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IN FOCUS

**Union Budget
2016-17: Steps in the
Right Direction;
Still some way to go**

SPOTLIGHT

**Interactive Workshop on
Ease of Doing Business**

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Dear Readers,

Overall Union Budget 2016-17 has been growth and development oriented, while still emphasising on investment promotion in the country.



We at MAIT, are extremely encouraged with the success we have had with regard to the acceptance of our pre-budget recommendations. Our persistent effort on the duty differential agenda has resulted in the inclusion of Consumer Premise Equipments (CPEs) and IT surveillance products. Although, there have been a number of steps announced that promote ease of doing business such as the simplification of concessional duty rules, changes in interest rate as well as changes in CENVAT credit scores, the non-inclusion of PCs, laptops and notebooks does not create a favourable regime for component manufacturing. Announcements have also been made with regard to demand creation for electronics and hardware manufacturing in the country and these steps point in the right direction.

The Finance Minister has reiterated that Make in India and Digital India will continue to be thrust areas. For Digital India to be successful, the fundamental building block is IT procurement and MAIT is committed to its efforts of working with various state governments on building IT procurement in their respective states. In fact, we are currently working with as many as 15 states across the country in this area. MAIT's Digital India Action Group (DIAG) is looking to expedite the success of the initiative and I would like to take this opportunity to invite industry and government departments to join us. Together we can build a robust ICT ecosystem that can propel the nation forward.

We look forward to your continued support and inputs.

Regards,

Anwar Shirpurwala
Executive Director, MAIT



Union Budget 2016-17: Steps in the Right Direction; Still Some Way to Go

For the most part, Budget 2016-17 has been a positive one for the Indian ICT industry and many of the steps taken will ensure that the sector moves from assembly to the next level of manufacturing. Going forward, the industry is hopeful that preferential duty tariffs will be extended to include components and parts that go into the manufacturing of laptops as well as notebooks. This will help unleash the full impact of Make in India and realize the twin goals of higher domestic value addition and local employment generation.

While MAIT lauds the measures to promote the use of technology and increase overall IT penetration in the country, we will continue our efforts towards further simplification of rules.

MAIT's detailed reaction on Budget 2016 and its position vis-à-vis specific provisions related to IT hardware products destined for the Indian market is given below:

Provisions for Duty Reduction on IT Products Manufactured in India.

1. Manufacture of CPEs eligible for concessional excise duty of 4% without CENVAT

- One of the key asks of MAIT was that concessional excise duty be prescribed for Consumer Premise Equipments (CPEs) and this has come through. In fact, the proposal is welcome in wake of the Government agenda of furthering Make in India.
- Notification No.12/2012-Central Excise, dated 17th March 2012 has been amended by notification No.12/2016-Central Excise dated 1st March 2016 to prescribe a concessional duty of 4% (without availing CENVAT credit) on manufacture of CPEs (Routers, Broadband Modems, Set-top boxes for gaining access to the internet, reception apparatus for television sets but not designed to incorporate a video display, Digital Video Recorder (DVR) / Network Video Recorder (NVR) CCTV Camera / IPCamera, Lithium-ion batteries, other than those for mobile handsets including cellular phones).
- Excise Duty is also being exempted on sub-parts for use in manufacture of parts, components and accessories of the aforesaid Consumer Premise Equipments. These exemptions are subject to actual user condition.

In summary, this exemption is similar to the one for tablets and mobile phones wherein a net duty of 4% is applied on the aforesaid products manufactured in India, as against 12.5% duty when imported to India.

Ms. Debjani Ghosh,

President, MAIT & Managing Director, Intel Technology Pvt Ltd.

"The budget is strongly focused on bridging the divide between the haves and the have nots with its focus on rural development, digitization and digital literacy. This focus is a must to chart the entire economy on a sustainable growth path. Also what's commendable in this budget is the clever integration of technology across all the strategic imperatives, a true reflection of Digital India. This will provide MAIT members with increased opportunities to contribute to the realization of Digital India. We are also happy with the emphasis laid on real execution. That is a must for India to get right. The recent passing of the Aadhaar bill in Lok Sabha was a reflection of the focus on execution, and we hope to see the same urgency and momentum in passage of the GST bill as a clear mark of improving business environment in the country. MAIT is committed to partner with both Central and State Governments to realize the Digital India vision.

2. No exemption (BCD/CVD/SAD) on Charger/Adapter, Battery and Wired Headsets/Speakers for manufacture of mobile phones.

- To push indigenous manufacturing under Make in India, there is a withdrawal of BCD, CVD/Excise duty and SAD exemption with respect to import of specified parts/ accessories such as charger/adapter, battery and wired headsets/speakers used in manufacturing of mobile handsets including cellular phone.
- However, there an upfront exemption (BCD, CVD / excise duty) provided for inputs, parts, sub-parts for the manufacture of charger / adapter, battery and wired headsets / speakers of mobile handsets including cellular phone. Consequently, these goods will also be exempted from SAD (Notification No 12/2016-Cus dated March 1, 2016, Notification No 19/2016-Cus dated March 1, 2016 and Notification No 12/2016-CE dated March 1, 2016).

3. Manufacture of Charger/Adapter, Battery and Wired Headsets/Speakers for use in manufacture of mobile phones now liable to concessional excise duty.

- The manufacturing of charger / adapter, battery and wired headsets / speakers, for further use in the manufacture of mobile handsets including cellular phone is eligible for a concessional excise duty of 2% without availing CENVAT credit and 12.5% with CENVAT credit (Notification No 12/2016-Cus dated March 1, 2016 and Notification No 12/2016-CE dated March 1, 2016).



4. Increase in SAD on populated PCBs used in the manufacture of tablet computer and mobile phone

- Imposition of SAD at 2% on import of PCBs for use in the manufacture of mobile phones as well as withdrawal of BCD and CVD on chargers/ adapters/battery and wired headsets/ speakers has been proposed to push for indigenous manufacture of such products in line with the 'Make in India' agenda of the Government.
- Withdrawal of BCD and CVD / excise duty on chargers / adapters/battery and wired headsets / speakers complemented with exemption for inputs/parts/sub-parts for manufacture of the afore-mentioned products further accentuates the 'Make in India' agenda of the Government including the intention to create a manufacturing ecosystem through a process of backward integration. Additionally, in the same spirit, the 2% SAD on import of populated PCBs should encourage mobile phone manufacturers to undertake the population of the PCBs in India.
- The above amendments have been made with the intention of providing necessary impetus to the domestic manufacturing industry and ensuring that certain amount of value addition is undertaken in India. However, in relation to the above, we understand that a manufacturer of mobile phones, who is also manufacturing charger or adaptor, battery, wired headsets and speakers for captive consumption of such specified accessories for used in the manufacture of mobile phones, would technically be eligible for 0% under the concept of Captive Consumption, while a standalone manufacturer of such specified accessories would not be eligible for the same zero rating, notwithstanding that such accessories are cleared to a manufacturer for use in the manufacture of mobile phone.

Mr. Nitin Kunkolienker,

Vice President, MAIT & Director - Corporate Affairs,
Smartlink Network Systems.

"The Budget has many positives for the development of the country as a whole and to kick-start all-round economic activity. In my opinion, there needs to be more focus on 'Ease of Doing Business' in every state. We need to improve the on-ground business climate to be able to achieve the triple objectives of high domestic value addition, skills development and employment generation in a time-bound manner. There is also a need to closely coordinate, monitor and roll-out the implementation of measures envisaged under 'Skill India', 'Start-up India' and Make in India programmes to leverage each scheme and maximize all-round gains. Another area that needs attention is Demand Generation, Currently the PC penetration in India is close to 11 PCs per 100 persons (as per MAIT estimates for CY 2015). The national goal should be set as increasing PC penetration to 33 PCs per 100 persons by CY 2022. With regard to taxation, the long term goal must be to bring about much needed structural changes to simplify taxation laws for greater transparency."

Mr. Rajoo Goel,

ELCINA Secretary General

"I would like to complement the Finance Minister for his sincere efforts to bolster local manufacturing. However, one challenge which would confront local manufacturers is that all components, parts and inputs have been brought to nil BCD, CVD and SAD and this could create obstacles for them. A long standing demand of component manufacturers has been simplification of procedures for import of inputs at zero duty under Customs Notif. 25/99 which has been highly cumbersome and has continued to baffle and confuse the industry. It is noteworthy that a Notification superseding the erstwhile Rules of 1996 has been introduced and hopefully this will simplify the procedure considerably and encourage component manufacturers. Overall the Budget has given the right focus to the farm and rural sector and has a clear social leaning to provide for upliftment of the lower strata of our society. There are a number of positive steps taken for enhancing farmer welfare, through protection schemes, promoting skill development and education. Above all there is a massive increase in spend on infrastructure development amounting to Rs.2, 21,000 crores. With careful implementation, we believe that this Budget will give the right direction for the overall growth of the Indian economy and encourage investments in ESDM Sector."

- In wake of the above, it is urged that when a standalone manufacturer manufacturing the specified accessories and clearing the same for further use in the manufacture of mobile phones by a domestic manufacturer in India, should also be eligible for the same zero rating on such goods / clearances (on similar lines to captive consumption). This will help ensure a level playing field.

5. No BCD exemption to telecommunication equipment imported by service providers licensed by DoT

- a. To recap, Notification No 11/2014-Cus dated 11th July 2014 amended Notification No. 24/2005-Cus dated 1st March 2005 provided exemption for all goods under Chapter 8517 except soft switches and VoIP equipment, optical transport equipments, combination of one or more of Packet Optical Transport Product or Switch (POTP or POTS), and other specified telecommunication products.
- b. Entry 372 of Notification No 12/2012-Cus dated 17th March 2012 provided customs duty exemption in respect to goods (including parts for manufacturing the specified goods) specified under list 17 which are required for basic telephone service, cellular mobile telephone services, internet service etc. when imported by any person or persons licensed by the Department of Telecommunications.





Mr. Rajiv Srivastava,

Managing Director, HP Inc. India

"We welcome the FY16-17 budget presented by Hon'ble Finance Minister. The focus on agriculture and infrastructure is very appropriate as it will lead to improvement in consumption over time which will benefit manufacturing and all sectors of the economy. We are also pleased with the announcement of Digital Literacy Mission Scheme in rural areas as it will bridge the digital divide that exists in the country. We are committed to partner in various government initiatives including Digital India, Make in India and Skill Development to ensure a long term sustainable growth and development of our country."

However, by way of the above amendment, it has been ensured that specified telecommunication products (such as Soft Switches and VoIP equipment etc.) shall not enjoy any BCD exemption, even when imported by any person or persons licensed by the Department of Telecommunications.

6. Withdrawal of exemption for e-Readers

- BCD exemption on e-Readers has been withdrawn and the same would now attract BCD at the rate of 7.5 percent. However, BCD on parts and raw materials used for the manufacture of e-Readers is reduced to 5 percent subject to the 'actual user' condition.

7. Extension of BCD and SAD exemption to Machinery, Electrical Equipment, other instruments and their parts for fabrication of semiconductor wafer and LCD

- BCD and SAD exemption are being extended on machinery, electrical equipments, other instruments and their parts [except populated PCBs] falling under chapter 84, 85, 90 for fabrication of semiconductor wafer and LCD, subject to actual user condition.
- BCD and SAD exemption are being extended on machinery, electrical equipments, other instruments and their parts [except populated PCBs] falling under chapter 84, 85, 90 for assembly, testing, marking and packaging of semiconductor chips (ATMP), subject to actual user condition.

8. New Central Excise (Removal of Goods at Concessional Rate of Duty for Manufacture of Excisable and Other Goods) Rules, 2016 made effective from March 16, 2016.

Vide Notification No. 20/2016-CE(NT) dated March 1, 2016, the existing Central Excise (Removal of Goods at Concessional Rate of Duty for Manufacture of Excisable and Other Goods) Rules, 2001 were scheduled to be substituted, w.e.f April 1, 2016, with the Central Excise (Removal of Goods at Concessional Rate of Duty for Manufacture of Excisable and Other Goods) Rules, 2016 ("new RGCR Rules"), so as to simplify the rules, including allowing duty exemptions to the importer/manufacturer based on self-declaration instead of obtaining permissions from the Central Excise authorities.

The Government has taken enough measures that would impact the IT sector in terms of Demand Generation and 'Ease of Doing Business'.

- **Farm Sector:** Doubling farmer incomes by 2022; Rs. 20,000 crore for e-Marketing Agri Schemes.
- **Urban Clusters:** 300 urban clusters under Shayma Prasad Mukherjee Rurban Mission
- **Digital Literacy:** Program will cover 6,000 extra villages named National Digital Literacy Mission and Digital Saksharata Abhiyan
- **World Class Institutions:** 10 Public and 10 private educational Institution, Standup/Startup Scheme for SC/ST/Women Entrepreneurs: Rs. 500 crore to be allotted to benefit 2.5 lakh entrepreneurs.
- **Skill India Mission:** 5,700 multi skill schools nationwide. Skill 1 crore youth over next 3 years under the Prime Minister's Kaushal Vikas Yojana (PMKVY).
- **National Skill Development Mission:** Training to 76 lakh youth; 1,500 Multi Skill Training Institutes to be setup.
- Increase in the budget for Sarva Sikhsha Abhiyan (SSA) to improve quality of education.
- ATMs/Micro ATMs in Post Offices in next three years. Targeted delivery of subsidies and other financial services using Aadhaar platform.
- Registration of start-ups in a single day.
- Abolishing License-Permit Raj in public transport; private players to be allowed to operate fleets.
- Bill to amend Companies Act will provide enabling platform, company registration to be completed in one day.

Mr. Vinod Sharma,

Managing Director, Deki Electronics Ltd.

"Buoyed by the success in case of mobile handset manufacturing where introduction of differential excise duty structure has led to setting up of production facilities in India by several leading mobile handset vendors, the government in the Union Budget 2016-17 has widened its scope to cover additional products having large consumption. It would, however, be a challenge to supply locally manufactured inputs to domestic manufacturers of product categories brought within the ambit of differential excise duty structure due to zero CVD and applicable BCD on their inputs (for non-ITA-1 inputs). We hope that the differential excise duty structure is retained in the GST regime also."

The IGCD procedure has been simplified allowing duty exemptions to importer/manufacturer based on self-declaration, obviating the need for permissions from the Central Excise authorities. The various provisions for the sector announced in the Union Budget would, in the long term, encourage domestic value added manufacturing of electronics hardware and make it competitive with import. The announcements are in line with the Make in India initiative and towards reducing transaction costs"



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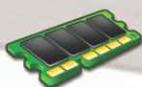
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SPOTLIGHT

Interactive Workshop on Ease of Doing Business

Dec 10, 2015; Bengaluru

MAIT organized an Interactive Workshop on the 'Ease of Doing Business' in association with the Government of Karnataka at the behest of Shri R.V. Deshpande, Hon'ble Minister for Large and Medium Industries on December 10, 2015 in Bengaluru to assess the prevailing business environment in the state. The Department of IT&BT, Govt. of Karnataka gave MAIT an opportunity to conduct this workshop coinciding with the Govt. of Karnataka's annual flagship event ITE.Biz. The workshop brought together over 100 industry leaders and senior government officials, who discussed reforms required in the ICT manufacturing sector. The workshop saw the participation of industry stalwarts as well as representatives from the Government.



These included Ms. Tanusree Deb Barma, IAS, Director-IT&BT & Managing Director, KBITS, Dr Ravindra A, Former Chief Secretary, Govt. of Karnataka, Shri Nagendra Kumar, Principal ADG, Directorate of Central Excise Intelligence, Bengaluru Zone, Shri K.Shivaswamy, Managing Director, Karnataka Udyog Mitra, Shri P. K. Das, Director, STPI Bengaluru, Shri R. Srivastava, Managing Director, Karnataka State Electronics Development Corporation, Mr. Nitin Kunkolienker, Vice President, MAIT, Mr. S.R. Vijay Shankar, Chairman, Southern Region, MAIT, Mr. S Rajendran, CMO, Acer India, Mr. Mahesh Jaising, Partner, BMR Advisors, Mr. Milind Joglekar, Head – Taxation (India Region), 3M India, Dr. Lovneesh Chanana, Director-Government Relations, SAP India Pvt Ltd and Mr. D.K.Das, National Business Head – Govt. Industrial Solutions, Tata Consultancy Services.



The speakers delved deep into topics such as the manner in which the investment climate is changing in India, confusion around GST and highlighted the disconnect between Central & State Governments around these issues.





Sensitization Workshops on Good Procurement Practices for IT

Meghalaya – 3rd July 2015
Puducherry – 7th July 2015
Assam - 26th November 2015
Haryana – 30th November 2015
Punjab - 30th November 2015
Manipur – 11th December 2015
Kerala – 22nd December 2015

Background & Objective of the Workshops

The issues in the current procurement procedures of the Government has led to below par success rate of projects, mainly the ones that were orchestrated through e-governance. MAIT's mandate under this initiative has been to enable the procurement of appropriate and optimally priced IT services and products with short turnaround time. Against this backdrop, MAIT organized Sensitization Workshops on Good Procurement Practices for IT in Assam, Haryana, Punjab and Manipur, wherein more than 80 senior officials from government departments, dealing in procurement matters, attended and gained insights & knowledge on the best practices being followed in the IT industry. These events provided a platform to enhance the procurement capabilities, skills and standards to overcome the bottlenecks in implementing e-Governance or other similar projects in the State.

Knowledge Partner: Accenture
Supported by: BSA

Meghalaya

Chief Guest: Shri D P Wahlang, Commissioner & IT Secretary, Govt. of Meghalaya Guest of Honour: Shri Timothy Dkhar, SIO, National Informatics Center.

Senior Govt. officials from the following Departments attended the event:

Department of IT, East Khasi Hills, Police (SCRB), NIC, Shillong, Planning Department, Directorate of Agriculture, PIED, Finance Department, PHE, Monitoring Dept. and DHTE Meghalaya



Puducherry

Chief Guest: Shri Chandraker Bharti, Development Commissioner-cum-Secretary (IT), Government of Puducherry





Senior Govt. officials from the following Departments attended the event:



Department of Transport, Department of S&T, Environment, Department of Town & Country Planning, Department of Animal Husbandry, Commercial Taxes Department, Department of Industry, Department of Law, Directorate of Rural Dev. Programme, Department of Fire Service, Election Department, Electricity Department, Adi Dravida Welfare Department, PDeGs, DRDM, DRDA, Forest Department, Department of Fisheries, Office of the Council of Ministers, Department of Women & Child Development, Police Department, Health Department, Public Works Department, Local Administration Dept., Department of Art & Culture, Stationery & Printing Department, Department of Agriculture, Information & Publicity, Disaster Management, Social Welfare Department, Directorate of Accounts and Treasuries, Electricity Dept. Dept. of Economics & Statistics and Planning & Research Department.



Assam

Keynote Address: Shri S Mewrah, Addl. Chief Secretary, Govt. of Assam

Theme Address: Shri M C Sahu, Commissioner & Secretary, Government of Assam

Senior Govt. officials from the following Departments attended the event:

PWRD, Public Enterprise Dept., SeMT, Directorate of Fisheries, AMTRON, Dept. of Higher Education, Dept. of Industry, DHCDRMH, PMU-World Bank, AEDC-Amtron, AISF, Sports & Youth Welfare Dept., CID-Assam, P&RD Dept., Legislature Dept., UR Dept., PHED, Employment & Cooperation Dept., DECT-Assam, Food Civil Supplies Dept., Printing & Stationery Dept., Personnel & AR&T Dept., Home & Political Dept., Irrigation Dept. and Finance Dept.



Haryana

Address by: Shri Rajeev Monga, AGM (Procurement), HARTRON

Senior Govt. officials from the following Departments attended the event:

DIPR, HARTRON, SeMT, Tech. Education Dept., HSIIDC and HAFED





Punjab

Keynote Address: Shri Sarvesh Kaushal, Chief Secretary, Govt. of Punjab

Theme Address: Dr Pramod Kumar, Chairman, Punjab Governance Reforms Commission



Senior Govt. officials from the following Departments attended the event:

Rural Dev. & Panchayats Dept., DGR, PMIDC, PUDA, Punjab Infotech, Punjab Health Dept., Punjab Local Govt. Dept., Welfare of SC/BC Dept., Punjab Mandi Board, Technical Education Dept., Punjab Irrigation Dept., DOGR, PGRC, Excise & Taxation Dept., Dept. of Gov. Reforms, PLRS, Industries & Commerce Dept., Dept. of Social Security & WCD, Police Dept., MGSIPA, DRDP, Education Dept., Punjab Governance Reforms Commission and Welfare Dept. of Punjab

Manipur

Address by: Shri O. Nabakishore Singh, Chief Secretary, Govt. of Manipur



Senior Govt. officials from the following Departments attended the event:

Dept. of PHED & IFCD, SeMT, Dept. of Science & Technology, Dept. of Social Welfare, Dept. of Finance & Taxation, Dept. of Tourism, MOBC, DSLR, NeGD, DIT, MSPCL, Law Dept., Forest Dept., Dept. of Tourism, Relief & DM Dept., Commerce & Industry Dept., MAHUD/YAS, DIT, Art & Culture Dept., Printing & Stationery Dept., Town Planning Dept., Dept. of Employment, F&W Services, Directorate of Econ. & Statistics, Town Planning Dept., CAF & PD Dept., DSI, V&AH Dept., LADA, Hort. Dept., Directorate of Univ. & Higher Education, Technical Education and MSITS

Tamil Nadu

Shri Atul Anand, Managing Director, ELCOT and other senior Govt. officials from the following Departments attended the event:

Tourism Department, Tamil Virtual Academy, Employment & Training Dept., ELCOT, TWAD, Treasury (Accounts), TAC TV, ADB Tourism, TNSC, MGR (TNMGR MU), Commercial Tax Dept. & CMRL .





Kerala

Keynote Address: Shri P. H Kurian, Principal Secretary, Industries & IT, Govt. of Kerala

Theme Address: Shri K Mohammed Y Safirulla, Director, Kerala State IT Mission



Senior Govt. officials from the following Departments attended the event:

Agriculture Dept., Animal Husbandry Dept., APJ Abdul Kalam Tech. University, ASAP, Calicut University, C-APT, CFS, CHIAK, Commercial Taxes, Cyberpark, Dept. of Agriculture, Dept. of Electrical Inspection, Dept. of Panchayat, Directorate of Treasury, Drugs Control Dept., Excise Department, Fire Services, GCDA, Govt. Art & Services College, Govt. College, KKD, Harbour Engineering Department, Health Services Dept., HED, IDR, Irrigation Dept., KCMME, KELTRON, Kerala Feeds Ltd, Kerala Water Authority, KINFRA, KITCO, KRWSA, KSBC, KSEB, KSITM, KSREC, KSSM, KTDC, KURDFC, Labour Dept., LBS Centre For Science & Tech, LSGD, M G University, KTM, MILMA, Minor Irrigation Dept., MRCMPU, NIRMITHI, Panchayat Department, PWD, Remote Sensing & Environment Control, SeMT-Kerala, Travancore Devaswom Board, ST Department, Stationery Department, Technopark, The Kerala Minerals & Metals Ltd., Treasury Department, University of Calicut and University of Kerala.

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Puducherry



Puducherry is a Union Territory of India formed out of four enclaves of former French India and named after the largest district, Puducherry. Puducherry, Karaikal, Mahe, and Yanam merged with Indian Union de facto on November 1, 1954. Historically known as Pondicherry, the territory changed its official name to Puducherry on 20 September 2006.

Puducherry has been a well-established hub for IT manufacturing industry with IT Hardware majors like Lenovo, HCL, Acer, HP, and Wipro choosing to establish their units in Puducherry. The software industry in Puducherry is in its nascence and is largely dominated by the ITeS segment with several BPOs operating in the city. Puducherry is well-connected by national and state highways, especially after the completion of the East Coast Road which makes it easily accessible from Chennai and smaller towns such as Cuddalore and Chidambaram.

The Directorate of Information Technology (DIT) was created in 2002 in order to give fillip to IT related activities in the Union Territory of Puducherry. This Directorate is currently involved in the following activities:

- Acting as a Nodal Office for purchase of computer and related accessories, software, etc.
- Providing technical assistance in all IT Activities to Government Departments.
- Implementing Mission Mode Projects envisaged under the National e-Governance Plan of Ministry of Communication and Information Technology, New Delhi.
- Framing I.T./I.T.E.S. Policies and implementation of these Policies.

- Bring-in increased transparency, efficiency and accountability in Government operations through e-Governance.
- Extending support to Government Departments towards the preparation of Detailed Project Reports, preparation of Request for Proposals, Bid Process Management and Implementation Support for e-Governance activities.
- Training Government Officials.
- Controlling Puducherry e-Governance Society (PeGS). PeGS is the nodal agency to administer the implementation of E-Governance projects for ensuring use of Information Technology for masses. Further, PeGS lay's down the necessary administrative, financial, legal and technical framework and resources for the IT enabled Citizen Services.

In view of the present thrust given by the GoI (Government of India) on “Make In India” & “Digital India” schemes, DIT is proposing to explore setting up of Electronic Manufacturing Clusters (EMCs) in Puducherry. The main focus areas of the EMC scheme will be:

- Infrastructure development/up gradation
- Providing common facilities for EMC units
- EMC Scheme offers financial support for the development of Clusters to aid the growth in EMC sector though DeitY scheme.
- Scheme is expected to help flow of investment for the development of world-class infrastructure in the EMC sector.
- Nearly 28 million are expected to be employed, directly or indirectly, for the EMC turnover to reach USD 400 billion by 2020.

Let's innovate in India before we 'Make in India'

We need to make innovation a national agenda supported with the right investment, policies and metrics



Debjani Ghosh,
Vice-President
(Sales and Marketing Group)
and Managing Director for
South Asia at Intel Corp.

Intel Corp. co-founder Robert Noyce once said, "At the heart of what is possible is innovation and imagination". There isn't a time when these words seem truer than the India of today. For Digital India to become a reality, however, India will first have to become one of the most innovative countries in the world.

Various reports have identified India as the number one global investment destination for foreign direct investment due to its quadrant of initiatives-Make in India, Digital India, Skill India and Smart Cities.

India's recent focus on easing and enabling the infrastructure and regulatory framework, especially for Make in India, has gained a lot of momentum and made it an attractive destination for investors. The initiative will help the country become a manufacturing powerhouse and help foster a conducive ecosystem aimed at achieving scale, bringing innovation and creating jobs.

But let's not put the cart before the horse. I would strongly call out that for Digital India and Make in India to be successful, we first need to instill a robust culture of "Innovation" in India.

To enable this, we need to make innovation a national agenda supported with the right investment, policies and metrics. Secondly, we need to incentivize the big companies to increase their focus on research and development (R&D) in the country while growing the start-up base and thirdly, we must drive a very strong connect between academia and industry-where industry works with academia starting from the school level to shape the curriculum, research agenda and output.

If you look at countries that have successfully built a culture of innovation, the two names that instantly come to mind are the US and Israel. There are several factors that contribute to their success; but what strikes me as most important is that both these nations are fundamentally start-up nations where the focus on innovation is top-down.

Take for instance Silicon Valley in the US, the government didn't just support local innovation but also acted as a strategic investor through a decentralized network of public institutions that created new markets for the private sector to enter, leading to the creation of a progressive innovation economy. With the highest number of start-ups in the world, Israel today is a flourishing, self-reliant, high-tech hub in an increasingly inhospitable region. It is a country that relentlessly focuses on intelligence, creativity and productivity in the face of daunting opposition.

The one thing that stands out in Israel is the academia and industry connect, which is strongly supported by the government. It's a unique symbiotic relationship which enables the country to create innovative solutions for local, real-life problems. In a world that is now driven by intellectual property, Israel is propelling an industry-academia relationship for collaboration in the area of research, in keeping with the needs of the industry. Today, Israel produces one of the highest per capita rates of patents filed and more scientific papers per capita than any other nation by a large margin - 109 per 10,000.

India has some of the best brains in the world and our ability to think out of the box is second to none. All our jugaad innovations are a testimony to this fact. We now need a structure and framework to channelize this innovation into driving scale and real impact for the nation.

The first step in doing this will be to drive solid reforms in our education policy and creating a structure of enquiry-based learning right from the beginning—as opposed to rote learning. This approach will foster innovative thinking and enhance the quality of R&D. Even our perspective towards success and failure needs to change; we should teach our students that it's "ok" to try and fail, than not to try at all.

As we ready the country for development, we should not forget the major growth drivers of the industry.

The government in addition to fostering the start-up ecosystem should also continue to evangelize multinational companies in the country. Multiple conglomerates have set up shop in India over the last few decades via R&D hubs and innovation labs that develop solutions for the world. It is time to start harnessing the investments made by these organizations by incentivizing them to increase the focus on innovating for India from India.

Success or failure will depend on the quality and urgency of execution. What we need from the government is to show real intent towards driving execution and making innovation a key priority of the nation. I am a firm believer that if we get this right, we will get the rest right.

(This article first appeared in Mint)

Make in India (Electronics): Vision to Reality



Dr. Ajay Kumar, IAS

Addl. Secretary, DeitY,
Govt. of India

Hon'ble Prime Minister has been stressing on 'Make in India' and there is a need to increase domestic manufacturing in the sector of Electronics, as this segment has been contributing to the Current Account Deficit of the country.

Under the Make in India and Digital India programme, the Government has laid down the roadmap to transform India into a digitally empowered society and knowledge economy. One of the pillars of this programme is promotion of electronics manufacturing.

The **Target Net Zero Import** by 2020 is a striking demonstration of intent of the Government to provide thrust to the Electronics Sector. The electronics sector in India will have to satisfy a huge demand growth due to its growing economy and relatively young population. Segments that are experiencing strong demand include Telecom, Mobile/Handheld Devices, Medical Electronics, LED, LED lighting, TV broadcast digitization, Strategic Electronics, Automotive Electronics, Consumer Electronics and a few others. It has been estimated that demand of electronic products and systems in India would grow to about USD 400 Billion by 2020.

In order to achieve the vision of Make in India, the Government has taken a holistic, investor friendly and market driven initiative towards creating conducive environment to attract global and domestic companies to invest in electronics manufacturing sector in the country.

Department of Electronics and Information Technology (DeitY), Government of India is implementing Electronics Manufacturing Cluster (EMC) Scheme to support creation of world-class infrastructure for attracting investments in electronics manufacturing.

The assistance for projects for setting up of Greenfield Electronics Manufacturing Clusters is 50% of the project cost subject to a ceiling of Rs. 50 Crore for 100 acres of land. Under EMC Scheme, DeitY has received 42 applications for setting up of Electronics Manufacturing Clusters across the country.

Of these, final approval to four (4) Greenfield EMC, one(1) Brownfield EMC and in-principle approval to sixteen (16) Greenfield EMC and three (3) Common Facility Centres in Brownfield Clusters have been accorded.

To offset disability and attract investments in Electronic manufacturing, Government has extended its flagship Modified Special Incentive Package Scheme (MSIPS). The scheme provides subsidy for investments in capital expenditure - 20% for investments in SEZs and 25% in non-SEZs. It also provides for reimbursement of CVD/excise for capital equipment for the non-SEZ units.



For high technology and high capital investment units, it also provides Production Subsidy @ 10 % of the production turnover (ex-factory). The incentives are available for investments made in a project within a period of 10 years from the date of approval.

The incentives are available for 44 categories of electronic products and product components including semiconductor chips and chip components. Units across the value chain starting from raw materials to assembly, testing, and packaging of these product categories are included. The scheme is open to receive initial applications till 2020. Under MSIPS scheme, the Government has received 155 proposal worth Rs. 1,12,937 crore investment as on date. Of these 49 proposals are approved and the disbursement is going on.

Other Steps being taken by the Government to promote Electronics/IT Hardware Manufacturing:

- Electronic Development Fund (EDF) policy has been approved to support Daughter Funds including Early Stage Angel Funds and VentureFunds in the area of Electronics System Design and Manufacturing, Nano-electronics and IT. The supported Daughter Funds will promote innovation, R&D and product development within the country.



- Policy for providing preference to domestically manufactured electronic products in Government procurement has been implemented for identified products.
- Approvals for all foreign direct investment upto 100% in the electronic hardware manufacturing sector are under the automatic route.
- Under the Electronics Hardware Technology Park (EHTP) Scheme, approved units are allowed duty free import of goods required by them for carrying on export activities, CST reimbursement and excise duty exemption on procurement of indigenously available goods, as per the Foreign Trade Policy.
- Tariff Structure has been rationalized to promote indigenous manufacturing of electronic items.
- Mandatory compliance to safety standards has been notified for identified Electronic Products with the objective to curb import of sub-standard and unsafe electronics goods.
- The Government has taken initiatives to set up two semiconductor wafer fabrication (FAB) manufacturing facilities in India.
- In order to address the skilled labour demand faced by Electronics Industry, the Government is implementing two Schemes for skill development in the electronics sector.
- The 'Scheme to enhance the number of PhDs in the Electronic System Design and Manufacturing (ESDM) and IT/IT Enabled Services (ITES) sectors has been approved. 3000 PhDs are proposed to be supported under the Scheme.
- A proposal submitted by Global Innovation and Technology Alliance (GITA) To promote Innovation, IP, R&D and commercialization of products, etc. in the ESDM sector by providing funding support to an Industry, for doing collaborative research with an Academic Institute in the priority areas has been approved.
- To foster R&D and Innovation in Electronics System Design & Manufacturing, various initiatives are being taken by DeitY, which include:
 - National Centre of Excellence in Technology for Internal Security (NCETIS) was established at IIT Bombay for developing indigenous technology and self sufficiency in the broad areas of Electronics System Design Manufacturing (ESDM) in the strategic sector of internal security.
 - National Centre of Excellence for Large Area Flexible Electronics (CFLEX) was established at IIT Kanpur to bring academia, industry and public research organizations under one umbrella for research and development of large area flexible electronics. This centre supports research with the academia and develops products with (and also for) the industry.
 - Centre of Excellence for Internet of Things (IoT) was established at IISc. Bengaluru, to build industry capable talent, start-up community and entrepreneurial ecosystem for IoT.
 - Incubation Centre is being established at IIT Patna with the objective to promote innovation & entrepreneurship in Medical Electronics like Micro Electro Mechanical Systems (MEMS), Lab on Chip, Diagnostic System, Ultrasound, Electronic Device Reliability & Medical/Industrial X-Ray Tubes related Electronic products;
 - Consumer Electronics Incubator by IIITM, Kerala, and Start-up village at Cochin will create a sustainable ecosystem that will enable start-ups and entrepreneurs in consumer electronics to build innovative products.
- India, at present, has the potential to develop and manufacture Electronics Hardware for global markets and gain higher global share besides meeting the country's future requirement. India also has a highly talented workforce who are more economical than their global counterparts.
- The Government of India's investor friendly policies and market driven initiatives helped turn the Make in India's vision into a reality. These efforts and initiatives will put India in a dominant position on the global Electronics Map.
 - The Government is setting up an Electropreneur Park at Delhi University to support start-ups in electronic design and manufacturing.





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Building a SUSTAINABLE product service support system

Background:

The current policy framework and processes for importing of refurbished electronic goods and parts, for ICT products, prototypes and functioning second hand machines that could be used in R&D, threatens not only business continuity but also risks providing timely after sales support for the large base of customer installations for many vendors, and cripples skills enhancement and self-reliance in R&D activities within India.

Present framework for obtaining refurbished license for electronic items:

For quite some years the policy and process required different entities in the Govt. to coordinate amongst themselves to accord approval for imports. Recently, by way of a notification on 20th January 2016, there has been some relief brought on this front. This though is only partial; in that it allows faulty non-repairable parts to be exported and thence reimported without having to seek a No Objection Certificate from the Ministry of Environment & Forest.

But for de novo import of refurbished spares (not linked to these having to have been exported in the first place), including prototypes and fully functional used R&D equipment, it is required to obtain an Import License from the Director General of Foreign Trade (DGFT), Ministry of Commerce. Prior to the approval from the DGFT, ICT companies are required to obtain a clearance from the Ministry of Environment & Forest. This is followed by an approval from the Facilitation Committee which consists of representatives from the Technical Group, members of MOEF, DeitY and concerned Ministries. Getting the right quorum amongst these different entities in itself is a big challenge and therefore the whole process takes at least 3 to 6 months despite rigorous follow-up by the applicants.

It is essential to note that the ICT industry launches and upgrades new products at a rapid pace. This leads to components and sub-components becoming obsolete within a short time frame. Thus, in some cases, only refurbished parts can fulfill the demand for warranty requirements. The use of such refurbished parts helps extend the residual life of ICT products and equipment for approximately 5-6 years and 8-10 years respectively; thus reducing a generation of e-waste.

Global supply chains of Multinational entities set up refurbishment centers based on cost and other trade factors. Hence transboundary movement of refurbished goods becomes key to fulfilling customer requirements. In fact, understanding the need for this global reality, the WCO (World Customs Organization) is working on a draft policy to facilitate such transboundary movement.

Certain categories of industries to be exempted from seeking Licence

I. R&D purposes

Many multinational companies are consolidating their testing/ R&D centers across the globe and moving them to India, which is also creating significant job opportunities. Due to this transition, a certain number of used / refurbished IT equipments such as servers, storage, networking products, prototype and engineering samples are required to be imported into the country for testing / R&D purposes. These used / refurbished hardware, are imported by R&D units most of whom are operating under EOU / STP/EHTP/BTP set up and are thus put to use within the customs bonded premises.

The current guidelines of Ministry of Environment and Forests (MoEF) classify the above Import of used / refurbished electronics items under hazardous waste regulation, necessitating a licensing requirement to import such items. Further, restricting/limiting use of R&D bound equipment for just a year is impractical as some technologies do take a significantly longer time to mature. These provisions act as deterrents to building the nation's skill and competence and hampers innovation in R&D. The need is to allow R&D bound equipment to be retained for a longer time (5 years) and/or a realistic time frame consistent with global best practices.

2. Import of refurbished items for re-export after testing of equipment.

Companies import state of the art hi-tech expensive equipment for designing and testing. At times most of this equipment needs to be shipped back to its original manufacturer for repair/upgrade. Companies are unable to import the product for repair and return due to the requirement of obtaining a MOEF clearance which is often very time consuming and infructuous.

3. Import of Sophisticated and high precision refurbished products should be exempted from licensing requirement

Most users of Electronic Test and Measuring equipment in India are from Defense, Aerospace, R & D units and Telecom sectors. They are evincing interest in buying refurbished instruments, as it helps them meet their project budget, without any dilution on quality parameters.



This helps in cost-effective sourcing of high-tech equipments and thus enables the users in these sectors be adept and competitive in their offerings of products and services in the International Market. The current treatment of them under Hazardous waste with its attendant licensing requirements makes any efforts to import quite abortive.

Policies need to be simplified for ease of doing business

The inconsistencies and the rigid policy measures need to be simplified urgently to enable ease of doing business. This would help companies in rendering timely, warrant support, to their customers. Allowing imports of prototypes and capital equipment for R&D purposes will help build local capacities and competencies in product development. Also in the spirit of making it easy to do business, there should be a single window policy at DGFT, so that the lead is taken by them to coordinate with all other Govt. entities to provide for a professional and timely process flow for the industry.

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Integrated ICT interventions in the Social Sector



Siddhartha Gupta,
Head, Strategic Industries,
SAP India Pvt. Ltd.

Prologue

This year's budget speech has already driven a clear commitment towards enhancing the social sector and significantly augmenting the allocations made. Between the venerable Mahatma Gandhi National Rural Employment Guarantee Scheme on one end of the spectrum to the Swachh Bharat Mission at the other – the Government is committed to spending Rs. 1,51,581 Crores in social sectors including education and health care. The narrative is simply powerful – especially when read with the all-pervasive JAM (Jan Dhan, Aadhar and Mobile), the panacea for digital transformation in this sector. However, it is not so simple. Scratching the surface, it often reveals systems that are siloed, data that is inconsistent, and decision support and information visualization – quite dated.

If we were to move towards an outcome-based social policy in India, we may need to go back to basics and get the foundation right. Effecting digital transformation without setting the fundamentals in place may rob us of the profound benefits emerging technologies can bring. Having set the perspective, let us look at some fundamental principles driving these sectors:

Citizens expect improved usage of public funds and better social services

Essentially, the socio-economic trends that are driving change in these sectors are:

- Increasing citizen expectations - Citizens demand easy to use services with multi-channel access “one-stop government”.
- Budgetary pressures - Social services agencies are likely to witness increased budget constraints which will require smart resource optimization.

- Demands for accountability and transparency – Social Welfare Administrators needs to improve performance of the agencies and provide measurable outcomes.

In summary, balancing service responsiveness and optimizing resources to maximize social value are driving social welfare administrators to understand the gaps in the current value chain and implement far-reaching reforms.

Current systems and processes are inefficient and impedes responsive service delivery.

Social services are mainly delivered by local governments who have direct citizen contact. In the local office, social case workers deal with citizens and communities in need. However, due to inefficient processes and too much paper work, they cannot focus on the beneficiary and end up spending their time with administrative work. This often leads to frustration.



On the other hand, citizens knock on multiple doors and spend their time trying to overcome administrative hurdles.

Process Automation may not always deliver efficiency gains

Process reforms and their automation therein would result in creating a system of record which is largely transaction oriented. Over the years, we have spent millions on building ICT systems which are supposed to enable administrators with decision making support and drive quantifiable productivity and efficiency gains.



Clearly, the need of the hour is to have systems of engagement – systems that provide near real-time analytical capabilities and reflect the state of affairs as it happens. One of the reasons why current systems do not measure up to the requirements is that social welfare management systems require alignment between stakeholders, data integrity and data security, which is missing today.

The several stand-alone solutions and multiple systems which have been built do not lend themselves towards a citizen centric approach, nor do they allow any visibility of citizen benefits across single or multiple programs or provide leverage to handle the many complex resourcing processes of social welfare delivery.

For example, fund utilization in planned schemes across social services by states is arguably the biggest value gap that we have in the system today. Restricted or impaired visibility caused due to conflicting data repositories only makes the situation far worse. A unified approach to social services management eliminates duplication of data, enables cross department business processes while increasing efficiency. The result is maximized strategic and operational effectiveness while minimizing the cost of data redundancy.

An outcome based approach starts with informed Planning & Budgeting

The collateral damages are often seen by way of inadequate funding of operations and maintenance, differences in budget formulated and budget executed etc.

Closed-loop performance management

Evolved social services delivery entities strive to align all people, processes and activities with a strategic plan and manage compliance, risk, and optimize performance across the service delivery value chain. Managing Key performance indicators is dependent on how well the social sector manages the salient points mentioned below:

- Measure, analyze and improve the effectiveness of major program and service initiatives.
- Track costs and services associated with citizens receiving benefits from multiple programs and agencies.
- Comply with a growing array of reporting requirements, privacy rules and other regulations.

Today, the number of entities in the social services governance ecosystem in India and its organizational barriers have led to hardened silos of data. Administrators find it difficult to navigate these silos to get the information they desire. As a result, administrators face steep obstacles in identifying social program cost reduction opportunities, proactively responding to questions from legislators, documenting program integrity, quality control and outcomes, detecting and reducing improper payments and fraudulent claims etc. Unless these gaps are bridged linking strategy to execution will remain a pipe dream.



The SAP Solution

The SAP Social Services Management for Public Sector package is designed for federal, state and local agencies that administer and approve monetary benefits related to social services. The package streamlines administrative processes and workflows between the front and back office, increasing transparency and helping staff at all levels make decisions and allocate social benefits in a more targeted manner.

The standard software supports diverse administrative processes tailored to particular legal requirements and country-specific needs, for example unemployment, retirement benefits, livelihood programs and community services.

The social case management functionality allows cases to be created that include full details of all beneficiaries, organizations, documents, benefit decisions, and other information, activities or processes belonging to a particular situation, for example a social program. An application for a social benefit triggers a decision making process in SAP Social Services management for the Public Sector. This determines whether the applicant is eligible for a benefit and, if they are, how much they are entitled to receive. The result of this process is a benefit decision and, if it is appropriate, the software allows the whole process to be highly automated. It can be integrated with any citizen registry for benefit authentication. The application can be rendered on mobile devices, provide an omni-channel interface, has built-in analytics and a fraud management platform, and, can be deployed on the Cloud as well.





The single depository for all information helps ensure data integrity, provides greater protection for the chain of evidence, and contributes to better case quality. The agency expects this will increase the percentage of referrals that ultimately result in prosecution. In fact, greater insight is helping DHS identify and focus resources on the most significant cases of fraud.

With an integrated system throughout DHS, investigators and case managers can also collaborate better in their fight against fraud. Built-in functionality such as audit logs and robust reporting enable managers to track active cases more easily.

We need matching administrative and process Reforms

ICT is an enabler - its use, mode of acquisition, wide-spread adoption are functions of administrative and political will. But as we have seen – social services organizations have used ICT in general and engineered, pre-integrated application suites in particular – as value multipliers. It will not be out of place to mention that such transformation have always witnessed a matching reform program.

In a country where decentralized planning is the norm, investment in human resources, training-enablement and community participations in the social sector requires attention. Documented deficiencies related to fund disbursement delays, administrative sanctions, and lack of spending powers at the local level leave the budgetary processes in the plan schemes, somewhat impaired leading to sub-optimal monitoring of program implementation activities.

Case Studies

An interesting case study is that of Department of Human Services (DHS), Government of Australia where they are fighting social fraud with SAP Investigative Case Management for Public Sector. DHS now uses automated processes to boost productivity and drive faster case processing – reducing the cycle time from case creation to prosecution referral. The solution enforces DHS's established investigation processes and helps maintain full compliance with Australian Government Investigations Standards (AGIS).

Next Steps

Organizations across the social sector e.g. NRLM, NRHM etc. must look at overhauling their current systems. For JAM to drive maximum efficacy – these organizations need to focus on re-building their core on an integrated, service driven application framework, rethink what would provide maximum employee enablement, gain complete control on direct and indirect costs, provide Omni-channel interfaces to all stakeholders and manage their performance in real-time. Care must be taken in adopting solution frameworks that are scalable and those that leverage the social, mobile, analytics and cloud (SMAC) vectors, in situ.

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India's e-governance focus receives a major thrust with the launch of Datamini Janunnati Pad manufactured by Datamini Technologies (India) Limited one of the oldest surviving Indian manufacturer from the Computer industry providing systems under the "Datamini" brand. The Janunnati Pad has been specifically designed for Aadhar authentication which is set to revolutionize India's e-governance ecosystem. Datamini is one entity that deserves special mention, as the company has developed a revolutionary enterprise-class handheld, touch-enabled mobile device that is integrated with STQC-approved fingerprint scanner for Aadhar authentication. In fact the Janunnati Pad rightly drew appreciable praise for its ergonomic and seamless design from none other than Mr. Amitabh Kant – CEO NITI Aayog during the launch. The device rightly named 'Janunnati Pad' and having the form factor of a tablet, promises to provide a major thrust to the government's e-governance initiatives and thereby enable the 'Unnati' or development of the citizens.

The device has been seamlessly designed with true integration for ease of use, reliability and seamless connectivity between the components integrated. The Datamini TPOS7 is an enterprise class, touch enabled enterprise mobility device having integrated STQC certified fingerprint scanner for Aadhar enabled authentication and also offers the option of having integrated ISO 7811 compliant Magnetic Card Reader/ integrated ISO 7816 compliant Smart Card Reader/ integrated 1D/2D Bar Code Reader or Secure Access Module (SAM) slot making it a complete Tablet based POS solution. All these capabilities make the device ideally suited to support the government's ambitious e-governance programs such as DBT (Direct Benefits Transfer), PradhanMantri Jan Dhan Yojana (PMJDY), Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Deliver subsidized food-grains to BPL families via the e-PDS (Public Distribution System); monitor public health services under the National Health Mission (NHM) to name a few.

Overall the product is set to serve as a best fit 'role model' for the country's Digital India and Make in India programs.

The Datamini 'Janunnati Pad' TPOS7 comes with a 7"inch IPS display with 1024x600 resolution and is powered with Intel Atom x5-Z8300 Processor, 1GB/2GB RAM, 8GB/16GB/32 GB internal storage, expandable to 64 GB, WLAN, BT 4.0, 2 MP front & 5 MP auto-focus rear camera, 3G/4G data connectivity, A-GPS/GPS sensors, Windows 10 Home/ Professional or with Android operating system.

The device has been very ergonomically designed for ease of use as well as having semi rugged body having tested for drop tests for the product and also for the display. Further the company will soon be launching the IP67 compliant casing for the device making it waterproof, dustproof and shockproof thus expanding the possibilities for usage of this product in industrial and defense areas.

Mr. Pitamber Ahuja, Managing Director, Datamini Technologies (India) Limited strongly believes that the government has provided the IT industry, particularly within the manufacturing segment, the perfect opportunity to scale their contribution to propel the nation's growth to the next level. With a rich legacy of an established presence in the ICT hardware manufacturing space, the company further foresees a great opportunity to create a world-class innovation driven product that addresses the emerging needs for custom-built, application-specific enterprise class tablets.

CONGRATULATIONS



Mrs. Neeta Verma
DG, NIC



Shri Gyanesh Bharti
Jt. Secretary, MoEF



Dr Aruna Sharma
Secretary, DeitY



Shri J S Deepak
Secretary, Telecom



Shri K. K. Jalan
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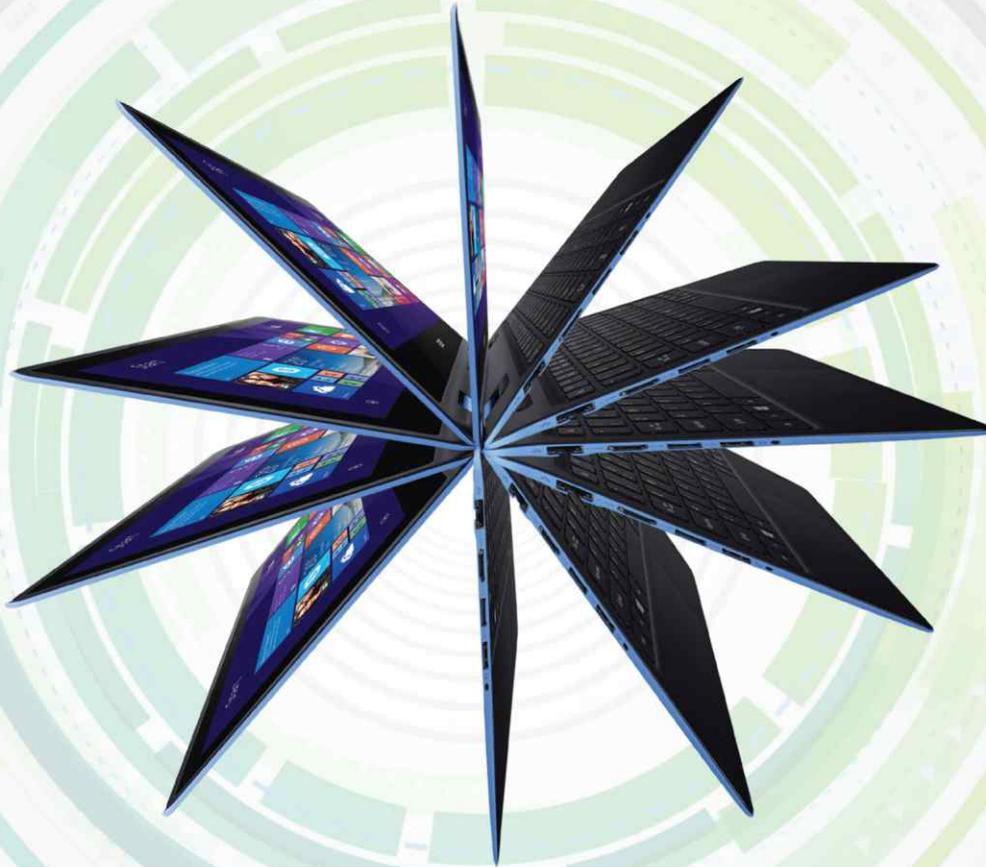
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An India International Exhibition & Conference on ICT Industry

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Experience Centre



For Participation & Further details

Sanjay Singh

Mob: 9910990553

Email : sanjay@mait.com

.....

Shweta Singh

Mob : 9958166931

Email: shweta.singh@ennobleip.com

Organized by:



Head Office: Ramakrishna Dalmia Wing, 4th Floor, PHD House, 4/2, Siri Institutional Area, August Kranti Marg, New Delhi 110 016, India.

Tel: +91-11-2685 5487, +91-11-4278 8418, Fax: +91-11-2685 1321

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