

India Cellular & Electronics Association



India Cellular and Electronics Association (ICEA) is the apex industry body of mobile and electronics industry comprising of manufacturers, brand owners, technology providers, VAS application & solution providers, distributors and retail chains of mobile handsets and electronics devices.

The ICEA axiom – INSPIRE-ENABLE-LEAD! truly reflects in our work environment which has three prime thoughts:

Deep and Focused research

An outcome-oriented approach

Passionate focus on nation building

We are widely recognized as the torch bearer for the mobile handset and the electronics industry in India. Our activities and contributions have enabled India to compete with other countries to become a preferred manufacturing destination for the world. Our goal is to establish a robust manufacturing ecosystem to complement the vision of ‘Make in India’, ‘Digital India’ and ‘Skill India’ programs by the Government of India.

ICEA is fully devoted towards improving the competitiveness and growth of the industry by closely working with key stakeholders including the Central and State governments, for creating a robust, globally competitive electronics industry and creating an innovation driven market environment in the country. ICEA, driven by the exceptional leadership’s vision and passion for nation building, is committed to carry forward its aim of building Indian manufacturing and design eco-system and capabilities in major electronics. Some of the verticals which ICEA is serving and helping build deep manufacturing competencies and capabilities include the likes of Consumer Electronics, Telecom & IT equipment, Smart Agriculture, Defence Electronics, LEDs, Automotive Electronics, IT Hardware, Emerging Technologies, IoTs, Aqua Electronics etc.

Some of the key policy intervention areas, legal and regulatory facilitation where ICEA focuses includes:

Increase in the size of the domestic electronics industry with major focus on exports
Development of a robust components eco-system
Establishment of a robust design eco-system etc.

Enhancement in value addition

Favourable policy interventions/ support through close interactions with important stakeholders from the Central Government and State Governments on various issues related to ease of doing etc.

Our Vision

To establish India as a Global Electronics Manufacturing HUB with major focus on exports.

Our Mission

To create a robust eco-system for electronics manufacturing in India and transform the nation into a gigantic global leader.

ICEA’s Objectives

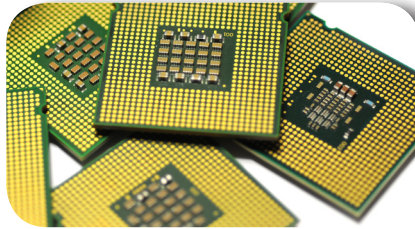


ICEA's Major Achievements



ICEA has assisted the Ministry of Electronics & Information Technology (MeitY) to formulate various schemes for the growth of the Electronics Industry in India:

Production Linked Incentive Scheme (PLI) for Large Scale Electronics: The scheme shall extend an incentive of 4% to 6% on incremental sales (over base year) of goods manufactured in India and covered under target segments, to eligible companies, for a period of five (5) years subsequent to the base year as defined.



Scheme for Promotion of manufacturing of Electronic Components and Semiconductors (SPECS): It is proposed to offer financial incentive of 25% of capital expenditure for the manufacturing of goods (list given by the ministry) that constitute the supply chain of an electronic product.

Modified Electronics Manufacturing Clusters (EMC 2.0) Scheme: The objective of the scheme is to address the disabilities, by providing support for creation of world class infrastructure along with common facilities and amenities, including Ready Built Factory (RBF) sheds / Plug and Play facilities for attracting major global electronics manufacturers along with their supply chain to set up units in the country.



Other Major Achievements

- Establishment of an almost 90-95% legal market operations as evident today from almost scratch during 2000 – 2002. High CVD/ VAT applicable on mobile handsets during 2000 – 2002 were gradually brought down to lower rates leading to spurt in legal market operations.



- A robust mobile manufacturing eco-system got established in India during 2006 – 2012 whereby Nokia established and operated the World's largest mobile manufacturing plant from India. Made in India handsets were being exported to more than 100 countries around the world with India being made the Export HUB. ICEA + DIT (currently MeitY) led

initiative to establish Manufacturing Advisory Committees (MAC) Phase I and Phase II and its recommendations led to this significant rise in manufacturing capabilities. Needless to mention the first era of mobile manufacturing activity in India significantly faded away after scaling down and subsequent closure of the Nokia manufacturing plant during 2014 with exports crashing to zero.

- Establishment of Safety and Performance standards related to mobile handsets and components such as Batteries in BIS and further get them implemented under the CRS (Compulsory Registration Scheme) of the MeitY. ICEA successfully intervened at each stage of the CRS implementation Phase in order to ensure that the same is implemented seamlessly without disrupting the legal market operations.

- ICEA's pioneering contributions to enable development of a robust mobile handset manufacturing eco-system in India in sync with the "Make in India" initiative of the Government of India under leadership of the Hon'ble Prime Minister. Mr. Narendra Modi. Despite 2 manufacturing units were operating in India during 2014, at the end of 2018 approx. 268 new manufacturing units got established in India, which is considered to the biggest success under the Make in India flagship initiative of the Government.
- With the spurt in manufacturing activity India overtook Vietnam to be the 2nd largest mobile handset manufacturing country after China. In 2020, 290 mn handsets were produced in India. In 2014, the production was 18900 cr. and in 2020-21 it reached 2,20,000 cr.
- ICEA's pioneering efforts to establish the Phased Manufacturing Program (PMP) which is aimed at widening and deepening of the components manufacturing eco-system in Phased wise/ Component wise manner. PMP roadmap which was originally prepared



- by ICEA and submitted to the Government has now become the official program of the Government with MeitY notifying the same in 2016 and the same is being implemented year after year.
- ICEA played a key role to support MeitY on drafting the National Policy on Electronics– 2019 (NPE 2019) which has prioritized mobile handset manufacturing as the Champion sector under the overall electronics manufacturing vision over the next 5-6 years.
- By 2025 the total electronics manufacturing goal is expected to reach US\$ 300 Billion.
- Based on ICEA's effective advocacy efforts the recent CPCB import bans handed out to some of the prominent industry stakeholders has got vacated at a quicker possible time frame bringing relief to the industry and this ensured that the legal market operations do not suffer.
- Based on ICEA's persistent efforts with the Government at the highest order today this sector is getting prioritized attention and focus at PMO, Finance and other critical ministries/ departments which has been immensely helpful to get appropriate policy support for this sector.

Outreach Initiatives to accelerate Growth of the Electronics Industry



- ICEA lead the high level business delegation trip to China, USA, Japan & Taiwan to promote India as a manufacturing destination.
- Assists and facilitates all the mobile, cellular & electronics associations outside India for investment promotions in India etc.
- Organize workshops/Meetings/Seminars with participation of Government Ministries/ Departments, State Governments and industry stakeholders on many matters/ topics/ issues/ subjects such as PMP, environment etc. These are pivotal to ensure smooth functioning of the industry and better sensitization of regulatory requirements and laws.



Key service areas of ICEA are:-





ICEA

INDIA CELLULAR
& ELECTRONICS
ASSOCIATION

Inspire.Enable.Lead

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