Dear Members,

Feb. 16, 2010 was a momentous day for us in Computer Society of India. CSI extended itself as a virtual society, making IT knowledge accessible to all the members. The dream is to have all members engaged extensively in CSI activities.

Please access www.csi-india.org for the Knowledge Management Portal. The membership benefits exponentially improve by the active involvement of all of us in building communities, in answering queries of other members and in writing our blogs if we have something worthwhile to say. My colleague G.Kameshwar – Software Architecture Guru, a Poet and Author- coined the word “Knowledge Farm”, as it allows each of us to harvest the Knowledge, while taking active steps to grow it. This term appears to capture the essence of our endeavors. However, knowledge will not grow on its own. To repeat, this will merely remain an entry gate unless all of us build the edifice behind it. Come - let us use the new Portal.

We were fortunate to have the Portal launched by Shri Sachin Pilot, the highly educated, articulate and genuinely interested IT Minister. He is also the leader of the new generation who will benefit by this transformation. The launch event brought together a large number of CSI professionals, including Past Presidents and Office Bearers. Thought leaders who led the discussion on Professional Development and Knowledge Management introduced us to the exciting platform of National Knowledge Network and to the issues concerning formal and informal education framework. Come and access the presentations in the Knowledge Management Portal.

In the meeting, we also formally announced CSI's intention to bring out Publications that I have been writing about. We will bring out five CSI Transactions on ICT each quarter dealing with Software, Hardware, Security, Education and Health, and Economics and Management.

This issue of CSI Communications deals with Customer Relationship Management as its theme. Following the last issue dealing with Cyber Laws, the theme of this issue takes us to the critical non technical issues shaping our professional life. We are introduced to the “soft” issues of customer orientation. I hope you find the mixture of “hard” and “soft” issues dealt with in these issues of CSI Communications educative.

The Finance Minister announced his budget proposals on February 26. The IT industry in India is again on a growth trajectory, with campus recruitments back in vogue. In this state of business optimism, we were anxious that the Finance Minister continued to bestow benefits on the professionals and companies in this industry who have contributed so extensively to the recent transformation of India. The reduction in effective tax rate for individuals should please all the professionals working in the IT field. This puts more money in the hands of IT professionals, bringing about another CSI – Consumption, Savings and Investment – so necessary for the economic growth of this country.

The budget proposal has been viewed as positive by the IT industry. While he has not extended STPI “sunset” clause, he has removed the anomaly in the SEZ related tax provisions. More importantly, he has focused on improving the tax administration through extensive computerization. He has acknowledged the benefits that computerization has brought about and has announced extensions to these efforts. He has also created a committee to oversee the progress. Given this experience and given higher allocations to UID, I expect to find the Government leading the way through e Governance systems, making the interaction between the agencies of the Government and the Citizens easy.

From a macro economic viewpoint, the budget has attempted to address the issue of inflation, through reduction in deficit and importantly, through a commitment to continue this path of balancing the budget. He has also attempted to increase the allocation to social sector and for education to all. There is an attempt to divert the resources to create an inclusive society, and we in the Computer Society of India should formulate plans to participate in it. India is blessed with a huge number of entrepreneurs and builders of industry. The Budget is built on the confidence in the growth of the economy and we at CSI will help in the creation of a Knowledge Society so essential for taking us to the next level of growth.

S. Mahalingam
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