of utilization certificate.

**(iv).** The line Department shall release funds to the proponent as per agreed milestones after satisfying themselves of the quality and quantity of work fully as per specifications agreed upon by the line Department concerned.

**(v).** If the product/solution recommended by the committee involves subsequent financial support in later stages or years, the concerned department has to provide for the same. The support from IT Department will be limited to adopting/implementing the project initially and not for full rollout or for amount required for maintenance, post-pilot period.

7. In order to evaluate the proposals received under both the categories stated above, Government hereby constitute an Evaluation Committee with the following composition.

<b>1.</b>	Adviser, EGOV, Electronics and IT, GoAP	Chairman
<b>2.</b>	Principal Secretary / Secretary of the concerned department where the products / solutions / services are to be adopted / implemented / used	Co-opted Member
<b>3.</b>	Secretary, IT	Member
<b>4.</b>	Director, ESD	Member
<b>5.</b>	Dr. A.S Rao, IIT Hyderabad	Member
<b>6.</b>	Mr. Lalitesh Katragadda	Member
<b>7.</b>	Mr. Sateesh Andra	Member
<b>8.</b>	CEO Startup Village, Kochi	Member

9.	HoD of Concerned Department where the product/ solution/ services are to be used.	Co-opted member
10.	CEO, Innovation Society	Member Convenor

8. The Evaluation Committee shall scrutinise, analyse and approve the innovative Products/ Services/ Solutions applications received based on following evaluation criteria.

**a. For Innovative Products ( Category A )**

1	<b>Innovativeness of the concept</b>		<b>40</b>
	Degree of uniqueness ( non- availability in other products)	25	
	Degree of Indigenous software / hardware used	15	
2	<b>Usefulness</b>		<b>20</b>
	Meets a felt need of the Dept.	4	
	Meets the felt needs of the citizens / business	6	
	User friendly interface	6	
3	<b>Compliance to Standards</b>		<b>10</b>
	Degree of compliance to international standards	5	
	Use of cutting edge technologies	5	
4	<b>Viability &amp; Sustainability</b>		<b>30</b>
	Cost-effectiveness	20	
	Feasibility of adoption by existing technologies	10	
	Total		

**b. For Suo moto proposals from MSMEs ( Category B)**

1	<b>Usefulness/ Relevance to e-Governance</b>		<b>30</b>
	Meets felt needs of the Dept	15	
	Meets felt needs of the citizen/business	10	
2	<b>Unique value proposition</b>		<b>20</b>
	New service(not available)	10	
	Existing service delivered more efficiently / Effectively	2	
	Possibility for large scale adoption	8	
3	<b>Cost-effectiveness</b>		<b>20</b>
	Cost per transaction	10	
	Capex	6	

	Sort-time-to-benefit	4	
4	<b>Sustainability</b>		<b>15</b>
	User-friendliness	5	
	Local language interface	5	
	Ease of access	5	
5	<b>Compliance to standards</b>		<b>15</b>
	Compliance to standards	5	
	Use of cutting edge technology	5	
	Interoperability with existing eco-systems	5	
	<b>Total</b>		<b>100</b>

9. The minimum cut-off marks / points stipulated for selecting a product in both the categories is 70%.

10. The cost of a product proposal selected for implementation within GoAP shall not exceed more than [REDACTED]. In case the cost of implementation of the innovative product proposal exceeds Rs. [REDACTED], such a product proposal selection shall be on the basis on normal procurement procedure and not under this scheme.

11. This scheme will be valid only for three years from its date of inception.

12. The decision of the concerned department in implementing the product recommended by the committee, to either accept or reject the proposal is final.

13. The Evaluation Committee shall take into consideration and evaluate in a cycle of six months the proposals received from start-ups/ MSMEs and enthusiastic First Generation Technocrats for encouraging Innovative Products/ Solutions/ Services in the State of Andhra Pradesh.

14. This order supersedes the Government orders issued vide reference 3<sup>rd</sup> and 4<sup>th</sup> above G.O RT No:10 ITE &C Department Dated 21.01.2015 and G.O RT No:73 ITE&C Department Dated 22.05.2015.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**B.SREEDHAR**  
Secretary to Government

To

1. The Advisor IT
2. Managing Director, APTS
3. Dr. A S Rao, IIT, Hyderabad
4. Mr. Lalitesh Katragadda
5. Mr. Sateesh Andra

6. CEO, Startup Village, Kochi
7. CEO, Innovation Society

CC to

1. All the Departments of Secretariat
2. MD, APTS
3. MD & CEO, AP State Skill Development Corporation
4. PS to Advisor, IT
5. OSD to CM
6. OSD to MIT

**//FORWARDED:: BY ORDER//**

**SECTION OFFICER**