

Canadian firm to tie up with Nanesala

by Shirajiv SIRIMANE

Sunday Observer

One of the top US Canada based Knowledge Process Outsourcing (KPO) provider companies, Adventity Inc, will be providing technical expertise to the Government initiated Information, Communication and Technology (ICT) program.

The New York Headquartered Company has also held talks with Secretary to the President, Lalith Weratunga, to promote a job placed education program through the Nanesala network.

Adventity and RevAnalytics Sri Lanka have also set up a BoI company to launch variety of financial, business, market research solutions and Business Process Outsourcing solutions.

Sri Lanka born Managing Director, RevAnalytics Canada, Raj Amirthanayagam said that after the end of the war new growth opportunities have emerged to develop knowledge and business process outsourcing solutions and attract foreign direct investment into several sectors from all over the world.

He said that they would set up a knowledge based centre at the CINEC campus in Malabe and also several regional offices including the North East. "We intend to assist the Nanasala outlets to have more comprehensive training programs and then take youth from these programs and train them at Malabe. Subsequently these rural youth would be given KPO assignments whereby they could earn in dollars from their homes," he said.

Adventity's centres of excellence are located all over the World including Houston, Mumbai, Chennai and Dubai. "However due to high global demand for KPO these centres are getting more expensive and this is also an additional reason for us to enter Sri Lanka," he said.

Adventity Inc is a top 10-KPO providers with several clients all over the World. These clients include leading global banks, bulge bracket investment banks, hedge funds, pension funds, asset managers and leading Corporations, large airlines and retail banks. He said that with the end of the war and global economy improving, Sri Lanka's economic growth should accelerate to 6% to 7% in the next 5 years. "This is already creating a huge demand for research about Sri Lankan companies and areas to invest in Sri Lanka which creates opportunities both locally and internationally," he added.

"This program would also help to improve the life of the rural Sri Lankan through Micro finance and the creation of Rural KPOs. We hope to work closely with the Public Sector and the Government Sector and bring to Sri Lanka best practice techniques in each of these areas to be a Partner in economic development through Public-Private Partnership," he said.

New local BPO training centre soon

Financial Times

A consortium of local and foreign companies, including Sri Lanka's Ceyline group, Canada's RevAnalytics and USA's Adventity, plans to invest Rs. 2.5 million in the local market over two years to establish a training centre where back process outsourcing (BPO) companies can send their staff to receive global certification. Initially offering courses out of Ceyline's CINEC Maritime campus in Malabe, the consortium also indicates its intention to support local rural BPO companies by aiding them in enhancing their facilities and even securing foreign direct investment.

This is, according to Adventity Inc.'s Managing Director, Sankar Krishnan, who is partner of RevAnalytics Solutions, the consortium's local representative, who was speaking at the media launch of the company's Sri Lankan operations. He further indicated that his company, Adventity, would be utilising its network, which includes international airlines and banks, "to take the venture forward". Meanwhile, he suggested that RevAnalytics Solutions' first focus would be the local financial services sector which, he says, "needs to get up to par with the region's banks". Other areas of interest include international and local, public and private funding of micro finance programmes and providing research about Sri Lanka.