CHAPTER IV

Performance evaluation in respect of Products and services of AMTRON – An empirical exercise
CHAPTER IV
PERFORMANCE EVALUATION IN RESPECT OF PRODUCTS & SERVICES OF AMTRON – AN EMPIRICAL EXERCISE

4.1 Introduction

The observations of the activities of AMTRON in different sectors of Electronics and IT industry are summed up in this chapter. The performance and the role played by AMTRON for the development of Electronics and IT Industry in the state are compared with that of West Bengal Electronics Industry Development Corporation Ltd. (WEBEL), a Government of West Bengal undertaking. AMTRON and WEBEL both are the Nodal Implementing agency for the Department of Information technology, Govt. of Assam and West Bengal respectively. Both of them play very significant role in their respective state for the development of Electronics and IT industries. The details of their activities and performance are highlighted in this chapter.

4.2 The Contribution of AMTRON towards economic development of Assam

The contribution of AMTRON in the economic and social development of the state is can be explained as follows, on the basis of the functions & activities of AMTRON which are
explained in the chapter III. It will fulfill the 2\textsuperscript{nd} objective of the research study.

The direct contribution of AMTRON in popularizing Electronics & Informatics based Industries & Services in Assam are

1. In entire Assam and different parts of North East, AMTRON was the pioneer in providing opportunity to local unemployed youth to establish business house for electronics products. AMTRON after its inception encourage and create new business man to sale its products viz. calculators, Voltage stabilizer, B/W & Colored TV sets etc. After closing of AMTRON’s electronics products more than 70% of those business men are still running the business with the electronics products of other companies. This is a great contribution of AMTRON towards self employment.

2. When the electronics communication was just start all over the country, in Assam AMTRON first provides electronics communication facility through EPABX & allied services to different government and non government organization. AMTRON also computerized the telephone bills of P&T department initially. In this field of communication another achievements of AMTRON is the implementation of the project like POLNET (Police Network) in Assam & Arunachal, EDUSET (Educational Satellite)-through which one
educational lecture can be transmit to different parts of the country through VSAT (Very Small Aperture Terminals) etc.

3. AMTRON developed unconventional energy system and successfully implements the solar energy system in Umananda Island situated in the river Brahmaputra. Which we may considered as the social contribution of AMTRON.

4. AMTRON developed the village economy by creating small entrepreneurs under its entrepreneurial training schemes (under which repairing of TV sets and other electronics equipments were teaches) in different Blocks of Assam under its EAD (Entrepreneur assistance Development) project of Government for several years.

5. Assam has been traditionally identified with tea; the cup that cheers. AMTRON brings mechanization in the production process of Tea industry through Research & Development with the financial support from the Department of Electronics (DOE), Government of India.

That is a great contribution of AMTRON towards Technological development.

6. Prior to the establishment of AMTRON, all Medical & Surgical equipments used by Doctors & clinical laboratories of Assam were required to repair either Kolkata or other states of India. AMTRON has taken a bold step to create some Engineers for Repairing of Medical equipments and as a result of that a great
industry of Electro Medical Servicing and Repairing is now established. It is a great achievement of AMTRON in the Health care Sector.

7. In the field of computer education and training the role of AMTRON is very significant. AMTRON implements the Rajiv Gandhi Computer Literacy Programme of the Planning & Development department of the state under which free computer education is provided to Government high school and higher secondary school in association with NIIT and CMC. Apart from that the DOEACC "O" & "A" level course and the own course of AMTRON offered through DCC are help in increasing the computer literacy in the state, people get computer related employment in different organization as well as generating employment opportunities. These have been understood from the field study made on the personnel taking computer course from AMTRON (detail analysis is in the Chapter V of this thesis).

8. The "Anandaram Baruah Award Scheme" (ARBAS) of the Government of Assam (in which computer has been given to all first division holders in HSLC and High Madrassa examination) implement by AMTRON creates a great achievement in the field of education. The following table depicts the results of H.S.L.C for last eight years.
9. The AMTRON's achievement is also we have seen in the last National games at Guwahati in which for the first time IT application was taken place in large in a National game.

10. Some significant contribution in IT sector by AMTRON is the computerization of Treasury service in Assam, E filling system first developed in AMTRON office etc.

11. ETDC (Electronics Test and Development Centre) & STPI in Guwahati was established with the help and support from AMTRON.

12. The setting up of IT park & IT college which is under process will be definitely change the economic scenario of Assam and Assam will be at par with other advanced states of the country so far as electronics and IT Industry is concerned.

4.3 About WEBEL (functions & Activities)

WEBEL - West Bengal Electronics Industry Development Corporation Limited was incorporated in 1974 with an objective of developing electronics industry in the State of West Bengal. The corporation through its subsidiary companies was in the business of manufacturing various electronic components & equipment. With a quiet revolution taking place in West Bengal, Information Technology and IT Enabled Services (ITes) Industry penetrated its roots firmly in line with the State Government's vision to position
West Bengal as one of the top three IT states in the country by 2010. Webel quietly broadened its activities from electronics to Information Technology and is now also the nodal agency for IT & ITes of the Government of West Bengal. Webel's role was to attract knowledge-based industries on a global scale and also to facilitate e-governance for the entire state of West Bengal. Webel's prime task however, is now to create world-class infrastructure and facilities, encourage entrepreneurship and establish institutions that produce quality manpower more in numbers & would spearhead the future.

**PRODUCT RANGE & AREA OF SPECIALISATION**

" IT education
" IT Infrastructure
" Smart card for Driving License, Vehicle registrations, etc.
" Electorate Cards
" E-Governance
" Information & Communication Network
" Telemedicine
" IT Projects
" ISP
" Braille machines.
" Broadcasting
WEBEL performed its most of the activities by establishing some subsidiaries. The functions and activities of WEBEL are discussed below:

A) E – Governance

WEBEL has implemented a number of remarkable e-governance projects which deliver value to citizens.

i) West Bengal State Wide Area Network

It is the backbone network for data, voice and video communication throughout the state of West Bengal. This IP based Government Intranet is the main pathway through which e-Governance activities of the Government of West Bengal are being undertaken, is based on IP (Internet Protocol) technology.

This Intranet is aimed at providing seamless connectivity among Government departments / directorates, as well as among the various offices of each department / directorate all over West Bengal for effective, efficient and transparent administration.

Salient features of WBSWAN:

1. WBSWAN network facilitates Data, Voice & Video Communication from the State Switching Centre at Kolkata up to all District Headquarters and some important cities on 2Mbps(E1 link)leased line.

2. All Block Headquarters connect to their District Headquarters
on 2 Mbps Leased line.

3. Panchayats are being connected in phases to their Block Headquarters using either wireless links or leased lines.

4. State Capital as well as each District Headquarter is equipped with Video Conferencing facility.

5. Provision for horizontal expansion for connectivity has been made at all levels.

6. Improve the Government-Citizen and Government-Industry interface

Webel has brought quality Internet Bandwidth to the common people as well as Corporate, Educational Institutions, Hospitals and many other organizations across the State at an affordable price keeping a very high uptime with an aim to providing quality Internet service across the rural areas to increase social & economic stability and opportunity, new channels for learning, better communication with Govt. and improvements in health & welfare. This is the first step to make the rural India the back office of urban India including tele-education, tele-medicine, e-governance, entertainment as well as employment generation by way of high speed access to information and web based communication.

Riding on the basic connectivity, successful projects in the field of health care, law and order, commercial tax applications to name a
few have been implemented. The power of IT has been harnessed to bring tangible benefits to citizens in the remote areas of the state through the telemedicine project. The project offers the best of breed medical expertise from Kolkata to people visiting hospitals in districts where this quality of consultation is unavailable. Today, three referral hospitals and six nodal centers have the telemedicine facility established and the telemedicine model which WEBEL has established is one of its kinds in the country in terms of technology and value addition.

WEBEL has implemented an application, the first of its kind in the country, where all 411 Police Stations of West Bengal has been networked and a series of applications run on the network such as criminal tracking system, application which permit messaging and access to data at grass-root levels to track crime.

The government has launched a distinctive IT literacy programme in Secondary and Higher Secondary schools. In partnership with IBM, 500 Secondary and Higher Secondary schools of West Bengal run the IT literacy programme from Class VII to Class XII. The next phase will be done on a BOOT model and will cover another 2500 schools and it is expected that in the next three years all 12000 schools will be brought under this programme. To leverage the inherent creative talent in the State, Webel has set up an international animation academy - Toonz Webel Academy -
which produces industry-ready animators who will help fuel the
growth of the animation industry in the country.

ii) E-governance-Computerization of Government Departments

WEBEL is in the process of implementing the Government of
West Bengal's computerization programme for three common
applications viz. directing the movement of files, setting up of
departmental personnel information systems and the monitoring of
funds deployment in several Government Departments and
Directorates. Sixteen departments viz. Finance, Labour, Transport,
Panchayat & Rural Development, Land and Land Reforms, I &
CA, Tourism, Forest, Youth Services, Municipal Affairs, Higher
Education, Environment, Housing etc. have been identified for
introducing the above applications.

➢ GIS for Municipalities

Webel implemented Geographical Information System (GIS) in 10
Municipalities in the State. The spatial data survey and
implementation of GIS for Pujali, Kurseong, Budge Budge,
Kalimpong and Bidhannagar Municipalities have already been
complete.
➢ **Public interfaces through Info kiosks/websites**

The official website of the Government of West Bengal which provides detailed information on the Government initiatives and various other details to the citizens. A number of websites of different government departments and public interface through Info Kiosks have also been facilitated by Webel.

➢ **Higher Education Department**

Webel has developed a database for the department which can be accessed through their website and kiosk with Touch Screen and IVR which is of immense help to students seeking admission in various streams in colleges.

➢ **Tourism Department**

Webel has developed a website and Touch Screen info kiosks for the Tourism Department which provides detailed information of tourist interest that is of great help to both the domestic as well as international visitors. Webel has also implemented a web based application for WBTDC for easy reservation of Tourist Lodges and various tourist services.

➢ **Information & Cultural Affairs Department**

Webel has developed a Touch Screen based Info kiosk which offers public utility services to the citizens. Webel has also developed Info kiosk and Website for Bidhannagar Municipality
where provision for downloading of various application forms and other data relating to grievances etc. are available.

➢ Connectivity

Through its ISP service, Webel provides quality Internet Bandwidth to the common people as well as Corporate, Educational Institutions, Hospitals and many other organizations across the State at an affordable price. This service spreads across the rural areas bringing social & economic stability and opportunity, new channels for learning, better communication with Govt. and improvements in health & welfare. We see this as the first step to make the rural India the back office of urban India including tele-education, tele-medicine, e-governance, entertainment as well as employment generation by way of high speed access to information and web based communication.

B) WEBEL Finishing School (Centralized Placement Cell)

Industry perspective

The global IT / ITES spending stood at about USD 1479 billion with 7% growth. IT services, Product Engineering & BPO contributed 58%, hardware 28% and software 14% of the global IT / ITES spending. USA contributed 51%, Western Europe 28% & Asia Pacific 17% of the global IT / ITES spending. In this matter it
is assessed that only 10% of the potential outsourcing market has been tapped so far.

IT Industry is the fastest growing Industry in India and having current annual growth rate of 30%. India's Total IT business in 2005-06 was Rs. 1, 60,200 crores (USD 36 billion) and the total IT business is expected to exceed Rs. 3, 00,000 crores (USD 70 billion) by the year 2010. West Bengal’s current share per annum of National Revenue is about 5% (IT & ITES).

As such West Bengal Government has set a target to share 15% in IT & 20% in ITES of National Revenue by the year 2010. This has opened up tremendous opportunity for IT professionals.

Presently about 13 lacs professionals are working in IT Sector in India and in West Bengal it is about 44,000. It is expected that there will be a demand of additional 8.5 lacs IT professionals and 14.00 lacs ITES professionals in India by the year 2010. In West Bengal it will be about 1, 70,000 professionals in IT and in ITES within next two years.

In view of the above, Webel has taken up new initiative for Specialized IT Training Programs to meet the huge requirement of Industry ready professionals for IT / ITES Industry.
Webel's credentials

Webel is engaged in job-oriented IT Training for more than 5 years in the following areas:

a) Multimedia, Advanced Multimedia, Diploma in Multimedia
b) Diploma in Software Application
c) PC maintenance & troubleshooting
d) Web-oriented Workshop (design & hosting) & Project
e) Linux operation, Installation & Networking
f) Database programming
g) Networking
h) VB.net with MS SQL Server

After successful completion of this Specialized IT Training Program by students, a substantial number of them are able to improve their skills in such a way that they do obtain placement in IT Industry.

Uniqueness of the Training

Specialized IT Training Programs have been structured based on interactions with leading IT companies in order to meet the Industry ready man power requirement of IT Industry. Quality training of WEBEL will be the key to success for IT / ITES professionals. WEBEL’s competency- based approach for training
will equip students with the knowledge & skills they need to succeed. WEBEL’s facilities are most modern and they are equipped with state-of-the-art computer labs and comfortable classrooms. These training programs are focused on preparing Industry ready IT / ITES professionals for the real world.

**Methodology**

Specialized IT Training Programs are conducted by faculties from premier Academic Institutions & leading IT companies. Special Training is also imparted by faculties from Institutions of International repute to improve the soft skill of students. Students are trained as per the requirement of IT Industry.

**Courses offered by WEBEL:**

1. **Specialized IT Training Program on “Medical Transcription”**

   Duration: 8 months.

   Eligibility: XII passed / students studying graduation / Graduates

**Features:**

Medical Transcription is an ITES service which converts medical dictation into an electronically formatted document. This will be used for:
Maintaining Hospital data & patient records.
Supporting doctor’s medical decisions & Health Insurance Claims.
Data Banks for Medical Research.

**Venue:** The Training Program will be conducted at Kolkata.

2. **Specialised IT Training Program for B.E / B.Tech (Final year) students**
   
   Duration: 6 weeks.
   
   Eligibility: B.E / B.Tech (Final year) in the following streams:
   
   IT / Computer Engineering / Electronics & Tele-Communication Engineering / Electrical Engineering.

   **Venue:** The Training Program will be conducted at Kolkata.

3. **Specialised IT Training Program on “Java-oriented course”**
   
   Duration: 6 weeks.
   
   Eligibility: B.E / B.Tech / M.C.A

   **Venue:** The Training Program will be conducted at Durgapur.

4. **Specialised IT Training Program for recently passed out B.E / B.Tech students**
Duration: 6 months.
Eligibility: B.E / B.Tech (recently passed out) in the following streams:
IT / Computer Engineering / Electronics & Tele-Communication Engineering / Electrical Engineering.

**Venue:** The Training Program will be conducted at Kolkata.

5. **Specialized IT Training Program on “CAD”**

Duration: 8 weeks.
Eligibility: Engineering Diploma holders in the following streams:
Civil Engineering / Mechanical Engineering / Electrical Engineering / Architecture Engineering.

**Venue:** The Training Program will be conducted at Durgapur.

C) **WEBEL Animation Academy**

It is located at a purpose-built building at Salt Lake Electronics Complex, Kolkata. The 5000 sq.ft academy possesses state-of-the-art resources which include the latest software’s and technologies meeting international standards, a most-modern library with a wealth of information in the form of books, scripts, videos, DVD’s, journals, CDROMS, press kits, newspaper clippings related to the subject and also an highly resourceful national and international faculty.
The WEBEL Animation Academy offers
1) One year Diploma course in 2D Animation
2) One year Diploma course in 3D Animation

D) WEBEL Electronic Communication Systems Ltd (WECS)

The Company initially had a microprocessor-based product line which mostly served Defense, Railways and MTNL (Mumbai). One of the notable achievements was the indigenous development, manufacturing, supply and maintenance of the 100k lines Automatic Message Accounting (AMA) Systems for Electromechanical Exchanges of Mahanagar Telephone Nigam Limited (MTNL), Mumbai during 1990-91 against a global tender. With the advent of electronic exchanges this product has become obsolete.

In the more recent past, WECS has handled the extremely important project of setting up and Maintenance of the Computerized Electoral Database of West Bengal. This is perhaps the first time when a work of such dimensions has been carried out in the State. The main highlights of the project were:

- Preparation of Electors’ Photo Identity Card (EPIC) for West Bengal
- Transliteration of Electoral Data from English to any Regional Language and vice-versa
• Integration and Consolidation of Electoral Rolls
• Implementation of State-wide database of 4.8 crore electors
• Management of the Data Transmission Operations over a WAN linking all Counting Centers to the State Headquarters and further to the Election Commission of India, New Delhi during General Elections 1998 and 1999
• Work for the Instant Electors’ Photo Identity Card (EPIC: 2000-01) Project for 40 lakh voters of five districts of West Bengal started

WECS was also appointed as the State Level Agency (SLA) by the Election Commission of India to provide consultancy services to the Commission on all EPIC and IT related activities in West Bengal. The SLA of the Election Commission as well as the profitable business with EPIC and Electoral Roll that WECS had been carrying out had to be transferred along with key technical persons to Webel Technology Ltd.

WECS has proved its excellence is in the field of Telemedicine. WECS is the pioneer in executing the Telemedicine projects with the cutting edge technology in the Government Hospitals of West Bengal and Tripura. WECS has to its credit three Telemedicine projects for West Bengal and two Telemedicine projects for Tripura. Phase I and Phase II of the West Bengal projects have been successfully executed, the former having 1 Referral and 2
Nodal Centers and the latter having 2 Referral and 4 Nodal Centers. Work for Phase III with 3 more Referral and 4 more Nodal Centers is going on. In the state of Tripura WECS has been implementing 2 Telemedicine projects. In the 1st project there are 2 Referral and 4 Nodal centers that is in the final stage of completion. In the 2nd project in Tripura there are 6 more Nodal centers whose implementation is being stated from May.2006. So far over 3000 patients in West Bengal and about 500 patients in Tripura have been benefited through telemedicine.

The Company’s principal strength is its flagship product – the Video Surveillance System. WECS has the expertise to provide turnkey solutions for existing and emerging security challenges of customers on a wide variety of platforms – on-site/remote monitoring, analog/digital video, transmission over ordinary telephone line, co-axial cable or fiber optic backbone. In fact, WECS is today the most trusted name for all video surveillance requirements of the Indian Museum, Kolkata and the Correctional Homes in Kolkata and the districts of West Bengal.

WECS has recently developed and supplied a Video Conferencing System for On-line Court Session between courts and jails to avoid movement of under-trials from custody. WECS has also identified market for Mobile Jammers for the Correctional Homes in Kolkata for restriction of mobile communication by the convicts. A pilot
project for installation of Mobile Jammers for Alipore Jail is in progress.

In the service sector WECS has utilized its vast experience in microprocessor-based systems in maintaining the Automatic Fare Collection and Passenger Control (AFC-PC) System of Metro Railway, Kolkata competently for over four years. WECS has acquired the necessary skills for undertaking similar projects in automatic transit systems for other upcoming Metros in India.

With the motivation to survive in the liberated market and as a part of diversification, WECS has entered into the trade of Air-Conditioning System, and has earned acclamation for rehabilitation and maintenance of the A.C. Plants at three stations of Metro Railway, Kolkata. The infrastructure and credential so gained will help to bring further business for WECS.

In its continuous urge for further growth, WECS has identified its future products as development of a Health Information Management System for effective health sector monitoring, and an Integrated Security System for Banks.

Awards

For its outstanding contribution to industrial R&D and also for performance in service delivery, WECS has been honoured with the following awards:
o The Award of Excellence (First Prize) by the Department of IT (erstwhile Department of Electronics), Government of India in the year 1990 under Industrial Electronics, Control & Instrumentation.

o The National Award for e-Governance for the year 2004, by the Department of Administrative Reforms and Public Grievances, Government of India for exemplary implementation of e-governance initiative on the Telemedicine Project in West Bengal under the category ‘Outstanding Performance in Service Delivery’.

o The Skoch Challenger Award 2005 for the Telemedicine project

E) WEBEL Informatics Limited (WIL)

WEBEL Informatics Limited produces around 10,000 industry ready professionals every year. Having 89 franchise locations and 40 college centers all over the state the company also conducts corporate training in different Government and Private Sectors.

WIL also had joined hands with professional organizations and Government bodies to provide industry ready manpower for:

- WEBEL GIS Academy
- WIL Excel School of ERP
• Labour Welfare Department, Govt. of West Bengal to impart IT Education and Training at 20 centers

• PRANABANANDA COMPUTER INSTITUTE (An Education unit of Bharat Sevashram Sangha) at Guwahati, Jorhat, Dibrugarh, Silchar, Agartala, Tejpur and Burdwan

Employment Exchange is providing Financial Assistance to registered unemployed youth under the Scheme "Skill Development for Registered Jobseekers" of Employment Exchanges in different districts of West Bengal. In this endeavor WIL is providing technical support.

Will's IT Education and Training divisions conducts Diploma and Certificate courses in Software, Hardware with Networking and Multimedia and a host of IT courses for beginners with special emphasis on training college students to help make them industry ready professionals after their graduation.

WIL is the Regional CISCO Network Academy for Eastern India and provides training on CISCO Certified Network Associate (CCNA), CISCO Wireless LAN.

WIL as Authorized Training Partner and Examination Center of Red Hat conducts training on Red Hat Certified Engineer (RHCE) and Red Hat Certified Security Specialist (RHCSS) for individuals and for corporate clients.
WIL is also **Authorized Training Center of Orchid Seven** and provide training on **Ethical Hacking** courses.

To help meet the workforce requirement of the ITes-BPO Industry, WIL has started a **BPO Career Academy** to conduct Voice Language Training (VLT). BPO Academy also provides training on Conversational English and Finishing Course (CE & FC) and **Soft Skills** using Genpacts course material after screening through **Call Center Employability Assessment Test**.

**F) WEBEL Technology Ltd (WTL)**

It is an ISO 9001:2000 certified, professional Information Technology (IT) Solutions Provider Company. **WTL** was incorporated in April 2001. **WTL** has staff strength of around 64 and operates out of a **sprawling office space** at Sector V, Salt Lake the IT Nerve centre of the state.

**Track Record of Major Consultancy and Projects**

- Implementation and Operation of West Bengal State Wide Area Network (WBSWAN) - Phase I from Kolkata to all Districts.
- Implementation and Operation of West Bengal State Wide Area Network (WBSWAN)- Phase II Pilot Project at Bardhaman (Sub-Divisional Offices)
• Information and Communication network for WB Police – 411 Police Stations and 52 Courts.
• State Level Agency for Publication of Electoral Rolls and maintenance of Electoral Database, for the State of Jharkhand.
• State Level Agency for Publication of Electoral Rolls and maintenance of Electoral Database, for the State of West Bengal.
• Design, Development and Impl. Of State-of-art 3-tier "IRQS" Software and networking of Intelligence Branch, WB.
• Computer Literacy Program for 500 Schools.
• Implementing Agency for Computerization and networking of 3 Courts under Kolkata High Court.
• Implementation of 24/7 system for Commercial Tax Directorate, Check Posts.
• Design and Development of ERP solutions for Restructured Govt. Undertakings such as Durgapur Chemicals Ltd. and WestingHouse Saxby Farmer Ltd.
• IT Consultant for Coal Mines Provident Fund Org. Min. of Coal, Govt. of India
• Computerization of 72 Treasuries and Finance Dept.
• Computerization and Facilities Management at Inspector General of Registrations Department.
• MNIC Card for MHA, GOI.
• EPIC Job for the State of Jharkhand, Rajasthan, Sikkim, Punjab and Madhya Pradesh.

Prominent Clients

• Animal Husbandry Dept.
• Consumer Affairs Department
• Public Health Engineering Department
• School Education Dept. Chhattisgarh
• Coal India Ltd.
• National Institute of Orthopaedically Handicapped, under Min. of Social Welfare, GOI.
• Police Dept., Govt. of Tripura
• Water Resources Development Directorate.

G) WEBELConsumer Electronics Ltd

The company was incorporated in 1981 under the name of Webel Television Ltd., as a wholly owned subsidiary of West Bengal Electronics Industry Development Corporation Ltd., a West Bengal Government Undertaking. In 1985 with participation in equity of the company by the National Insulated Cable Company of India Ltd., (Now Nicco corporation Ltd.), the name of the company was changed to WEBEL Nicco Electronics Ltd. In 1999, November 15, with change of participation of equity partition the name of the company changed to WEBEL consumer Electronics Ltd.
The ISO: 9002: 1984 companies is engaged in manufacturing CTV sets in encasing operation on the basis of circuit design and process sheet provided by the customer. WCEL has an experience of manufacturing TV, Audio DVD in encasing form. The company has skilled manpower having exposure in IT related activities.

The company has a two-storied building having built-up area of 2600 sqm. (approx.) and land of 1.69 acre in a prime location in Salt Lake, Sector-V with the state of art infrastructure for manufacturing Colour television of all sizes. The company has achieved a peak production of 12,000 TVs in a month with double shifts and has manufactured television for national & multi-national companies as contract manufacturer.

H) WEBEL Communication Industries Ltd (WEBCOM)

WEBCOM - one of the leaders in Electronic Push Button Telephones manufacturing was among the first to bring state-of-the-art German Technology in the country.

WEBCOM leads in supply of Electronic Push Button Telephone instruments to Department of Telecommunications (DoT) and Mahanagar Telephone Nigam Ltd (MTNL) with quality telephone instruments with TEC type approval constantly upgraded with in-house R&D.¹

¹ Internet www.webel-india.com
4.4 Benchmarking Analysis

In this section the activities and performance of AMTRON as explained in Chapter III are compared with that of WEBEL

Table: - 4.1

Benchmarking Analysis

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<th>STRATEGY</th>
<th>WEBEL</th>
<th>AMTRON</th>
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<tr>
<td>Products</td>
<td>Yes- Motorized Wheel Chair: Developed by Webel Medatronics Limited(WML) with CDAC(T), WIMATS-Braille Transcription Software developed by WML with ICEVI</td>
<td>AMTRON established the first modern Manufacturing plant for B&amp;W and Colored TVs, EPABX system in NE. AMTRON Informatics (India) limited which is 100% owned subsidiary of AMTRON, set up on 27/03/08 for revival of AMTRON under the NE Industrial Policy, 1997 of the</td>
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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.

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.
<p>| Project Implementation | Webel Electronics Communications System Ltd. (WECS) has handled the setting up and maintenance of computerized Electoral Database of West Bengal. WECS was appointed as the State Level Agency (SLA) by the Election Commission to provide consultancy service to the commission on all EPIC (Electoral Photo Identity Card) and IT related activities. | AMTRON as a government corporation computerized Electoral database for 13 districts of Assam. AMTRON also computerized intensive revision of electoral roll for all over Assam. AMTRON is the State Level Agency (SLA) for the National Backward Classes Finance Development Corporation (NBCFDC). |</p>
<table>
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<tr>
<th><strong>Public Private Partnership (PPP) Initiatives</strong></th>
<th>IT literacy Programme in Secondary and Higher Secondary Schools in partnership with</th>
<th>AMTRON implements the Rajiv Gandhi Computer Literacy Programme of the P&amp;D Department (details in 3.3.2 B in...</th>
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<td></td>
<td>in West Bengal WECS has maintained the Automatic Fare Collection and Passenger Control (AFC-PC) system of Metro Railways, Kolkata for over four years. WECS maintains the AC Plants at three Stations of Metro Railway, Kolkata.</td>
<td>AMTRON is the implementing agency for the SMART CARD based DL-RC (Driving License-Registration Certificates) project of the Transport Department using SARATHI &amp; VAHAN under the Central Motor Vehicles Act, 1989.</td>
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IBM. The next phase will be done on a BOOT model.

Webel has set up an international animation academy - Toonz Webel Academy - which produces industry-ready animators.

AMTRON has set up and runs the District Computer Centers (DCCs), set up under the 11th FC Award, under the aegis of the Education department.

AMTRON is under the process of setting up IT Park and an IT College in Guwahati under PPP mode.

| Intranet. Computerization Programme for some government departments | Provide Internet, Audio, Video, Voice and Integrated Data services to the Government Departments and agencies against reasonable charges for these services |
| WEBEL implemented Geographical Information System (GIS) in some Municipalities (Mentioned in 4.3 of this chapter) | AMTRON is not behind the race GIS. It has set up its own GIS center with the latest software and hardware to provide service of GIS incorporating the Remote sensing Satellite images. AMTRON is also planning to upgrade the set up of GIS to |
Facilitates websites of several government departments through Info Kiosks

provide the GPS facilities.

AMTRON has developed the Market Commodity Information System & Public Grievance Redressel incorporated with the website “Assamgov.org”

AMTRON has also launched the web “ariasp.org” and “vet-assam.org” which have been designed and developed in AMTRON.

AMTRON Provide know-how & expertise to the Government Departments for back
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<th>end computerization and business process re-engineering</th>
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<td>Provide internet, connectivity and network services to the public, business houses and entrepreneurs on the ASWAN/AMTRON network on commercial terms</td>
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<tr>
<td>Provide consultancy &amp; turnkey solutions to other State Government Departments in Hardware, Software, MIS, GIS, Networks, and Web based services and manpower</td>
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| IT Education | Webel Informatics Ltd. Conducts a range of computer courses (details in 4.2 of this chapter) | AMTRON has got the accreditation O & A level courses of DOEACC in two centers.
AMTRON has the 25 numbers of education franchisees all over the Assam through which some computer courses are offered (details in 3.3 of Chapter III)
AMTRON implements the prestigious Anandaram Baruah |
Webel introduced Webel Finishing School (details in 4.3 B of this chapter) for Employment generation in the State in IT sector.

Award Scheme (ARBAS) of the P&D Department, under which Desktop PCs are distributed to students securing 1st Division in HSNC and High Madrassa Examination.

Govt. of Assam under its Employment Generation Mission Program has devised ‘IT cum Behavioural Training’ for enhancement of employability skills of educated unemployment youths of Assam. The training has been
organized by AMTRON through District Computer Centres. (details in 3.5.1 chapter III)

NASSCOM Certification & Benchmarking Programme in IT Skills for the Graduates Under graduates and PG Students (details in 3.3.4 of Chapter III)

The I.T. Deptt., Govt. of Assam has launched the “Mukhya Mantri Tathya Prajukti Prashikshan Aru Niyog Achoni” in the year 2005-06 & implemented through
AMTRON (details in 3.3.4 C of Chapter III)

Promote AMTRON Institute of Information Technology (AIIT) on the line of IIT, and divert all of its education and training activities to this institute.

Tie up with AICTE, DOEACC, CISCO, AUTODESK, MICROSOFT, IBM, ORACLE, REDHAT, NIIT, SAP, BAAN etc to provide quality training, skill up gradation and quality certification to the local youth of the region for
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<th>employability in the IT/ITes sector</th>
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<td>Take IT &amp; ITes educational programmes (details in 3.3.4 in chapter III)</td>
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AMTRON AT A GLANCE