CHAPTER III

Organization Profile & Role of AMTRON in Popularizing Electronics and IT Industry in Assam
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ORGANISATIONAL PROFILE & ROLE OF AMTRON IN POPULARIZING ELECTRONICS & IT INDUSTRY IN ASSAM

3.1 Organizational Structure of AMTRON

AMTRON is enacted under the Indian Companies ACT 1956 (No I of 1956) as Pvt. Ltd. Company by Govt. of Assam in the name of "Assam Electronics Development Corporation Ltd." On 4th April of the year 1984, with the authorized share capital of Rs. 20 Lakhs divided into 20000 equity share of Rs. 100/- . The registered office of the Company is situated in the State of Assam. The main objects which will be pursued by the AMTRON on its corporation as laid down in the Memorandum of Association are:-

1. To develop, promote, undertake and execute Electronics and allied industries, projects or enterprises through establishment of manufacturing, assembling, research and development activities and such other means as will be conducive to the growth of Electronics, allied and supporting technologies.

2. To develop, promote, establish and setup small, medium and large Electronics and allied industries in joint sector or private sector with a view to transfer partly or fully any such industries ultimately to entrepreneurs whether private companies or concerns or individuals who evince interest and keen as in setting up such industries but who are handicapped for want of initial technical
know how and capital on such terms and conditions as the company may prescribe in this behalf.

3. To manufacture, assemble, repair overhaul, recondition, modify, re-class and deal in all types of Electrical, Electronics and Telecommunications and allied equipments, accessories, parts and components.

The mission of AMTRON includes:-
To establish, promote and assist the growth of electronics industries in the state through the setting up of large, medium, small and tiny units in the public, joint, assisted and private sectors.

To assist entrepreneurs with all kinds of facilities and support.

To establish a comprehensive range of infrastructural facilities and supporting institutions like Test & Development Centre, R & D laboratory and other facilities in integrated electronics Complexes.

The main purpose of this research program is to assess how far the AMTRON has succeeded in attaining these objectives with the help of the following organization structure and manpower.
In each division there are some officers like Deputy Manager, Technical officer, Administrative officer, and Accounts officer.
under divisional in charge, who worked out their duties & responsibilities.

Apart from the above there are number of supervisors, Sr.-Technicians, Technicians, Junior Engineers, Superintendents, Accountants, Asstt. Accountants, Office Asst. & Grade IV employees etc.

Presently, the numbers of employees (Permanent) as a whole in the AMTRON is 127 and from time to time some casual employees are appointed as per requirement for the implementation of various projects undertaken.

3.2 FUNCTIONS AND ACTIVITIES OF AMTRON IN THE DEVELOPMENT OF ELECTRONICS INDUSTRIES IN ASSAM

The Assam Electronics Development Corporation Ltd. (AMTRON) an Assam Government Undertaking made a modest beginning in 1984 with the production of consumer electronics items ranging from Voltage Stabilizers to B/W and Colour T.V. sets. But with the entry of some national and global players in this segment increased the intensity of competition and subsequent expiry of Sales Tax exemption after 5 years, AMTRON now stop its individual T.V. Production

AMTRON’s success stories includes establishment of the first modern manufacturing plant for B/W and coloured TVs, EPABX, computerization of various Government departments works and
many ambitious Central Government Projects in the state of Assam.

From the year 2002, production Sector of AMTRON is initiated by "AMTRON INFORMATICS (INDIA) Ltd." (AIIL), A wholly owned subsidiary company of AMTRON formed under companies ACT 1956 as Pvt. Ltd. Company on 27th March 2002. AIIL is currently manufacturing wide range of electronics and IT goods in association with reputed Indian and Multinational Companies (MNC) such as ONIDA, LG, and BPL etc.

Besides, Consumers items the Research & development (R&D) division of AMTRON which was started during 1987 has successfully completed its first project – "Application of electronics in tea Industry", with the Financial support from the Department of Electronics, (DOE), Govt.of India.

With the participation and support of the Assam Government AMTRON has setting up an electronics complex with single window facility through which provide service like product identification, techno economic evaluation, market surveys, licensing, technology transfer, government and other liaison, assistance in obtaining loans grants etc.

Keeping in view the enormous application of Bio-medical equipment in this region, an electro-medical equipment service
center has been set up by AMTRON with active financial support from Ministry of Information Technology, Government of India.

QUANTUM LEAP EPABX system of AMTRON designed at C-DOT (Centre for Development of Telematics) has put an end to the corporate worlds search for the best communication solution. In today's highly competitive environment AMTRON has been able to offer to around 100 clients comprising government, public, and private sector organization.

3.3 Functions and Activities of AMTRON in the Development of IT industries in Assam

As a part of Diversification of AMTRON Activities and taking advantages of country wide restructuring of power sector companies and application of Information Technology (IT) in power sector, AMTRON diversify its activities in application of IT production & services in power sector organization. As a part of that AMTRON has taken some data based indexing projects in Assam on behalf of ASEB (Assam State Electricity Board).

AMTRON also taking up projects in implementation of non-conventional energy sector viz solar power, Bio mass etc. in collaboration with Bharat Electronics Ltd. (BEL) IISC. Bangalore etc.

AMTRON has developed expertise and leadership position in the information & communication Technology Industry in the entire
North Eastern region. As a pioneer of Information & Communication Technology (ICT) in this region, AMTRON has been instrumental in bringing the NE Region in the national ICT map both as a promotional agency and as a direct promoter of ICT industries in this backward state of the country. AMTRON has not only been successful in developing basic infrastructures for growth of ICT in AMTRON itself, but also outside of AMTRON through its promotional activities.

AMTRON has developed expertise in providing Turnkey Solutions in ICT, Project Management, Event Management, Software & Hardware Consultancy, including Software Development and Networking Solutions, IT Infrastructure Development, Manpower Training & Development in the IT Sector.

The Computer Center of AMTRON is one of the premiers IT Consultancy Training set up in the entire North Eastern Region through which, apart from in-house operation offer a wide range of other services to outside clientele. Besides EDP activities the centre today caters to web enabled services like Web site hosting and Web application development, TEFR consultancy, turnkey solution, corporate training, TQM and ISO 9000 consultancy and software design and development to client’s specific needs.

AMTRON is currently giving its priority to computer education in a big way in order to bring computer awareness and quality computer education in the entire NE region. AMTRON has the 25 numbers of education franchisees all over the Assam through which following computer courses are offered
a) CCA (Certificate of Computer Application), duration- 3 months
b) DCA (Diploma in Computer Application), duration – 1 year
c) Short term courses like – Linux, C/C++, web design etc.

The education Franchisees of AMTRON are stated below:-
1) M/s SCSE, Uzan Bazer, Guwahati -1
2) M/s CEC Education, Silpukhuri, Guwahati-3
3) M/s Digitech Computer Centre, Sibsagar- 785640
4) M/s Compusoft Computer Academy, Dhubri- 783301
5) M/s Swadeshi Academy, Guwahati-781007
6) M/s Compugyan, Nagaon-782001
7) M/s Hi-Tech Computer Information& Technology Centre, Guwahati-6
8) M/s Infovision, Bongaigaon-783380
9) M/s Infotech Computer Centre. Nalbari-781335
10) M/s Baruah Commercial Institute, Duliajan-786602
11) M/s Utron Computers, Howly, Barpeta-781316
12) M/s Intermix Infotech, Guwahati-1
13) M/s Amtronic Bureau of Computer, Pathsala- 781325
14) M/s Purbshree Offset & Computer Centre, Barpeta-781301
15) M/s Multipurpose Training Institute, New Bongaigaon-783381
16) M/s Utron Computers, Barpeta Road, Barpeta -781615
17) M/s Infotech Computers, Bijni-783390
18) M/s Computech, Golaghat, Assam
19) M/s Goalpara Computer Academy, Bapuji nagar, Goalpara
20) M/s PVI Computer Training Centre, Nagaon- 782001
21) M/s Demow Commercial Institute, Sibsagar, Assam  
22) M/s DIGICOM, Silchar-788005  
23) M/s Subha Lakshmi Enterprise, Guwahati-5  
24) M/s Dazzle Computer Education, Barpeta town, Assam  
25) M/s J.K Computer Education Centre Mangaldai-784148

The present Mission of AMTRON is ‘To act as a developmental agency in the ICT sector for the State of Assam so as to develop world class ICT Industries and services and infrastructure through both public and private participation, with an objective to generate wealth and large scale employment opportunities in the State in particular and in the North Eastern Region in general.’  
AMTRON is now a nodal agency of Govt. of Assam and therefore, the all IT products required by different departments of Govt. of Assam are procured through AMTRON.

The Government of Assam created a separate IT department on 22nd August 2003 vide notification No: AR. 1/2003/65 dtd.22/08/2003 to focus its thrust on the development of ICT in the state. On creation of the department, AMTRON was transferred from the Industries and Commerce department, Government of Assam, and brought under the administrative purview of IT department.

AMTRON functions as the Nodal Agency of the department for implementation of the state policy, execution of the state Annual Plan schemes, implementation of the various IT and allied schemes
of the Department of Information Technology, Government of India under the National e-Governance Plan (NeGP). AMTRON has also been notified as State Nodal Implementing Agency for NeGP Projects such as SWAN (State Wide Area Network), CSC (Common Service Centre), Capacity building etc. Through the IT department AMTRON plays the role of a catalyst for the development, technology demonstration, conceptualization of development projects, creation of world class ICT infrastructure, services and Human resource development through both public and private participation, with an objective to attract investment, generate wealth and large scale employment opportunities in the state of Assam.

As per the Annual Administrative Report 2006-07 of IT department, Government of Assam, the functions and activities of AMTRON are as follows:-

3.3.1 Implementation of IT department policy and programmes

a) AMTRON function as the implementing agency of the IT policy of the state. At present the policy is under revision.

b) AMTRON implements all annual plan schemes under the state plan budget.

c) AMTRON is the state Nodal implementing agency for all the NeGP schemes of the Government of India, department of IT, New Delhi, pertaining to the state of Assam.

d) AMTRON is the implementing agency for various core ICT projects for Assam such as Assam State Wide Area Network
(ASWAN), Common Service Centre (CSC), State Data Centre (SDC), and Capacity Building etc.

e) AMTRON is under the process of setting up of an IT park in Guwahati.

f) AMTRON is under the process of setting up of an IT College under PPP (Public Private Partnership) mode.

g) AMTRON implements the ‘Mukhya Mantri Tathya Prajakty Prashikshan Aru Niyog Achoni’ under which educated unemployed youth are provided IT/IT enabled service training and employment opportunities. (Details in the later part of this chapter)

3.3.2 Implementation of IT programmes of other departments of the Government of Assam

a) AMTRON implements the prestigious Ananda Ram Baruah Award scheme of the P & D department, under which Desktop PCs are distributed to students securing 1st division in HSLC and High Madrassa examination.

b) AMTRON implements the Rajiv Gandhi Computer Literacy Programme of the P & D department under which High schools and higher secondary schools of the state are being provided computer lab, courseware, faculty and quality computer training.

c) AMTRON has set up and runs the District Computer Centre (DDCs), set up under the 11th FC Award, under the aegis of the education department.
d) AMTRON is the implementing agency for the SMART CARD based DL-RC (Driving License-Registration Certificate) project of the transport department using SARATHI & VAHAN under the Central Motor Vehicle ACT, 1989.

e) Under the public Enterprise department, AMTRON has been classified improving PSU, and has executed an MOU with the IT department under the restructuring programme of ADB.

3.3.3 Implementation of Programmes of the Central Govt. departments

AMTRON is the State Level Agency (SLA) for the National Backward Classes Finance Development Corporation (NBCFDC)

Licenses held by AMTRON

i) AMTRON holds B class ISP License for Assam Circle from Department of Telecommunication, Govt. of Assam.

ii) AMTRON has SMS gateway at Guwahati for BSNL

iii) AMTRON has accreditation for DOEACC (Department of Electronics Accredited Computer Course) ‘O’ & ‘A’ Level courses.

3.3.4 Employment & Income Generation Programmes

AMTRON has implement the following Employment Generation Mission Programme of Assam Government
A. IT cum Behavioural Training for enhancement of employability skills of educated unemployment youths of Assam.

Objective of the Program:-
It has been observed that due to lack of necessary skills as required by various service and manufacturing organizations in the private sectors many of the students of the state even after completion of their formal education are unable to find suitable employment; whereas demand for the local youths for various industry for their operation within and outside the state has been increasing. Therefore, Govt. of Assam under its Employment Generation Mission Program has devised this scheme. The main objective of this scheme is to ensure that youths trained under this program acquire employability skills.

Year of Starting the Program: - Financial Year 2007-08.

Funding Agency: - Labour & Employment Department, Govt. of Assam.

Number of districts to be covered in the first phase: - 7 nos.

Name of the districts where training would be imparted:-
1. Dibrugarh
2. Jorhat
3. Tezpur
4. Nagaon
5. Kamrup
6. Barpeta
7. Silchar

Training to be conducted at: - District Computer Centre (DCC) of each district.

Duration of the training: - 160 hrs. in 4(four) months.

No. of Students to be trained: - 630 nos. (@90 students per centre)

Eligibility of the Students for the training: -
(a) HS passed with 1 year/6 months Computer Diploma.
(b) BA/BSc/B.com in any discipline with Diploma in Computer
(c) 20-35 years of age.

Course Content:-
(A) Computer Training: - Beginners Course on LINUX & Microsoft Windows 2003. (Imparted by M/S NIIT Ltd.)
(B) Behavioural Training: - Spoken English & Soft Skills.

(Imparted by M/S Hero Mindmine)

Present Status of the Training Programme:

The Training Programme has been started in the date specified against each of the following District Computer Centres:-

(As the Training started at DCC, Kamrup; 55
candidates out of the selected 90 candidates had undertaken the training programme.)


(As the Training started at DCC, Jorhat; 86 candidates out of the selected 90 candidates had undertaken the training programme.)

The Training Programme is scheduled to be completed by last week of May 2008 in the above mentioned DCC’s.

The Training Programme of the same is to be conducted in DCC Nagaon from the 21st of April 2008.

**Schedule of Training in each centre:-**

M/S NIIT is imparting the training in a schedule for 3 batches of 30 students each for 90 candidates in each of the 3 DCC’s for a duration of **90 hours** i.e. 75 minutes per day for each batch for 5 days a week for 4 months continuously. Training commences from 10 am in the morning daily.

M/S Hero Mindmine is imparting the training in a schedule for 3 batches of 30 students each for 90 candidates in each of the 3 DCC’s for a duration of **70 hours** i.e 2 hrs. 15 mins. per day for
each batch for 6 days a week for 4 months continuously. Training commences from 10 am in the morning daily.

Hence, a total of 160 hrs. of intensive coaching on IT cum Behavioral training programme is being imparted to the candidates under the 1st phase of this prestigious Pilot Project, Employment Generation Mission, Govt. of Assam.

**Recruitment Strategy:**
An interview is being organized by inviting various IT sectors/MNCs/BPO organizations for the candidates at the end of the training programme.

Meanwhile M/s Hero Mindmine has organized an interview on 26.03.2008 for recruitment in S.S.Netcom Pvt Ltd, Bhangagarh, Guwahati wherein 2 candidates were got offered letter out of selected 8 candidates.

**B. NASSCOM Certification & Benchmarking Programme in IT Skills for the Graduates/Undergraduates as well as PG Students.**

**Theme of the Project:-**

The ITeS-BPO Industry is growing at an overwhelming pace and giving a major fillip to the Indian Economy. India has
established its leadership position globally in the off-shore market. However, the availability of skilled manpower is now a felt constraint and is one of the key barriers to the fast growth of the industry. Furthermore, when such trained youths from other parts of the country are availing the benefits of this boom, the North Eastern region comparable to other regions of the country has not got its appropriate share.

Hence, in view of associating the youths of the North Eastern Region with its rightful share in the ITeS-BPO Industry, Ministry of DoNER has entered into an agreement with National Association of Software & Service Companies (NASSCOM). Under the agreement, NASSCOM will administer the NASSCOM Assessment of Competence (NAC) Test in the 8 North Eastern States for enhancing the employability of graduates. 20,000 youths have been targeted to participate in the NAC. They will also attend the interview in the Job Fair and successful ones will be picked up by the industry and the remaining will again be given this opportunity after appropriate upgradation of their skills.

Now, a total of 8000 students are targeted to take up the NASSCOM Pilot Project employment scheme in the ITeS-BPO Sector from the state of Assam.

Assam Electronics Development Corporation Ltd. (AMTRON) on behalf of Information & Technology Deptt., Govt. of Assam implements the programme
1ST PHASE OF NASSCOM PILOT PROJECT—

"NASSCOM ASSESSMENT OF COMPETENCE" (NAC) TEST

NASSCOM in collaboration with Ministry of DoNER and assisted by Govt. of Assam through its implementing Agency Assam Electronics Development Corporation Ltd. (AMTRON) organized a NASSCOM Assessment of Competence (NAC) Test for the students of the State of Assam.

The Overview of the NAC Test is as follows:-

OVERVIEW —- NAC Test

1. Preamble —- NAC Test

NASSCOM has been working with the Indian ITeS-BPO industry players to create a national assessment and certification program - the NASSCOM Assessment of Competence (NAC). The initiative is aimed at creating a robust and continuous pipeline of talent. This will be done by continuously assessing candidates on key skills through a national standard assessment, thus making it easier for firms to screen candidates and also provide training need analysis to candidates. This will then be tied in to training and development efforts to help more candidates become competent to work in the industry.

NASSCOM is following a multi-pronged approach to facilitate manpower development for the short and long term. NASSCOM is aiming to build a pool of ITeS-BPO manpower which will be pre-certified, in tune with the needs of the
industry and thereby gear up for the future requirements of the sector.

2 Subject Background

NASSCOM conducted in-depth meetings with close to 35 players in the ITeS-BPO industry to understand the current recruitment practices, cause of attrition desired skills in a candidate, etc. Based on this, a job-skill matrix was developed which formed the basis for the design of this assessment program.

Core and Working Committees from the industry were formed and constant interactions were made to make sure that the program has everything that the industry requires in terms of a pre-employment assessment. An evaluation committee was set up to finalize the vendors and decide on the approach to the pilot.

3 Target Audiences

NASSCOM will run NAC with the various States in the country in a centralized manner and also in independent identified deemed Universities / Colleges in various states.

The target audience is to be final-year students who’ll be venturing into the job markets after a year’s time. The intent behind assessing these students is to analyze the level of talent which is available, in various parts of India, especially in tier-2 and tier-3 cities.
Gauging this would eventually help identify the various regions in India where the readily available ITeS-BPO fit talent pool exists.

**Registration of Students for NAC Test:-**
NAC Registration forms were distributed in all the 222 colleges of all the districts of Assam. A total of 5459 nos. of candidates were registered for the NAC Test in Assam for the year 2007-08. Last date of Submission of the forms was 10\(^{th}\) December 2007.

**NAC Test Dates:-**
The dates for conducting the NAC Test in the State of Assam were:-
19\(^{th}\), 20\(^{th}\), 22\(^{nd}\) & 23\(^{rd}\) December.

**NAC Test Centers & No. of Centre wise Appeared Candidates:-**
NAC Test was conducted in the 17 nos. of centres for all the candidates of Assam.
16 District Computer Centres of Assam were identified as Test Centres. In Dibrugarh District, Center for Computer Studies, Dibrugarh University was identified as Test Centre.
Table-3.1
NAC TEST CENTRES WITH TEST DATES AND NO. OF CANDIDATES APPEARED

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the District and Address of the Test Centres</th>
<th>Test Dates for Each of District</th>
<th>Total No. of Appeared Candidates</th>
</tr>
</thead>
</table>
| 1       | District Computer Centre, Kamrup  
          C/o TC Girls H.S. School, Guwahati | 19th, 20th, 22nd, 23rd       | 424                             |
| 2       | District Computer Centre, Nagaon  
          C/o Govt. Boys H.S. School, Nagaon | 19th, 20th                   | 125                             |
| 3       | District Computer Centre, Jorhat  
          C/o Govt. Boys H.S. School, Jorhat | 19th, 20th, 22nd             | 308                             |
| 4       | District Computer Centre, Sibsagar  
          C/o Govt. H.S. School, Sibsagar | 19th, 23rd                   | 160                             |
| 5       | District Computer Centre, Mangaldoi  
          C/o Govt. H.S. School, Sibsagar | 19th, 23rd                   | 96                              |
| 6       | District Computer Centre, Tezpur  
          C/o Govt. Girls H.S. & M.P. School, Tezpur | 19th                         | 4                               |
| 7       | District Computer Centre, North-Lakhimpur  
          C/o Govt. H.S. School, Lakhimpur | 19th                         | 99                              |
| 8       | District Computer Centre, Dhemaji  
          C/o Shiksha Bhawan, Dhemaji | 19th                         | 23                              |
<table>
<thead>
<tr>
<th>District Computer Centre, Nalbari</th>
<th>19th, 20th</th>
<th>188</th>
</tr>
</thead>
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<tr>
<td>C/o Gardon Govt. H.S. School, Nalbari</td>
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<tr>
<td>District Computer Centre, Barpeta</td>
<td>19th, 20th, 22nd</td>
<td>491</td>
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<td>C/o Govt. H.S. School, Barpeta</td>
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<td></td>
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<tr>
<td>District Computer Centre, Bongaigaon</td>
<td>19th, 20th</td>
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<tr>
<td>C/o Birjhara H.S. School, Bongaigaon</td>
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<td></td>
</tr>
<tr>
<td>District Computer Centre, Dhubri</td>
<td>19th, 20th</td>
<td>168</td>
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<tr>
<td>C/o Govt. Boys H.S. School, Dhubri</td>
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<td></td>
</tr>
<tr>
<td>District Computer Centre, N.C. Hills</td>
<td>19th</td>
<td>19</td>
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<tr>
<td>C/o Govt. Boys H.S. School, Halflong</td>
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</tr>
<tr>
<td>District Computer Centre, Silchar</td>
<td>19th, 20th</td>
<td>61</td>
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<td>C/o Govt. Boys H.S. School, Silchar</td>
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<td>District Computer Centre, Karbi-Anglong</td>
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<tr>
<td>Centre for Computer Studies, Dibrugarh University</td>
<td>19th, 20th</td>
<td>167</td>
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<tr>
<td>C/o Dibrugarh University, Dibrugarh</td>
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</tbody>
</table>

**TOTAL :-** 2581
2\textsuperscript{ND} PHASE OF NASSCOM PILOT PROJECT-“NASSCOM JOB FAIR”

NASSCOM in collaboration with Ministry of DoNER and assisted by Govt. of Assam through its implementing Agency Assam Electronics Development Corporation Ltd. (AMTRON) organized a NASSCOM Assessment of Competence (NAC) Job Fair for the students who had appeared in the NAC Test.

\textbf{Date & Venue of the Job Fair} :- Date: 15\textsuperscript{th} & 16\textsuperscript{th} of March 2008.

Venue: Assam Engineering Institute, Chandmari, Guwahati- 3

\textbf{Total candidates attending the JOB FAIR} : 1798 Nos.

\textbf{Recruitment Status in the NASSCOM Job Fair:}

The following MNC’s & BPO Companies were identified by NASSCOM to attend the Job Fair for conducting interview for the students who have appeared the NAC test. The successful candidates were recruited by the companies and were provided appointment letter on the spot of the Job Fair Venue. The details of recruitment of the candidates attending the Job Fair are as follows:-

\begin{tabular}{|c|c|}
\hline
\textbf{Name of the Company} & \textbf{No. of total Recruitment} \\
\hline
M/s GeNPACT & 2 \\
M/s INFOSYS & 14 \\
M/s KEANE WORLDZEN & 13 \\
M/s ExL SERVICE & 1 \\
\hline
\end{tabular}

Implementing Agency: - Assam Electronics Development Corporation Ltd.

Theme of the Project:-

In the literacy rich state of Assam, educated unemployment is one of the greatest socio-economic problems. In fact, it is presently trapped in an unfortunately vicious cycle. Various social and political problems afflicting the state of Assam limit trade, investment and production in the region and gives rise to a high cost economy. Again, such a lack of economic opportunities and the highest cost status of the economy lead to the prevalence of high rate of unemployment; specially that of educated people. In fact, the literacy situation in the region is something to be really proud of and that is the precise reason why the educated youth is not getting sufficient employment opportunities which pose a serious and severe problem for the stability of the region.
The Information & Technology Department, Govt. of Assam has made an attempt to explore the possibilities of finding out newer ways of generating employment in the state. With this zeal & goal, a novel Employment Oriented Training Programme was conceived in the year 2005-06 for the youth of Assam so that they have a winning edge over the others. The youth of Assam have winning edge over him youths from many other corners of the country as far as the upcoming professions of working in BPO/Call Centres are concerned since their grounding in English is very strong because of their education system.

Therefore, the I.T. Deptt., Govt. of Assam has launched the "Mukhya Mantri Tathya Prajukti Prashikshan Aru Niyog Achoni" in the year 2005-06 with an aim of providing firstly requisite training to the educated unemployed youths in the market oriented skills and secondly, providing them job opportunities in the best of the IT/ITES companies in the country. Under the scheme, the government is planning to provide job opportunities to 400 youth per year.

**Year of Starting the Program:** - Financial Year 2005-06.

**Duration of the training:** - 45 days or 160 hrs. Whichever is earlier.

**No. of Students to be trained:** - 84 nos. of candidates are targeted for the training. During training period candidates will be imparted free of cost training along with a one way journey
of 2nd Class train fare to be provided for each of the candidates at a venue of the training institute outside the State.

**Funding Agency:** - Information & Technology Department, Govt. of Assam.

**Training Locations:**

1. Assam Electronics Development Corporation Ltd. (AMTRON) Complex— in the 1st Phase of MMTPPANA where 55nos. of candidates were imparted the training out of which 20nos. were offered Job opportunity in various MNCs.

2. M/S NIIT Ltd, Kolkata – in the 1st Batch of 2nd Phase of MMTPPANA where 19 candidates were imparted training from 21st January 2008 to 20th February 2008 out of which 5nos. Participants were recruited in various IT Sector Companies.

3.4 **Other Activities**

As per the MOU signed with the IT department & keeping inconsonance with the Mission statement following mandate to take initiative in the state

**A) Growth of Electronics, Hardware & Software industry**

- Promote and invest in the Amtron Informatics (India) Limited, which is 100% owned subsidiary of AMTRON, set up on 27.03.2002 for revival of AMTRON under the NE Industrial Policy, 1997 of Government of India, and is currently manufacturing wide range of electronics & IT
goods in association with reputed Indian & MNC companies such as ONIDA, LG, BPL etc.

- Promote and invest in subsidiary companies for growth of the electronics & ICT in the State.
- Promote exports of electronics hardware & software from Assam, primarily to the South East Asian countries.
- Promote local entrepreneurs to set up electronics hardware & software industries, business activities through Grant, loans and FI tie-ups.
- Set up IT Park, BPO city and Hi-Tech City projects for attracting investment in IT/ITES sector.
- Create IT awareness among masses through campaigns, publicity events, workshops & media
- Market the ICT & electronics potential of the State in India and abroad by participating in national/international Expos, road shows, conferences & workshops.

B) **Building of Human Capita**

- Promote AMTRON Institute of Information Technology (AIIT) on the lines of IIT, and divert all of its education & training activities to this institute.
- Tie up with AICTE, DOEACC, CISCO, NOVEL, AUTODESK, MICROSOFT, IBM, ORACLE, REDHAT, NIIT, SAP, BAAN etc. to provide quality training, skill upgradation and quality certification to the local youth of the region for employability in the IT/ITES sector
• Take up IT/ITES educational programs for target groups such as corporate houses, Government departments, school children, women, economically & socially challenged sections, senior citizens etc.

• Build a Human Capital Database, especially of the educated and trained manpower in the IT & services sector

• Promote Research & Development (R&D) in software & hardware

• Promote interface between industry & academics in the ICT sector

C) e-Governance & Citizens' Access to Information

• Build and maintain the Assam State Wide Area Network (ASWAN) with active assistance of the State Government.

• Provide Internet, Audio, Video, Voice and Integrated Data services to the Government Departments and agencies against reasonable charges for these services

• Provide e-Governance services, Government to Citizen (G2C), Citizen to Citizen (C2C), & Government to Business (G2B) services, portals and replicate e-Setu through kiosks

• Provide know-how & expertise to the Government Departments for back end computerization and business process re-engineering
D) **Systems & Services**

- Provide internet, connectivity and network services to the public, business houses and entrepreneurs on the ASWAN/AMTRON network on commercial terms
- Provide consultancy & turnkey solutions
- Carry-out turnkey implementation of projects
- Carry-out trade & commerce in electronics & ICT sector
- Provide maintenance support services
- Service Provider – State Level Agency (SLA), e-Commerce, Web services etc.
- Software & services exports

E) **Regulatory Role**

- State Nodal IT Agency
- Implementation of IT Policy
- Certification & Quality Management in IT/ITES sector

F) **Role as IT Directorate of the Government of Assam**

- Formulation and implementation of IT Policy
- Certification and Quality management in IT/ITES sector
- Preparation and submission of Annual Plan/Non Plan Budget
- Providing back-end support to the IT department
- Preparation and Implementation of Plan/ Non Plan Schemes
• Monitoring and evaluation of IT in various Departments

G) Corporate
• Accident & Fire free premises
• Payment of regular salary
• Distribution of uniform to employees
• Skill up gradation and capacity building
• Steps for acquiring ISO & CMM certification
• Preparation of Corporate Plan, Budget and Roadmap
• Welfare of Staff

3.5 TARGET & ACHIEVEMENT OF AMTRON

As per the Memorandum of Understanding (MOU) signed between AMTRON and Information Technology Department, Government of Assam for the year 2006-07 & 2007-08 the targets for those years and achievement during the year 2004-05, 2005-06 and 2006-07 of AMTRON is as under:-
Table 3.2
Commitments & Targets of AMTRON for the year 2006-07

<table>
<thead>
<tr>
<th>SL No</th>
<th>Criteria</th>
<th>Units</th>
<th>Weight (-age) (%)</th>
<th>Criteria Value</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Physical Targets</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Turnkey Solutions (GOI, GOA, Non Govt.)</td>
<td>Crore per annum</td>
<td>20</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Project Implementation, Consultancy &amp; Training</td>
<td></td>
<td></td>
<td></td>
<td>100</td>
<td>80</td>
<td>60</td>
<td>30</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>a) Minor Projects (Below 100 Lakh)</td>
<td>Lakh per annum</td>
<td>10</td>
<td>100</td>
<td>80</td>
<td>60</td>
<td>30</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Major Projects (Above 100 Lakh)</td>
<td>Crore per annum</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Export Business</td>
<td>Lakh per annum</td>
<td>5</td>
<td>10</td>
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<td>6</td>
<td>3</td>
<td>1</td>
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<td></td>
</tr>
<tr>
<td>4</td>
<td>Production of Subsidiary Company</td>
<td>Units</td>
<td>5</td>
<td>10000</td>
<td>8000</td>
<td>6000</td>
<td>3000</td>
<td>1000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>HRD &amp; Training</td>
<td>Lakh per annum</td>
<td>10</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Financial Targets</td>
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<td></td>
<td>100</td>
<td>80</td>
<td>60</td>
<td>30</td>
<td>10</td>
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</tr>
<tr>
<td>1</td>
<td>Turnover</td>
<td>Crore per annum</td>
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<td>50</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Turnover /employee</td>
<td>Lakh per annum</td>
<td>10</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Turnover of AMTRON Subsidiaries</td>
<td>Crore per annum</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td></td>
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</tr>
<tr>
<td>C</td>
<td>Dynamic Efficiency</td>
<td></td>
<td></td>
<td></td>
<td>100</td>
<td>80</td>
<td>60</td>
<td>30</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Contribution to State Exchequer in terms of Commercial taxes</td>
<td>Rs in Lakh</td>
<td>5</td>
<td>50</td>
<td>40</td>
<td>30</td>
<td>20</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
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<td>Outstanding Statutory Liabilities</td>
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<td>10</td>
<td>20</td>
<td>35</td>
<td>70</td>
<td>100</td>
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</tr>
<tr>
<td>3</td>
<td>Up-dation of A/c &amp; Balance Sheet (No. Of Financial Yrs pending)</td>
<td>No. of Years</td>
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<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td></td>
</tr>
</tbody>
</table>

TOTAL WEIGHTAGE 100
Table 3.3
Commitments & Targets of AMTRON for the year 2007-08

<table>
<thead>
<tr>
<th>SL No</th>
<th>Criteria</th>
<th>Units</th>
<th>Weight-age (%)</th>
<th>Criteria Value</th>
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<td></td>
<td>1  2  3  4  5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent</td>
<td>Very Good</td>
</tr>
<tr>
<td>A</td>
<td>Physical Targets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Turnkey Solutions (GOI, GOA, Non Govt.)</td>
<td>Crore per annum</td>
<td>20</td>
<td>10 8 6 3 1</td>
</tr>
<tr>
<td>2</td>
<td>Project Implementation, Consultancy &amp; Training</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Minor Projects (Below 100 Lakh)</td>
<td>Lakh per annum</td>
<td>15</td>
<td>100 80 60 30 10</td>
</tr>
<tr>
<td></td>
<td>b) Major Projects (Above 100 Lakh)</td>
<td>Lakh per annum</td>
<td>10</td>
<td>500 400 300 200 100</td>
</tr>
<tr>
<td>3</td>
<td>Production of subsidiary company</td>
<td>Lakh per annum</td>
<td>5</td>
<td>20 10 5 3 1</td>
</tr>
<tr>
<td>4</td>
<td>HRD &amp; Training</td>
<td>Lakh per annum</td>
<td>10</td>
<td>40 30 20 10 5</td>
</tr>
<tr>
<td>B</td>
<td>Financial Targets</td>
<td>Crore per annum</td>
<td>10</td>
<td>50 40 30 20 10</td>
</tr>
<tr>
<td>2</td>
<td>Turn over /employee</td>
<td>Lakh per annum</td>
<td>10</td>
<td>25 20 15 10 5</td>
</tr>
<tr>
<td>3</td>
<td>Turnover of AMTRON Subsidiaries</td>
<td>Crore per annum</td>
<td>10</td>
<td>10 8 6 3 1</td>
</tr>
<tr>
<td>C</td>
<td>Dynamic Efficiency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Contribution to State Exchequers in terms of Commercial taxes</td>
<td>Rs in Lakh</td>
<td>5</td>
<td>80 50 30 20 10</td>
</tr>
<tr>
<td>2</td>
<td>Outstanding Statutory Liabilities</td>
<td>Rs in Lakh</td>
<td>2</td>
<td>10 20 35 70 100</td>
</tr>
<tr>
<td>3</td>
<td>Up-dation of A/c &amp; Balance Sheet (No. Of Financial Yrs pending)</td>
<td>No. of Years</td>
<td>3</td>
<td>0 1 2 3 4</td>
</tr>
</tbody>
</table>

TOTAL WEIGHTAGE 100
### Table 3.4

**ACHIEVEMENTS OF AMTRON DURING 2004-05, 2005-06 & 2006-07**

<table>
<thead>
<tr>
<th>SL No</th>
<th>Criteria</th>
<th>Units</th>
<th>2004-05</th>
<th>2005-06</th>
<th>2006-07</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td>Physical Targets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Turnkey Solutions (GOI, GOA, Non-Govt.)</td>
<td>Crore per annum</td>
<td>0.75</td>
<td>1.0</td>
<td>9.67</td>
<td>Very Good</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Project Implementation, Consultancy &amp; Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a</td>
<td>Minor Projects (Below 100 Lakh)</td>
<td>Lakh per annum</td>
<td>50.37</td>
<td>87.00</td>
<td>128.60</td>
<td>Excellent</td>
</tr>
<tr>
<td>b</td>
<td>Major Projects (Above 100 Lakh)</td>
<td>Lakh per annum</td>
<td>3.15</td>
<td>97.60</td>
<td>316.54</td>
<td>Very Good</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>Production of Subsidiary Company</td>
<td>Lakh per annum</td>
<td>113.69</td>
<td>19.30</td>
<td>3.45</td>
<td>Fair</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>HRD &amp; Training</td>
<td>Lakh per annum</td>
<td>12.46</td>
<td>15.22</td>
<td>18.66</td>
<td>Good</td>
</tr>
<tr>
<td><strong>B</strong></td>
<td>Financial Targets:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Turn over</td>
<td>Crore per annum</td>
<td>6.28</td>
<td>26.91</td>
<td>40.10</td>
<td>Very Good</td>
</tr>
<tr>
<td>2</td>
<td>Turn over/employee</td>
<td>Lakh per annum</td>
<td>4.91</td>
<td>21.02</td>
<td>12.08</td>
<td>Good</td>
</tr>
<tr>
<td>3</td>
<td>Turnover of AMTRON Subsidiaries</td>
<td>Crore per annum</td>
<td>11.37</td>
<td>1.93</td>
<td>0.038</td>
<td>Poor</td>
</tr>
<tr>
<td><strong>C</strong></td>
<td>Dynamic Efficiency</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Contribution to State Exchequer in terms of Commercial taxes</td>
<td>Rs in Lakh</td>
<td>108.16</td>
<td>15.18</td>
<td>66.43</td>
<td>Very Good</td>
</tr>
<tr>
<td>2</td>
<td>Outstanding Statutory Liabilities</td>
<td>Rs in lakh</td>
<td>158.88</td>
<td>65.76</td>
<td>770.00</td>
<td>Poor</td>
</tr>
<tr>
<td>3</td>
<td>Updation of A/c &amp; Balance Sheet (No. Of Financial Yrs pending)</td>
<td>No. of Years</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>Poor</td>
</tr>
</tbody>
</table>

Sources: Internet- Amtron in
From the above self assessment tables of commitments and achievements prepared by AMTRON, it has come to the notice of the researcher that

a) AMTRON showing an excellent performance in the implementation of minor projects (below 100 lakh), in which during the year 2006-07 the value criteria was fixed at 100 for excellent and achievement of AMTRON is 128.60

b) In four criteria AMTRON’s performance is very good i.e. Turnkey solution, Major projects implementation (under physical targets), turnover and contribution to state exchequer in terms of commercial taxes( under financial targets and Dynamic efficiency)

c) AMTRON showing good performance in HRD & training (under physical targets), turnover/employee (under financial targets) respectively. Similarly, fair performance in production of subsidiary company as physical target

d) Poor achievement has been shown in the case of turnover of the AMTRON subsidiaries under financial targets during 2006-07, out standing statuary liabilities also increased to 770.00lakh showing poor rating. Similarly poor achievement is also shown by AMTRON in the case of updating
3.6 **Commitment & Assistance from Government**

According to the MOU between AMTRON & Information Technology Department, Government of Assam for the year 2006-07, Government of Assam has agreed in the following aspects:-

**A) DELEGATION OF POWER:** - The Government will consider favorably the following delegation of powers to the Corporation:

i) For undertaking capital investment by the Corporation in building, plant, machineries etc. for capacity expansion, modernization, up-gradation of technology etc. up to Rs.2.00 Crore without going to the PIB. This is necessary because any modernization work involving technology cannot be kept waiting for grant of approval because this process consumes time and by the time the proposal gets clearance, there may be a drastic change in technology and at the same time cost escalation.

ii) To invest in instruments like reputed Mutual Fund (MF) of low risk but having better return than normal bank interest in FDRs etc. There are quite a few nos. of MFs those have portfolio arrangement like 80% investments are in Govt. bond assuring secured returns and rest in high yielding shares of energy, telecom and software sectors.
iii) Delegate authority to select and appoint consultant of international repute to assess the state’s IT capability and market State’s plan for building IT Infrastructure like State of the Art IT Park in Public/Private partnership with Govt.

iv) Delegate the Corporation the authority to act as online payment gateway for the Govt. of Assam. All e-payments to be received through the e-payment gateway of Govt. of Assam managed by AMTRON commercially.

v) Delegate the power to the Board of the Corporation to send AMTRON personnel on visit to overseas countries etc. for scouting/showcasing business opportunities and technologies for the corporation’s growth and profit which in turn would ensure the growth of the state in IT sector and employment generation opportunities building IT infrastructure like IT Park, Regional Center of Excellence.

B) ASSISTANCE FROM THE GOVERNMENT: The Government will consider favorably the following assistance to the Corporation

i) Entry Tax and VAT exemption on products manufactured by AMTRON and its subsidiary companies like AIIL to consolidate the Corporation’s position in manufacturing of Electronics and IT product (including white goods and consumer electronics products) in the entire N. E. region and pave the way for industrial growth in the region and to generate employment.

ii) As AMTRON has been acting as the IT Nodal Agency for the State Govt. its role now has been that of an almost de-facto
Directorate of the IT Department without getting any extra budgetary support. AMTRON performs various functions on behalf of the Government like preparation of reports, proposals, planning the IT Budget, Schemes etc. Hence for smooth functioning of activities of the IT Department, it has become necessary to declare AMTRON as the IT Directorate and provide a budgetary support in the form of grant-in-aid of Rs.200 Lakh per annum with subsequent rise in the amount in every subsequent year.

iii) State Govt. will ensure that fund from center would be routed directly to AMTRON for executing IT related projects where center agrees to provide funding to state proposals.

iv) Govt. will consider according AMTRON and its subsidiaries to implement and execute its all projects and developmental works in IT sector for the State. AMTRON and its subsidiaries shall have the purchase preference policy as laid down by the State Govt. from time to time.

v) Govt. to appoint AMTRON as State Level Agency (SLA) for executing SMART CARD based registration process of Transport Department and Photo Identity Card of Voter List of the State Election Department. As the work involved in this category is of recurring nature, therefore this is required for sustaining the corporation commercially.

vi) Govt. to make AMTRON the Nodal IT Agency for the GIS based Disaster Management Program.

vii) While implementing IT in all the line Departments of the Govt. AMTRON for the State Govt. of Assam will act as the overall
consulting department against payment of agency charges as given below:

I. Project Value up to 50 crores 7.5%
II. Project value above 50 crores 10.0%

viii) In case the Corporation is asked to execute commercially non-viable projects on strategic/special consideration by the State Govt., then the State Govt as may be appropriate in the circumstances would provide financial support.

ix) The Govt. to assist the Corporation in making recoveries of outstanding dues from various Govt. departments / PSEs.

x) Govt. will consider supporting investment in assets and capacity building through equity participation.

xi) Govt. would provide necessary budgetary support to the Corporation in its role for image building for the State in the IT sector.

xii) Govt. will consider allowing the Corporation to seek Govt. guarantee in lieu of land and building for devising the Corporation and its subsidiaries growth strategy.

xiii) Govt. will consider waiving / converting to grant in aid outstanding loan of Rs.55 Lakh of the Corporation for easing the constraints on working capital.

xiv) The Corporation has following receivables against loan and interest from other State PSE and Bank as given below:

♦ Rs. 28,43,000.00 from Assam Tea Corporation Ltd.
♦ Rs. 97,68,000.00 from Assam Spun Silk Mill Ltd.
Rs. 16,81,000.00 from City Co-operative Bank

The above receivables should be adjusted against the sales tax amount of Rs. 82,49,971 as assessed dues of Corporation during 30.9.1990 to 31.12.1993

xv) Govt. will consider giving right of way for laying OFC to the Corporation, which in turn can be traded with various OFC laying companies (Govt. and Private). Further, right of way for using ASEB distribution network to the Corporation for its broadband network to reach the doorstep of the people to provide quality Internet connectivity with voice, data and video service.

xvi) Govt. to raise its share capital (Equity Participation) in AMTRON from the Current Rs.10 Crore limit to Rs. 30 Crore, which has already been approved by the Board of Directors of AMTRON.

C) FREQUENCY OF MONITORING & INFORMATION FLOW

i) The frequency of monitoring & information flow shall be quarterly, i.e.

1. June ending (report to be submitted by 7th July)
2. September ending (report to be submitted by 7th October)
3. December ending (report to be submitted by 7th January)
4. March ending (report to be submitted by 15th April)
ii) The overall performance of the MOU will be evaluated at the end of term of the MOU. The Corporation will submit the self-evaluated report to the Public Enterprise Department by 30th April 2007.