#### The 2010 Outsourcing World Summit®

*Disney's Yacht & Beach Club* Convention Center● Lake Buena Vista, Florida February 15-17, 2010







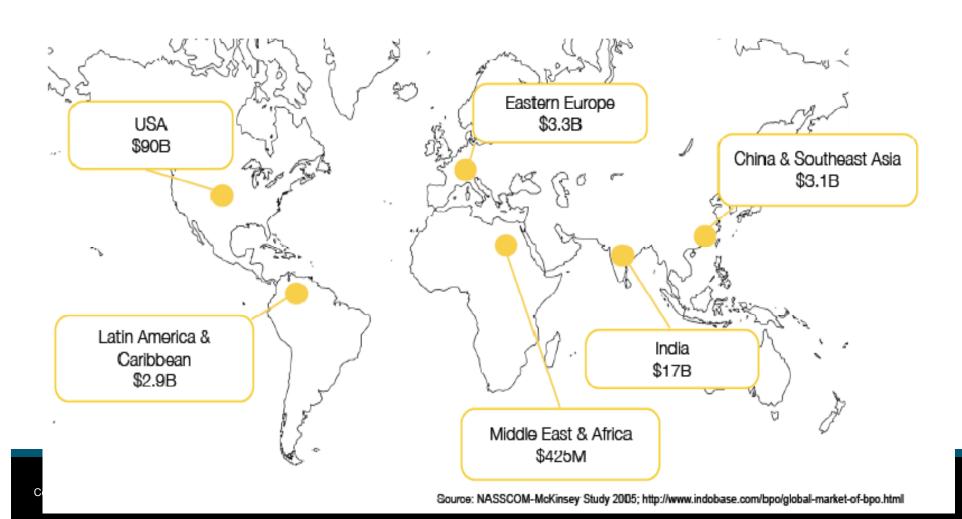
Dr.Ganesh Natarajan
Chairman - IT & ITES CII
Member - Chairmen's Council
NASSCOM
Global CEO – Zensar
Technologies

Ganesh has been one of the most successful professionals in the Indian Information Technology Industry. An alumnus of IIT Bombay and the Harvard Business School, Ganesh is the National Chair for Confederation of Indian Industries - IT and ITES Committee and a fellow of the Computer Society of India. He also chairs the Higher Education forum of the Confederation of Indian Industries in Western India. He is a member of the Board of Governors of NITIE Mumbai and member of the Executive Council and Chairmen's Council of NASSCOM



## **Outsourcing -Where is it done?**

#### \$120-150B global business process outsourcing market



## **Issues Facing Outsourcing today**

- The \$ 500 billion dollar technology and business global services industry has the potential to triple by 2020. Over \$ 120 B is currently outsourced
- Job creation has been significant though concentrated in big cities in India, China and the Philippines – over two million new jobs created in India alone
- Over 170 million skilled workers in developing regions such as Africa and rural Asia are left out
- In the key Western customer countries, job losses and rising unemployment are resulting in protectionist voices being raised.
- The need of the hour Socially responsible outsourcing



#### The Fallout

175 mn skilled workers in Africa, rural India and China

+

60% unemployment among university and high school Graduates

Perception that economically depressed regions are open for aid, not trade

+

Few opportunities for smaller firms to connect with global clients

+

No socially responsible option that promotes economic Development

=

**Leads to Client Deficit** 

**Leads to a Talent Surplus** 



## Impact of Outsourcing on India

- 45 percent of total urban employment between 1994 and 2005.
- Significant growth in ancillary industries security catering construction and transportation – 2.2 million direct jobs create 5 million additional jobs.
- CSR contributions of firms towards education and healthcare and building an inclusive India
- New standards set for human resource management practices and significant progress in Diversity and Inclusion.

 Generated over USD 20 B in annual savings to sourcing economies cost reduction, improved time to market and increased global competitiveness



## Range of community initiatives undertaken

#### Sectors

#### Initiatives

#### Education

- Primary education donations, providing scholarships, volunteering to teach, networking with NGOs
- Higher education teaching vocational courses, imparting livelihood skills and organizing workshops.
- Intrastructure development through donations and construction of facilities.
- Training of teachers to improve quality of teaching.
- IT training to provide means of livelihood for the poor.
- Mid-day meals to attract children to schools.
- Education for adults to expand the educated population base.

#### Health

- Healthcare infrastructure development to build and improve facilities.
- Technological support to enhance reach of medical care.
- Sponsoring medical treatment for the marginalized.
- Spreading health awareness about diseases as well as hygiene.
- Organizing health camps for the benefit of the poor.
- Blood donation camps.

#### **Environment**

 Environmentally conscious initiatives including conservation of resources, tree plantations and awareness creation.

#### Other

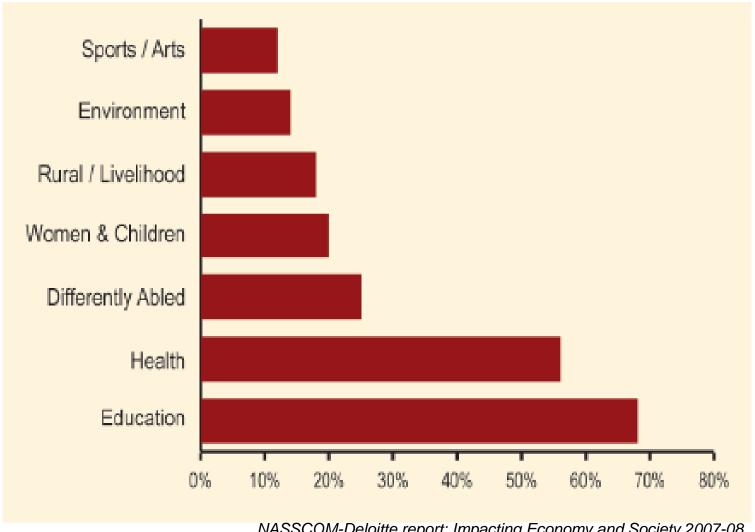
- Rural development through increased use of technology.
- Upliftment of women and children through collaboration with NGOs and organizing campaigns.
- Support for differently-abled
- tinancial support as well as training and recruitment.
- Livelihood opportunities for the marginalized, especially women.
- · Promotion of sports and arts.

NASSCOM-Deloitte report: Impacting Economy and Society 2007-08





## Sector-wise distribution of interventions









## Socially Responsible Outsourcing is...

#### Channelising outsourcing to those who need it the most



**DOMESTIC WORKER** 





AGRICULTURAL WORKER





**TEMPLE PRIEST** 

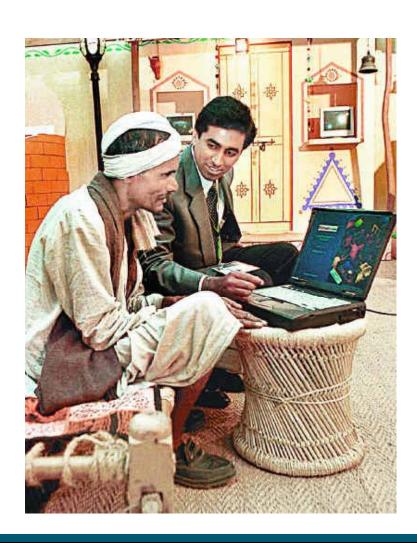






## Socially Responsible Outsourcing can...

- Generate direct employment for skilled workforce in developing and under developed regions such as Ghana, Sub-Saharan regions, Bangladesh and many others
- Generate indirect employment for semi-skilled and unskilled workforce
- Reduce labour movement and resolve issues of immigration
- Reduce Brain-Drain
- Benefit the grassroots







Get Together... Get Connected... Get Involved...

#### Initiatives by the industry...

NASSCOM Knowledge Network
Building ICT capacities of grassroots non-profit
organisations and communities





Get Together... Get Connected... Get Involved...

#### **NASSCOM Knowledge Network (NKN)**

Impacting lives of 500,000+ people



3,000+

people impacted under Livelihood program

60,000+

persons trained under Microsoft Unlimited Potential Curriculum

22,000+

children trained through Azim Premji Foundation computer aided school support curriculum

14,000+

adults trained under TCS's adult literacy program

1,400+

women trained for maternal and child care through UNICEF's SSK program



## Initiatives@ Zensar

#### Health

- Weekly Clinics and Counseling Camps
- •AIDS awareness programmes in association with PCI

#### **Education**

- AkankshaPartnership
- •Computer Literacy
  Programme
  for children in
  Municipal School at
  Chandan Nagar,
  Pune
- •Zensar-NASSCOM Knowledge Centre in Kharadi, Pune
- Vidya Niketan in association with Thermax Foundation
- •Kitab Korners in Pune & Hyd

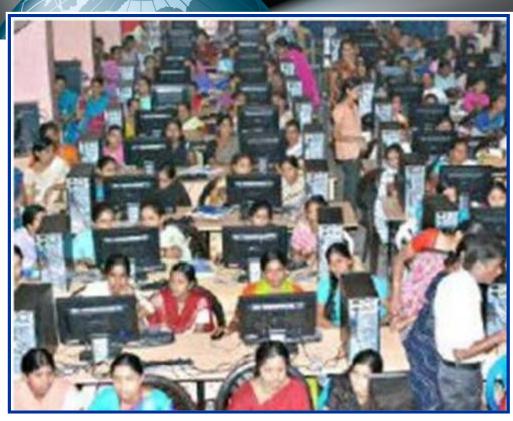
Socio-Economic Empowerment

 Vocational Training for community youth (LABS)

#### **Environment**

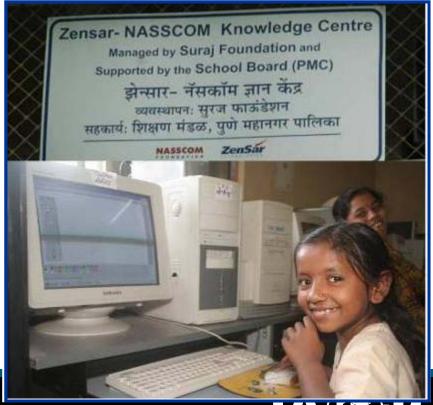
- •Bringing about a reduction in the Carbon Emissions of the organization through awareness and education on Climate Change
- Carbon Calculator





#### **SOCIETAL DEVELOPMENT**

## EDUCATION AND SKILS DEVELOPMENT



## Collaborating for change





## **Corporate Citizen**

### **Green IT** @ Zensar

#### Five point agenda to reduce Carbon Footprint

**Awareness:** Global Warming awareness session for

Zensarians as well as the community

**Conservation:** Tree plantation, rain-water harvesting, plastic

collection, paper drive

Reduce, Recycle

and Reuse: Water recycling, paper recycling, e-waste

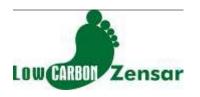
management

**Green IT:** Virtualization, wireless devices

Waste

**Management:** Kitchen garden, bio-sanitizer project, bio-gas

plant at Campus



## Geeks go green

IT professionals in the city rally for the cause of environment, campaigning for a greener Pune



double up as voluntaers and nd Association for Leader top Education, Research and leaning (ALERT) have joined gendal for Pursy on June 6 der the World Environment

TWO OF A KIND: Genesh National and Vandario Chavon

आर.एन.आय. - १५५७)५७, रिमाटर्ड क. एत-२ आर.एन.पी./पी.एन.डब्लप्./डी/२८/२००६-२००८ t is largely contented for incles authorize and speaks relabout the solutions, then

already registered for the project and the first training is scheduled on May 21 at Zerser "We give to create at least 100 such volunteers who can and polleges in the city," sak Dr Goceth Natarean, Globpresentations — one for the schoolchildren above Std VI and the other for the college pouts and citizens in general. The actual presentation for school and college students is expected to start from this aca-

densit, year.
The Green Agenda will be launched on Jurie 8 with a cycle cally from Shantwarveste. to Sambhaji Park, Apart From the Zemer employees, ALERT has invited employees from IT companies, NGOs, Pone Muresipal Corporation and Pu-neltos to perdicipate in the rafly We are expecting at least 200 individuals at the refly. Charen seed. Phase three of the agend will have a tree plantation drive on a plot near the Zenser carry

व इन्हमान पहुनी। राजकारी चेन्हरे प्रांत प्रान्ता हिनानी रस्ता, स्वार्टेस, संदन चक्टम, बेंधन कंपनीने गर्मन गरिने पहिले, प्रयुक्तानेन माद्र स्वयाचारी सर्वतीची मादाल करणाने

माती ही फेरे आणि परवाज समाजी खडेंबर, बुगार गर्डा, सरीश खोत आदी पहिले, परेशी नागाले, भी सामाल अर्थ व संस्थेन्य नहीं सपनन हेरी - रानियाच्या केंद्र समस्त्री अर आभात आली, तेले तिनी सांचता स्थितिक होते. अणि परवारेचे अपोक्त करणात आहे. नामता बनाईचे मोहन परिया बांच्या हाती. या वेळी स्थापी समितीचे

मा प्रसंगी भीमले प्राणालया, की पर्याच्या शरण तर डोतेच त्याच्यांच्य होटे. पूर्वाचाम सामान्य सटेज टेकान्य प्रमुख अवस्थिति पेती आणि पटकानेस अन्यक रूपमा टेकाब्रेट, वाजी महाचैर पर्याचाम सरकारमध्ये स्थानि सका आमळे प्रश्नी खोगले रक्षेते. पर्याचाम

बालकित्याने आणि पापी पालस्पाने आणि अवस्था अवैष्यिक परोत्री टिक्क राजा, नंपनी महायत ररता नरपतन, मुत्रा शिक्षांकर, संदीप ग्रेष्ठाणकाली कहनांचा वसर क्यी हतना आरुवहन नरपतन याँने दिले.



सनिवारमाहा : 'असर्ट सर्वे आयोजित पेतीत सहभागी तत्रण-तरुणी



## **Diversity at the workplace**

- Large IT & BPO companies have 33 to 50% of their employees from non-metro/rural areas
- 88% of the companies surveyed employ People with Disabilities (PWDs)
- Women in the industry is set to rise from 33% to 45% by 2010
- The overall median age group of the sector is 28.9 years with 70% of the workforce being in the age-group 26-35 years





## Bring the change!







# Thank You GaneshN@zensar.com

