



Catalysing Change 2008–09

Towards Inclusive Growth

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Acknowledgements

The potential of information and communication technologies to transform lives of people and the IT industry's contribution towards the economic development of India continually inspires NASSCOM Foundation's work. The annual Catalysing Change report is our attempt to showcase the work of the IT industry in social development.

The approach to the study and research design benefitted from the inputs and experiences shared by leaders and focal persons in IT companies in India. In particular, we would like to thank industry leaders such as Alok Sethi, Ganesh Lakshminarayanan and Subroto Bagchi, who personally took the time to meet with us demonstrating their commitment to this sector. The NASSCOM Foundation Trustees Harish Mehta, Harsh Manglik, Ganesh Natarajan, Jerry Rao, Kiran Karnik, Lakshmi Narayanan, Pramod Bhasin, Saurabh Srivastava and Som Mittal also gave generously of their time and ideas.

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Completing such an extensive survey was a time-consuming task and the NF Research Team expresses its gratitude for the time and effort invested by each participating company. The research could not have been finished in time without the unconditional support of the IT industry people who lead CSR efforts in these companies and who embody in spirit and in action - the values their companies propagate.

Rufina Fernandes
CEO
NASSCOM Foundation

Sagarika Bose
Vice President – Research
NASSCOM Foundation

Foreword

The IT & BPO industry is a modern and forward thinking sector that has consistently demonstrated its concern for all its stakeholders. NASSCOM Foundation's previous research studies on the state-of-play of CSR in the IT & BPO industry in India have established the range of good work that the industry has done in the social development sector, not to mention the economic development it is directly impacting.

However, the emerging global reality for businesses is that corporate social responsibility can no longer be viewed as an optional project, but an intrinsic part of business, a way of life. CSR is no longer a salve for the conscience of concerned corporates, but a pressing business requirement. Therefore, it becomes important to view it as a strategic activity which will add not just to the good will of the company but also help build a sustainable environment for the business and its stakeholders. This view of CSR when implemented requires the company to look inwardly and outwardly. Inwardly it must function sustainably by involving and impacting its employees, suppliers, consumers and shareholders. Outwardly it must seek ways to identify and develop the sections of society which it draws sustenance from in order to maintain the growth and attractiveness of its markets for the future.

This report investigates the attitudes and responses of the Indian IT & BPO sector to CSR and examines the extent to which relatively new sector has embraced CSR. By capturing their experiences, the report seeks to foster a more active response to CSR in the industry and encourage new partnerships to leverage the competencies of the industry.

A key area requiring attention is the need to use core domain expertise, especially information communication technology for development. NASSCOM's 'Perspective 2020: Transform Business, Transform India' report states that there are at least four areas in which

ICT can play a role: healthcare, financial services, education and public services. There lies a huge opportunity for the IT and BPO industry to contribute in these areas.

A further case in point is environmental sustainability which is now an imperative for all businesses, with the threat of soaring energy prices, along with the need to be accountable for carbon emissions. Governments all over the world are beginning to realise the extent of damage to the environment and are taking steps to remedy the situation. The European Parliament, for example, recently approved with an overwhelming majority carbon footprint labelling for goods and services in the EU. While this ruling will not become a law until next year, more countries are set to follow the EU example. The consequences of this regulation are not only in terms of ensuring a healthy, habitable world for future generations, but also serious commercial implications.

We hope that this report will provide useful insights in guiding your work in CSR and help you set robust systems within your organization. With this report and CSR advisory service, NF is well placed to help you in your endeavour to setup and mainstream CSR in your business.

We welcome your comments and suggestions.

Jaitirth (Jerry) Rao
Chairman, NASSCOM Foundation

Rufina Fernandes
CEO, NASSCOM Foundation

Background

Catalysing Change is NASSCOM Foundation's fourth annual report on the state of play of corporate social responsibility in the IT & BPO industry in India. 59 of the larger IT and BPO companies in India were contacted, of which 42 who responded were interviewed. These companies represent 46% of the Indian IT and BPO fraternity in terms of revenue and 40% of people employed by the industry.

Objective

The focus of research for 2008-09 was as under:

1. Assess the **maturity level** of the IT & BPO industry in India with respect to CSR processes
2. Identify areas in which members **focused CSR efforts**
3. Determine prevalence of CSR **best practices** in the IT & BPO industry in India
4. Identify **scalable and/or replicable community based projects**

Executive Summary

The overall CSR maturity Score of the participating companies was 59%.

The maturity level was determined by the interplay of six factors - approach to CSR, documented policies, resource allocation, type of intervention, funding CSR and employee volunteering as outlined in **Figure 1**.

The score indicates that IT and BPO companies in India are in a strong position with respect to CSR. They have made a positive start by engaging employees, deploying funds and using their core competence, Information Technology, to bring about social change in India. However, very few members have documented CSR policies and a large proportion at 71% continues to carry out stand alone philanthropic activities.

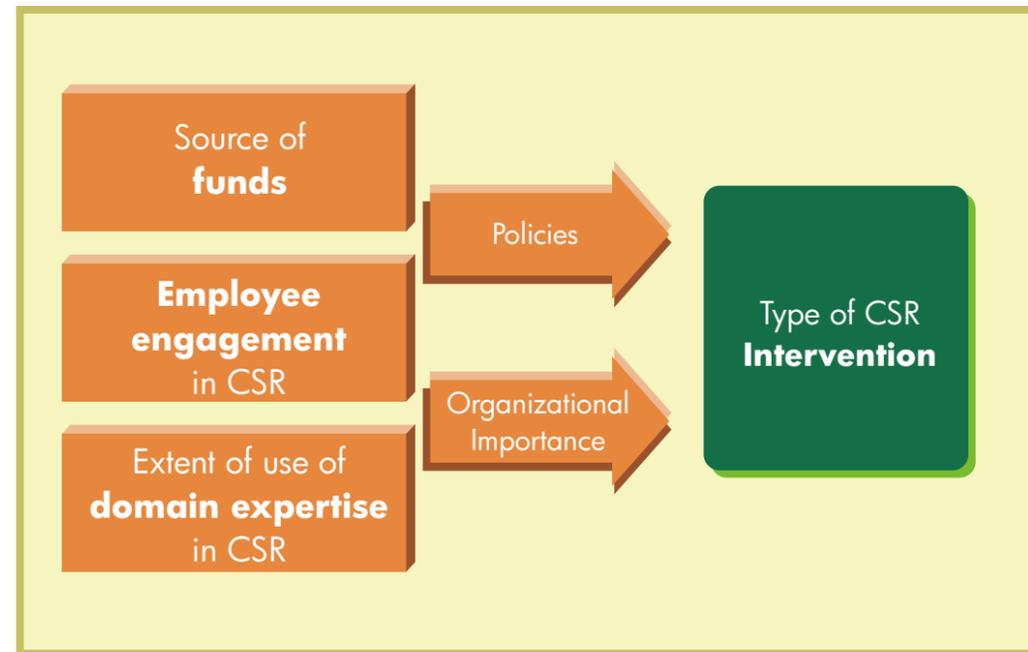


Figure 1: Interplay of CSR Maturity Factors

Section 1: Assess the maturity level of CSR processes

Maturity level was postulated as a function of the following six factors:

Intervention type	Philanthropy vs. sustainable development
Documented policies	Presence of a structured and documented CSR policy
Organizational Importance	Does the organization have dedicated resources or partially dedicated resources or does it rely only on employee volunteering?
Use of Domain Expertise	Is ICT used to further developmental goals?
Sources of Funds	Are employees funds used or corporate or both?
Engaging Employees	Does the organization engage employees in their CSR activities?

The overall CSR Maturity Score of the participating companies was 59%. This indicates that CSR practices at Indian IT companies reflects their growth stage which is still 'approaching maturity'. The two factors that drive the maturity score are engaging employees and using combined corporate and employee funds for CSR. This suggests that members have the intent, to be socially responsible. The dispersion of the score indicated here demonstrates that there is room for improvement.

- **17% of the companies scored between 90% to 100%**
- **50% of the companies scored between 50% and 90%**
- **The balance 33% scored below 50%**

The component-wise score of the industry as a whole is given below.

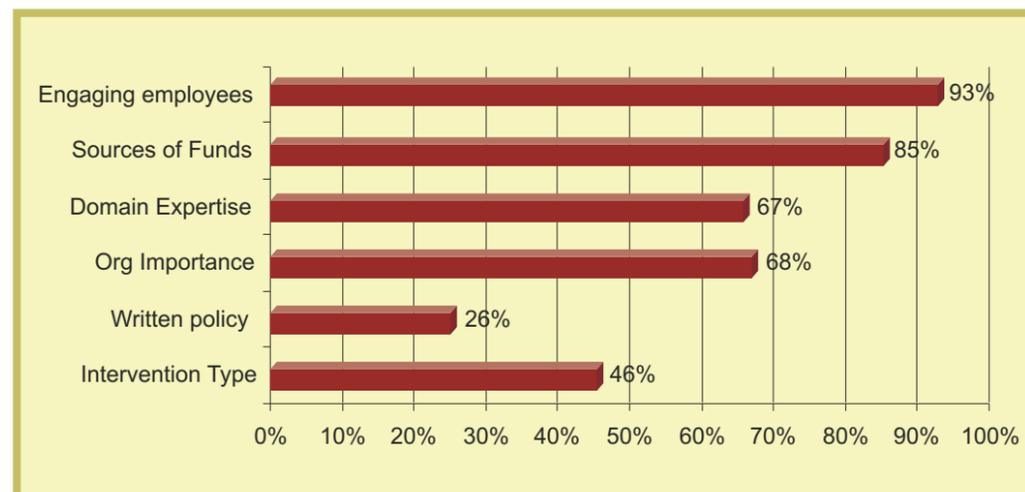


Figure 2: Component-wise score

Key to better CSR

Another insightful trend that emerged from the data in Figure 2 was the evolution path of CSR among members. If one were to arrange the factors in order of score, Fig. 3 would represent the current CSR evolution path.

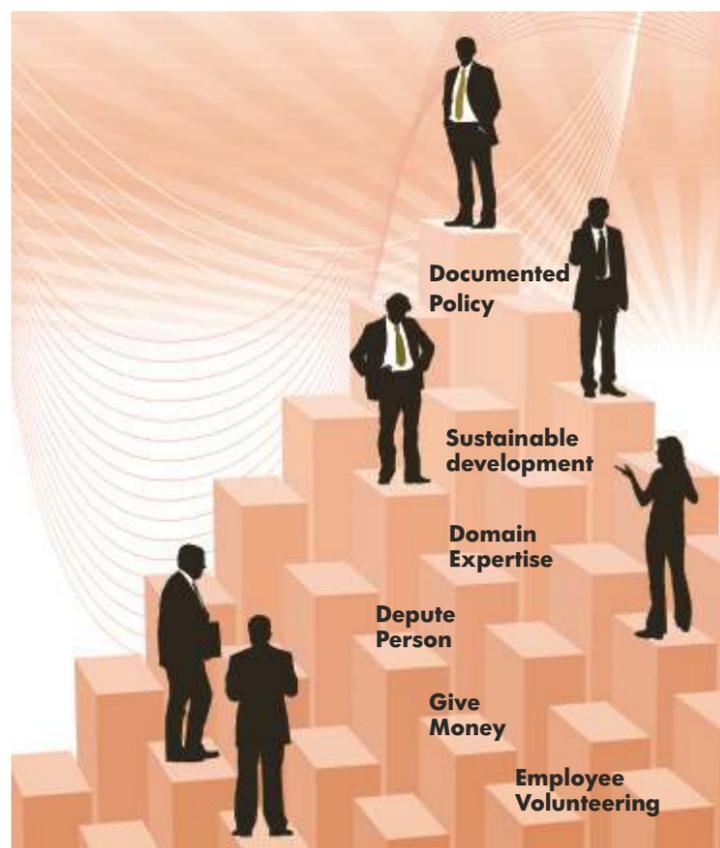


Figure 3: Current CSR Evolution Path

We believe that the low score on sustainable development indicated by the prevalence of philanthropy is due to this current evolution path where employee time and money is engaged but not guided and planned through documented policies and organisational strategy. This is despite the fact that nearly 60% of the members had a Foundation or a dedicated CSR department to manage employee time and money deployed. This leads us to believe that CSR departments and Foundations need hand holding and guidance, so that the goal of sustainable development may be achieved.

Two other interesting questions that arose from the above data were:

- **Do foreign companies fare better on the overall Maturity Score than Indian companies?**

Indian companies did slightly better with a score of 62% as against 61% for foreign businesses. While this is not a statistically significant difference, one of the reasons for it could be that when compared to MNC's, Indian companies have more full time resources and focus more on community development activities.

- **Does age have a bearing on CSR Maturity?**

Yes it does. Companies older than ten years had a score of 68% while the newer ones had a score of 51%. One explanation for the difference is that the newer companies tend to rely on employee funds, (over half the new companies rely on employee funds only) while older companies make use of corporate funds. Another reason could be that newer companies tend not to have documented CSR policies.

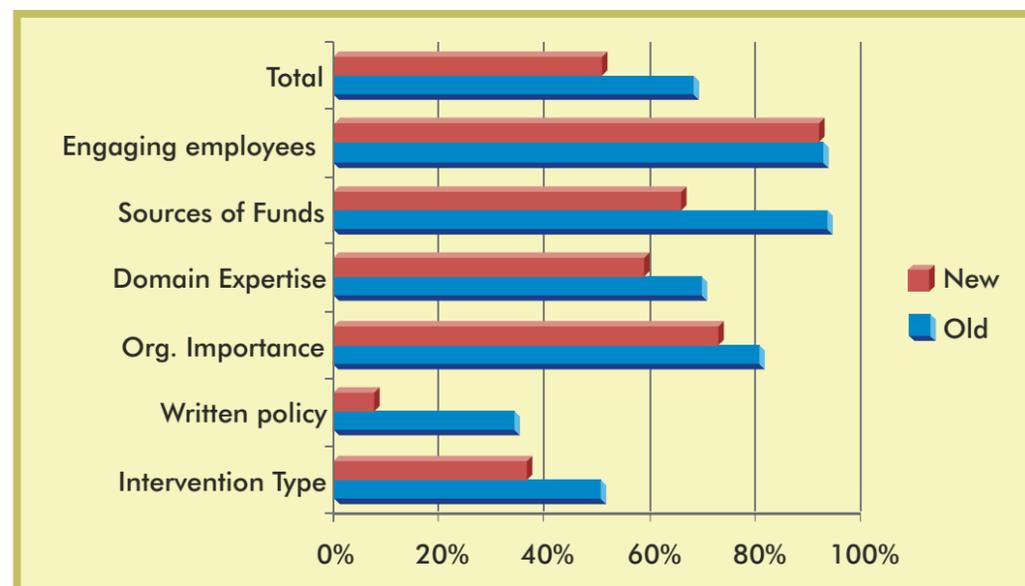


Fig 4: Old and new companies

Individual component analysis of the CSR Maturity Score

Factor 1: Change Agents for CSR – Engaging Employees

- Close to 93% of companies interviewed have employee volunteer programmes and the employee volunteer is at the core of most CSR programmes in the companies interviewed.

Factor 2: How do members fund CSR – Sources of Funds

- 55% companies supplemented employee funds raised through payroll giving as an additional form of CSR funding. The high proportion indicates an evolved position on this aspect.

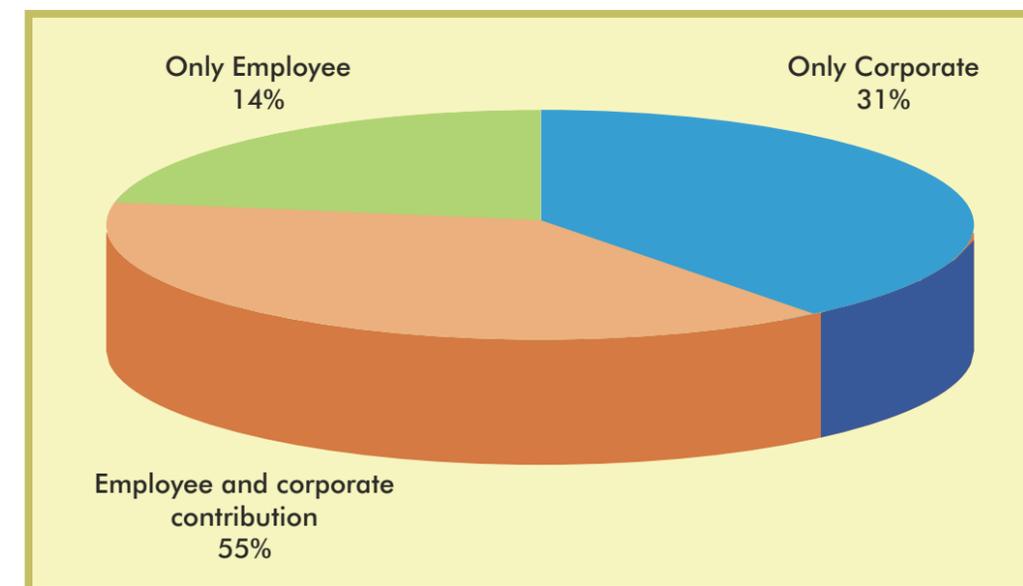


Fig 5: Sources of funds

Factor 3: Leveraging ICT for development – Domain expertise

- 47.6% of companies use core IT expertise and other domain skills such as marketing, organisational planning, training and other such skills for development.
- Technology support to non-profits in terms of hardware (primarily end-of-life computers) and software is an emerging area with over 80% of companies donating such machines.
- Sabbaticals for staff at all levels is another emerging trend whereby companies lend key staff members to the non-profit sector.

Factor 4: Documented policies – Written Policy

- Only 26% of companies have a written and structured CSR policy which is in line with their company's business vision. Not having a documented CSR policy inhibits companies from achieving a higher level of maturity in CSR. Further the absence of written policies leads to well intentioned but ad-hoc project implementation. It also leads to the non-adoption of leading practices such as reporting standards and monitoring and evaluation.

Factor 5: Approach to CSR – Type of intervention

- This factor is the most important factor in the maturity score. Sustainable development is when assistance is focused on capacity building and is return based.
- Only 29% of companies have a sustainable approach to CSR.
- Sustainable development requires two important inputs besides funds and resources
 - Planning and design of assistance
 - Monitoring and evaluation of impact of assistance.
- These two inputs in turn require sector relevant expertise, use of business principles like ROI and cost-benefit analysis and a mechanism to monitor and evaluate. It also requires the results of evaluation to be used for the planning and design of the assistance so that it may be improved.
- Business gains have traditionally not been expected from philanthropy. This is a creditable thought but has a much lower probability of the assistance resulting in any sustainable activity. In many cases it leads to the recipient getting increasingly dependent instead of independent, as a result instead of creating an asset, the recipient often becomes a liability.

Factor 6: Resource Allocation – Organisational importance

- Nearly half the respondents either had a full fledged CSR department / dedicated staff member or a Foundation. This is a good indicator of the importance that members attribute to CSR. 14% of members continue to drive CSR exclusively through employee volunteers as against a dedicated resource.

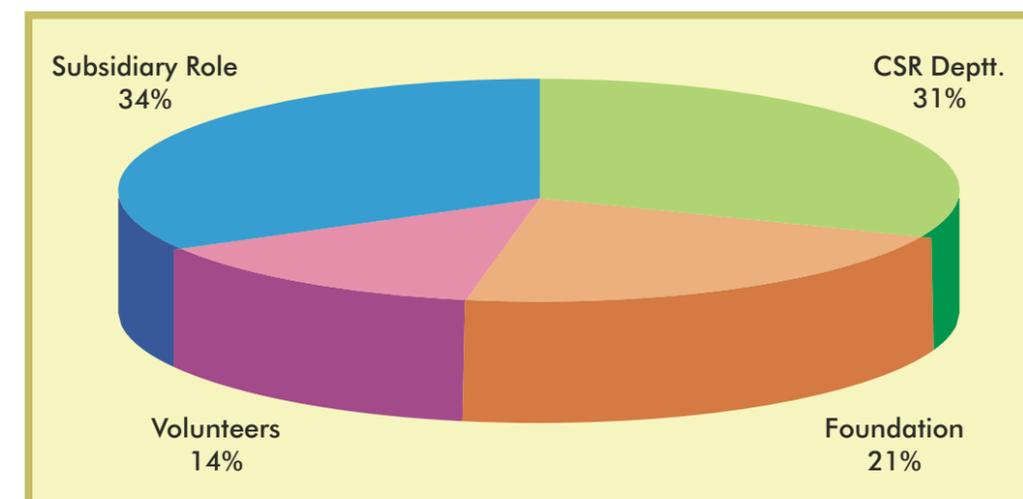


Fig 6: Organisational importance

Section 2: Identify areas which members focused on the most

Community Engagement - education is the biggest focus area

- Over 95% of companies have focussed projects on education. These typically range from education of school children, supporting orphanages, computer donation, vocational training programmes, faculty training, support to higher educational institutions, mentoring programmes, etc.

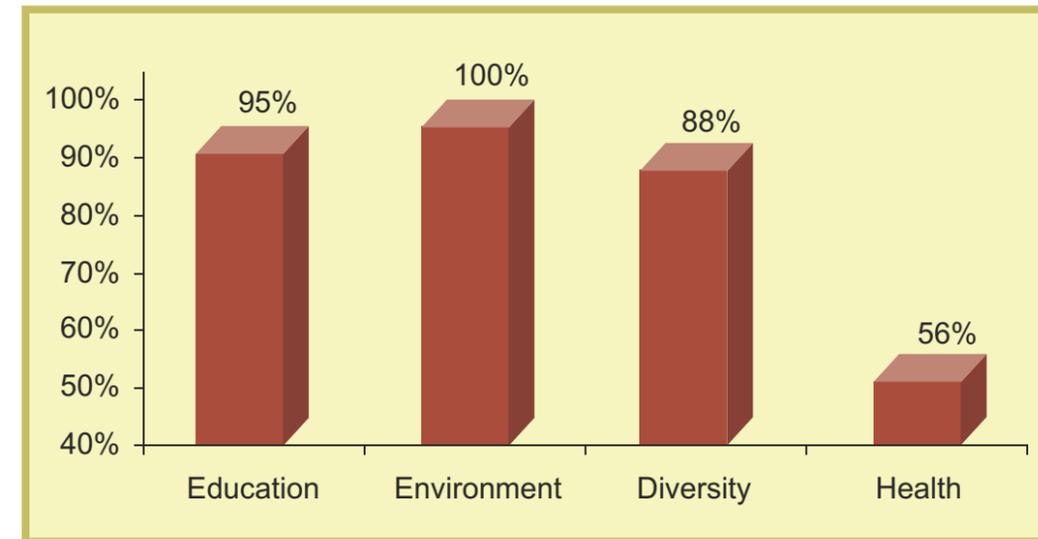


Fig 7: Community Engagement

Environment: An overwhelming 100% of companies reported having green IT initiatives

- Energy saving buildings, energy efficient data centers, power efficient computers, sharing infrastructure, e-waste management, video-conferencing / web-conferencing rather than travelling, motion and heat detection sensors, tree plantation drives and employees/ communities awareness programs were some of the initiatives taken by members.

Diversity and Equal opportunity

- With close to 33% of women in the IT and BPO workforce and an increasing number of companies walking the talk by employing people with disabilities, the IT and BPO workforce in India is becoming a case study in diversity.
- Typically companies do not see diversity as a CSR activity, but as core HR agenda to help increase its talent pool, attract talent and help retaining people in an increasingly competitive market.
- Another positive trend is that 88% of the industry employs people with disabilities, however, less than 10% have crystallised policies for recruitment and development of people with disabilities.

Health

- Under health, some of the most common projects were blood donation drives, HIV awareness programs, health camps for underprivileged communities, etc.
- The IT and BPO industry must deploy their core competencies of process engineering, training, capacity building to increase the human development index in under served communities.

Do members tend to have a local focus or do they spread their CSR efforts across the country/region?

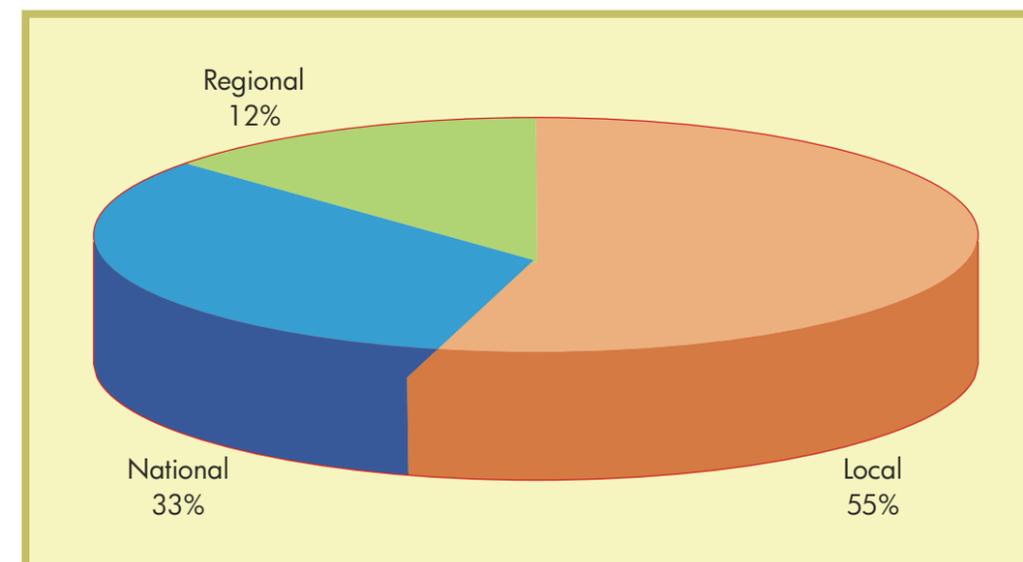


Fig 8: CSR efforts across the country/region

- 55% of companies had local programmes, and are typically located in a 10 kilometre radius of the office / campus. The other 45% reported projects at regional and national levels.
- Both Indian and foreign companies followed the trend of this overall group with only 42% and 48% respectively having nationwide programs.
- However a higher propensity is noticed in older companies to go national as compared to newer companies. Half of the older companies are national while only 30% of the newer companies have gone national.
- A counter-intuitive finding was a lack of correlation between size and national spread. Companies with turnovers greater than USD 200 mn were split evenly between local and national. NF believes this can be remedied with greater interaction between members and pooling of resources.

- Interestingly two among the IT & BPO companies of Indian origin reported programmes that are implemented at the international level.
- 60% of the members mentioned that their local offices in India had the freedom to identify and implement programmes as per the needs in their communities.

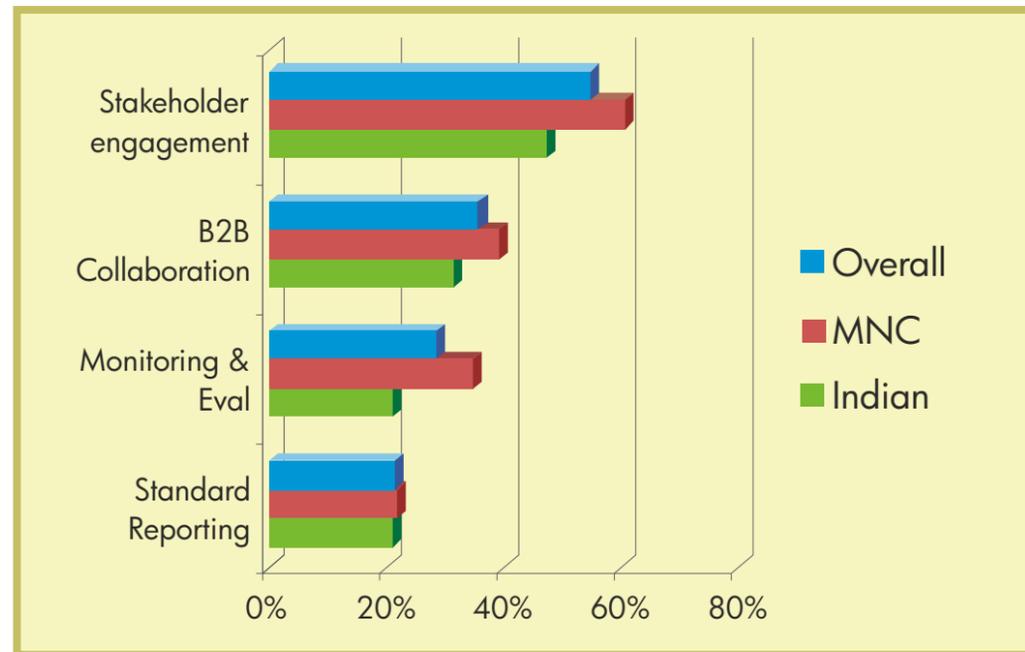
Section 3: Leading practices in terms of CSR operations

The research team attempted to map the IT & BPO fraternity's performance on desirable trends that are emerging worldwide with respect to CSR, i.e. the future trends in CSR.

Stakeholder engagement	Engaging in dialogue with stakeholders to understand their needs and focus CSR goals to respond to the same
B2B collaboration	Working in tandem with other companies and institutions to optimise resource investment and maximise impact
Monitoring and evaluation	Using universally accepted project management tools to measure CSR projects and their impact
Standard reporting format	Using a globally acceptable communication format to report progress on CSR goals which is embedded in business reporting

Only 35% of members said they follow leading practices as described above. The primary reason for the low score was lack of standard reporting formats and monitoring & evaluation of CSR projects.

Table above shows that the most popular leading practice is involving all stakeholders in the CSR engagement and the least popular are use of standard reporting formats and monitoring and evaluation.



This approach to CSR does not work in the context of the ROI driven business world. The low score here indicates that CSR is still a feel good activity and is not subject to the rigors of measurement, monitoring and cost benefit analyses.

MNC companies clearly outperform Indian companies especially on stakeholder engagement and monitoring and evaluation. This is due to the best practices / strong regulation in their respective parent country on various issues such as equal opportunity, health and safety standards, diversity, child labor, green IT, among others.

Pro-active stakeholder engagement

- Approx. 55% of companies work proactively with stakeholders, especially intermediaries and other catalysts in communities, to understand their needs and respond to them in a cohesive manner.
- In NF's view, this is one of the most important leading practices. Ensuring a set of standards, desired behaviour and investments from suppliers, customers and other

stakeholders is a quick and powerful way to spread CSR in the short term and gain competitive advantages in the long term.

- Competitive advantage would accrue from increased customer acceptance, lower costs due to increases in efficiency, higher compliance with laws relating to emissions, labour and environment.

B2B cooperation

- A burgeoning trend seems to be in the space of B2B cooperation with close to 36% of IT and BPO companies having partnered (or having plans to do so in the near future) with others in and outside the industry for CSR projects.
- NASSCOM and NASSCOM Foundation aim to play a role in this space in terms of providing a platform to member companies to learn from each other as well as collaborate on projects for optimum utilisation of resources as well as greater impact.

Monitoring & evaluation and standard reporting

- Only 28.5% of companies undertake monitoring and evaluation of projects focussing on the impact, while the rest are primarily focussed on outputs from the intervention.
- Further, only 21% of companies use standard reporting formats such as the sustainability indices to map and report their company's performance.

Details about these practices along with guidelines as to how to set them up in companies are provided in the full report available on www.nasscomfoundation.org.

Section 4: Case Studies

CSR work undertaken by the IT/BPO industry in India cut across several sectors. The case studies in this section have been listed for the express purpose that they embody some of the best practices laid down in the previous sections. These projects are some of the best community investment projects that the industry is involved in, not just because of the volume of investment or their impact or the number of lives they have touched, but also because the projects:

- Have been designed based on dialogue with stakeholders and an in-depth understanding of the most pressing needs of the community.
- Are run professionally like a business project with continuous monitoring and evaluation
- Have a sustainable element.
- Use the power of partnerships to scale up and reach more lives.

Conclusion

In conclusion, the state of play of CSR amongst the member companies appears to be on the right path to maturity. However while it is moving in the right direction CSR requires structure and vision for the future. NASSCOM Foundation recommends that the following leading practices should be implemented:

1. Properly structured, ongoing stakeholder dialogue is a must as part of the development of a CSR strategy.
2. Monitoring and Evaluation in the form of Cost Benefit Analysis, Impact Assessments should be done and communicated through Standard reporting so that more funds can be attracted to CSR related programs and projects.
3. Businesses need to look more closely at partnership building at a number of levels:
 - a. With NGOs, and local communities
 - b. Public-private partnerships
 - c. Business to business partnerships

These interventions, we believe, will lead to a higher maturity score and more importantly will help members to make a lasting, sustainable and deep impact on the fortunes of the nation which in turn would benefit them in the long run.

Research Methodology

The aim of this study was to attempt to get a behind-the-scenes understanding of CSR of the larger companies in this sector in India. The team started by identifying a definition that embodies NF's vision for CSR and the Harvard Kennedy School of Business definition of CSR was adopted for this purpose:

“Corporate social responsibility encompasses not only what companies do with their profits, but also how they make them. It goes beyond philanthropy and compliance and addresses how companies manage their economic, social, and environmental impacts, as well as their relationships in all key spheres of influence: the workplace, the marketplace, the supply chain, the community, and the public policy realm.”

On close examination, there are four spheres in which a company is expected to proactively participate in being a good corporate citizen — the workplace, the marketplace, the community and the environment. Two assumptions for the basis of the research design were:

- **Focus area:** Given the current approach to CSR in India and NASSCOM Foundation's current scope of work, the research team narrowed its focus to three of the four realms, i.e. **workplace, environment and community.**
- **Primary objective** of this year's study was to improve our understanding of the processes governing CSR in the IT industry. Discussions with senior members of the IT fraternity and other CSR experts led the research team to develop a framework for the CSR Maturity Score.

The research team then mapped the three realms in which a business functions to the CSR practices that are considered amongst best practices globally, those that were most recommended by academics worldwide, and those that leading players in the industry in India are practicing. This is shown in Figure 9 below.



Figure 9: CSR practices in three business realms

Accordingly, the topic guide for the questionnaire reflected three sectors.

CSR Maturity Score Model

During the course of data collection, the NF research team noticed some interesting trends. It appeared that a company's approach to CSR was determined by several factors. On closer examination it emerged that these factors often determined the course of CSR in the organisation, the depth of impact, and the sustainability of the projects. The team therefore compiled these factors into the CSR Maturity Score. The different elements in the model are as follows:

Intervention type	Philanthropy vs. sustainable development
Written policy	Presence of a structured documented CSR policy
Organizational Importance	Does the organization have dedicated resources or does it have partially dedicated resources?
Use of Domain Expertise	Is IT used to further developmental goals?
Sources of Funds	Are employees and employers funds used or only one of the two?
Engaging Employees	Does the organization have an employee volunteer programme?

These elements and their typical interplay is graphically displayed in Figure below.

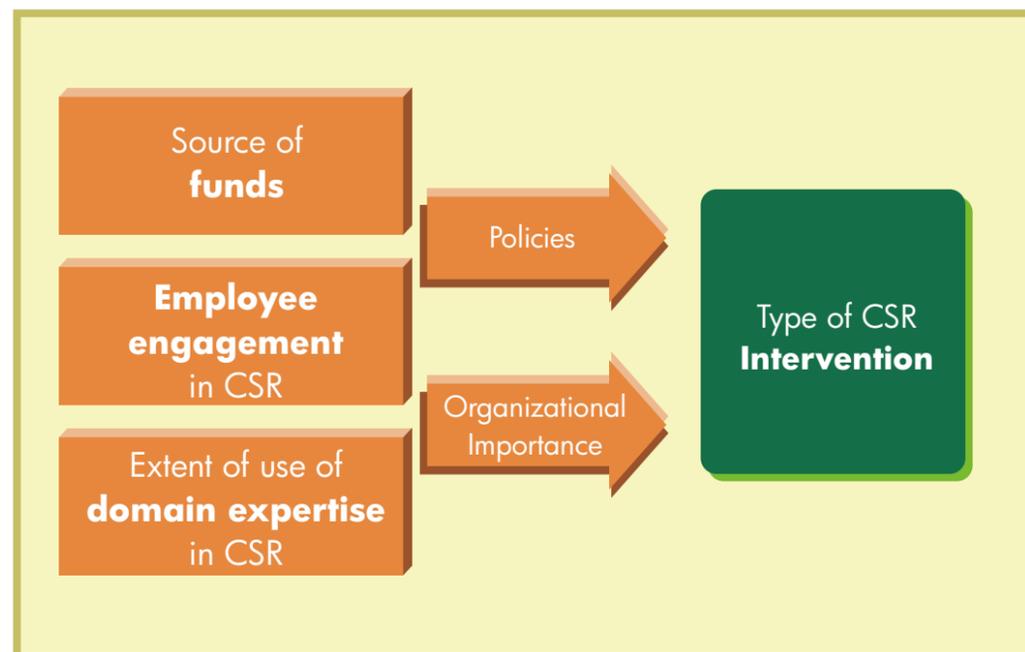


Figure: Interplay of CSR Maturity Factors

It should be noted however, that practices vary from company to company depending on age, size and origin of company. These are further discussed in the following sections.

Sample

The sample consisted of 42 IT and BPO companies in India all of which are members of NASSCOM. The sample of companies was drawn to be representative of larger IT businesses with more than 500 employees. A purposive sampling method was chosen to identify these companies as the researchers attempted to obtain a sample that was representative of the population and to ensure that a range from one extreme to the other (as far as possible) is included. For example, 59 businesses contacted for the interviews ranged in size from 500 to over 1,00,000 employees.

Research Method

- Semi-structured and guided interviews of senior employees such as heads of divisions such as CSR, HR, Corporate Communication, Administration & Estates, etc.
- In-depth research on each company from secondary sources using past NF CSR reports, annual reports, websites, newsletters, etc.

NF at a glance

NASSCOM Knowledge Network (NKN)

NKN is the flagship program of NF and operates on a multi-stakeholder partnership model. It currently has a network of 260 NASSCOM Knowledge Network Centers (NKNs) across 13 states and 80 districts catering to around 700+ villages and a population of around 500,000 people. The NKN centres are a one-stop information and service delivery space run by NF's NGO partners and are located in villages and urban slums.

- **Poverty Alleviation Program**

NASSCOM Foundation supports women, youth and people with disabilities from rural areas and urban slums by building digital and IT skills to help them increase their earning capacities.

www.bigtech.in – The Online Technology Place for NGOs

BiG Tech provides donations of best-in-class technology products to non-profits. The program was conceived to assist NGOs to reduce their ICT budgets as well as functionally scale up their operations and ICT projects by offering access to the software donation programs offered by NF's donor partners.

www.mykartavya.com – Volunteering Portal

MyK is a national portal that offers a platform for employees to volunteer their time for their company's internal CSR events and to external NGOs. For a company, MyK is a one-stop central database of volunteering data. It will provide detailed real-time reports to track employee participation and their interest in different focus areas that will result in increased participation in CSR events at reduced operating costs.

BiG Bridge – Computer Donation Program

Big Bridge is a computer donation program which has created a bridge between companies that seek to donate old computers and NGOs and government schools that require these machines to spread literacy, education, health and livelihoods for the underserved.

CSR Consulting

NF provides companies with consulting and advisory services related to not only setting up of CSR divisions but also taking CSR activities to a higher level of maturity. NF's experience in the field and an experienced base of professionals from corporate, to social development, to corporate communications, and HR fields means that NF is perfectly positioned to provide consulting and advisory services in a number of key areas. These include identification of CSR drivers, engaging stakeholders, identification of CSR project areas, selection of NGOs, employee volunteering programs, payroll giving programs, as well as monitoring and evaluation of projects.

BiG Program: Building ICT Capacities @ Grassroots.

The BiG program focuses on building skills related to information and communication technologies (ICT) for development in small and medium sized NGOs. NF conducts training programs on soft skills, life skills, leadership and entrepreneurship for NGO partners across the country. The objective of the program is to:

- Create a cadre of master trainers across the country for IT skills, life skills, community development and entrepreneurship.
- Equip master trainers, potential and existing knowledge centre coordinators with requisite knowledge and skills related to basic IT, entrepreneurship, marketing, communication and content / services, which help them to set up and run knowledge centres.

- Provide a platform to partner organizations to connect with and leverage on the strengths of others in the network / alliance working in related fields.

Participating Firms

Accenture Services Pvt. Ltd.	KPIT Cummins Infosystems Ltd.
Aegis BPO Services Ltd.	Mastek Ltd.
Applabs Technologies Pvt. Ltd.	Microsoft Corporation (I) Pvt. Ltd.
Applied Materials India Pvt. Ltd.	MphasiS Ltd.
Aricent Technologies Ltd.	Neilsoft Limited
Avaya India Pvt. Ltd.	NIIT Technologies Ltd.
CA India Pvt. Ltd.	Oracle India Pvt. Ltd.
Cadence Design Systems India Pvt. Ltd.	Perot Systems Ltd.
Cognizant Technology Solutions India Pvt. Ltd.	Principal Global Services Pvt. Ltd.
Computer Sciences Corporation India Pvt. Ltd.	Robert Bosch Engineering Services and Business Solutions
Convergys India Services Pvt. Ltd.	SAP Labs India Pvt. Ltd.
Dell Computer India Pvt. Ltd.	Sasken Communication Technologies Limited
Deloitte Consulting India Pvt. Ltd.	Satyam Computer Services Ltd.
Franklin Templeton International Services (India) Pvt. Ltd.	Steria Ltd.
GE Money Servicing	Syntel Ltd.
Genpact India Pvt. Ltd.	Tata Consultancy Services Ltd.
HCL Technologies Ltd.	Thomson Reuters
Headstrong Services India Pvt. Ltd.	Wipro Technologies
Hexaware Technologies Limited	WNS Global Services (P) Ltd.
Hewlett-Packard India Sales Pvt. Ltd.	Zensar Technologies Limited
Infosys Technologies Ltd.	
Intelenet Global Services Ltd.	

TECHNOLOGY DONATIONS

Software donation website bigtech.in, conceived to help NGOs make the most of their communication technology budgets, has helped many an organisation improve its efficiency

As the world goes tech, non-governmental organisations (NGOs) have also joined the fray, often leaving a big hole in their information and communication technology (ICT) budgets. Recognising the importance of ICT, the National Association of Service and Software Companies (NASSCOM) has set up a unique software donation programme. On interacting with various NGOs, we realised that they wanted ICT to solve all their technology issues and address their requirements. We then launched our website www.bigtech.in, where potential recipients could register their requests. We also tied up with donors like Microsoft and Learning Bytes, who could donate software to the NGOs in need," explains Rufina Fernandes, chief operating officer

Changing the family occupation

Nasscom Foundation helps people prepare for a better to

It is a family that has been carrying night and day the burden of a son's education. Every generation has been passing the torch to the next. The Chavhan family in Kalyan, Maharashtra decided it had had enough of the children to complete their basic education. That is how and decided to study.

After her matriculation, Sona went a step further. She started a tuition centre. This was her first step towards a career. She was teaching in a tuition centre. Her husband Rajesh, who was working in a factory, had a small shop. He was a small business owner. He was a small business owner. He was a small business owner.

Keys to learning

The BiG Tech initiative of Nasscom Foundation facilitates software donation. More on UltraKey, now a part of it.

PAROMITA PANI We all know that tech in India is big but do you know what the BiG Tech is all about? BiG Tech is a Nasscom Foundation (NF) initiative in partnership with TechCorp (www.techcorp.org), a San Francisco-based non-profit technology capacity building organisation," explains Rufina Fernandes, CEO, Nasscom Foundation. It secures NGOs and charities by offering access to free software donation programs of donor partners.



Rufina Fernandes

NGOs can log on to <http://www.bigtech.in> to request a product donation from donor partners listed there. Rolled out in September 2007, the programme so far has distributed 1,011 software products worth Rs 1.34 crore through the BiG Tech portal.

Honing freshers

For those who suffer skill deprivation when it comes to job readiness, the SkillBridge programme plugs the gaps, writes Kamalika Bhattacharya

THE government of Rajasthan has partnered with SkillBridge to run its training through 'knowledge centres' set up across government offices in the state. These centres impart employable skills training to students. Even the disabled are not left out.



Kamalika AS

According to Kamalika K.S., CEO and founder of 24x7 Learning, "Every year lakhs of graduates pass out from colleges in India. But according to potential employers, only 10 per cent have the necessary skills to get jobs. That is why we have started 24x7 Learning, an e-learning backbone of 24x7 Learning, accessible across the length and breadth of the country, including the rural areas.

For more information, email: contactus@24x7learning.com



सोशल इन्वोवेशन फाउंडेशनच्या कार्यवाहीदरम्यान

नॅसकॉम 'सोशल इन्वोवेशन ॲवॉर्ड्स' मध्ये पुण्याच्या प्रकल्पांची सरशी

पुणे, १४: नॅसकॉम फाउंडेशनने सोशल इन्वोवेशन ॲवॉर्ड्स मध्ये पुण्याच्या प्रकल्पांची सरशी दाखवली आहे. यावेळी नॅसकॉम फाउंडेशनचे अध्यक्ष सुनील शर्मा यांच्या अध्यक्षतेखाली एक बैठक घेण्यात आली. यावेळी नॅसकॉम फाउंडेशनचे अध्यक्ष सुनील शर्मा यांच्या अध्यक्षतेखाली एक बैठक घेण्यात आली.

NGOs can now use Ultra Key to impart touch-typing training to the under served

Bytes of Learning Incorporated, and NASSCOM Foundation will offer Bytes of Learning's highly praised UltraKey typing instruction software to non-profit groups and community organizations. Many disadvantaged people stand to benefit from this collaborative effort which will impart touch-typing skills free of cost. Bytes of Learning will be the second donor besides software giant Microsoft under the BiG Tech programme. Microsoft Corp has distributed free software worth \$33, 147.2 through the BiG Tech program in India. BiG Tech as-

NASSCOM partners with Zensar for Community Development

NASSCOM Foundation (NF) the social development arm of NASSCOM (National Association of Software and Service Companies) the internationally recognized...

...and the nominees are...

Power of 'know'

It's an initiative on the part of NASSCOM, Zensar, PMC and Suraj Foundation to bring about holistic development in the locality



A part of the 'know' knowledge centre has been started in Pune by the National Association of Software and Service Companies (NASSCOM) in partnership with Zensar Technology, Pune. The initiative is aimed at providing holistic development in the locality.

SECTOR LEADER OF THE YEAR	INDUSTRY LEADER OF THE YEAR	SECTOR OF THE YEAR	EMERGING COMPANY OF THE YEAR	LIFETIME ACHIEVEMENT OF THE YEAR
ANAND MATHUR (TCS)	CHITPA GALE SHIRMA (TCS)	MARUTI SUZUKI	RAMSARITA	DR. G. S. Kulkarni
...

Boiling down to best of the best

ET Awards Jury Has Its Task Cut Out For Tomorrow

It's not an easy task for the jury which will be faced with the significant decision of choosing between the likes of Reliance Industries and Tata Steel, Arun Saha and Vinod Dham, or even Karan Johani and SM Datta. And there are just a few of the tough decisions awaiting the jury.

India Inc to go for inclusive growth

education, health, skill development, employment of disabled and women. These include the Tata group, Infosys, Sreyon Group, Inter Services, Coca Cola Enterprises, Coca Cola India Pvt Ltd, PepsiCo, ITC Limited, Nestle India, Unilever India, etc.

Many colleges in the country have included the SkillBridge programme in the final year.