



# CSR BULLETIN FOR THE ICT SECTOR

The ASK-Verité ICT Newsletter is a periodic platform created for discussion and sharing of world-wide initiatives, happenings, and viewpoints on the sector's social responsibilities. This issue provides information about corporate initiatives taking place in the ICT sector in India, and highlights global ICT initiatives.

## PROGRESS REPORT FROM INDIA: NEWS SUMMARY

*This section of the bulletin provides a summary of developments taking place in the Information & Communications Technology (ICT) sector in India and also offers insights into events that are shaping the direction of this sector.*

### ...ON ITES

#### BPOs WAKE UP TO OCCUPATIONAL HAZARDS

[http://economictimes.indiatimes.com/News/News\\_By\\_Industry/Infotech/ITeS/BPOs\\_wake\\_up\\_to\\_occupational\\_hazards/articleshow/msid-2023486,curpg-1.cms](http://economictimes.indiatimes.com/News/News_By_Industry/Infotech/ITeS/BPOs_wake_up_to_occupational_hazards/articleshow/msid-2023486,curpg-1.cms)

Health concerns of workers have become the new focus of BPOs, as management realizes the importance of a healthy workforce. The new ideology revolves around the idea that healthy employees are the key to keeping the organization in good financial health. Healthy workers have been proven to be more productive. BPO workers have been plagued by long work hours, unrealistically high work targets, and a general diminishing of their well-being.

Companies are beginning to provide workers with health education and awareness. Some believe that general awareness can increase workers' motivation levels, so that the impact is not only on the work but also on the worker in general. Companies are also consulting dieticians for their canteen selections. Companies are realizing that a healthy workforce begins with a healthy diet and exercise. Employers are providing workers with information regarding the 'Art of Living,' and in doing so provide workers with both preventative and maintenance capabilities. HR managers agree that these efforts will assist the BPO industry in becoming a \$21-24 billion industry by 2008. ■

#### About ASK-Verité

Founded in 1992, the **Association for Stimulating Know-How (ASK)** is one of the few non-profit organizations in India working extensively in the field of corporate social responsibility. ASK functions as the South Asia Regional Program Office for Verité, undertaking social audits and research on CSR issues and facilitating factory-level remediation and trainings. ASK also supports programs as diverse as finding alternatives for child laborers in the brass industry in India, and working with indigenous communities in rural South Asia.

**Verité** is an independent, non-profit social auditing, research, and training organization based in Amherst, Massachusetts, USA. Founded in 1995, the organization helps to improve the lives of workers and assists the corporations that employ these workers to better balance profitability with social responsibility. Verité provides social audits, factory remediation, corporate training, labor research, and worker education in over 60 countries worldwide. Verité is a winner of the 2007 Skoll Award for Social Entrepreneurship.

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The **ASK-Verité** partnership undertakes research and capacity building programs focused on India to improve working conditions. We also collaborate to build capacity among corporations globally to assess and remediate factory-level labor problems.

**'JOSH' TO FIGHT ATTRITION: WIPRO BPO**

<http://economictimes.indiatimes.com/articleshow/1964330.cms>

To address the problem of high attrition, Wipro human resources strategists have introduced a mass employment engagement program called 'Josh.' 'Josh' provides the 16,000 Wipro staff working in the company's six BPO units to connect with each other and identify with the company's core values. Prior to the launching of 'Josh', Wipro BPO faced monthly attrition rates as high as eight percent. Company executives are hopeful that this engagement program will lower the attrition rate by as much as 30 percent. 'Josh' enables the national Wipro BPO team to identify with the core values of the Wipro brand which are the intensity to win, sensitivity and unyielding integrity. ■

**ALARM BELLS RING FOR BPOS AGAIN**

<http://economictimes.indiatimes.com/articleshow/1996456.cms>

As a result of scams run by recruiting agencies, including fake appointment letters and training programs, BPO organizations such as HP Global e-Business Operations and Genpact are increasing their direct contact with job applicants. At least six cases of fake recruitment agencies have been brought to light in recent years. These agencies attempt to take advantage of ITES job seekers with little knowledge of the recruitment logistics in the industry. Bogus agencies often convince potential applicants to sign-up for expensive training programs, and then disappear with the applicants' money. ■

**BPOS OPEN MORE DOORS TO WOMEN**

<http://economictimes.indiatimes.com/articleshow/1992696.cms>

BPOs in India are implementing innovative ideas to increase the ratio of woman employees in the BPO workforce. These measures include training women for senior management positions, providing larger monetary incentives for women referrals, and perks for placement agencies that attract women candidates to interviews. Companies such as IBM Daksh and Genpact are among the forerunners of these programs. IBM Daksh is focusing on a diversity program, in which more women will be placed in senior positions. Genpact is setting targets ratios of women leaders for various businesses. ■

**...ON IT SOFTWARE****TCS, BEST EMPLOYER & INFY, DREAM CO.**

<http://economictimes.indiatimes.com/articleshow/1974640.cms>

India's largest software exporter Tata Consultancy Services (TCS) is the best employer while Infosys remains the "dream company" to work for, as well as the top company on brand equity, according to the IDC-DQ Best Employer Survey 2006.

The survey indicated that TCS outperformed the other 31 contenders, while Infosys was unchallenged on brand equity. However, even among these top rated companies, employee satisfaction may be decreasing. Overall employee satisfaction in the IT industry dropped eleven percent and the attrition rate increased one percent in 2006. ■

**TCS SIGNS IT PACT WITH GUJARAT GOVERNMENT**

<http://economictimes.indiatimes.com/articleshow/2048048.cms>

Tata Consultancy Services (TCS) has joined with the Gujarat Government to launch 'Suryodaya', a technology-enabled learning program to develop IT talent in the state. The joint program will be conducted by the education, science and technology departments and TCS will help students upgrade their technology and programming skills in areas such as Java technologies, as well as work with colleges in the state to update IT at select universities. The 'Suryodaya' initiative was launched state-wide after a successful two-day pilot, involving 1,200 college students. ■

**NASSCOM, CANADIAN CO. TIE-UP FOR NET CONNECTIVITY IN VILLAGES**

<http://economictimes.indiatimes.com/articleshow/925284.cms>

IT industry body Nasscom has joined with Canada-based Data Wind Corporation to provide internet connectivity in rural areas of India. The two companies have begun a pilot project in states including Orissa, Andhra Pradesh, West Bengal, and Maharashtra, where a net access device called PocketSurfer, developed by Data Wind Corporation, was distributed by Nasscom. ■

**...ON IT HARDWARE****ELCINA DRIVES AWARENESS OF NON-TARIFF BARRIERS**

The ELCINA Electronics Industries Association of India has focused this past year on Non-tariff Barriers (NTBs) and their impact on the electronics sector. Non-tariff Barriers are non-tax regulations that impact trade, such as import licensing or standards regulations like the Restriction of the use of Certain Hazardous Substances (RoHS). ELCINA recognizes the NTBs are becoming a major roadblock in accessing global markets and has taken initiative to create awareness about these barriers among the Indian Electronics Manufacturers. A series of seminars were organized in New Delhi, Bangalore, Pune, and Chandigarh to inform and urge manufacturers to make their processes lead-free and compatible with the European Union's RoHS directive. ■

For more information on RoHS: [http://www.elcina.com/quality\\_RoHS.asp](http://www.elcina.com/quality_RoHS.asp)

**INDIA: DESTINATION 'NEXT' FOR EICC SIGNATORY COMPANIES****DELL'S INDIA MANUFACTURING UNIT ON TARGET**

[http://www.sda-india.com/sda\\_india/psecom,id,103,site\\_layout,sdaindia,news,14137,p,0.html?PHPSESSID=7f81ea59186a](http://www.sda-india.com/sda_india/psecom,id,103,site_layout,sdaindia,news,14137,p,0.html?PHPSESSID=7f81ea59186a)

Dell began construction on its first manufacturing plant in India. The plant, located in the Sriperumbudur near Chennai, will be Dell's third facility in Asia after Penang, Malaysia and Xiamen, China. Dell has invested approximately USD 30 million on the plant and as the work proceeds, it will invest more. The estimated capacity of the facility is 400,000 units per year and will focus on desktop computers at the start. Commercial production is to start in the first half of 2007. ■

**LENOVO SEES STRONG INDIA GROWTH, TO EXPAND OUTLETS**

<http://www.itnews.com.au/newsstory.aspx?ClaNID=43855>

Lenovo Group, the world's number three PC maker, plans to boost its market share in India as banks, firms and households spend more on computers. Lenovo plans to increase retail outlets across India to 1,175 by March 2007. Sales of desktop computers in India grew 27 percent to over 4.6 million units in March 2006, and it is forecast to surpass 5.6 million units in 2006/07. ■

**PC MAKER LENOVO PLANS TO FORAY INTO NORTH INDIA**

<http://www.siliconindia.com/shownews/34188>

Lenovo has announced plans to set up its second manufacturing unit in India. The PC maker is said to be looking at a location in North India following HP and HCL, who opened production lines in Uttaranchal. The state has a suitable tax regime favorable for investments of manufacturing companies. This will be Lenovo's seventh manufacturing facility in the world, apart from five manufacturing centers in China. ■

**APPLE FINDS A STRONG PARTNER TO MARKET IPOD IN INDIA**

[http://www.southasiabiz.com/2006/05/apple\\_finds\\_a\\_strong\\_partner\\_t.html](http://www.southasiabiz.com/2006/05/apple_finds_a_strong_partner_t.html)

India previously appeared immune to the world-wide spread of iPod popularity. However, Apple Computer has found a very good partner for turning the tides. HCL Infosystems is the largest Indian PC company, with networks all over India, and has agreed to provide sales and support of Apple Desktop computers and iPods. ■

**HP TO OPEN SECOND PLANT IN INDIA**

[http://www.infoworld.com/article/06/10/04/HNhpindiaplant\\_1.html](http://www.infoworld.com/article/06/10/04/HNhpindiaplant_1.html)

Hewlett-Packard is setting up a second computer manufacturing facility in India to help it meet surging demand in the country. The facility, in Pantnagar in the northeastern state of Uttaranchal, will produce 300,000 computers per month when it starts operations in 2007, including desktop PCs, notebook PCs, workstations, and servers. This facility will provide employment to about 1,000 staff once fully operational. ■

**IBM OPENS FOURTH FACILITY IN KOLKATA**

<http://economictimes.indiatimes.com/articleshow/2015015.cms>

IT giant IBM India recently announced expansion of its global delivery capacity by opening its fourth facility in Kolkatta. According to IBM India Managing Director Shanker Annaswamy, this facility will provide employment to over 3,000 new workers once fully staffed. ■

**IBM'S FIRST STEP TO SHIFTING INDIA: \$6 BILLION INVESTMENT IN THE NEXT 3 YEARS**

[http://www.southasiabiz.com/2006/06/ibms\\_first\\_step\\_to\\_shifting\\_in.html](http://www.southasiabiz.com/2006/06/ibms_first_step_to_shifting_in.html)

IBM's chairman and chief executive, Samuel Palmisano, announced a plan that IBM was going to invest USD 6 billion in India in the next three years. From 2003-2006, IBM invested USD 2 billion in India and became the largest multinational company in India. Recently, Microsoft, Intel, and Cisco announced plans to spend a combined total of USD 3.8 billion in India in the next few years. If IBM stays on track, the company will soon be the largest, most important multinational company in India, with more operations in India than in the US. ■

**INTEL EYES GOV'T CARROT FOR INDIA MANUFACTURING**

[http://infotech.indiatimes.com/Tech\\_News/News/Hardware/Intel\\_eyes\\_Govt\\_carrot\\_for\\_India\\_manufacturing\\_facility\\_/articleshow/295247.cms](http://infotech.indiatimes.com/Tech_News/News/Hardware/Intel_eyes_Govt_carrot_for_India_manufacturing_facility_/articleshow/295247.cms)

Intel is waiting for Indian government to formulate its policy on semiconductors before the microprocessor major can make a decision on where to set up its next chip fabrication facility. Meanwhile, an Intel spokesperson said that the company remains committed to India and plans to invest over one billion US dollars. Company officials said that its Bangalore center plays a key role in designing and developing computing technologies used worldwide. ■

**CISCO SELECTS INDIA AS SITE FOR THE CISCO GLOBALIZATION CENTER**

[http://newsroom.cisco.com/dlls/global/asiapac/news/2006/pr\\_12-06c.html](http://newsroom.cisco.com/dlls/global/asiapac/news/2006/pr_12-06c.html)

Cisco recently announced the selection of India as the site for its globalization center, called "Cisco Globalization Center East." John Chambers, Chairman and CEO of Cisco Systems stated that Cisco chose India due to its highly skilled workforce, supportive government, and world-class partners. In October 2005, Cisco announced a USD 1.1 billion investment in India, highlighting the growing importance of the Indian market in the global economy. Cisco first established operations in India in 1995 and today employs over 2,000 people in its Global Research and Development center in Bangalore and sales offices in New Delhi, Mumbai, Bangalore, Chennai, Kolkata, Pune, Hyderabad, and Colombo, Sri Lanka. ■

**INTEL'S COMMUNITY PC PROJECT GATHERS STEAM**

[http://www.infoworld.com/article/06/10/31/HNintelcommunity\\_pc\\_1.html?DESKTOP%20COMPUTERS](http://www.infoworld.com/article/06/10/31/HNintelcommunity_pc_1.html?DESKTOP%20COMPUTERS)

Intel expects sales of PCs based on its Community PC platform to rise rapidly in India, hitting 100,000 units by April 2007, while the company looks at extending the program to other countries in South Asia. Since the Community PC platform was launched in March 2006, approximately 15,000 Community PCs have been sold in India. ■

**MICROSOFT INCREASES PRESENCE IN INDIA**

[http://www.efytimes.com/efytimes/fullnews.asp?edid=16972&magid=11&ntype=email&email1=monica@as\\_kindia.org](http://www.efytimes.com/efytimes/fullnews.asp?edid=16972&magid=11&ntype=email&email1=monica@as_kindia.org)

Microsoft Corporation India Pvt. Ltd. has announced expansion plans to strengthen its presence in India. It is slated to open offices in six more cities in India, creating a presence in 13 cities. The expansion strategy will establish a direct sales infrastructure, broaden partner ecosystem, and market education initiatives and programs. With an enhanced presence, Microsoft will enable the small and mid-market organizations to easily access a comprehensive portfolio of its products and services, faster deployment of customized solutions, and increased support from both Microsoft and its partners. ■

**TWO LEADING INDIAN COMPANIES ARE READY TO EXPAND****WIPRO PLANS 2<sup>ND</sup> HARDWARE UNIT**

[http://economictimes.indiatimes.com/News/CompaniesA-Z/W\\_Companies\\_/Wipro/Wipro\\_plans\\_2nd\\_hardware\\_unit/articleshow/1855695.cms](http://economictimes.indiatimes.com/News/CompaniesA-Z/W_Companies_/Wipro/Wipro_plans_2nd_hardware_unit/articleshow/1855695.cms)

Wipro is most likely to locate a second hardware manufacturing plant in North India. Wipro currently has its hardware manufacturing plant in Pondicherry where it makes personal computers, servers and laptops with a capacity of 1,500 units per day. At present, Wipro also has a soap manufacturing facility in Himachal Pradesh and a switches unit in Faridabad. ■

**HCL INAUGURATES ITS MANUFACTURING FACILITY AT UTTARANCHAL**

<http://www.hclinfosystems.com/news60.htm>

HCL Infosystems Ltd., India's premier information enabling and Integration Company, recently launched its manufacturing facility in Rudrapur, Uttaranchal. Spread over ten acres of land in the SIDCUL Industrial Estate, this facility will enhance the overall capacity of HCL, the largest PC manufacturer in India. Beginning with production of desktop computers and LCD monitors, the plant has the capability to manufacture an entire spectrum of ICT products - including notebooks and servers. ■

**SECTOR OVERVIEW****CSR ISSUES IN ICT HARDWARE MANUFACTURING**

Every year ICT stakeholders release reports on relevant issues the ICT industry is facing. Below are a few examples of recent reports.

CEREAL reports on working conditions in the Mexican Electronics Industry. In 2004, CAFOD had published a high profile report called Clean Up Your Computer. This 2006 report documents the follow-up research undertaken by CEREAL, the Mexican partner to the CAFOD project.

[http://www.cafod.org.uk/policy\\_and\\_analysis/public\\_policy\\_papers/private\\_sector/clean\\_up\\_your\\_computer/computer\\_update\\_2006](http://www.cafod.org.uk/policy_and_analysis/public_policy_papers/private_sector/clean_up_your_computer/computer_update_2006)

Greenpeace reports on the presence of hazardous substances in a range of laptop computers and the methodology used to test for the presence of these substances.

<http://www.greenpeace.org/international/press/reports/toxic-chemicals-in-computers>

SOMO reports on working conditions in ICT sector supply chains.

[http://www.somo.nl/html/paginas/pdf/ICT\\_Sector\\_REport\\_2005\\_NL.pdf](http://www.somo.nl/html/paginas/pdf/ICT_Sector_REport_2005_NL.pdf)  
[http://www.somo.nl/html/paginas/pdf/High\\_Cost\\_of\\_Calling\\_nov\\_2006\\_EN.pdf](http://www.somo.nl/html/paginas/pdf/High_Cost_of_Calling_nov_2006_EN.pdf)

## ...ON E-WASTE

### EPR: SUSTAINABLE SOLUTION TO ELECTRONIC WASTE

<http://www.toxicslink.org/pub-view.php?pubnum=167>

The past decade or so has seen a phenomenal burst of growth in the Information Technology industry. This along with opening new avenues for economic growth has led to an emergence of several 'new-age' forms of waste and discard. Electronic waste (e-waste), one of these forms of waste, is entering the waste stream in ever increasing volume. The trickle has now become a stream, and threatens to become a deluge if not addressed soon. With the traditional approaches falling short, newer principles to tackle this source of deadly chemicals and materials that pose a threat to people and the environment need to be developed and implemented.

Extended Producer Responsibility (EPR) is a nascent, yet fast emerging option. EPR imposes accountability over the entire life-cycle of products and packaging introduced in the market. The responsibility of producers for their products is extended through the post-consumer stage and a company must be concerned not only with making the product and how it functions, but also with what will become of the product once it enters the waste stream. ■

For more information regarding e-waste, please see *Toxics Link's* e-newsletter at <http://enews.toxicslink.org/index.php?issuenum=1>

## E-WASTE – THE GREATEST CHALLENGE TO SUSTAINABLE TRADE AND DEVELOPMENT

by **Rajoo Goel**, Secretary General,  
ELCINA Electronic Industries Association of India

The electronics industry offers the greatest opportunity for the global economy. It is, today, the undisputed enabler for growth, progress, productivity and prosperity. Electronics has permeated all spheres of our lives and it is hard to imagine a product or service used by us which does not have its share of electronics.

This is fuelling the demand for electronic products and consequently increasing the share of this sector in global economic output. The global electronics industry is currently estimated anywhere between USD 1.3 to 1.4 trillion, larger than any other industry and is also the fastest growing, at seven percent per annum, compared to global GDP growth of 3-3.5 percent.

### The Indian Electronics Sector

Cell phones, audio video products such as CD/DVD players, televisions, computers, and auto electronics are all contributing to India's growth in the electronic products sector. This growth is expected to be sustained over the next decade due to low current penetration levels and demand gradually increasing in rural India which is just beginning to be affected by economic development. In addition there are opportunities for exports, which present a huge opportunity for India. If we can ensure that production of electronic products meets demand, this industry can become a powerful engine for the growth for our nation.

### E-Waste: A Growing Menace

In the backdrop of this bright scenario is a grim picture. Previously, it was erroneously believed that electronics is a clean sector; however, the manufacturing process as well as raw materials used in manufacture of electronic products utilize chemicals, metals, glass, and materials which present a serious threat to the environment. The production processes emits poisonous gases and solid and liquid waste, which, if disposed of improperly, cause immense damage to the environment as well as living organisms.

Some consequences of the hazardous materials used in electronics are as follows:

- Lead can cause damage to the central and peripheral nervous systems, blood system, and kidneys, as well as serious effects on brain development of children
- Mercury exposure can cause vision impairment, blindness, sensory disturbances, impaired coordination and walking, and slurred speech
- Cadmium exposure can cause diarrhea, reproductive failure, infertility, damage to the central nervous system, psychological disorders, and cancer.

It is estimated that by 2005, 130 million cellular phones have been discarded annually, equaling 65,000 tons of e-waste per year. A report released by the Silicon Valley Toxics Coalition predicts that 500 million computers will become obsolete by 2007, resulting in 6.32 billion pounds of plastic and 1.58 billion pounds of lead. According to a British pollution watchdog, e-waste exports are worth hundreds of millions of pounds, and are sent to Asian countries by companies trying to avoid high disposal costs at home.

Toxics Link, a Delhi-based organization says Indian manufacturers and assemblers produce around 1,050 tons of electronic scrap per year during the production process. The challenge that India faces is not only due to the e-waste being generated within the country, but also the foreign e-waste being dumped for recycling. Economic expediency and a lack of a pro-active role by our government are deemed to be the main causes for this situation.

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### Changing Business Environment and Legislation

As a result of growing awareness of the severity of the e-waste problem, legislation worldwide is being enacted, including: Restriction of Certain Hazardous Substances (RoHS) and Waste from Electrical and Electronic Equipment (WEEE) by the European Union; Electronics Industry Code of Conduct (EICC); Home Appliances Recycling Law (HARL) and Green Purchasing Law in Japan.

Manufacturers around the globe must adapt their supply chains to meet these emerging environmental regulations which pose complex challenges. The challenge before Indian manufacturers is to understand the stringent requirements and implement processes to monitor their supply chains, and prove that they are capable of complying with the regulatory environment.

### The Way Forward

The two largest problems contributing to the e-waste issue in India are:

- A local market which is growing rapidly and heavily dependent on imports.
- Stringent foreign laws regulating e-waste, which result in wide scale dumping of e-waste in India due to a lack of appropriate local regulations.

The local industry needs a shift in mindset, training to understand eco-requirements, ramp up manufacturing facilities and processes, and test facilities to comply with domestic and international requirements. The government must enact appropriate legislation that allows industry to upgrade and meet international requirements. The initiative to manufacture eco-friendly products in India has to be upgraded into a mass movement jointly driven by industry, NGO's, and the government. ▪

## ...ON PHILANTHROPY

### THE SOCIALLY RESPONSIBLE CORPORATE

<http://www.dqindia.com/content/industry/focus/2006/106120901.asp>

Realizing that business cannot succeed in a society that is failing, corporations are getting involved in corporate social responsibility (CSR) related programs. The following is a brief list of some of the more prominent programs.

- IBM launched the Global Corporate Community Relations Initiative, through which education is imparted to lesser-privileged children across age groups through technology
- Infosys under the Infosys Foundation launched programs dealing with healthcare, social rehabilitation, education, art, and culture
- Intel launched the Intel Outreach Program, including Inter Teach and Intel Learn, aimed at promoting computer literacy
- Microsoft under the Bill and Melinda Gates Foundation launches Jyoti, aimed at empowering women and rural communities through ICT
- Satyam under Byrraju operates 18 delivery modules focusing on primary healthcare, school health, education, adult literacy, drinking water, and wastewater management
- Tata Consultancy Services launches CBFL, aimed at adult women in a village in Andhra Pradesh
- Wipro under the Azim Premji Foundation launched a program focusing on child literacy. ▪

## COMMUNITY INITIATIVE ...

**MICROSOFT AND HP WERE INVITED TO SHARE THEIR COMMUNITY OUTREACH PROGRAMS. THE FOLLOWING IS A BRIEF OVERVIEW OF THE PROGRAMS THEY HAVE IMPLEMENTED.**

### MICROSOFT'S UNLIMITED POTENTIAL PROGRAM

by **Dr. Vikas Goswami**, Community Affairs Manager  
Microsoft Corporation India Pvt. Ltd.

The Microsoft Unlimited Potential (UP) Program is an extension of Microsoft's efforts at creating social and economic opportunities that can change people's lives and transform communities. This global, philanthropic initiative focuses on improving lifelong learning for underserved individuals by providing basic IT skills that promote real-world skill development and enhance total productivity of the workforce. In August 2004, Microsoft launched the Program in India (locally christened as 'Project Jyoti'), marking a significant milestone in its mission of 'Realizing India's Potential.'

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### HP'S APPROACH TO CORPORATE SOCIAL RESPONSIBILITY

by **Bina Raj Debur**, Country Manager  
HP Corporate Marketing & Communications  
and **Nishita Hanspal**, Corporate Marketing Specialist  
HP Corporate Marketing & Communications

HP is committed to making social investments that increase educational opportunity and foster economic growth in communities around the world. As part of its Global Citizenship objectives HP invests resources and technology that support economic development, educational opportunity and environmental sustainability.

Global citizenship at HP encompasses a wide range of issues. We focus on three priorities that reflect stakeholder interests and HP's unique capabilities.

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Microsoft UP has partnered with 10 NGOs in India. The training is offered at the grassroots level out of Community-Technology Learning Centres (CTLCs) which are equipped with PCs and run by qualified trainers. Rural populations and marginalized women have been assigned a specific priority under the Program with a view to empowering them, both socially and economically, and thus help bridge the 'Digital Divide.'

With the support of NGO partners like Development Alternatives, M.S. Swaminathan Research Foundation, Datamation Foundation, and Mahila SEWA Trust, among others, the UP Program is active in 18 states, and has provided IT skills training to target segments ranging from Chikankari embroidery weavers in Uttar Pradesh and women's self-help groups in rural Gujarat, to fishermen in Tamil Nadu and victims of human trafficking in Andhra Pradesh. To date, over 20,000 individuals have been directly trained in IT skills through close to 500 CTLCs. Many of the CTLCs also offer a range of other IT-enabled services such as livelihood and vocational training, and access to health and educational resources, thus serving as an asset for the entire community.

The UP Program recognizes the criticality of going beyond just giving individuals access to ICTs, to actually educating them on how to step forward and learn to use and adapt ICTs in their lives. In effect, it is really the mission of overcoming traditional mindsets and rigid social barriers that has begun to increasingly define the Program's agenda in India.

#### **A STORY FROM THE FIELD**

Twenty-four year old Uma Singh from Lucknow is driven by a desire to stand on her own feet and become economically independent. She is fortunate in having parents who are supportive of her goals. She enrolled at the Bangla Bazar CTLC and underwent UP IT skills training. She gained in confidence as a result of the training. Five days before completion of the course, she got a job with a courier service at a salary of Rs. 3,000 per month. She was selected from a pool of 8-10 candidates. While some of the other candidates had also completed computer training courses, Uma was selected on the strength of her superior knowledge of computers and her confidence level. Today, Uma is able to meet her personal expenses and also contribute towards some of the expenses of the larger household. ■

For more information, please visit:

<http://www.microsoft.com/india/msindia/digitalinclusion/unlimitedpotential.aspx>

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#### **Reducing product environmental impacts**

HP's greatest impact on the environment is through our products. We seek to minimize that impact by reducing the amount and impact of the materials that we use, decreasing the amount of energy used by our products, designing our products to be recycled more effectively at the end of their life and offering several take-back options for when customers no longer have a use for hardware products.

#### **Raising standards in HP's global supply chain**

With the largest supply chain in the information technology industry, we have significant opportunities to extend our social and environmental standards throughout our product supply chain. HP's Supplier Code of Conduct provides an important foundation for our ongoing efforts to ensure compliance with our Supply Chain Social and Environmental Responsibility (SER) Policy and to build continuous improvement into manufacturing facilities throughout our industry.

#### **Increasing access to information technology**

Increasing access to information and communications technology (ICT) can help address social and economic inequality in underserved communities and developing countries. In 2005, we had e-inclusion and education projects under way in more than 40 countries across six continents, touching hundreds of communities that may have otherwise been excluded from the benefits of the information revolution.

At the country level, in India, HP focuses primarily on Education and Community development [Increasing Access to Information Technology].

*Partnership with the International Institute of Information Technology, Bangalore (IIIT-B)*

This Initiative is founded on HP's and IIIT-B's commitment to leverage their respective strengths, infrastructure and business processes in furtherance of philanthropic initiatives aimed at providing material benefits to deserving sections of our society. IIIT-B is a new generation Graduate School focusing on all aspects of Information Technology (IT). Promoted by the Government of Karnataka and the IT industry, IIIT-B represents a model of Public-Private-Partnership that has set a new benchmark in the higher education system in India. HP has donated certain computing/electronic products and IIIT-B has utilized the same for the welfare of deserving students through its philanthropic programs. The objective of this Initiative is to provide computer based training and education to the poor and needy students identified by IIIT-B.

HP's social investment strategy for FY07 incorporates three key themes. These are Micro Enterprise Development, Technology for Teaching, and Environment Philanthropy. Below is a brief on the grants and programs for 2007.

#### **The HP Technology for Teaching Initiative**

The HP Technology for Teaching Initiative is aimed at supporting the development of mobile technology environments in higher education environments, to transform teaching and learning models; integrating learning technology into campuses; engaging faculty in adopting and implementing these models; and fostering opportunities for academic leaders to understand the potential of mobile technology in university environments.

In 2006, the Technology for Teaching Grant was awarded to Anna University and Jadavpur University in India. The Technology for Teaching Grant has transformed the way subjects are taught on its campus. HP has helped each university establish a mobile learning (m-learning) center where students taking computer science and IT courses can access content using hand-held computers. Enterprising students are also able to submit project proposals to a Project Incubation Center that has been set up under this grant. Selected projects will receive support and mentorship. ■

## GLOBAL BYTES

*This section contains news and views from around the world in order to see the emerging trends, and enhance the global perspectives regarding ICT.*

### WORKING CONDITIONS AND PRODUCTION

#### HISTORIC US-INDIA REPORT ON OUTSOURCING DETAILS OFFSHORE CALL CENTER CONDITIONS

[www.jwj.org/campaigns/global/indiacollaboration.html](http://www.jwj.org/campaigns/global/indiacollaboration.html)

Jobs with Justice, the Communications Workers of America, the Indian Centre for Education and Communication, the New Trade Union Initiative, and the Young Professionals Collective have completed an analysis of call centers and call center workers in the U.S. and India. The report, "Bi-National Perspective on Offshore Outsourcing: A Collaboration Between Indian and US Labour", presents research about work and working conditions in call centers in both countries. An educated labor force, high unemployment, and relatively low wage levels make India attractive for outsourcing back office service work. The resultant boom in the service sector in India has been accompanied by emerging global debates on the loss of service sector jobs in these developed countries. Workers in India and the US are linked, for the first time, in the contemporary global supply chain of customer service work. The organizations share a global concern that unionized work should not be outsourced and that outsourced work should not remain non-union. The binational nature of the report is reflected in studying this global supply chain from the perspective of workers and trade union organizations in the two countries. ■

#### THE OVERLOOKED POTENTIAL FOR OUTSOURCING IN EASTERN EUROPE

[www.mckinseyquarterly.com](http://www.mckinseyquarterly.com)

Eastern Europe is a small player in the global market for IT and business process outsourcing, but that's likely to change as companies in Western Europe become more comfortable with offshoring. Service providers in Eastern Europe offer geographic proximity combined with cultural and language affinities that Western European companies can't easily find further a field. The region is likely to remain competitive, given its low level of wage inflation (outside of popular centers like Prague and Budapest, along with thousands of qualified graduates entering the marketplace each year. As Eastern European service providers develop their capabilities, they should capture a larger share of the market for IT and business process services. ■

#### GLOBAL LAYOFFS LIKELY TO BENEFIT TECHIES

[http://economictimes.indiatimes.com/News/News\\_By\\_Industry/Infotech/Software/Global\\_layoffs\\_likely\\_to\\_benefit\\_techies/articleshow/msid-1964231,curpg-2.cms](http://economictimes.indiatimes.com/News/News_By_Industry/Infotech/Software/Global_layoffs_likely_to_benefit_techies/articleshow/msid-1964231,curpg-2.cms)  
<http://economictimes.indiatimes.com/articleshow/925284.cms>

Global layoffs in the tech industry may benefit India workers. As companies including Intel, Sony, CA, IBM, and Sun Microsystems announce upcoming retrenchment, Indian analysts foresee an increase in demand for low-cost, high-skilled destinations like India in the near future.

Intel announced that it will reduce its global work-force by 10,500 workers by mid 2007. However, this is unlikely to have a noticeable impact on its India operations, which is the largest development center outside the US. Although no specifics have been provided, hiring freezes may occur, however current workers face no real threat of layoffs. ■

#### GIRLS DIG UP SILICON FOR CHINA IN A DUMP

<http://www.iht.com/articles/2006/09/05/news/kyrgyzz.php>

Ilan Greenberg  
The New York Times, September 5, 2006

Across a vast landfill in eastern Kyrgyzstan, the heads of girls continually pop up from narrowly constructed 3-meter, or 10-foot, shafts. Mothers and other female relatives wait on the rim, hands outstretched to take the flakes and gnarled pebbles of silicon that the girls have retrieved from the soil. The landfill covers the garbage cast off from a shuttered factory that produced mostly trinkets and souvenirs from silicon-bearing rock, as well as waste sent from a nearby Soviet-era uranium mine. Local environmentalists and doctors who have visited the landfill have warned the Kyrgyz government of the site's health risks, especially from high levels of radiation. But few salvagers of silicon can afford to let health issues stop their unsanctioned digging. Central Asia is a trove of gold, silver, copper, coal, nonferrous metals and uranium, in addition to oil and gas, and there are plans to transform the region into a vast economy of extraction. China's need for Central Asian materials is not limited to what is under the ground. Along China's snaking border with Kazakhstan, Kyrgyzstan and Tajikistan, anything made of metal is fair game. At night villagers steal hubcaps, roof tiles from houses, even manhole covers to sell in bazaars across the border. It is China's rapidly expanding computer chip industry that is fueling the rush for Orlovka silicon, which is sold by middlemen in the bazaars to Chinese traders in the Kyrgyz capital, Bishkek. Some families were initially lured by rumors that silicon diggers were hitting jackpots: large rocks worth as much as \$25,000 for their silicon content. But people who take to the holes typically earn \$10 a day for the approximately 200 grams, or 7 ounces, of silicon slivers they manage to separate from the garbage and soil. "When this mine is finished I hope we can find another one," one digger said. "Nobody cares about this region. We can all starve to death and nobody will notice our bodies." ■

## ENVIRONMENT AND RECYCLING

### COUNTRIES AGREE TO REDUCE ELECTRONIC WASTE

<http://www.wbcasd.org/includes/getTarget.asp?type=DocDet&id=MjllwMTc>

Delegates from 120 nations met in Kenya in December to discuss the growing problem of 'e-waste' - discarded computers and other electronic devices that pose risks to human and environmental health through exposure to a variety of toxic chemicals. Member governments of the Basel Convention on hazardous waste agreed to accelerate efforts to reduce the worldwide trade in electronic wastes, as well as the need to address other issues related to marine pollution and persistent organic pollutants. Priorities will include launching pilot projects to establish take-back systems for used electronic products; strengthening global collaboration on fighting illegal traffickers of such products; and promoting best practices through new technical guidelines. ■

### ENVIRONMENTALLY FRIENDLY 'GREEN' COMPUTERS EXPLODE IN POPULARITY

<http://www.socialfunds.com/news/release.cgi/7103.html>

Rapidly growing interest in environmentally friendly "green" computers has resulted in more than 300 computers being registered with EPEAT, the new EPA-funded green computer standard released in July. Nine manufacturers currently participate in the program. According to Jeff Omelchuck, EPEAT's Executive Director, "Buying green computer equipment is no longer just a desirable thing to do. Many organizations now require it." As a result, the number of EPEAT registered products and participating manufacturers is expected to continue to grow. The Electronic Products Environmental Assessment Tool (EPEAT) is an easy-to-use tool to rank computer desktops, laptops and monitors based on their environmental attributes. The three-tiered EPEAT rating system includes 23 required criteria and 28 optional criteria. The optional criteria are used to determine if the equipment receives EPEAT Bronze, Silver, or Gold recognition. Compared to traditional computer equipment, all EPEAT-registered computers have reduced levels of cadmium, lead, and mercury to better protect human health and the environment. They are more energy efficient, which reduces emissions of climate changing greenhouse gases. They are also easier to upgrade and recycle. Manufacturers must offer safe recycling options for EPEAT registered products. A list of all EPEAT registered products and additional details are available online at [www.epeat.net](http://www.epeat.net).

The U.S. Environmental Protection Agency, using very conservative assumptions, estimates that over the next five years, purchases of EPEAT registered computers will result in reductions of:

- More than 13 million pounds of Hazardous Waste
- More than 3 million pounds of Non-hazardous Waste
- More than 600,000 MWh of Energy - enough to power 6 million homes

The Green Electronics Council partners with environmental organizations, government agencies, manufacturers and other interested stakeholders to improve the environmental and social performance of electronic products. In January 2006, it received a grant from the U.S. Environmental Protection Agency to promote and implement the EPEAT green computer standard. Visit [www.greenelectronicscouncil.org](http://www.greenelectronicscouncil.org) for additional information. ■

### ELECTRONICS COMPANIES RACE TO BE GREENER

<http://www.greenpeace.org/international/news/electronics-companies-race-061206>

Acer and Lenovo are among the top computer makers to make a commitment to stop using the worst toxic chemicals in their products. Along with Motorola, these companies are considered the biggest movers in the latest version of the Greenpeace *Guide to Greener Electronics*, while Nokia continues to hold this highest ranking. The guide ranks the top 14 manufacturers of personal computers and mobile phones according to their policies on toxic chemicals and recycling. The public ranking has been successful in spurring many companies to improve, and shows good overall industry progress and some major individual improvements in rank. The ranking is important because reducing the toxic chemicals in products reduces pollution from old products and makes recycling safer, easier, and less expensive. ■

### CELL PHONES GETTING GREENER

[www.tierramerica.net/english/2007/0106](http://www.tierramerica.net/english/2007/0106)

Mobile telephones in Latin America and across the developing world will contain less toxic materials, thanks to strict European standards, analysts say. Cellular telephones that contain toxic chemicals are still being sold in Latin America and other developing regions. But thanks to strict European regulations, there are progressively fewer phones being made with cadmium, lead and other dangerous materials. The new, stricter standards adopted by the European Union in 2006, forced the world's five leading cell phone manufacturers to eliminate toxic metals and other materials from their products. According to Zeina Alhaji, a toxics expert with the environmental watchdog Greenpeace International, though the standards only apply to the European Union, manufacturing phones to meet different standards is complicated, so the large companies are making all of their phones meet European regulations. ■

### ASIA ECO-DESIGN ELECTRONICS (AEDE) REPORT: ISSUES AND CAPACITY BUILDING NEEDS OF ASIAN ELECTRONICS SME'S IN COMPLYING WITH INTERNATIONAL PRODUCT ENVIRONMENTAL REGULATIONS AND OTHER REQUIREMENTS

[www.thaieei.com/eidownload/thaigogreen/News/aede.pdf](http://www.thaieei.com/eidownload/thaigogreen/News/aede.pdf)

This report summarizes the findings and conclusions of reports prepared under the Asia Eco-Design Electronics (AEDE) project supported by the European Commission. AEDE is concerned with assisting Asian small and medium-sized enterprise (SME) electrical and electronics (EE) suppliers in compliance with European and other international product environmental regulations and other requirements. The first phase of work involved identifying international regulatory Initiatives, and assessing the potential impact on Asian SMEs and identifying capacity-building needs. This report consolidates and summarizes the results of five reports by the collaborating partners: A summary and assessment of initiatives in Europe and Japan, country reports for China, India and Thailand, and a survey of supply chain product environmental initiatives by transnationals. ■

**ANNOUNCEMENT FROM GOODELECTRONICS NETWORK**[www.godelectronics.org](http://www.godelectronics.org)

GoodElectronics, set up in August 2006, is a broad network of human rights and environmental organizations, unions, universities, and individuals. The aim of the network is to stimulate and strengthen actions by civil society worldwide and improve corporate policy and practice on human rights compliance and sustainable production in the electronics industry. The focus of the network is on linking local initiatives in production countries with global action. The network consists of a coordination point, a steering committee and a network of participants consisting of human rights (including labor rights) organizations, environmental organizations, unions, universities, and individuals based in Brazil, Canada, China, Congo, Finland, Europe, Hong Kong, India, Indonesia, Malaysia, Mexico, Taiwan, Thailand, the Philippines, Singapore, and the USA. ■

**DELL RECEIVES AWARD**[www.CSRwire.com](http://www.CSRwire.com)

Dell is the recipient of the National Recycling Coalition's ninth annual Recycling Works Award recognizing their leadership in recycling computer equipment and its global policies making it easier for customers to become effective environmental stewards. Key initiatives include Free Consumer Global Recycling, the Reconnect Program where consumers can donate unwanted electronics of any brand, Asset Recovery Services which help businesses and institutional customers retire their used IT equipment, and Computer Donation where customers can donate any working computer system to non-profit organizations in their areas. The program is available throughout the U.S., Canada, the United Kingdom, Ireland, France and major markets in Brazil. Dell launched a new Web site, [www.dell.com/earth](http://www.dell.com/earth), which provides consumers and businesses information on Dell's environmental programs. ■

**FREEDOM OF EXPRESSION, PRIVACY****BUSINESS FOR SOCIAL RESPONSIBILITY**<http://www.csrwire.com>

A diverse group of companies, academics, investors, technology leaders and human rights organizations announced its intention to seek solutions to the free expression and privacy challenges faced by technology and communications companies doing business internationally. The process, which aims to produce a set of principles guiding company behavior when faced with laws, regulations and policies that interfere with the achievement of human rights, marks a new phase in efforts that these groups began in 2006. Last year, Google, Microsoft, Vodafone and Yahoo!, with the facilitation of Business for Social Responsibility (BSR) and advice from the Berkman Center for Internet & Society at Harvard Law School, initiated a series of dialogues to gain a fuller understanding of free expression and privacy as they relate to the use of technology worldwide. At the same time, the Center for Democracy and Technology (CDT) was convening technology leaders, investors and human rights advocates to discuss how to advance civil liberties on the Internet in the face of laws that run contrary to international standards for human rights. Both processes benefited from dialogue, research and policy expertise on internet filtering and surveillance practices from the OpenNet Consensus, a coalition of academic institutions including the University of California Berkeley's Graduate School of Journalism and School of Law, the Berkman Center and others. The new combined group, in addition to developing the principles, seeks to advance their effectiveness by establishing a framework to implement the principles, hold signatories accountable and provide for ongoing learning. For information on Business for Social Responsibility visit [www.bsr.org](http://www.bsr.org) and for the Center for Democracy and Technology visit [www.cdt.org](http://www.cdt.org). ■

**'GLOBAL CSR CONCLAVE' NF TRACK AT NASSCOM 2007: INDIA LEADERSHIP FORUM**[http://www.nasscomfoundation.org/index.php?option=com\\_content&task=view&id=110&Itemid=88888918](http://www.nasscomfoundation.org/index.php?option=com_content&task=view&id=110&Itemid=88888918)

The NASSCOM Foundation hosted a Corporate Social Responsibility Track at the Leadership Forum in February 2007 entitled *Global CSR Conclave*. The forum covered a broad spectrum of issues related to the new CSR model that will play an instrumental role in not just developing India's social space, but also extending its edge in the global markets. *Catalysing Change*, the Annual Publication of the NASSCOM Foundation, was launched by Nobel prize winning Economist Professor Amartya Sen at the forum. ■

**MICROSOFT CONSIDERS CHINA POLICY**<http://news.bbc.co.uk/1/hi/technology/6102180.stm>

Fred Tipson, a senior executive at Microsoft, has announced that the company is considering pulling out of countries ruled by non-democratic regimes such as China. Tipson had been at the Internet Governance Forum speaking of Microsoft's operations in China. The only other business representative was Art Reilly of Cisco Systems, and together they faced criticism from delegates over their roles in helping governments to suppress freedom of expression. Microsoft received criticism for censoring blogs in China, while Cisco faced accusations of selling equipment to the Chinese police force. ■

**YAHOO TRIES TO MEND SOME FENCES**[www.iht.com/articles/2006/10/01/business/knight.php](http://www.iht.com/articles/2006/10/01/business/knight.php)

Barely seven months after being excoriated for giving information about a professional journalist to Chinese authorities, Yahoo has donated \$1million to Stanford University's John S. Knight Fellowships for Professional Journalists. The gift, announced last month, will support journalists "from countries where there are restrictions on freedom of the press, either by governmental agencies or other forces" Yahoo was criticized by human rights advocates and U.S. lawmakers of both parties during a February hearing when it was revealed in 2004, a Chinese division of the company had turned over to the Chinese authorities information on a journalist, Shi Tao. Shi was sentenced to 10 years in prison. Srinija Srinivasan, Yahoo's editor in chief, said "...that Yahoo was "profoundly distressed by the arrest" of Shi, but said that the gift was "not about regret". ■

**RACE TO THE BOTTOM: CORPORATE COMPLICITY IN CHINESE INTERNET CENSORSHIP**

<http://www.hrw.org/reports/2006/china0806/>

Legislation and a strong industry code of conduct are necessary to end the complicity of Western Internet companies in political censorship in China, Human Rights Watch said in their report released last fall. China's system of Internet censorship and surveillance, popularly known as the "Great Firewall," is the most advanced in the world. This 149-page Human Rights Watch report documents how extensive corporate and private sector cooperation - including by some of the world's major Internet companies - enables this system of censorship. "Western Internet companies are complicit in actively censoring political material without telling users what's happening and why," said Rebecca MacKinnon, a consultant to Human Rights Watch.

The report illustrates how various companies, including Yahoo!, Microsoft, Google, and Skype block terms they believe the Chinese government will want them to censor. Human Rights Watch urged the companies to use all legal means to resist demands for censorship of searches, blogs, and web addresses. The report demonstrates that within a difficult environment, different companies have been making different choices about where they draw the ethical line, with widely varying results. Tests showed that Chinese Internet users can access greater amounts of information using the censored [www.google.cn](http://www.google.cn) and MSN Chinese search engines than they can using providers based in China. But the tests showed that Yahoo! China's level and method of search censorship is as bad and in some cases worse than the heavily censored Baidu, China's most popular homegrown search engine. ■

## GLOSSARY

**BPO:** Business Process Outsourcing  
**CSR:** Corporate Social Responsibility  
**EPR:** Extended Producer Responsibility

**E Waste:** Electronic waste  
**ICT:** Information and Communication  
Technology  
**IT:** Information Technology

**ITES:** Information Technology Enabled  
Services  
**NTB:** Non-tariff Barriers  
**RoHS:** Restriction of the use of Certain  
Hazardous Substances