Preface

Information Technology Industry, normally referred to as ICT in global market, is contributing to Indian economy significantly. Ever since 1970, this industry is evolving in India remarkably. The present status and achievements with about 2% contribution to Indian GDP could not have been possible without overcoming many difficulties. This significant contribution helped society by creating direct and indirect employment. All such success could be attributed to the business opportunities from US for IT enabled services (ITES) and IT implementation services. Timely entry into International business by Indian ICT, capitalizing on the advantages of increasing number of qualified & skilled youth, and English speaking population could bring present success to industry.

In the present era of globalized world all nations are becoming technology savvy and converting them as knowledgeable society. This minimizes the dependency on the ICT knowledgeable nations like India. Therefore, India needs to explore aggressively alternate options to US & UK markets, to sustain the luxury that industry enjoyed till date.

Researcher undertook the study to analyze the scope and challenges for Indian ICT industry in the African geography. In emerging markets, Africa is visualized a fast growing market with abundant natural resources. Its fast growing population is also very promising consideration for ICT industry. Researcher studied various challenges and opportunities through survey method and extensive use of secondary data on Africa. Survey Participants chosen were based on judgmental approach and the respondents were from Indian ICT sector, African ICT sector, Users based in Africa and Influencers such as CII, NASSCOM etc.

The study concentrates on important business factors such as Socio-Economic & Cultural challenges, Political Stability & Relationships, Competition related challenges, Appetite for ICT adaptation, Regulatory challenges, Challenges impacting sustainable business model, and challenges relevant to local talent development. The survey analysis report has been detailed in the findings and recommendations for Indian ICT have also been listed. This report and study is anticipated to enable Indian ICT industry for doing ICT business in Africa region.