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07 RENT IT LIKE A BOSS

YOUNG-A-LURU TECHS IT TO THE TOP

In a latest survey of the 25 most high-tech cities of the world, namma Bengaluru was ranked 19, states a World Economic Forum report. How has it earned this accolade? Let's find out



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Bengaluru is the only Indian city ranked at the 19th position to make it to the 'Top 25 most high-tech cities of the world'. A research firm *2thinknow*, attributed the ranks based on the factors related to technology development, such as innovation datasets, tech venture capitalists, number of patents filed per capita, smartphone usage, etc. While Bengaluru's technological performance is a global story inviting many an applause, there seems to be much more that is working in favour of the city.

DISRUPTING TALENT:

→ The diversity of companies and industries has seeded the diversity of talent. The 'old-world' companies like Infosys, Wipro, and TCS continue to flourish along with new-age companies such as Flipkart, Ola, Swiggy, etc.," shares Ashok Madaravally, co-founder, WildTrails, a start-up.

"These new companies have also managed to disrupt and create a second layer of employment who service the growing industries - from drivers and delivery boys to

niche services. Other non-IT industries like aviation, biotechnology, and reetail have also contributed to the growth of the talent pool. In tech too, it's not only engineering talent, but also product management and design talent, which is growing and bringing even more competitiveness to Indian companies. The presence of global MNCs has also given the young exposure to global standards and over a period of time, this makes these employees eminently employable," he emphasises.

A SMART MOVE:

→ Bengaluru is in the race for a slice of the Smart City project pie, being among the seven cities earmarked for development along with Belagavi, Davanagere, Hubballi-Dharwad, Mangaluru, Shivamogga and Tumakuru. A total of Rs 1,772 crore was allocated for the state under the Smart City Mission. However, with the government having spent only Rs 91.34 crore in the last two years, criticism has come to their front.

Recently, UT Khader, urban development minister, clarified that in the last six months Rs 1,499 crore worth of projects had been implemented and

are now in the process of inviting tenders worth Rs 1,407 crore. He said that the department would clear Rs 2,728 crore more for infrastructural projects, which will include the development of 20 major roads and the renovation of two iconic markets - the KR Market and Russell Market.

With the government in the process of creating Special Purpose Vehicles (SPVs) to implement the projects under the Smart City Mission, tech entrepreneurs like Madaravally are upbeat about the efforts being actioned. "Some credit is also due to the government's policies to attract companies by encouraging high-potential industries like aviation and biotechnology. Steps such as widening of the metro network and improving the quality of roads are at a nascent stage, but will bring a competitive edge to the city in the long-run," he opines.

While the city's traffic woes have become a global meme, the well-travelled engineer Srinivas P Kamisetty, founder, PAAMA Agrico suggests harnessing tech to deal with this madness. Technology should be introduced (imagine roads automatically becoming one-way where there is traffic and alerts then being sent to motorists to avoid it)," he says.

EXPERTS SPEAK

Bengaluru is the perfect ecosystem for a high-tech city with its needs, wants, desires and aspirations. It is a young city in many ways, literally made for the young! Its diverse options of cuisine, the totally tolerant denizens (old and new), its complete lack of jingoism, and the options the city provides for entertainment, and fashion is a classic differentiation. The edge is in the attitude of its people.

- Harish Bijoor,
brand-expert and founder,
Harish Bijoor Consults Inc

Considering that scarcity of water, space, electricity, and fresh air are bound to occur, technology advancements that help using them effectively and efficiently should be mandated in every sphere of urbanisation. What will put us in the lead is the use of technology to focus on health and well-being of the citizens amidst urban development.

- Srinivas P Kamisetty,
founder, PAAMA Agrico