



# FAIITA

Federation of All India IT Associations

# PATRIKA



**NAVIN GUPTA**  
PRESIDENT



**SANJEEV WALIA**  
SECRETARY



**LIJU PR**  
e-BULLETIN  
CHAIRMAN CUM EDITOR

**VOL I**

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## President Message



**NAVIN GUPTA**  
PRESIDENT

Dear FAIITANS,

First of all, let me extend a heartfelt thanks to all of you for giving me the responsibility as the President for the year 2025-27. FAIITA has always been very close to my belief and I assure you that I will take this responsibility with full passion and work towards the ultimate goal of benefiting the channel partners. Within these two years, our first and foremost plan is to reach to the last mile of channel which will increase our strength and capabilities to ensure a proper and healthy channel business. This will also help us in implementing a nationwide strategy more effectively.

Let's congratulate FAIITA Sr Vice President Cum Chairman & Editor Mr. Liju P Raju who has left no stone unturned in publishing the first bulletin for members that will reach up to the last mile to create more awareness about FAIITA Information and messages. This E bulletin will be published every quarter where in all the new strategies and achievements will be highlighted so that everyone will know and can contribute to the growth of FAIITA as an association. We will welcome all the valuable inputs from the channel partners which will then be reviewed by the available board members.

As the President of FAIITA, my vision is to further strengthen our association's position as the national federation of IT associations, representing the IT trade fraternity involved in retail, distribution, services, and solutions. We'll continue to work tirelessly to address the challenges faced by offline IT dealers and retailers, promoting a level playing field for all industry stakeholders. FaIita provides a platform for members to connect with industry leaders, experts, peers and members stay updated on the latest technologies, and best practice in the IT sectors.

As we move forward, I'm confident that FAIITA will continue to play a vital role in shaping the IT industry in India. I invite you to join us in this journey, share your ideas, and participate in our initiatives. Together, we can achieve great things and create a brighter future for the IT trade fraternity.

## Secretary Message



**Sanjeev Walia**  
Secretary

Dear FAIITANS,

**A New Chapter and Renewed Commitment:** Message from the Secretary, FAIITA  
Dear Esteemed Members and Colleagues, It is with immense honor and a deep sense of responsibility that I address you today as the newly appointed Secretary of FAIITA. This fatherly body, representing the collective strength and diverse expertise of State and Union Territory Federations and various dedicated associations across our nation, holds a pivotal position in shaping the future of India's thriving information technology landscape. step into this role with a profound respect for the legacy built by my predecessors and a clear vision for the path ahead. Our Federation stands as a testament to the power of collaboration, a unified voice advocating for the growth, innovation, and ethical development of the IT sector across all corners of India.

My commitment is unwavering: to serve as a dedicated bridge, fostering stronger communication and collaboration amongst our member federations and associations. Together, we will work diligently to amplify our collective voice on crucial policy matters and industry challenges. Promote knowledge sharing and best practices to elevate the standards of the IT ecosystem nationwide. Strengthen the bonds of unity and mutual support within our diverse and dynamic community.

I firmly believe that by working together, with a shared sense of purpose and a commitment to the greater good, we can unlock even greater potential within the Indian IT sector and contribute significantly to the nation's progress.

I look forward to engaging with each of you, listening to your insights, and working collaboratively to achieve our common goals. Please do not hesitate to reach out with your valuable perspectives and suggestions.

## Editor's Desk....



**LIJU PR**  
e-BULLETIN  
CHAIRMAN CUM EDITOR

Thank you, Navin Ji, for giving me the responsibility as Chairman and Editor of the very first FAIITA E-Magazine. It is truly an honor and a privilege. I would also like to extend my heartfelt thanks to all FAIITANS and the GB Members for placing their trust in me and supporting this initiative with such enthusiasm and unity. When I was appointed as the Chairman and Editor of the E-Magazine, one thought echoed in my mind: "We are one, and we are for everyone."

This powerful message has been the guiding light in our journey of creating this inaugural edition. It reflects the spirit of unity, inclusiveness, and collective growth that defines FAIITA. This magazine is more than just a publication—it is a platform for every member, every association, and every voice within our community. It is an effort to showcase our activities, highlight success stories, share knowledge, and build stronger connections across the nation. The journey of curating the first edition was filled with inspiration, learning, and a renewed sense of commitment. From collecting articles to designing layouts, every step was a team effort, driven by the passion to create something meaningful for the FAIITA family. As we present this first edition to you, we invite you to read, reflect, and contribute. Let this E-Magazine become a mirror of our shared achievements and a beacon for the future.

Let us continue to strengthen our bonds, support one another, and move forward with the message loud and clear: FAIITA is united. FAIITA is for everyone.



*Team 2025-27*



**Navin Gupta**  
President



**Sanjeev Walia**  
Secretary



**Liju. P. Raju**  
Senior Vice President



**Praful Desai**  
Vice President



**Naveen Gupta**  
Treasurer



**Deepak Bommisetty**  
Joint Secretary



**Devesh Rastogi**  
Past President, GB Member



**S. Karthikeyan**  
GB Member



**Arun Dey**  
GB Member



**Neeraj Agarwal**  
GB Member



**Sushil Kumar**  
GB Member



**Sulalith Gupta**  
GB Member



**Kuldeep S Verma**  
GB Member



**Sugriv Singh Ranawat**  
GB Member



**Pawan Agrawal**  
GB Member



**Dharmesh Negandhi**  
GB Member



**Paresh Salgaonkar**  
GB Member

## The Voice of Experience: Past Presidents' Thoughts



Friends, It was a privilege to have formed and led FAIITA as its founding president, during which our team worked with dedication and integrity, achieving remarkable milestones for the industry. Brought all Brands to follow market discipline and benefit entire channel.

With new team in place, I sincerely hope that FAIITA will again reach new heights and work towards the betterment of the entire trade community. Let's focus on strengthening FAIITA with transparency, inclusivity, and a genuine commitment to members. Also Hope to let FAIITA can solve all the problems of IT fertility across India.

Wishing you all success in coming years.  
 Champak Raj Gurjar, FAIITA Founding President

## Legacy of Leadership: Past Presidents Speak



Heartfelt congratulations to the newly elected FAIITA leadership team for the term 2025–2027! I extend a warm welcome to Shri Navin Kumar Gupta, who now assumes the esteemed role of the fourth President of FAIITA, the apex national body representing Indian IT associations. It has been my privilege to work alongside Shri Gupta over the years—most notably during his tenure as Secretary of FAIITA from 2019 to 2024, including my own term as President from 2019 to 2022. His extensive experience, deep understanding of the industry, and progressive vision make him exceptionally well-suited to lead FAIITA into a new era of growth and excellence. His accomplishments, including being the recipient of the prestigious GATES ICT Channel Executive Award 2023 and numerous accolades from Rotary India, are a testament to his capabilities. Beyond his professional acumen, Shri Gupta possesses an affable, engaging, and witty personality. He listens attentively, addresses concerns with thoughtful solutions, and enjoys the goodwill and support of peers across the ecosystem—brands, partners, and retailers alike. No leader succeeds alone, and Shri Gupta is indeed fortunate to have a strong and dynamic team at his side: Shri Sanjeev Walia as Secretary and Jnt Secretary as Shri Deepak Bommisetty, Shri Liju Raju as Senior Vice President, and Shri Naveen Gupta as Treasurer. FAIITA's strength lies in its rich diversity, drawing representation from every corner of India. Despite geographical distances, the organization continues to thrive—thanks to the power of technology and collective will.

I commend the newly announced Vision, Mission, and Goals of this term's leadership. In these challenging times for our industry, reinforcing and empowering India's IT channel ecosystem is not just necessary—it is visionary. To that end, FAIITA's mission to build a strong, unified, and future-ready dealer community rooted in innovation, integrity, and collaboration is both timely and essential. I am confident that this team will usher in a transformative chapter for FAIITA. To translate vision into tangible outcomes, I encourage the creation of dedicated committees equipped with clear project plans. Delivering measurable results within defined timelines is critical—time is a precious resource, and must be invested wisely, with the right people and the right initiatives. Since its inception, FAIITA has experienced a dynamic journey—from its early, quieter years to overcoming unprecedented challenges during the pandemic, and now entering a phase of resurgence. This is the moment to reclaim the market presence that has been encroached upon by online platforms. One promising avenue is the INDIAITMALL.com initiative, which holds the potential to redefine the business landscape for our fraternity. I also applaud the launch of FAIITA's monthly newsletter—a commendable initiative that will soon become the unified voice of our community. I am honored to contribute as a guest writer for its inaugural edition. Once again, I extend my warmest congratulations to the newly elected FAIITA team and wish them unparalleled success in the journey ahead. Long live FAIITA!

Best regards, Koushik Pandya, Past President, FAIITA

## Guiding Words from Our Past President



As the past president of FAIITA, I am honored to reach out to all of you through this e-bulletin. I would like to take a moment to extend my heartfelt congratulations to the newly elected president, Shri Navin Gupta, and his dedicated team. Your leadership comes at a crucial time, and I am excited to see the vision that you will bring to our esteemed organization.

I would also like to express my sincere gratitude to the previous Governing Body members for their unwavering support during my tenure as president. Your dedication and commitment have played a significant role in our achievements, and I am truly thankful for the collaboration we shared. As we move forward, it is essential that we address the evolving challenges and expectations of the channel community. I encourage all members to actively engage with the leadership team, sharing your insights and feedback. Your contributions are invaluable as we strive to strengthen our network and enhance the support we provide to our members.

I wish Shri Navin Gupta and his team all the best as you embark on this journey. May you successfully meet the expectations of our community and advance our collective goals. Together, we can continue to foster innovation and collaboration within the industry.

Best regards, Devesh Rastogi, Past President, FAIITA



# FAIITA Initiation in Resolving Issue in Madhya Pradesh



Dharmesh Negandhi  
GB Member

First of all Greetings from all of us here at FAIITA, an organization with the motive for the welfare of its associated Members Associations at all India Level. As the tenure of New Team Started for the new session one of the Major deadlock Issue arises in between our associate Member MPCTA (Indore IT Association) and Lenovo. Matter in short was opening of Lenovo Store in close proximity of LES Store existing since last Seven years running successfully at the same premises.

MPCTA intervened and tried to resolve the issue in discussions with Lenovo Officials, but not reached at any solution. MPCTA approached BITTUA (Bhopal IT Association) and MCDA (Mahakaushal IT Association) for support. MP It all associations have their own very strong unity and unanimously they stand with MPCTA for all the support, which resulted in the boycott of Lenovo Products from 26 February 2025 by all the associated members of Indore, Bhopal & Mahakaushal. Meanwhile MPCTA also approached FAIITA for resolution of this issue. Understanding the seriousness of this issue, our Past President Mr. Devesh Rastogi and Present President Mr. Navin Kumar Gupta immediately came into action and discussed the matter with Lenovo, all India Management Team. A zoom meeting was arranged between Lenovo Officials and MPCTA body where the matter discussed in collaboration with Mr. Navin Kumar Gupta ji & Mr Devesh Rastogi ji.

A meeting was arranged on FAIITA initiation at Lemon Tree Hotel Indore on 26th February 2025 in between Lenovo Top Officials & MPCTA Local body representatives. Meeting ended without any conclusive decision and MP Associations decided to continue boycott of Lenovo Products.

FAIITA Election and GB Meeting were called on 9th March 2025 at Lucknow. In this meeting Mr Naveen Kumar Gupta Elected Unanimously as our President for 2025-27 and new body was formed.

After Election new Body immediately took Lenovo Issue and arranged the meeting with MP Head Mr. Durgendra Singh and myself. In this meeting the matter was discussed point to point under the able guidance of President Mr Navin Kumar Gupta and Past President Mr. Devesh Rastogi.

Consensus was reached and Lenovo agreed on the major terms and issues rose by MPCTA. MPCTA was updated by me on the terms Lenovo agreed and MPCTA also agreed on the amicable solution presented by FAIITA and Lenovo. A consensus official letter was issued by Lenovo and assurance was given to MPCTA on all the concerned raised. Lenovo boycott ended as the solution reached.

FAIITA played major role in resolving the issue. Thanks to President Mr. Naveen Kumar Gupta and Past President Mr Devesh Rastogi who took personal interest and their vast experience helped in resolving this issue.

Hereunder FAIITA as parent association of all the Regional Association advise its Members as follows;

- If you are involving FAIITA to resolve the issue all the matter should be forwarded to FAIITA in writing along with documentary proof on FAIITA official mail ID secretary@faiita.Co.in.
- Regional Associations should not take any decision in issues, involving FAIITA without the consultation with FAIITA.
- Any progress in the issue should be immediately updated to FAIITA for guidance.
- Boycotting any Company or Product is not a Solution, if FAIITA is involved all the solutions come out with mutual discussions.

**Remember, teamwork begins by building trust, Individually, we are one drop. Together, we are an ocean.**

# Root Causes Behind the Digital Arrest Scams in India

## By Kaushik Pandya, Ahmedabad



One of the most alarming cyber crimes currently plaguing India is the so-called "Digital Arrest" scam. In this fraud, imposters pose as officials from government or law enforcement agencies and coerce unsuspecting citizens into paying money for fictitious crimes. These scams have permeated every corner of the country and are regularly featured in both print and digital media.

The scam is spreading at an alarming rate. According to Minister of State for Home Affairs, Bandi Sanjay Kumar, Indian citizens lost a staggering ₹1,935.51 crore to digital arrest scams in 2024 alone. Shockingly, many of the victims are highly educated, including government employees and individuals from elite social classes, who have been swindled out of crores. Prime Minister Narendra Modi has addressed the issue in his "Mann Ki Baat" broadcast, cautioning the public against falling victim to such scams. He also advocated a simple three-step approach to staying safe: Stop, Think, Act. Yet, victims frequently report that attempts to reach the official cybercrime helpline (1930) went unanswered, and that complaints lodged on [cybercrime.gov.in](https://cybercrime.gov.in) often received no response for over two weeks—sometimes without any formal FIR being filed.

So why is this scam proliferating so quickly? The answer lies in a combination of legal gaps, psychological manipulation, and systemic shortcomings.

### 1. Lack of Awareness About Legal Provisions

There is no legal basis in India for law enforcement agencies to conduct arrests via video calls or online monitoring. Any such communication is unequivocally a scam. While India's recently enacted criminal laws allow for electronic summons and proceedings, they do not authorize what is being dubbed a "digital arrest." The Bharatiya Nagarik Suraksha Sanhita (2023), which outlines procedures for administering criminal law, permits electronic service of summons (under Section 63) and remote legal proceedings via encrypted, authenticated communications. However, none of these provisions support digital arrests. Unfortunately, this legal nuance remains unknown to most citizens, allowing fraudsters to exploit the general lack of awareness. Many people, having witnessed courts function electronically during the COVID-19 pandemic, wrongly assume that such remote interactions—like digital arrests—might be legally valid.

### 2. Psychological Fear of Law Enforcement

In India, most people tend to become defensive when approached by authority figures. The complexities of the legal system, the intimidating demeanor of law enforcement, and a general unfamiliarity with the law often push victims into a state of psychological fear, making them more susceptible to believing the scam. Fraudsters often isolate their targets early in the scam, amplifying their anxiety. This psychological manipulation discourages victims from discussing the incident with others, trapping them in a prolonged cycle of fear and obedience—sometimes for several days.

### 3. Fear of Punishment

A widely held belief in society is that money can mitigate legal repercussions. Sadly, this perception—though partially true globally—is a powerful tool in the hands of scammers. Fraudsters demand payment under the pretense of avoiding fines or imprisonment, and victims, fearing for themselves or their loved ones, comply. This dynamic especially affects well-educated, affluent individuals who feel they have more to lose and are therefore more likely to pay large sums to escape perceived consequences. e a reply for over 15 days.

**4. Lack of Trust in Response Mechanisms**

Numerous participants in my cybersecurity awareness sessions have expressed frustration with the current response mechanisms. Calls to the 1930 helpline often go unanswered, and complaints submitted to cyber crime.gov.in may not receive a reply for over 15 days. Another critical issue is the absence of clear follow-up procedures. Most citizens are unaware of what steps to take after registering a complaint, such as approaching the nearest cyber crime police station. While some awareness campaigns exist in schools and colleges, other vulnerable groups—like senior citizens and the business community— remain largely unaddressed. Most local police stations are ill-equipped to handle cyber crime cases, often redirecting victims to the limited number of dedicated cyber crime units. To address this gap, every police station must be staffed with at least three to five cyber-trained officers. Additionally, we need a nationwide civilian volunteer force trained to respond to first-level cyber crime reports and guide victims effectively. Empowering local law enforcement and establishing visible, responsive support structures will build public confidence and reduce the incidence of cyber fraud. Cybersecurity awareness and training programs should be institutionalized as part of CSR initiatives, with dedicated incentives to scale up efforts.

**5. Absence of a Centralized Cybersecurity Authority**

India's cybersecurity infrastructure is fragmented, vulnerable, and in urgent need of structural reform. While multiple central bodies currently manage different aspects of cybersecurity, the lack of a unified command leads to inefficiencies and gaps in capability building. In contrast, many developed nations have a centralized cybersecurity authority that coordinates national defense, policy, and response. India must move toward establishing a single apex body to oversee and fortify its cyberspace. This umbrella organization would be responsible for setting uniform guidelines, driving national awareness campaigns, and rapidly responding to emerging threats. A central authority could significantly enhance India's cybersecurity posture and help dismantle scams like Digital Arrest before they gain further traction. Conclusion To combat the menace of Digital Arrest scams, India needs a multi-pronged approach involving legal awareness, psychological resilience, institutional trust, and robust central governance. The time for action is now—through structured reforms, widespread education, and coordinated defense, we can protect our citizens from falling by these sophisticated cyber crimes.

**About the Author:**

Kaushik Pandya is a veteran in the Information Security, Cybersecurity and Data Privacy sector, running his consultancy firm for over 35 years. He is the past President and current Advisor to the Federation of All India IT Associations (FAIITA), and Founder & Trustee of the Techno Nationalism Foundation.

**A press conference was done by Faiita in Delhi for issues faced by CCTV manufacturers because of change in certification guidelines**

**सेकड़ों एमएसएमई बंद होने की कगार पर, नये एक्ट के खिलाफ फिटा**

भारत सरकार का ध्यान नये फैसिलिटी टेक्नोलॉजी इनेबलमेंट सुविधा तकनीक सक्षम करना या र सुविधा प्रौद्योगिकी को सक्षम करना के तहत आज सीसीटीवी वी मैनुफैक्चरिंग के सामने गंभीर समस्या खड़ी हो गई है जिस कारण लाखों लोग बेरोजगार होने की कगार पर हैं।

फेडरेशन ऑफ आल इंडिया एसोसिएशन के प्रेसिडेंट नवीन गुप्ता के नेतृत्व में एक प्रेस वार्ता कनाट प्लेस जनसभ में आयोजित की गई जिसमें आने वाली समस्याओं से अवगत कराया कि किस तरह नये एक्ट के कारण सीसीटीवी इंडस्ट्रीज को भारी नुकसान होने का अर्थ है वहाँ लाखों कि संख्या में जो इस संस्थान से जुड़े हैं बेरोजगार हो जाएंगे अगर सरकार ने इस पर कदम ध्यान नहीं लिया। गुप्ता ने बताया कि स्टैंडर्ड टेस्टिंग एंड क्वालिटी सर्टिफिकेशन प्रोटोकॉल के तहत आज इन पर भारी समस्या खड़ी हो गई है, नये सामान बनाने के लिये खुदरा माल नहीं मिल रहा, खुद खास विदेशी कम्पनियां जिसमें प्रमुखता से चान्दा आज सबसे बढ़त हो चुका है



जिसके साथ सभी इंडस्ट्रियल का भविष्य जुड़ा है। आज डेटा सुरक्षा के लिए हमको जिम्मेदार बनाया जा रहा है लेकिन कहीं ना कहीं इस पर सरकार को पूरी तरह ध्यान देने कि जरूरत है।

डेटा गोपनीयता में सीसीटीवी कैमरा का उपयोग, सार्वजनिक स्थानों पर स्थापित करने से पहले अनुमति लेना, लगाने से पहले लोगों को सूचित करना,

फुटेज को सुरक्षित रूप से संग्रहित और प्रतिबंधित करना चाहिए वहाँ सीसीटीवी कैमरे का उपयोग केवल वैध उद्देश्य के लिये किया जाना चाहिए जैसे कि सुरक्षा और अराधय को रोकना है।

उन्होंने बताया कि पुलिस प्रशासन आज अपराधियों को पकड़ने के लिये प्राइवेट लगाने वये कैमरे के कारण ही

90% अपराधों को रोकने में कामयाब है। फेडरेशन ऑफ आल इंडिया आई टी एसोसिएशन के अध्यक्ष नवीन गुप्ता ने एमएसएमई जो सीसीटीवी उद्योग से जुड़े हैं उनके भविष्य के लिये सरकार से मांग कि है चुपचा प्रौद्योगिकी को सक्षम करना जिसमें सरकार का सहयोग चाहिए, नये मॉडर्न-जाम के लिये उद्योगों को आर्थिक सहयोग दिया

जाये मैनुफैक्चरों के लिए स्मॉल-टू प्रोग्राम चलाये जाये और भविष्य को लेकर योजनाएं बनाने जिससे सभी को उद्योग चलाने में आसानी हो इस बातों में उज्जी और राजू, वरिष्ठ उपाध्यक्ष, पारुल देसाई वी पी, महेंद्र अग्रवाल अध्यक्ष नेहरू प्लेस कन्वेंटर एसोसिएशन और देश भर से आये इंडस्ट्रीज से जुड़े लोग उज्जरित थे।



# “Empowering Indian MSME’s Navigating Growth and Opportunities in the IT Manufacturing Landscape”



**Devesh Rastogi**  
Past President, GB Member

In the coming years, the landscape for Micro, Small, and Medium Enterprises (MSMEs) in the Indian IT manufacturing sector is poised for significant transformation. Currently characterized by competitive pressure from multinational brands such as HP, DELL, and Lenovo—each driven by ambitious market strategies and strong brand positioning—Indian MSMEs, still in the early stages of development, face unique challenges and opportunities as they strive for market recognition. Multinational companies have strategically prioritized investments in e-commerce platforms and Large Format Retail (LFR), rather than general retail channels. This focus has allowed them to leverage digital trends and capture substantial market shares in the online shopping space. For instance, in 2022, e-commerce in India reached a market size of approximately \$75 billion and is projected to grow to \$200 billion by 2026, according to a report by Bain & Company. This growth underscores the importance for Indian brands to establish a strong online presence to tap into the increasing consumer preference for online shopping. While multinational brands dominate these channels, they tend to limit their engagement with general retail outlets, often opting for exclusive brand stores or high-end retail partnerships. This strategic decision leaves a gap that Indian MSMEs can exploit, particularly as they seek to establish deeper connections with local consumers who prefer purchasing from accessible retail points. The importance of retail channels becomes paramount for Indian brands, especially in the domains of computing, printing, and peripheral products. Government policies aimed at supporting MSME growth have become increasingly amenable, providing crucial backing for local manufacturers. The MSME Development Act and initiatives under the "Make in India" campaign have fostered an environment that encourages small businesses to innovate and grow. For instance, the government has allocated over ₹15,700 crore (approximately \$2 billion) in its 2023 budget to bolster MSME funding and support structures. This financial influx enables MSMEs to invest in technology and marketing to improve their product offerings and brand positioning.

Moreover, there is a substantial opportunity for MSMEs in government procurement. The Indian government has implemented policies that prioritize MSME participation in government purchasing initiatives. For example, the Public Procurement Policy mandates that at least 25% of the total procurement of goods and services by central ministries and departments should be sourced from MSMEs. This creates a significant market opportunity for Indian brands, allowing them to capitalize on government contracts and expand their footprint in various sectors, including IT products and services. Such support not only provides a reliable revenue stream for MSMEs but also enhances their credibility and trustworthiness in the market. Importantly, Indian MSMEs can collaborate effectively with retail channels. Their products are often competitively priced and offer value that resonates with price-sensitive consumers. According to a report by the National Association of Software and Service Companies (NASSCOM), the Indian IT market is expected to reach \$300 billion by 2025, indicating robust growth potential, especially for domestic manufacturers. As these Indian brands continue to innovate and adapt their offerings, the alignment with retail channels is likely to deepen. The growth of e-commerce and digital platforms will facilitate easier access for MSMEs to reach consumers directly, providing a vital channel for brand expansion. Additionally, the increasing consumer preference for localized products enhances the prospects for Indian brands. By building strong relationships with channel partners, Indian MSMEs can secure better placements in both online and offline retail environments.

In summary, the future of Indian MSMEs in the IT manufacturing sector holds great promise. By leveraging supportive government policies, capitalizing on market opportunities in government procurement, and fostering strong channel partnerships, these brands are well-positioned to carve out significant space for themselves in a competitive market. The evolution of the retail landscape will favor Indian brands, allowing them to capitalize on their strengths in technology, pricing, and regional market understanding. This shift not only offers potential growth for MSMEs but also contributes significantly to India's position as a global player in the IT manufacturing arena.

# FAITA ELECTION 25-27



**A wonderful party hosted by Devesh ji**



# FAIITA VISION MISSION & GOAL

## Our Vision

To strengthen and empower the IT channel ecosystem across India by fostering collaboration, transparency, and growth among dealers, distributors, and industry stakeholders.

## Our Mission: Commitment to Growth, Unity & Success

Our mission is to build a strong, unified, and future-ready IT dealer community that thrives on innovation, ethical business practices, and mutual support. Through our collective efforts, we aim to make FAIITA the most influential voice in the IT retail and distribution sector. By fostering collaboration, embracing digital transformation, and advocating for fair trade policies, we will ensure long-term success and prosperity for all stakeholders.

## Goals: Key Objectives & Initiatives

### 1. Support Channel to the Last Mile

- Coordinate with the brands to help and enhance the robust distribution network that ensures seamless supply chain management and accessibility to IT products and services for dealers in metro cities, tier-2, tier-3, and rural markets.
- Identify and address the unique challenges small and mid-sized resellers face, ensuring fair competition and equal growth opportunities.
- Collaborate with logistics and distribution partners to streamline product availability, timely delivery, and inventory management.
- Develop a strategic support system for remote and underserved regions to enhance their business potential.

### 2. Quarterly E-Bulletin for Members

- Publish a well-structured, insightful e-bulletin every quarter to keep members updated on industry trends, technology advancements, and market insights.
- Provide in-depth analyses of emerging policies, regulations, and government

initiatives affecting the IT channel ecosystem.

- Feature success stories, achievements, and best practices from members to encourage knowledge sharing and professional growth.
  - Include expert opinions, case studies, and practical business strategies to help members stay competitive and informed.
- ### 3. State-Wise Leadership Meetings with FAIITA
- Organize structured leadership meeting: between FAIITA and State IT Association: to facilitate meaningful discussions on industry challenges and opportunities.
  - Establish a feedback mechanism where state representatives can communicate their specific needs and concerns of their local dealer communities.
  - Develop a unified strategy to advocate for dealer-centric policies at the national level strengthening the collective voice of the IT retail and distribution sector.
  - Ensure that policies and resolutions: discussed at these meetings are effectively implemented for the benefit of the dealer network.
- ### 4. Monthly OB Meetings on Zoom
- Conduct virtual Office Bearer (OB) meeting: every month to provide a platform for state associations to discuss pressing concerns: and operational challenges.
  - Promote real-time communication and transparency by ensuring that key updates, resolutions, and decisions are shared with all stakeholders promptly.
  - Use these meetings to create action plan: for addressing dealer grievances, supply chain disruptions, and market fluctuations.
  - Enhance participation and inclusivity by ensuring that members from all regions: can voice their concerns and contribute to strategic decision-making.



## 5. Advocacy & Policy Representation

- Actively engage with government bodies, industry regulators, and policymakers to represent the interests of IT dealers and distributors.

Work towards the formulation and implementation of fair trade practices, ensuring that small and mid-sized businesses are not unfairly disadvantaged by large corporations and monopolistic practices.

Lobby for improved pricing structures, transparent business practices, and tax policies that benefit IT traders and resellers.

Establish legal and regulatory support frameworks to help members navigate compliance requirements and protect their businesses from unfair market conditions.

## 6. Strengthening Vendor-Partner Relations

Organize structured vendor-dealer meetings to facilitate open discussions on product availability, pricing models, warranty claims, and after-sales support.

Negotiate better trade margins, exclusive deals, and promotional schemes for association members to improve profitability.

Address supply chain challenges, including stock shortages, price fluctuations, and delayed deliveries, through strategic vendor partnerships.

Develop long-term collaborations with key IT manufacturers and suppliers to create sustainable business opportunities for members.

## 7. Skill Development & Training Programs

- Conduct specialized training programs, workshops, and certifications to help IT dealers and resellers stay ahead in an evolving market.

Offer training on new technologies such as artificial intelligence, cloud computing, cybersecurity, and digital marketing to enhance competitiveness.

- Support young entrepreneurs and new entrants in the IT business by providing mentorship, business development strategies, and financial guidance.
- Establish partnerships with educational institutions, technology providers, and industry experts to provide high-quality skill development initiatives.

## 8. Cybersecurity & Digital Transformation Initiatives

- Educate IT dealers and resellers about emerging cybersecurity threats, data protection laws, and compliance requirements to safeguard their businesses and customers.
- Promote the adoption of digital tools, automation, and e-commerce platforms to improve operational efficiency and customer engagement.
- Provide resources and support for dealers transitioning to digital-first business models, including cloud-based invoicing, CRM software, and digital payment solutions.
- Raise awareness about cybersecurity best practices, including threat detection, risk management, and secure transactions.

## 9. Networking & Business Growth Opportunities

- Organize national and regional expos, industry conferences, and B2B networking events to connect dealers, distributors, and vendors.
- Facilitate knowledge-sharing summits where members can exchange insights, discuss business strategies, and explore collaborative opportunities.
- Encourage cross-region partnerships and alliances to expand market reach and business growth.
- Provide members with platforms to showcase their products, services, and innovations to a broader audience, enhancing their brand visibility and market presence.

# INDIA IT MALL



**S. Karthikeyan**  
 GB Member

## FAIITA eStore & IndiaITMall: A New Era in IT Retail

The Federation of All India IT Associations (FAIITA) has launched a transformative initiative aimed at digitally empowering IT retailers across Tier 2 and Tier 3 cities. What started as a response to pandemic-driven retail disruption has now evolved into two strong pillars of digital retailing: the FAIITA eStore and the IndiaITMall Marketplace.

**FAIITA eStore – Fast, Easy, Digital Storefronts for Members** To help local IT retailers go digital without losing their identity or independence, FAIITA introduced the eStore initiative. This platform allows members to create their own online stores in just minutes.

### Key features include:

- A personalized eCommerce store hosted by FAIITA
- Product listings based on their existing inventory and brand relationships
- Integrated payment gateway and logistic support
- Localized delivery and customer service

This initiative empowers each retailer to retain customer trust, expand reach, and compete in a digital-first environment with minimal overhead.

### IndiaITMall – The Marketplace Built for Local IT Retailers

FAIITA has taken a leap further by launching IndiaITMall, a centralized marketplace that brings together all eStores under one powerful umbrella. This platform is built by the retailers, for the retailers, offering nationwide discoverability while maintaining local fulfillment.

### IndiaITMall offers:

- A unified platform that showcases products from FAIITA members across India
- The convenience of eCommerce with the reliability of local vendors
- Lightning-fast last-mile delivery (typically within 4–6 hours in many locations)
- Exclusive brand SKUs and localized offers
- A customer-first approach backed by the trust of local dealers

IndiaITMall is not just a marketplace – it’s a community-powered digital ecosystem designed to preserve the spirit of brick-and-mortar retail while embracing the digital future.

## Dear Partner,

The way customers shop has changed - and so has IT retail.  
To keep our growing network of IT retailers future-ready,  
FAIITA proudly brings you:

### FAIITA eStore

Your Digital Storefront, Simplified Going digital shouldn't mean losing control. With FAIITA eStore, every retailer gets:

A personalized eCommerce store

Product listings based on your own stock and brand partnerships

Integrated payment & delivery support

Full control over pricing, offers, and service

*It's your store. Just digital.*

### A National Platform for Local Retailers

It brings together all FAIITA eStores into a single online marketplace, giving your store national-level visibility while keeping local fulfillment intact.



### What this means for your business?



More customer reach,  
including online-  
first buyers



Faster local deliveries  
(often within  
4-6 hours)



Chance to feature  
brand offers and  
exclusive SKUs



Sell online while  
maintaining your  
local trust



*You stay in control. Customers stay satisfied.*

### Be Part of the Change

Whether you're a brand, partner, or IT retailer -  
This is your chance to lead the next phase of digital retail.

Visit [www.faiita.co.in](http://www.faiita.co.in)





Deepak Bommisetty  
 Chairman of , FAIITA brand  
 Coordination Committee

# FAIITA Appoints Deepak Bommisetty as BCC Chairman and Co-Chair Sushil to Champion Integrity and Balance in Brand-Partner Relations.

I, Deepak Bommisetty with Co-Chair Sushil ji, accepted the responsibility with utmost humility and commitment. They pledge to serve this committee with integrity, transparency, and unwavering dedication. The mission is to safeguard the interests of the IT fraternity, uphold the values of FAIITA, and justify the trust placed in us by the community.” complete committee structure, including key members, their roles, and the strategic roadmap, will be shared shortly. Core Vision of the Committee:

The Brand Coordination Committee will operate on the principle of: **“One Nation – One Price – One Model, Upfront Price & Auto Price Mechanism”** This unified framework aims to eliminate price disparity across platforms, restore member confidence, and ensure customer trust in offline/physical retail. A key operational initiative of the committee is the **“5-Hour Challenge”** – every grievance raised by a member concerning brand policy, pricing, or platform issues must be addressed and resolved within 5 hours from BCC End. This reflects our promise of urgency, accountability, and decisive action. Moreover, the committee will focus on accelerating the growth and adoption of [www.indiaitmall.com](http://www.indiaitmall.com), FAIITA’s national digital platform. This initiative is not just a website – it is a movement. It is envisioned to become a powerful asset and revenue channel for the IT retail community, giving us a unified voice and a strong digital presence to compete with online giants.

**Our Clear Objective:** Every customer who visits an offline store must confidently complete their purchase there. Brands must ensure an Auto Price Mechanism across all platforms to maintain parity and trust. **Our success mantra: Sell-Out = Sell-Through. If Sell-Out = Sell-Through and stock protection till sale are 100% implemented,** then vendors and partners will share equal responsibility in stock liquidation. 🚫 No space for ageing stocks. 🚫 No scope for losses. Business must always be a win-win situation, ✅ Benefiting both brands and partners equally, ❌ Not becoming a burden on channel partners. **Additional Key Expectations:** ♦ **Claim Settlements:** All claim settlements must be cleared within 30 days. If delayed, interest must be paid to partners – the same way T1 distributors collect interest from partners. **Distributors today are collecting interest** at rates worse than some finance companies – this exploitation must be corrected. ♦ **Grace Period** for Payments: Partners must be given a minimum 15 days grace period. Beyond that, if interest is charged, it should strictly be bank rate interest (below 9%), not excessive penalties. ♦ **Handling DOA (Dead on Arrival) Cases:** Distributors must bear courier charges for **DOA pickups**, Partners should not incur any logistics costs for defective units. ♦ **Foreign Trip Schemes:** In case a partner is not interested or faces visa rejections, ✅ The trip value must be paid out in cash without any deductions. No partner should lose the benefit they have earned. ♦ **Bag Connect (Bundling Practices): 100% Bag Connect must be strictly avoided.** No forced bundling of accessories or additional products; freedom must be given to partners and customers. **Conclusion:** If these practices are implemented with sincerity, ✅ Business confidence will grow, ✅ Partner relations will strengthen, ✅ And the entire IT retail ecosystem will become healthier, more transparent, and sustainable. Let’s protect the spirit of partnership and build a strong, fair ecosystem for all!

**National BCC Membership Drive Launched!!** As part of our vision for a cohesive channel network, we’re inviting senior IT leaders from across India – city by city, zone by zone – to join the BCC Membership Drive. We stand as a bridge – protecting the voices of our channel partners while fostering open, solution- oriented dialogue with brands.

One fundamental truth remains—no one else will fight for us. This is our industry, our livelihood, and our collective responsibility. If not now, then when? Need for unity in addressing rising challenges from Online Sellers (OLS), Large Format Retailers (LFRs), and delivery-based platforms like Blinkit and Instamart, whose practices continue to threaten the existence of small and medium IT retailers, B&Ms. Not Anti-Brand, but Pro-Channel. The BCC clarifies that its mission is not to oppose brands but to collaborate constructively with all leading IT brands – covering laptops, desktops, printers, CCTV, accessories, and more – to create balanced, transparent, and channel-friendly policies.

**Eligibility Criteria for BCC Membership:** ✅ Minimum 15 years+ of experience in IT Retail (Tier 2) ✅ At least 3 operational retail outlets, actively working with 2-3 national brands ✅ Willingness to dedicate time and complete assigned responsibilities ✅ Active participation in meetings and BCC initiatives ✅ Alignment with the values of unity, commitment, and accountability ✅ Preferably a member of a recognized local IT association **Call to Action:**

By uniting under the umbrella of FAIITA, we strengthen our voice, protect our margins, and build a sustainable future for the IT retail industry. I urge every committed IT business leader and retailer to join this movement. The future of IT retail depends on what we do – today. **if interested send your details today to 9848175765 (whats app)**

**On March 22, 2025, Mr. Navin Gupta ji, Executive Member of the Bihar Chamber, was honored with a shawl and bouquet on becoming President of the Federation of All India IT Associations.**



✨ **New Member Spotlight** ✨



Federation of All India IT Associations

# WELCOMES

## JALGAON TEAM



**ATUL B. PATIL**  
**PRESIDENT OF JJITA**



INFORMATION TECHNOLOGY  
ASSOCIATION JALGAON



**SURENDRA MEHENDALE**  
**SECRETARY OF JJITA**

We extend a warm welcome to the JJITA Team as you join the FAIITA family. We look forward to working together with a shared vision, purposeful collaboration, and a commitment to creating a mutually beneficial (win-win) environment for all stakeholders. Wishing us all a successful and impactful journey ahead.

**Former Gen. Secretary AKITDA  
(All Kerala IT Dealers Association).**

**FAIITA**  
Federation of All India IT Associations



***Rest In Heaven***

**MAY YOUR ATMA REACH VAIKUNTHA AND  
REST IN DIVINE SERENITY.**



***Mr Alex***

**Team FAIITA**

# 🌟 FITDAAP Hosts Felicitation Meet for FAIITA President and Sr. VP at Tirupati 🌟

A Proud Moment for FITDAAP! Federation of IT Dealers & Associations of Andhra Pradesh) had the honor of warmly welcoming FAIITA President Shri Navin Gupta Ji and Sr. Vice President Shri P.R. Liju Ji. The first meeting post-elections took place on 27-04-2025 at the spiritual city of Tirupati, making the occasion even more special. The day was marked by meaningful discussions, heartfelt felicitations, and a renewed commitment to strengthening the IT fraternity. Special gratitude to all leaders who graced the event and made it truly memorable!



## FAIITA PATRIKA Officially Launched at Tirupati

We are proud to announce the grand launch of FAIITA PATRIKA, our very own e-bulletin, at Tirupati on 28th April 2025. This publication will be released every fourth month, capturing and highlighting all key FAIITA activities, initiatives, and milestones. The only agenda behind this launch is simple yet powerful:  To reach every member,  To connect with the last mile member,  To strengthen communication across India,  To ensure every partner is informed, empowered, and engaged. FAIITA PATRIKA will serve as the voice of the IT Channel Community – celebrating achievements, addressing challenges, and sharing the collective progress of our fraternity. Stay connected, stay updated, stay united! Together, let's build a stronger IT ecosystem!

