NASSCOM® FOUNDATION

NASSCOM Foundation in a phrase is about TECHNOLOGY FOR GOOD. The Foundation is a leading Indian non-profit with a vision to build an inclusive and sustainable India by leveraging the capabilities and competencies of the IT-BPO (Information Technology & Business Processing Outsourcing) industry. The mission of the organisation is to mainstream responsible business, promote and develop social and environmental solutions, build capacities of non-profits, influence policy, and create thought leadership.

NASSCOM Foundation focuses on:

Facilitating and strengthening Business Responsibility within the IT-BPO industry in India

Business Responsibility (BR) is NASSCOM Foundation's term of choice for Corporate Social Responsibility (CSR), an approach where a business engages with all its stakeholders in a sustainable manner and benefits by generating profits/cost savings. The social and environmental impact thus achieved by the business is, not simply giving back to society, but rather an act that spurs growth of the company, creates shared value with stakeholders, and increases overall net worth while helping a business become a meaningful contributor to India's development. Programs include:

Business Responsibility Forums are a nation-wide advocacy platform among NASSCOM member companies that aims to advise and influence the understanding and approach of member companies towards business responsibility.

Accessibility Initiative has been initiated to promote the inclusion of Persons with Disabilities (PwDs) in the workplace with a focus on the IT-BPO industry in India. The program focuses employability, physical accessibility, web accessibility and accessibility tools. The Wadhwani Foundation is a key partner for this initiative.

Impact Sourcing is a new term being used for BPOs which employ excluded communities such as rural people, the disabled and youth in urban slums. NASSCOM Foundation is facilitating the strengthening of the ecosystem for the growth of the Impact Sourcing Service Providers in India for inclusive growth. Rockefeller Foundation is a key partner for this initiative.

My Kartavya is a corporate volunteer management program that helps NASSCOM members design strategic volunteering initiatives, hence optimizing their business responsibility activities and enhancing employee engagement.

Supporting information and communication technologies for development (ICT4D):

The Foundation's guiding principle is to provide much needed information services to excluded communities across India. Further, as a capacity building body, NASSCOM Foundation works with non-profits to build their ICT capacities to ensure more effective program implementation and outreach. The Foundation engages the IT-BPO industry to strategically partner in this process through software/hardware donation programs, targeted IT training and volunteerism. Programs include:

ConnectIT is a capacity building program for non-profits and government officials that aims to increase productivity, improve communication and collaboration and facilitate technology use through skills development training. Microsoft is a key partner for this initiative.

BiGBridge is a computer donation program that aims to provide non-profits access to refurbished computers with licensed software and value added content, enabling a longer life to computers, reducing e-waste. Several **NASSCOM** member companies partner with the Foundation to make this program possible.

BiGTech is a technology donation program for non-profits from NASSCOM member companies. The initiative strives to be a "one stop shop" for the NGO community.

Promoting social enterprise and innovation:
Advocate, showcase and create support mechanisms to identify, sustain and scale up social enterprises and social innovation that use and promote technology for good. Social enterprises are the emerging bridges between for-profits focusing on responsible behaviour and non-profits aiming to be sustainable. The Foundation aims to nurture and foster the innovation taking place in the ICT space in particular. Programs include:

NASSCOM Knowledge Network is a network of nearly 200 IT enabled tele-centres across 10 states of India, in partnership with 75 NGOs. The centers provide excluded communities with access to information, education opportunities, health resources, and livelihoods training. The program supports over one lakh people annually.

Skills for Employment is a program to skill and employ isolated and marginalized communities. The current focus is on BPO and Animation training, with a vision to use ICT for the broader demographic dividend.

NASSCOM Social Innovation Honours is an awards program that showcases projects that demonstrate exemplary and innovative use of ICT for social and/or environmental transformation. The initiative networks the winners and creates a platform to promote and facilitate the growth of these programs across several stakeholders including students, non-profits, government agencies, corporates and social enterprises.

CSR Good Book