The representation by Barrett Lyon is a diagram of the internet’s connectivity and encapsulates the collaborative and inclusive spirit of the internet. Information technology has catalyzed change globally. It has brought the dictum ‘global village’ to fruition and enhanced the interactions and interconnections of mankind.

In India, the NASSCOM Foundation has spearheaded several inclusiveness-initiatives which have ensured that the socially and economically down trodden masses of India also stand to gain from the global information revolution. As India stands today, on the threshold of several decades of rapid economic expansion, it is imperative for India’s IT firms to jointly envisage social inclusiveness programmes to ensure that the spoils of a globally applauded growth story travels the last mile into the hands and hearts of India’s billion-plus people.
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THE LEADERSHIP

TRUSTEES

HARISH MEHTA
JAITIRTH RAO

KIRAN KARNIK
SAURABH SRIVASTAVA
SOM MITTAL

TRUSTEES COUNCIL
2009–2010

PRAMOD BHASIN
Ex-Officio Trustee

HARSH MANGLIK
Ex-Officio Trustee
NASSCOM Foundation has spearheaded many programs over the years that leverage the power of ICT for the benefit of the society at large and development of community as a whole. There is of course no doubt that channelised dissemination of IT can go a long way in poverty alleviation and create job opportunities for the marginalized sections of the society.

NASSCOM Foundation works as the intermediary between the industry and the society by making IT aids accessible to the grassroots. Over the years, NASSCOM Foundation has grown in terms of its geographic footprint and has also initiated numerous innovative welfare programmes. The technology philanthropy program BiG Tech, made technology accessible at the lowest costs and helped organisations save money which they could then employ for other purposes. The Poverty Alleviation Programme aimed to provide skills has also built capacities for employment and empowerment. Skills for Employment, a program that increased livelihood options for women, adolescent girls & youth from marginalized communities in rural areas and urban slums has proved to be quite successful.

True to our commitment, we at NASSCOM Foundation are designing innovative outreach programmes to ensure that the benefits of IT filter down to the country’s marginalised population and further inclusiveness in India’s economic growth; where each member of the community is an equal participant in its progress and nobody is left behind in our march towards excellence.

Jaithirth (Jerry) Rao
Chairman
NASSCOM Foundation
The NASSCOM Knowledge Network (NKN), a dynamic network of telecenters across 646+ villages in 90 districts and 13 states of India, gained further momentum in the past year. Over 50 centres were added and several successful partnerships formed to support the programme over the last year.

- More than 250 NKN centres established across 646 villages in 90 districts over 13 states to help over 3,50,000 members
- Direct employment for over 300+ members
- Over 65,000 people trained and sensitized
- More than 25,000 people trained in IT skills
- 15,700 children supported on computer aided school
- 14,200 adults helped with adult literacy programmes
- 5,500 members trained in various livelihood skills
- 4,500 members sensitised in health awareness
NATIONAL CONSULTATION

NASSCOM Foundation hosted its annual National Consultation from 4th – 6th Nov’09 in New Delhi, which brought together over 200 grassroot practitioners (NKN centre coordinators and managers). This diverse platform enabled participants to discuss and debate on the practices in place for using ICT in rural communities, while taking views from industry leaders, NGO heads, CSR practitioners, ICT service providers and perhaps most importantly, those who are implement the initiatives at the grassroot levels.

A one-month rural BPO training is proposed for NKN managers to further create livelihood opportunities. This would be done in partnership with Accenture and Dr. Reddy’s Foundation. The training will be done in Hyderabad and will include a field study and internship.

CASE STUDY

“Parshuram Damayyawar, Kanad Village”

Parshuram was 21-year old illiterate man whose extreme poverty forced him to join his father as an agricultural labor to meet the daily expenses. He earned approximately Rs 200 per month. But Parshuram was clever, hard working and earnestly wanted to start a small screen printing business. Printing pamphlets, letterheads, invitation cards, envelops etc, required him to be able to read. So Parshuram joined the adult literacy course at the Kanad Village NASSCOM Knowledge Center. In a span on of 3 months, he was able to read the newspaper. He started his business in his little mud house at Sagroli, sourcing work from the shop owners, individual customers of nearby towns and villages.

After a year, he not only earns Rs.2,200/- per month now, but also works as the Knowledge Centre Manager at Kanad Village where he inspires other illiterate villagers.

POWER OF PARTNERSHIPS

- The NKN centres are set up and managed through multi stakeholder partnerships among NGOs, CBOs, For Profit Organizations and NASSCOM Foundation.
- NASSCOM Foundation brings ICT infrastructure, content, connectivity, training, and strategic inputs for the programme with support from NASSCOM member companies and beyond. NASSCOM Foundation through its other programmes and partners assist with software and hardware donations.
- Resource partner brings funds and socially relevant services for the centre.
- NGOs provide human and other resources to the centre.
- Community provides space and support for the centre.
BigTech is the key technology philanthropy program of NASSCOM Foundation. BigTech covers 138 districts in over 26 states across India where NGOs have received software donations at very subsidized rates. The program was conceived to assist NGOs cut their ICT budget as well as functionally scale up their operations and ICT projects by providing them access to the software donation programs of our donor partners. It makes technology assistance accessible to any NGO in India. Since its launch in August 2007, more than 682 NGOs have received Tech Donations worth more than Rs. 45 million.

The BigTech portal (www.bigtech.in) is a convenient and transparent portal that enables Indian as well as foreign technology companies to reach out to the million plus NGO communities in India. Technology companies can use the BiGTech portal as a part of their CSR objective by donating hardware and software. NASSCOM Foundation delivers the BiGTech program in India in partnership with TechSoup Global.

The TechSoup Global Partners Regional Meet took place in India for the first time on the 8th of February, 2010 and was hosted by NASSCOM Foundation.
CASE STUDY

“I too can empower more with technology”

The donations by BigTech helped us record information, design new projects and thus helped us generate more funds to support our rural development projects. We were able to use the money thus saved for our programmes and consequently help the communities we serve.

SEVA MANDIR

Seva mandir is a voluntary organization, which has been working with rural tribal communities in 626 villages of Udaipur and Rajsamand District for more than four decades now. With 286 full time staff in 6 rural work stations, one urban work station and a head quarter they have a network of 120 computer systems.

E-POWERING NGOS

Windows 7, the latest version of Microsoft Windows OS and AntiVirus Lite 2009, a Quick Heal solution, were made available for distribution to Indian NGOs for free via the BigTech.in platform in September and November 2009. Both these products have been received very well by NGOs with 319 orders for the same having been received in the last three months.

BIGTECH HAS ENABLED OVER 3600 PRODUCT DONATIONS TO 682 NGOS IN INDIA, WHICH ACCRUES TO A MARKET VALUE OF APPROXIMATELY RS. 45 MILLION.

THE DONORS ARE: MICROSOFT, BYTES OF LEARNING, BUSY INFOTECH, QUICK HEAL (ANTIVIRUS) AND EAGLE.

“ Our association with NASSCOM Foundation is a point of pride for us. Under their BigTech programme, NASSCOM Foundation has already reached out to hundreds of NGOs and social service groups across India. Quick Heal Technologies wants to give back to the society in which we thrive. This platform gives us the means to reach out to the needy and provide the kind of service which we are best at.”

ABHIJIT S. JORVEKAR
Country Head, Quick Heal Technologies

“ At Microsoft, we believe in the transformative power of technology – and that cost should not be a barrier to access it. In India today, there is a need for utilizing technology at the grass roots, and we are glad to be able to play a part in enabling this. Making our software available in association with TechSoup Global and NASSCOM Foundation is a step towards reaching out to communities underserved by technology.”

RAVI VENKATESAN
Chairman, Microsoft India
MyKartavya

- The Indian IT & BPO industry has workforce of around **2.5 million** young people
- **18372+** active employee volunteers have signed up from companies such as Mphasis, Ambuja Cement, Aegis etc.
- Each member company imparts skills training to **150 youth per year** through NKN centres

MyKartavya, an initiative by NASSCOM Foundation, not only connects employees of IT companies to a wide spectrum of volunteering opportunities posted by NGOs and vetted by the NASSCOM Foundation and/or organized by member companies, but also helps manage and evaluate combined employee volunteer efforts.

The main objective behind launching MyKartavya.com in 2009 was to utilize the IT&BPO Industry’s biggest asset – its people, for social development. NASSCOM Foundation also aims to collectively represent the volunteering efforts of the IT & BPO industry through MyKartavya. It has been observed that volunteerism not only helps individuals better their strengths but often enables them develop new skills benefitting the
individual and the company. MyKartavya.com is creating a much needed linkage to harness corporate resources and human capital for underserved communities. MyKartavya.com also provides companies with web based reports that can be monitored on a real-time basis. Employees can connect to a wide spectrum of volunteering opportunities by NGOs that are vetted by NASSCOM Foundation. CEOs, COOs, HR and CSR managers can now view how their employees are contributing in terms of volunteering hours, causes, competencies and other such parameters through MyKartavya.com at the mere click of a mouse, anywhere, anytime. MyKartavya, currently has 18,372 user accounts created. Employees from Aegis BPO, Dassault Systems, Future Focus Infotech and Mphasis comprise the registered companies. The Indian IT & BPO industry has workforce of around 2.5 million young people, the average age being between 24–32 years. Having such a vibrant and young workforce that is raring to engage themselves constructively in society, employee volunteering is bound to have a bright future in India.

"Employee volunteering has been crucial in meeting our CSR goals as an organization and for recognizing the good work being done by our employee volunteers. We hope to further strengthen our employee volunteering practices through the MyKartavya portal."

MEENU BHAMBHANI
Head Corporate Social Responsibility
Mphasis

"We are sure our organization's CSR activities would receive a boost as MyKartavya enhances the vista and opens out the window to join other like-minded organizations and NGOs. On this International Volunteer Day, on behalf of employees of Future Focus Infotech, I am pleased to convey that we rededicate ourselves to the cause of community and social development through voluntaryism."

NT NATHAN
Vice President, Future Focus Infotech
In view of the Government’s National e-governance plans as well as other initiatives like NREGA, RTI and others, NASSCOM Foundation started a three year nationwide initiative called ConnectIT to provide the much needed IT training to NGOs and government officials at an advanced level.

The ConnectIT programme, supported by Microsoft, is aimed at increasing the capabilities of NGOs and social development organizations in the use of Information and Communication Technologies (ICT) for social development initiatives. After the inaugural ConnectIT Day in Maharashtra where there were 120 participants from 90 NGOs, 6 workshops across Mumbai, Nagpur, Sangli and Pune were conducted which met with enormous success. The ConnectIT workshops have seen an attendance of over 300 participants from 198 nonprofits, which have enabled them in enhancing their knowledge and IT capacity.
**ConnectIT Day**

**ORISSA**  
15th July, 2009  
The purpose of integrating Information Technologies into development is to enhance the opportunities and maximize benefits for individuals and communities, to access information and knowledge to promote socio-economic development, and to improve their overall well-being. IT and ICT use for development refers to using ICT as tools to increase “development effectiveness and efficiency”.

The use of technology in development has far reaching impacts. From enhancing the outreach of the intervention to monitoring an intervention on ground, ICTs have helped development organizations realize their strategic development goals. Furthermore, adoption of ICTs in development interventions has assisted organizations to introduce new transformations in the relationships, opportunities, communication and democratic process in the systems and communities they have worked with.

**MAHARASHTRA**  
16th September, 2009  
The Maharashtra ConnectIT Day was conducted on 16 September, 2009 at Y B Chavan Centre in Mumbai. The programme was attended by over 120 participants from over 90 NGOs and government officers. The various issues that were discussed during the sessions included challenges posed by lack of better software solutions, IT implementation, capacity requirement to use IT etc.

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Some of the well-acknowledged benefits of the use of ICTs include:

- Increasing productivity
- Improving communication and collaboration
- Organising critical information
- Facilitating technology enabled skills development training.

Worldwide, experiences have shown that ICT use is relevant and useful, even in highly traditional settings.

“Overall the training was educative, informative, effective, building upon the basics. Content was excellent and faculty was interactive, reaching out to everyone’s level of understanding.”

DIANA PETERS  
Habitat for Humanity India

The ConnectIT workshops were very helpful, as we learnt additional features that will help us to save time. We have also learnt additional features like power point video, social media etc. which will help us present our projects better and increase the outreach of our work. It will help us market our projects online to attract funding. The experience has been quite fruitful, and we look forward to sharing the learnings and insights gained with our colleagues as well, which would help them in their daily activities.”

PANDURANG SOLANKE  
Action For Agricultural Renewal in Maharashtra–AFARM
NASSCOM Foundation’s BigBridge program aims to enable education, employability and entrepreneurship through computer donations from NASSCOM Member companies.

NASSCOM Foundation has so far received 557 computers from GE, Mphasis, Genpact, L&T, Deloitte, Infrasoft, Suzlon, UST Global, Tata Teleservices, Aegis and NASSCOM.

NASSCOM Foundation launched the Big Bridge programme in April 2009 as an offering to IT-BPO companies to ensure increasing the average computer’s productive life and failing that, responsible e-waste disposal, as also avoid piracy of software (usually NGOs get hardware but cannot afford legal software). The Big Bridge Programme provides a new purpose to redundant computers and peripherals.

Once a NASSCOM member company donates computers and peripherals, the foundation takes the responsibility of having these computers picked and transported to designated warehouses or recyclers, re-furbished or responsibly managing the e-waste as per government guidelines, ensuring optimal reuse. The refurbished computers are loaded with original software and content before being routed through either the NKN (NASSCOM Knowledge Networks) or the Sankya programme (www.sankya.net)
**HOW TO PARTICIPATE**

1. The Donor Company and NASSCOM Foundation establish contact for the BiG Bridge program.

2. NASSCOM Foundation takes the responsibility of having these computers collected and transported on as is where is basis, to warehouses or recyclers.

3. NASSCOM Foundation takes the responsibility of re-furbishing or responsibly managing the e-waste as per government guidelines.

4. The refreshable computers are loaded with original software and content such as: Microsoft OS, MS Office, primary school support curriculum, adult literacy program, agri-based and skill based livelihood content for micro-enterprises. NASSCOM Foundation also provides health related content on pre and post natal maternal, child care and nutrition, as well as games on HIV & AIDS. In addition other software and applications available with NASSCOM Foundation are also loaded from time to time.

5. The donor company has to pay a minimum of Rs.1000/- per computer donated, to cover cost of logistics, refurbishment and re-loading of the Operating System, MS Office and other content. The Donor company also has to provide some very basic paper work - an inventory list of computers being donated along with a letter in a NASSCOM Foundation approved prescribed format.

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**BENEFITS FOR THE DONOR COMPANY:**

- Satisfaction and goodwill for having contributed to a noble cause by spreading education, literacy and livelihood for disadvantaged communities.
- Quick, easy and responsible e-waste management – disposal of your end-of-life computers, including pick up and transport to recyclers.
- Access to a report or case-study on where the refurbished computers have been deployed and whom are they benefitting.
- NASSCOM Foundation’s acknowledgement through its website, newsletter and other communication mediums (depending on the quantities being donated)
- Screen saver of your company on computers, leading to increased visibility and an opportunity to build brand reputation and add to CSR activities.
Corporate Social Responsibility integrates the workplace, work environment and the community at large on to a single platform. NASSCOM Foundation focuses on integrating the CSR component into the member company’s day-to-day operations so that the flow of community benefits continue unabated as the workflow progresses.

With this innovative process-driven, integrated approach to CSR, the foundation promotes and supports CSR within the IT industry in India. The objective of NASSCOM Foundation’s Advisory Cell is to incubate and foster leadership in CSR, particularly in areas such as volunteering, community investment, communication and reporting through activities such as research, referral, training and advocacy.
NASSCOM FOUNDATION'S GUIDE TO CSR

NASSCOM Foundation released its 'Corporate Social Responsibility: A Get Started Guide' to disseminate information on CSR initiatives. The guide serves a self-help start up manual for those wishing to take the plunge into CSR, but does not have the capability to do so.

CATALYSING CHANGE: TOWARDS INCLUSIVE GROWTH

The fourth annual CSR research publication of the Foundation focused on analyzing the processes behind CSR initiatives in the IT & ITes industries. The publication drew up a list of best practices. This year the Foundation has created a model to gauge the CSR maturity level of the industry based on global best practices based on 6 factors which are global standards in CSR – Intervention type, documented policies, organizational importance, use of domain expertise, source of funds and engaging employees.

GLOBAL CSR CONCLAVE

NASSCOM Foundation hosted its fifth Global CSR Conclave at the NASSCOM India Leadership Forum on 11th February 2010. An engaging agenda with an esteemed panel of speakers was planned for the day.

CSR FORUMS

CSR forums have been instituted at 5 locations – Chennai, Delhi & NCR, Kolkata, Mumbai and Pune. Bangalore and Hyderabad have been planned for in the first quarter of this year. The CSR forums are a platform for member companies of NASSCOM to meet, interact and share information and resources regarding corporate social responsibility. Participating companies, through physical and virtual forums, are being invited to participate actively in this forum, to invest their knowledge, skills, and expertise in improving and expanding the work that members are carrying out individually, with the overall aim of attempting to maximize impact and lead to overall sustainable development.

DISABILITY WORKING-COMMITTEE

A Disability Working-Committee (DWC) focusing on disability issues is being formed under the aegis of the Diversity Forum; this working-committee will be driven by NASSCOM Foundation. The DWC, while focusing primarily on employability, will advocate for assistive technologies and web accessibility.

Through its programmes and beyond, NASSCOM Foundation offers the following services to NASSCOM member companies to foster CSR:

- One-to-one consulting service to member companies to align their CSR goals to core business
- A host of events, fora and other resources to engage with NASSCOM Foundation and other member companies to learn about trends and innovative projects.
- Opportunity to adopt and support NASSCOM Foundation led programmes and initiate projects based on similar designs making the most of ICT and our industry’s resources

How do we do this?

- Help set down CSR vision and goals aligned to core business
- Identify and design community development projects
- Monitoring & Evaluation of current community investment projects
- Provide in company training to re-engage volunteers to company’s community investment projects
The NASSCOM Social Innovation Honours recognises excellence and encourages innovation in social development initiatives. The annual honours instituted in 2008-09, aims to showcase projects that demonstrate best practises through exemplary use of ICT in areas of social transformation. This Honour is a celebration of innovations that bring about social change and development through the application of technology.

Social Innovation Honours aims to identify projects where innovation could be in the form of both a process and a result. In looking at the process, the Foundation aims to understand systems based on transfer and sharing of knowledge across the public, private and non-profit sectors. For the Foundation, a social innovation can be not only a product, a process, or a technology, but also a principle, an idea, a piece of legislation, a social movement, an intervention, or some combination of the above. The Foundation endeavours to recognise organisations that foster these social innovations. We hope this Honour inspires creativity and imagination to bring positive social transformations for ICT in development.
Meet two of NASSCOM Foundation’s most promising benefactors – Kailash Parmar and Manisha Bhurke. Kailash is a 24-year old commerce graduate who is married and worked in the administrative area. He was suffering from polio-induced disabilities which led to lower self-confidence though he was sincere and hardworking. He joined the CEDAT programme and underwent six months of training. There was a remarkable improvement in Kailash’s behaviour after the completion of the course. His confidence was so high that he got a job in TCS in a team doing US based data clearing.

Manisha is a 38-year-old female affected with Cerebral Palsy – Orthopaedically. She is bound to wheelchair and needs support for all her daily activities. She lives in MBA Foundation’s Life Care Center at Powai, Mumbai. While doing the CEDAT course she got employed with Transocean SEDCO FOREX International Drilling Inc. as Admin. Assistant. Since she is on wheel chair, the company arranges for her travel too.

Anizooms Animation Academy is a NASSCOM Foundation Initiative. NASSCOM Foundation and Suraj Foundation has synergized their efforts to work in the area of animation skill building to enhance employability of under privileged communities. The aim of this program is to reach out to the unreached and reduce the skill gap by empowering youth from these communities with skills and capacities that can help them to find employment and enhance their standards of living.

Two new Anizooms centres – one in Sangli and one in Chandni Chowk in Delhi, were established in 2009. The centres have upgraded curriculum including extensive pre and post production training, internship with animation firms and placement at the end of training. The students selected for these centres come from under privileged backgrounds.
NASSCOM SOCIAL INNOVATION HONOURS 2010

NASSCOM Foundation pioneered the NASSCOM Social Innovation Honours in 2008, to recognise innovation in the use of Information and Communication Technology (ICT) for social development. The annual Honours aim to showcase projects that demonstrate best practices through exemplary use of ICT in areas of social transformation. It aims to identify projects where innovation could be in the form of a process or an application or product. In looking at the process, NF aims to understand systems based on transfer and sharing of knowledge across the public, private and nonprofit sectors. For NF, a social innovation can be a product, process, or technology as also a principle, an idea, an intervention, or a combination of these using ICT.

The winners for the year 2010 were:

**ICT led Innovation by Non-Profits**
- Health Management and Research Institute (HMRI)

**ICT led Innovation through Corporate Social Responsibility**
- Iris Business Services Pvt. Ltd.
- Multi Commodity Exchange of India Limited
- Steria (India) Limited
- ITC Limited

**ICT led Business Innovation for Development**
- Educomp Solutions Ltd.
- Geodesic Ltd.
- Tata Consultancy Services

**Multi Stakeholder Partnership**
- Ekgaon Technologies Pvt. Ltd.
- Swanchetan Society for Mental Health

**Certificate of Appreciation**
- India Water Portal
- Peer Water Exchange

**ICT led Innovation in e-Governance**
- District Administration, Kolhapur
- District Health Society, Baghpat and JP Nagar – U.P
- Information & Public Relations Department, Orissa
- Jhansi Jan Suvidha Kendra, Jhansi– UP
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