



Forward Looking Budget Focused on Technology and Infrastructure: IAMAI

New Delhi, 01 February 2020: The Internet and Mobile Association of India (IAMAI) has welcomed the positive outlook on the digital industry and the push to improve digital infrastructure. IAMAI believes the announcement made by Honourable Minister of Finance Smt. Nirmala Sitaraman will promote entrepreneurship, and will boost investments. **Subho Ray, President, IAMAI** said: *“The focus on Technology and Digital Infrastructure is a step towards realizing the trillion-dollar economy and will open up new opportunities for demand generation.”*

According to IAMAI, the vision to provide digital connectivity to all public institutions at gram panchayat level in FY 21, is ambitious and will usher in the much-needed digital revolution under the Digital India initiative, and will also help in the last mile connectivity. This will also bridge the Rural-Urban digital divide, and will open avenues to jobs and employment creation. According to IAMAI, the budget duly acknowledges the positive role of emerging technologies such as AI, IoT, Quantum Computing, in the new world economy.

IAMAI has also welcomed the finance minister’s proposal for promoting the manufacturing of mobile phones, electronics, and semiconductor packaging in the country. In her speech the minister said that India needs to boost domestic manufacturing and attract investment in electronics manufacturing.

IAMAI has maintained that India should focus on attracting large-scale manufacturing and enhance local value integration, and also rapidly capture the markets for the high-end smartphones. According to IAMAI, Government must, therefore, provide both production-based incentives as well as export-oriented incentives to encourage Indian domestic manufacturing. As the Finance Minister rightly said, “There is a cost advantage for electronics manufacturing in India.”

IAMAI also welcomed the Minister assurance that there will be effort to create more opportunities for startup owners. The proposal to set up of Investment clearance cell for entrepreneurs and offering assistance in funding is a welcome move.

IAMAI has also welcomed the plan to provide online quality education to deprived section of society. The association feels that the step will provide the much-needed fillip to the online education sector and will also help in providing quality education in the rural areas.

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, and in the last 16 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others.



Sixteen years after its establishment, the association is still the only professional industry body representing the online industry in India. The association is registered under the Societies Act and is a recognized charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Delhi, Mumbai, Bengaluru, the association is well placed to work towards charting a growth path for the digital industry in India.

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