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Gujarat Govt in talks with MAIA

Divya Trivedi

Ahmedabad, Sept. 29

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With this, digitised data pertaining to land records, crime reports, water supply systems and agricultural sampling, will be available at a click, said Mr Sanjay Mehta, Chief Executive Officer, MAIA.

"The data that was previously available on simple excel sheets, would now be in active form where various automatic permutations and combinations would provide a context for the content. Reporting and analytics can help spot trends through the highly interactive interface and improve decision-making," he said.

The application, with a cost of ownership of around Rs 15

to 45 lakh depending on the modules, is a server-based licence with unlimited users. It can be viewed by many users at the same time and improve the efficiency of employees at the bottom of the pyramid as well. Currently, around 47 corporate houses, including Tata Chemicals and GSPC, use 1Key.

For example, by entering the data of a particular company's employee attendance into the application, it was discovered that the company loses 50 working hours every month which translates into a lot of money. By further dividing the data into the gender, days, time and periods when they came late, the concerns of the employees were met and productivity improved, he said.

The Mumbai-based MAIA has 40 employees on board and is present in other major cities with partners. The company has marketing offices in Singapore and Dubai and reported a turnover of Rs 4 crore in March 2008.

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