



STRUCTURAL REFORMS DRIVING THE INDUSTRY

Anup Jindal

Vice President
Strategy and Business Development,
RMSI, Anup.jindal@rmsi.com

Geospatial technology is increasingly expanding its footprint across various domains, especially in India due to the thrust on structural reforms. Significant opportunities for GIS exist in all these reform programmes right from the project

conceptualisation to implementation.

Some notable examples include Restructured Accelerated Power Development & Reforms Programme (R-APDRP), National Land Records Modernisation Programme (NLRMP), Jawaharlal Nehru National Urban Renewal Mission (JNNURM) and Rajiv Gandhi Grameen Vidhyutikaran Yojana (RGGVY).

However, these opportunities are not bereft of their share of challenges. Most of these programmes are highly ambitious and have been introduced for the first time with no past experience to rely on. With limited trained manpower, challenge will be to find good resources for project implementation and execution. Capacity building to execute such large-scale

project would continue to be a big challenge in the near future.

Competition

Geospatial technology is becoming more and more user-friendly and is slowly getting integrated with mainstream IT. Sensing tremendous growth potential, the traditional IT companies have started entering the geospatial market and have become highly active and competitive. Also, small and regional players have mushroomed across the country and are aggressively trying to gain a foothold in their respective regions. These players are not only price-competitive but at times have an advantage because of their understanding of the local nuances.

Furthermore, in light of the current business

opportunities there exist multiple possibilities for the industry to cooperate and compete at the same time. "Coopetition" is going to be the key theme this year.

User participation

It has been observed that there is a visible gap between acquiring this technology and using it to generate business gains on a continuous basis. There have been instances where end-users in spite of having incurred huge expenditure in acquiring hardware, software, and data, have not been able to harness the real value of this technology.

the benefits of this technology to the optimum.

Industry transformation

Like other sectors, the geospatial industry too felt the pinch of the economic recession. Business volumes and profit margins were affected and brought about a renewed focus on operating efficiency and customer satisfaction.

The other aspect of the recession was the increased adoption of Open source technologies to develop and deliver large-scale projects and systems. The pressure to develop large-scale systems at reduced costs led

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To address this gap, it is of utmost importance to train the end-users and get them involved right from the conceptualisation stage of projects and programmes. Regular training sessions and technology awareness seminars should be organised to increase the end-user participation so that they are able to harness

geospatial companies to look for the ways to reduce development costs and open source technologies increasingly became an important tool for it. This was a major shift and today open source technology is increasingly being used and accepted for system development. Also, the industry today has become far more resilient. ■