

**16<sup>th</sup> June**

**THE ECONOMIC TIMES**

### **Adventity in tie-up with Fosterera**

BANGALORE: End-to-end knowledge and business process outsourcing company, Adventity, has partnered with Fosterera, a rural BPO organisation promoted by District Administration of Tamil Nadu, to set up a rural BPO in Krishnagiri.

Fosterera will provide the infrastructure for the new facility and Adventity will provide end-to-end training of resources for the 'pilot batch of hires,' Adventity said in a statement.

Adventity will provide work related to voice and non-voice operations to be executed by Fosterera. New centre is expected to carry out data conversion activities and is expected to employ around 100 people initially.

Adventity has already developed a specialised training programme. The company is also looking at setting up similar centers in other 'B' class cities in India in the long run.

Kumar Subramanian, CEO of Adventity, said: "Our partnership with Fosterera will provide us with access to talent and infrastructure in semi-urban areas like Krishnagiri and many more such regions in India. This region remains fairly untapped and gives us an opportunity to provide employment to the youth of Tamil Nadu".

The BPO industry in India has been eyeing the rural sector across the country as the next big destination for launching BPO services. Adventity's foray into Rural BPO furthers this trend, with low infrastructure cost and employment opportunities being many.

Indian BPO companies going rural will help bridge the gap between India's urban and rural divide, the statement said.

16<sup>th</sup> June

THE  HINDU

Online edition of India's National Newspaper

Tuesday, Jun 17, 2008

ePaper | [Mobile/PDA Version](#)

## Adventity ties up with Fosterera

Corporate Reporter

CHENNAI: Adventity, a leading end-to-end knowledge and business process outsourcing company, has partnered with Fosterera, a rural BPO organisation promoted by the District Administration of Tamil Nadu to set up a rural BPO in Krishnagiri. According to a release, Fosterera will provide the infrastructure for the new facility and Adventity will provide work related to voice and non-voice operations to be executed by Fosterera.

The new centre is expected to carry out data conversion activities and is expected to employ around 100 people initially.

### 'B' class cities

Adventity has already developed a specialised training programme. The company is also looking at setting similar centers in other 'B' class cities in India in the long run.

Kumar Subramanian, CEO of Adventity said, "Our partnership with Fosterera will provide us with access to talent and infrastructure in semi-urban areas like Krishnagiri and many more such regions in India. This region remains fairly untapped and gives us an opportunity to provide employment to the youth of Tamil Nadu."

The BPO industry in India has been eyeing the rural sector across the country as the next big destination for launching BPO services. Adventity's foray into Rural BPO furthers this trend, with low infrastructure cost and employment opportunities being many, Mr. Kumar Subramanian said

# Business Standard

Tuesday, Jun 17, 2008



BPOs make a mark in former Naxal land

T E Narasimhan / Chennai/ Krishnagiri June 16, 2008, 3:24 IST

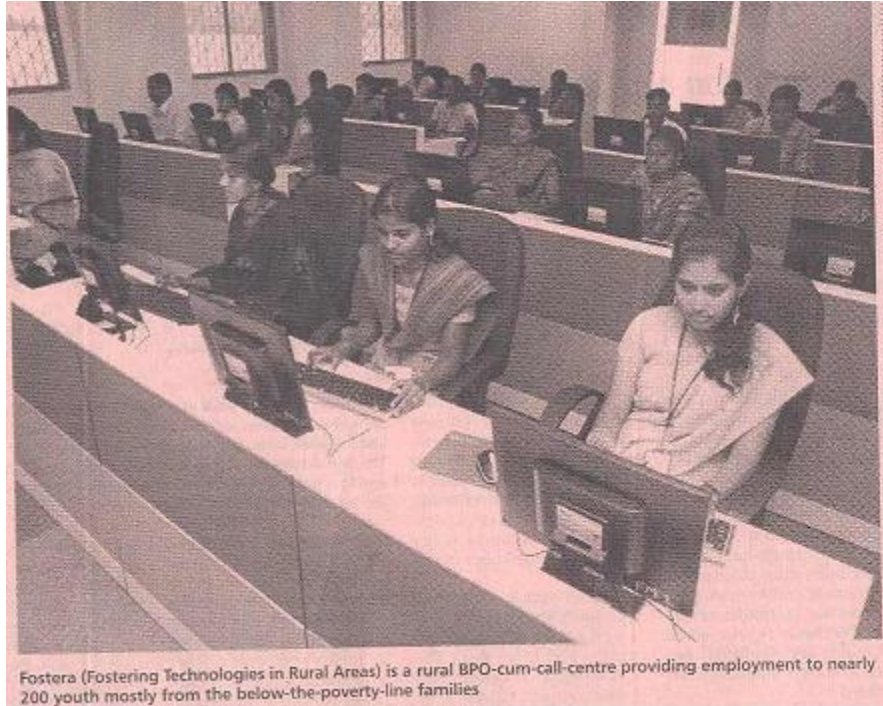
District administration's BPO initiative has attracted US firms to Krishnagiri in Tamil Nadu. Krishnagiri district in Tamil Nadu, which was considered to be the Naxalite belt till a few years ago, has now started doing support services for the Americans companies

The business process outsourcing (BPO) initiative of the district administration has attracted companies like All State Insurance (ASI), EDS and Adventity to get their outsourcing jobs done from the local villages.

Fostera (Fostering Technologies in Rural Areas), the brainchild of Krishnagiri district collector Santhosh Babu, is a rural BPO-cum-call-centre providing employment to nearly 200 youth, mostly from the below-the-poverty-line families.

The district administration has set up four centers in three villages including Sanasandiran, Allapatti, and Metipalli. The fourth is likely to come up at Denkanikota.

The Azhaippy Maiyam or the rural BPO has transformed the youth. "I was quite sceptical initially, and was not sure if the youth will be able to speak English, let alone acquire a western accent. We want to see just how much more our boys and girls are capable of," said Babu.



Fostera (Fostering Technologies in Rural Areas) is a rural BPO-cum-call-centre providing employment to nearly 200 youth mostly from the below-the-poverty-line families

Most of the people who are working in Fostera are men and women in the age group of 18 to 25 — youths who had been idling time, unskilled workers or those whose fathers had joined the Naxal movement. They were trained for two months in English language, accent, modulation, pronunciation and typing.

BPOs in this district have gone up significantly, increasing job opportunities for local youths, thanks to the local district administration and Nasscom. Representatives of major IT companies including Wipro, HP, Cognizant, Syntel, HOV Services and US Technology have started visiting these facilities.

MR Ashok Kumar, CEO, Fostera, said the company's biggest strength was its workforce. Fostera is planning to set up a lab to train rural youths in soft skills and for BPO works. It will fund the project though internal accruals.

Apart from international projects, the company is taking care of various district administration works like police data management, ration card and plans to soon take up cross checking of election cards. The company is also looking at Poochampallai taluk.

By the end of this year, it aims to add 400 jobs and in the next five years is expecting to create BPO centers across the district with a workforce of around 2,000 employees.

NNR Sharavanan, general manager and head (administration), Syntel, said though they were currently into high-end BPO services, if this rural initiative works out they would definitely explore this.

S Velu from Chanachadiran village and R Selvi, a Class VIII drop-out from Beeralam form part of this success story. Until six months ago, S Velu toiled as a labourer, while R Selvi spent her day herding cattle. The two were spotted by the district administration and sent for training.

Today, both speak in English accent and work as a team at a BPO-cum-rural-call-centre in Chanachadiran. Selvi even owns a TVS Scooty, which she bought from her hard earned money.

This back office of US-based ASI and EDS helps them earn Rs 5,000 per month, and is ushering in a revolution in Chanachadiran, one of the Naxal-affected area in Krishnagiri.

---

**Jun 17 2008**  
E paper

**Business Standard**

### **Adventity ties up with Fosterera to set up rural BPO**

BS Reporter / Mumbai June 14, 2008, 18:45 IST

Adventity, a knowledge and business process outsourcing (BPO) firm has partnered with Fosterera – a rural BPO organisation promoted by the District Administration of Tamil Nadu to set up a rural BPO in Krishnagiri.

The centre will employ around 100 people initially and will carry out data conversion activities. Fosterera will provide the infrastructure for the new facility and Adventity will provide end-to-end training of the resources for the pilot batch of hires. Adventity is also looking at setting similar centers in other 'B' class cities in India in the long run.

**Jun 15 2008**

**Financial Chronicle**

**Adventity to add 4,000 seats this year**

Chennai: BPO firm Adventity plans to add about 4,000 seats this year. The company strategically plans expansions in tier II and III cities. As its first step, it has signed an agreement with the rural BPO Fostera promoted by the district administration at Krishnagiri in Tamil Nadu. The Krishnagiri centre will initially employ around 50 people and will be scaled up to 200 across four centers in the district, said Kumar Subramanian, chief executive officer, Adventity.

It will spend about Rs 1 crore in Krishnagiri on voice technologies. Adventity plans to spend about \$15 million (about Rs 64 crore) for its expansions this year. The company employs about 4,700 professionals in the country.

**Jun 15 2008**

**TIMES OF INDIA**

**Offers pouring in for rural BPOs in Krishnagiri district**

*Radha Venkatesan / TNN*

Krishnagiri: During the day, 24-year-old Meyappan is a 'milkman', transporting milk by vans, and in the evenings, he takes on a completely different avatar- a BPO professional.

At the country's first rural BPO at Sanasandiram village in the backward Krishnagiri district of Tamil Nadu, he frenetically feeds data for the Nasdaqlisted US Company, All State Insurance based in Illinois.

Soon there would be more rural BPO professionals like Meyappan in the naxal-affected district as the Krishnagiri administration, for the first time in the country, will start a government-run training academy for BPOs.

"The academy will provide free training in basic data processing for youngsters who have passed or failed 10th class," said M R Ashok Kumar, the CEO of FOSTeRA (Fostering Technology in Rural Areas), a society formed by the Krishnagiri district

administration.

At the academy, youngsters would be trained in soft skills and technical knowledge to handle BPO operations, with assistance from NASSCOM, a premier trade body for the information technology industry. “The NASSCOM will provide them with technical expertise to manage BPO operations,” said its regional director, K Purushothaman.

With two rural BPOs in Hosur and Krishnagiri which employ several destitute women, farmhands and cattle grazers, the FOSTeRA has already earned revenue of Rs 15 lakh in the past six months.

And it has got data processing work from the Karnataka government for baseline survey reports, besides ration card and police data management from the Tamil Nadu government. At least two more firms have offered work to the rural BPOs of Krishnagiri district.

On Saturday, a Mumbai based BPO company, Adventity, has decided to provide “low-end” data processing and domestic call centre work for the rural BPOs in Krishnagiri district.

A memorandum of understanding was signed between FOSTeRA and Adventity for providing BPO work for 150 youths.

“We have taken it up as a pilot project and if it is successful we will take on 1,000 youths from Krishnagiri district for BPO work. This is because the attrition is near zero in rural areas while in urban centers it exceeds 50 to 60 per cent,” said Rajesh Balaji, head, human resources, Adventity.

Buoyed by the offers pouring in for its rural BPOs, the district administration is planning three more BPOs in the villages of Uthangarai, Dhenkanikottai and Pochampalli taluks.



**Jun 16 2008**

**HINDU BUSINESS LINE**

## **Rural BPO' concept catches up**

*Initiative under Fosterera brings changes in Krishnagiri landscape*



*Outsourcing jobs being done at a BPO firm in a village in Krishnagiri district in Tamil Nadu*

*T.E. Raja Simhan*

Krishnagiri (TN), June 15 Padma, 22, a first time earner from an agricultural family, proudly displays her TVS Scooty. Her colleague Vijay, 25, is the breadwinner for a five-member family which owns five buffalos. Each earns about Rs 5,000 a month, working for Fosterera (Fostering Technologies in Rural Areas), rural business process outsourcing (BPO) initiative in Krishnagiri district.

Both Padma and Vijay, trained in typing, do data processing work and insurance form filling for All State Insurance of the US. Data is sent by the company to Fosterera by e-mail. The e-mail is transcribed, data is filled up in the form and sent back to the insurance company by e-mail, said Mr M.R. Ashok Kumar, Chief Executive Officer, Fosterera.

Fosterera is also involved in police data management work for Krishnagiri district, government ration work and base survey work for the Karnataka Government, he said.

Some of the villages in Krishnagiri were once known for their Naxalite activities. Today, the BPO initiative under Fosterera is changing the landscape of this district, located 100 km from Bangalore.

Document Classification: Internal

Representatives from companies such as Wipro, Syntel, Hewlett-Packard, Cognizant, HOV Services and US Technology were here, as part of a Nasscom delegation, to get a feel of the BPO operations.

### Employment for youth

“It is amazing to see the work done by a student who could not pass the tenth standard doing work for a US company,” said Mr N.NR. Sharavanan, General Manager and Head, Administration, Syntel, a US-based IT and high-end BPO company. “We are exploring how the Foster model can be replicated in our company,” he told *Business Line*.

The brainchild of the District Collector, Dr Santhosh Babu, Foster provides employment to nearly 200 youth coming from the below-poverty-line families from local villages. The district administration has set up such BPO centers in four villages, including Chanachadiran and Allapatti.

“I was initially sceptical about the whole model. But, today I can say that Foster can be replicated across the country,” Dr Babu said. The only constraint is the broadband connectivity. There is a plan to introduce WiMax to take the broadband connectivity to every village, he said.

### Adventivity pact

Adventivity, a knowledge and BPO firm, on Saturday signed an agreement with Foster . On a pilot basis, Adventivity will employ 100 people immediately and is likely to increase it to 1,000 in two years, Mr Kumar Subramanian, Chief Executive Officer, Adventivity BPO India.

Foster will provide infrastructure and Adventivity end-to-end training of people for the pilot batch of hires.