



Michael A. Gibbons
President, GSC

From the Desk of the President

Recognizing 3S in Action

February is typically full of noteworthy, annual events: Valentine's Day, Chinese New Year, Groundhog Day, and President's Day to name a few. And now we can add one more significant event to that list: the annual Awards in Sustainable and Socially Responsible Sourcing (3S Awards)!

On Tuesday, February 8, at a dinner and ceremony graciously hosted by Kaye Scholer LLP, in midtown Manhattan, the Global Sourcing Council (GSC) announced the winners of the 2010 Awards in Sustainable and Socially Responsible Sourcing (3S Awards). This was a truly impressive and moving event for me. It was encouraging to see the large turnout and to meet attendees from around the globe who share the drive for sustainable and socially responsible sourcing.

Particularly moving were the presentations that were submitted for the awards. We saw a video from [Vindhya e-Infomedia](#) who are a BPO fondly called "A BPO enabled by Differently Enabled". They are arguably the only BPO in the world with 100% employment for people with disabilities. We saw a video from [Village BPO Pvt Ltd](#) who are making an incredible difference in the lives of people in rural villages in India. It was a nice antidote to the often depressing news that streams into our living rooms each day. These two companies are profiled in this issue of the GSC newsletter. Keep watch each month, as we continue to profile one or two of the companies that participated in this year's 3S Awards competition.

Each entrant submitted a video or PowerPoint presentation for consideration by the judges, and all of these submissions were shared with an appreciative audience over the course of the evening. In addition, two inspiring speakers, Dr. Shubro Sen and Madan Padaki, shared their ideas and current work in the field of sustainable and socially responsible sourcing.

All of the nominees had impressive stories and results. Alas – only four awards were available: Village BPO as winner in "Best in 3S Class for Community Engagement Program", Genpact as winner in "Best in 3S Class for Employee Engagement Program", Distant Village, Inc. as winner in "Best in 3S Class for Most Innovative 3S Program", and NH Hoteles as winner in category "3S Sourcing Community Award." You can [read more](#) about the evening, and the award winners in this issue.

I want to thank all of those who were involved in the planning for the event as well as our sponsors. The success of this event is a testament to the growing awareness and belief in 3S principles. Please consider participating next year as an entrant or a sponsor to maintain the visibility of successful 3S practices in outsourcing.

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GSC 3S Awards Dinner

GSC Announces International Winners of the Awards in Sustainable and Socially Responsible Sourcing

The Global Sourcing Council (GSC) announced the winners of the 2010 Awards in Sustainable and Socially Responsible Sourcing (3S Awards) on Tuesday, February 8, at a dinner and ceremony in Manhattan. The 3S Awards provide a platform to showcase global and domestic initiatives which promote sustainability and socially responsible sourcing practices.



Wanda Lopuch and Juee Vinayak

Submissions for the 3S Awards were received from global players from 5 continents and forward-reaching organizations. During the 3S Award ceremony, highlighted participants included Genpact, NH Hoteles, Distant Village Inc., Vindhya e-Infomedia, Village BPO Pvt Ltd, Belatrix Software Factory, LGBS Polska Sp. z o.o., and a cooperative effort between the City of Rio de Janeiro, Instituto Costa Verde, and Algar Tecnologia.

Awards were presented in four distinct categories with the winner in each category selected by an independent panel of judges. The set of all entries showcase the innovative and inspiring efforts taken by organizations in promoting Sustainable and Socially Responsible Sourcing practices. The award winners announced at the ceremony were:

- **Village BPO** as winner in category "**Best in 3S Class for Community Engagement Program**" – award presented by Sudhir Achar, CEO and Founder of Vantage Agora
- **Genpact** as winner in category "**Best in 3S Class for Employee Engagement Program**" – award presented by Dr. Shubhro Sen, Executive Director of the Conscious Capitalism Institute
- **Distant Village, Inc.** as winner in category "**Best in 3S Class for Most Innovative 3S Program**" – award presented by Dr. Wanda Lopuch, Chair of the Global Sourcing Council
- **NH Hoteles** as winner in category "**3S Sourcing Community Award**" – award presented by Kirk Laughlin, Founder of Nearshore Americas

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3S AWARDS
2010
 Sustainable and Socially Responsible Sourcing

GSC 3S Awards Dinner

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Dr. Wanda Lopuch, Chairperson of the Global Sourcing Council, opened the event with a perspective on how sustainable outsourcing, once viewed as an oxymoron, is moving from the sideline to the mainline of corporate business strategies. Dr. Shubhro Sen, Director of the Conscious Capitalism Institute, delivered a keynote address titled "Profit With Purpose" in which he outlined inspiring examples of "firms of endearment," companies such as Whole Foods and Patagonia which grow fast, are more profitable than others in the sector, and put social and environmental values into their business activities. Madan Padaki, CEO of MeritTrac and a Trustee of the Head-Held-High Foundation, provided a case study presentation of the "Rural Sourcing Village BPO," an initiative aimed at educating the youth in rural districts of India by empowering them with a combination of formal teaching and information technology. [Read more](#) in this issue.

The GSC 2010 3S Awards ceremony was graciously hosted by Kaye Scholar LLP, who sponsored the dinner for all attendees. Additional sponsors included ACS: A Xerox Company, Vantage Agora, and IIOM. These generous sponsors believe in and support the noble cause of sustainability and social responsibility. Technical partner Lavida Solutions received special recognition for providing a technology platform for the 3S Awards, and media partners Nearshore Americas and CIOZone were recognized for their promotional efforts.

Please go to the [3S Awards website](#) to see more photos and videos, and learn more about the successful event! Stay tuned for announcements about the next edition of the 3S Awards – Awards in Sustainable and Socially Responsible Sourcing.



Madan Padaki



Karen Morris and Izizi Ebele Okpara



Awards Dinner & Presentation



Cocktail Reception

Award-Winning Sourcing

Transforming Rural Poverty through Project "Head Held High"



Madan Padaki
CEO, MeritTrac
Trustee of Head-Held-High
Foundation

Watch the video of Ramesh on the first day of training:

<http://in.youtube.com/watch?v=m-qwh7ZpaM0>

and compare to

Ramesh on his graduation day
http://in.youtube.com/watch?v=A_wGj3pl3qo

Introduction

300 million people live below the poverty line in India. A majority of them are unable to read and write. Though this looks like an enormous problem, it also forms a huge opportunity; a market probably never tapped methodically by any education or training. Project Head Held High (H3) intends to make a difference to the 300 million people by enabling and empowering human beings like never before, through breakthrough training – to enable them to live with their Heads Held High!

The journey of eight extra-ordinary villagers

At the Proof of Concept stage, 8 villagers with little or no education began their training in Bangalore, in September 2007. Beginning with alphabets, they were trained extensively in six different skills for 8 months. A methodology of training, based on the previous experiences of Foundation for Life and extensive research, was used to train the villagers. The results of the training were found to be startling. They started working in a BPO process after they completed their training.

"If I can work in a BPO, anybody in my village can," says Ramesh, one of the trainees – who had NO schooling at all. Chandru, another Zero-educated villager, held Mr. Ratan Tata spellbound with his ability to converse in English, know-how in computing, and desire to make his life a mission in transforming India! Mr Ratan Tata said, "We can change the face of India with this."

The Pilot Project in Koppal, Karnataka

After the initial success of the Proof of Concept, the project was scaled up to 5 training batches in Koppal district Karnataka in October 2009. 120 villagers with little or no education started the training.

All of them have undergone intensive training and have been certified through an exam on:

- English – Starting from alphabets, now being able to read simple articles in newspapers and speak confidently in their limited English
- Mathematics – Starting from digits, now being able to read and understand digits and calculate simple formulae using Spreadsheets
- Logical Skills – Starting from understanding a simple problem, now being able to find the most effective solution given a set of problems
- Business Skills – Starting from what is an organization to how to interact with the customer
- Computer Skills – Starting from introduction to keyboard and the alphabets on the keyboard to now being able to type at an average of 50wpm.
- Life Skills – Starting from how to wear trousers to now being able to attend a formal meeting

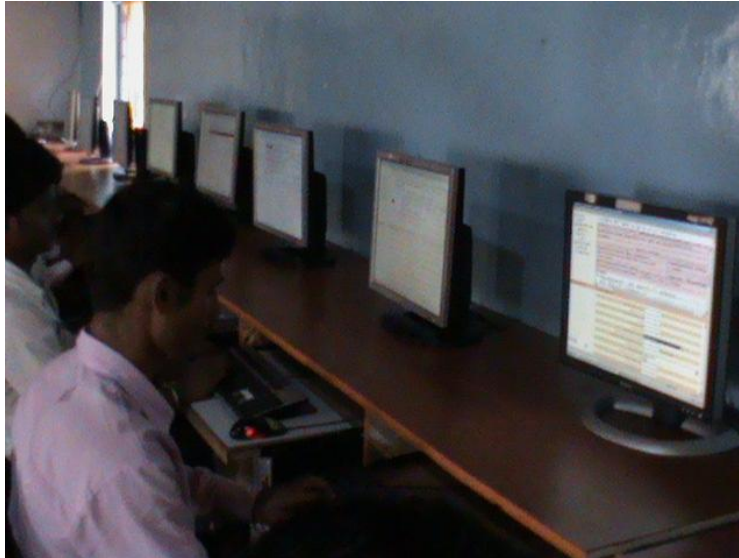
They can now speak confidently in their limited English, type at 40-50 words per minute, and are confident of working in the BPO sector. Dr. Rajat Chauhan, who visited The Rural Edge in March 2010, had this to write about his experience: "I was privileged to witness their first steps to success. Here were people who couldn't even read bus numbers five months ago, but now speak very decent English (class VIII level at good private schools, say), speed-type 40-50 words per minute...". His article about The Rural Edge can be seen here –

<http://www.livemint.com/2010/03/29195707/Learning-games.html?h=C>

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Project "Head HeldHigh"

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A video on the entire Rural Edge Project prepared by interns from Singapore:

<http://www.youtube.com/watch?v=9jeNjCSQpEQ&feature=related>

The Village BPO Experiment

We have set up a company called V Village BPO Private Limited, whose mandate is to outsource BPO work from firms and get it executed by these trained people, at the villages itself. Impressed with the quality of the people, HDFC Standard Life Insurance Company decided to outsource some processes to Village BPO. The project started with 8 people in Bangalore and then migrated to Kanakagiri.

Based on the work delivered by the trainees, here is what Arti Ahuja, Asst Vice President - Central Operations, HDFC Standard Life Insurance has to say about the quality of the work: "We have been very satisfied with the services provided by V Village BPO and look forward to continuing our partnership with them."

The Future

With the success of the pilot experiment, we are now gearing ourselves to scale this program across villages in the country and transform the lives of 2.5 million zero-educated villagers over the next 10 years. The key aspect of this program will be to generate employment for these villagers at the village itself – through the route of Rural BPO.

With the HDFC Standard Life Insurance project, we have addressed all concerns of quality, security, dependability, transparency and traceability through processes and technology that we have deployed effectively. We think that with these barriers to outsource addressed, it makes an enormous amount of business, economic and social sense to outsource to these "work centers" in these "small cities". We are now seeking partners who believe in this vision of transforming rural poverty through training and employment generation through providing Rural BPO services. We invite you to participate in the next big revolution - in the villages!

Upcoming Events

Strategic Governance Webinar



[Mark W. Sickles](#)

Advisor to Boards & Executives
Strategic Governance Fellow - G&A
Institute
President & CEO – Natl. Assoc. of
Corporate Directors, NJ Chapter

****This webinar has been rescheduled due to technical difficulties. Please stay tuned for the new date & time.****

Join the Global Sourcing Council (GSC) for a webinar presentation featuring Mark W. Sickles speaking about **"Strategic Governance: The BPO Industry's New Strategic Imperative"**.

In this 59-minute webinar, Mark W. Sickles, advisor to boards and executives, President & CEO of The National Association of Corporate Directors - NJ Chapter, and the Strategic Governance Fellow at The Governance & Accountability Institute will be sharing his valuable insights on how Strategic Governance will enable BPO vendors and their clients to achieve the new standards for business excellence: financial, environmental, and socially sustainable. It will be an interactive session where you will be able to ask questions. Mark is the author of *Shareholder Value Assurance*, *The Mark W. Sickles Handbook for Well-Intended Boards & Directors*, and *Strategic Governance*, and has been published in *Directors Monthly*, *Directors & Boards*, and *Investor Relations Update*.

Mark will discuss:

- The meaning of governance, strategy, risk, culture, and corporate responsibility
- The synergistic relationship between financial, environmental and social sustainability
- Functional excellence for the sustainability profession
- How to build intelligent organizations in which ordinary people achieve extraordinary results
- Key questions to sustain industries and companies

REGISTER: <http://tinyurl.com/46ddzf3>

This year we aim to bring you at least one webinar in each quarter. This is the first of our webinar series. If you are unable to join on this day, [leave us your contact details](#) and we will inform you of future events. For more information contact [Christine Bullen](#).

GSC West Coast Roundtable

We are excited to announce the upcoming GSC West Coast Roundtable, Talent Strategies for the Next Wave of Sustainable Global Sourcing on Thursday, April 14; 2011 from 9am-12pm. The event will be hosted and sponsored by ACS -the Xerox Company Conference Center in Palo Alto, CA.

Global outsourcing experts and thought leaders will be discussing:

- skills and competencies required for the next wave of global sourcing
- talent development and maintenance strategies for sustainable sourcing
- calculated and unforeseen risks in competing for talent to support sustainable development

This Roundtable event is free and open, but space is limited and subject to approval by the GSC. Please register ASAP to confirm the space.

For questions contact West Coast Roundtable Chair – [Josephine Romero](#).

Sourcing Inspiration

Interview with Vindhya e-Infomedia

Last month, the 3S Awards acted as a global platform to showcase the best 3S practices throughout the world. One such company that has managed to successfully translate its vision into its mission is Vindhya e-Infomedia in Bengaluru, India, who has taken 3S to an all new level. (To watch the entry video from Vindhya e-Infomedia for the 3S Awards [click here.](#))

Following is an interview with Ashok Giri, CEO of Vindhya e-Infomedia about their innovative and inspiring sourcing work.

Define Vindhya e-Infomedia and its ideology.

[Vindhya e-Infomedia](#) is a unique BPO which has managed to bring "Business & Philanthropy together for a success". It is arguably the only BPO of its kind which employs "persons with disabilities" as its only production floor employees. It's idea is to bring life with dignity of labor and no means of charity to these PWD's who otherwise are on a priority of the charitable list whether they like it or not.

What ignited the entrepreneurial spark in you to start Vindhya?

To give you a brief about me and my areas of interest: After completion of formal education, I spent about 12 years in the IT industry focusing on the business development and process automation for companies like Network Solutions - IBM company, R2K – New York based MNC with branch in India and couple of others.

While doing all of the other things, I was always working towards enabling dignity of life through earning and life by no means of charity. With this as the base platform I worked on the concept of bringing "Business & Philanthropy together" for a successful marriage. I chose to work with people with disabilities especially from the rural background who were unable to complete their education not because they did not want to, but because they could not.

A physically challenged person living in a rural village in India faces several hurdles to receive education. Travelling several kilometers a day to his/her nearest district HQ to attend a free government college is a major challenge as he/she is dependent either on friends for a free ride or public transport (usually a fully loaded bus). Family may not support their education as usually physical work is source of livelihood and the physically challenged person becomes a liability to their livelihood.



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"It is arguably the only BPO of its kind which employs "persons with disabilities" as its only production floor employees. It's idea is to bring life with dignity of labor and no means of charity to these PWD's who otherwise are on a priority of the charitable list whether they like it or not."

Interview with Vindhya

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"My view is that Sustainability and Social Responsibility needs to be brought together to co-exist. It has been tried in the past as a "nice to have" concept, but now it needs to be converted into reality."

A hearing impaired individual cannot complete his graduation as there are hardly any colleges with an annual capacity of not more than 100 students to teach them graduation in sign language. This inadequacy leaves the students looking for helping hands, but not by way of charity but through dignity of labor which will make them independent. Thus, a **vacuum was being created.**

On the other hand, while I was setting up large BPO's for my customers, I could see the respect for the BPO jobs from the educated modern youths was not the highest. **Another vacuum was being created.**

I could clearly see these two vacuums and decided to bring them together. That's when I started Vindhya with my wife, Pavithra. Bringing the two vacuums together proved the science once again and Vindhya has grown from strength to strength in the last 4 years to create employment for more than 300 persons with disabilities.

To what do you attribute the success of your company? Do enumerate the numerous awards won by Vindhya.

The success of Vindhya is mainly attributed to our employees. The trust that we have in them and their self-confidence have given them an opportunity to prove their mettle. It also goes to our customers who had faith in a model like Vindhya and outsourced work which required high skills and intelligence. Vindhya was able to deliver on all its promises.

Some of the awards of Vindhya:

- Shell Helen-Keller Award from NCPEDP.
- Outstanding employer award from Canara Bank
- TATA TiE Stree Shakthi award from TiE.
- Young Global Leader for world economic forum.
- NASSCOM Award for Gender Inclusivity and Social Change
- CNBC TV18 Social Entrepreneur Award
- Young Achiever Award by Rotary.



What is your view on Sustainability and Social Responsibility?

My view is that Sustainability and Social Responsibility needs to be brought together to co-exist. It has been tried in the past as a "nice to have" concept, but now it needs to be converted into reality. As the world changes and matures for a better tomorrow, time will become a major factor in the future if we do not have a self-sustenance model. We can't make a social change to a particular community or system without having a self-sustaining model that acts as the main fulcrum to move the engine rather than leaving it as only end beneficiary.

How has employing the "differently enabled" made a difference to you, both professionally and personally?

What we have achieved is just the tip of the iceberg but this gives me a tremendous amount of confidence in my ability to plan and execute a social change. There is definitely some amount of satisfaction but rather more anxiety to take it to the next level.

What are your future plans for Vindhya and how do you plan on promoting your idea of social responsibility to budding entrepreneurs?

My vision is to grow Vindhya as the largest social enterprise in its BPO sector and be able to create thousands of jobs for the PWD community directly as well as indirectly. I am already in the process of addressing various educational institutions in India and sharing my idea with the future "wannabe" entrepreneurs. There definitely has been a lot of enthusiasm shown by youngsters (of course I consider myself as a youngster). But I am more than confident that tomorrow's young leaders will definitely make the ecosystem a much better place to live in.

New GSC Corporate Member

We are happy to welcome our newest GSC Corporate Member, Vantage Agora (VA). VA also acted as a sponsor for the prestigious GSC 3S Awards, whose winners were announced last month.



Vantage Agora (VA) is a US Minority owned company with offices in Texas and Ohio led by experienced MBAs/MS graduates, with extensive experience in companies like Verizon, American Airlines, Fidelity and Phillips. They have a combined 100+ years of experience in building and implementing strategies to success at Fortune 100 companies like IBM and GM. They have proven experience in cutting-edge technology and running world-class operations for Fortune 500 companies. VA is proud of the positive impacts their skills have had on their customer's Profitability, Quality and Reliability.

2011 GSC Board of Directors

New and returning board members have been meeting to set the GSC strategy and events for the coming year. If you are interested in contacting any of the members, please click on the names below for email. You can also view biographies for each person on the [GSC website](#).

[Christine Bullen](#)

Past Chair of the Board

[Dane Dickler](#)

Treasurer

[Pumela Salela](#)

Program Chair

[Wanda Lopuch](#)

Chair of the Board

[Sanjay Sharma](#)

Secretary

[Gregg Butler](#)

Board Member

[David Kinnear](#)

Chair Elect

[Bill Bierce](#)

Resources Chair

[Karen Morris](#)

Board Member

[Michael Gibbons](#)

President

[Josephine Romero](#)

Program Chair

About the GSC...

The Global Sourcing Council is focused on assisting organizations from all sectors, buyers and sellers, achieve their economic goals without sacrificing sustainability. The GSC fosters the exchange of information and a dialogue through:

- Best Practices – the GSC defines and delivers best practices celebrating the intellectual and social capital of the world in a respectful and sustainable manner
- Collaboration –the GSC delivers a wide range of events, activities and webinars to enable its members to network, meet, and share ideas, for growth and to further drive the goals of the GSC
- Education – through the delivery of events, information, and certification, the GSC aims to inform and educate its members on all aspects of sustainable outsourcing processes, issues and trends
- Thought Leadership – the GSC offers an open, unbiased discussion platform for new ideas, controversial issues and general information on socially responsible sourcing in a professional and respectful manner.

We are looking forward to hearing from you. Please contact [Wanda Lopuch](#) if you would like to participate in the work of committees or contribute your time, talent or resources in other ways.

THE GLOBAL SOURCING COUNCIL

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