



Bridging the digital divide through Corporate Social Responsibility

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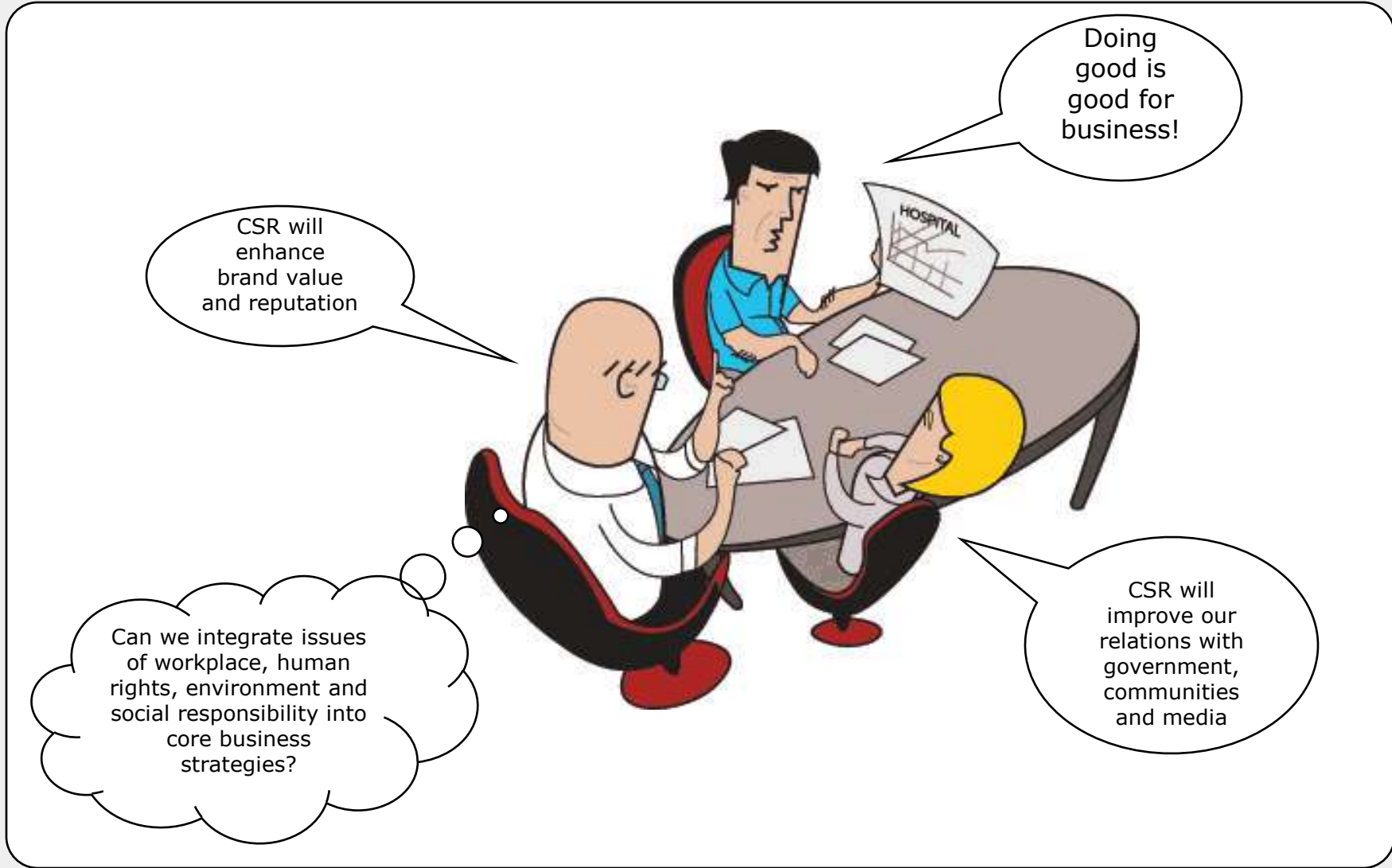
1 CORPORATE WORLD | Pain

The next big thing in brands is corporate social responsibility - it will be clever to say there is nothing different about our product or price, but ***we do behave well!***

We are being judged not just on financial results but our behavior too!



2 CORPORATE WORLD | Pain



3 CORPORATE WORLD | Pain

Lets do it!

Lets do it!



Lets do it!



4 CORPORATE WORLD | Pain

**CSR is good for business –
Now what do we do?**

Can we help more?

Should we build a school?

How about a hospital?

Dig some wells?

Hmmmm..
worthwhile projects but they only help the **immediate** community they are implemented in!

Can we get a bigger bang for the \$\$ buck?



Can we do better?

Can we benefit a wider audience?



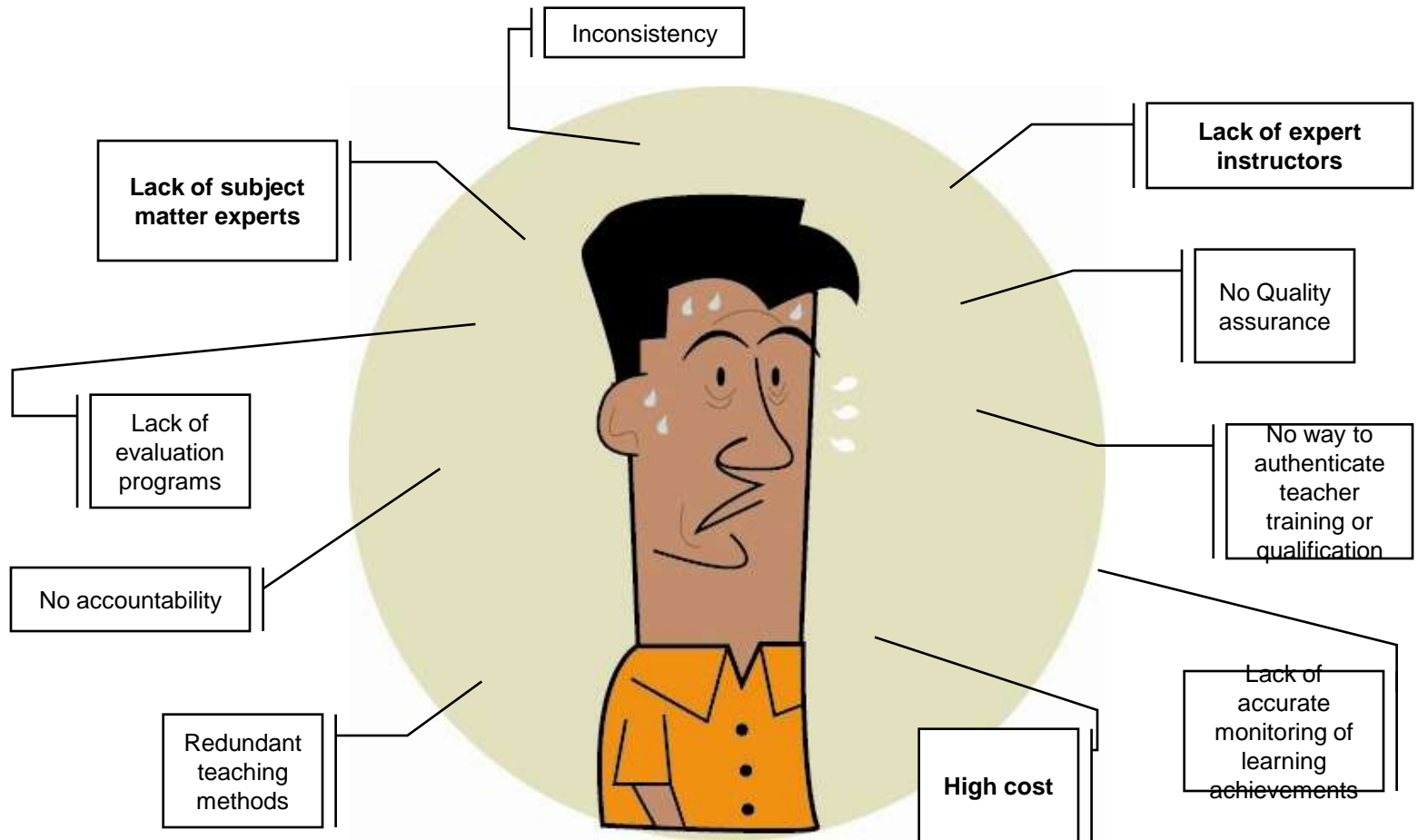
5 DEVELOPING WORLD | Need

- **Skills acquisition** and workforce development are vital for a nation to compete and to grow.
- **IT and workplace skills for 21st. century jobs** are desperately needed in developing countries
- **A trained workplace can help** nations and communities improve economic growth, reduce poverty and achieve sustainable development.



5 DEVELOPING WORLD | Pain

Unfortunately the students and leaders of the developing countries are tied down by a number of issues that mar the education systems there..



6 DEVELOPING WORLD | Pain

- **Developing countries lack** the appropriate human and economic resources to build competent and cost-efficient skills development programs.
- This situation is leading to
“illiterate and under-prepared”
degree holders,



7 DEVELOPING WORLD | Answer

- **As it's not possible** to send **thousands** of expert instructors to each developing country.
- **eLearning is the only viable alternative that can reach the masses**
- **Elearning has proven** to be the **most cost effective method** of disseminating high-end "expert" level instruction from "**one to many**"



8 DEVELOPING WORLD | Barriers

However, there are **three key barriers** to the adoption of eLearning in the developing countries

- (i) **Very high cost** of “expert content”

- (ii) **Piracy** (no good content provider worth his salt willing to give its courses for the Developing countries.)

- (iii) **Bad end-user experience** due to low Internet bandwidth and disconnection problems in the DC’s



9 BARRIERS | Removed

- **COST:** The same elearning courses that cost US\$ 100 to US\$ 540 each are now available for **less** than **US\$ 50** for the marginalized sector. (*disseminated FREE once sponsored by a MNC*)
- **LOW BANDWIDTH:** The courses are downloaded and run from the student's PC providing real-time and enhanced end-user experience- No more **World Wide Wait** -- No more- low bandwidth or disconnection problems – (*Previously a key barrier to e-learning in the developing countries.*)
- **PIRACY:** the courses are encrypted and computer locked and cannot be copied or re-distributed.



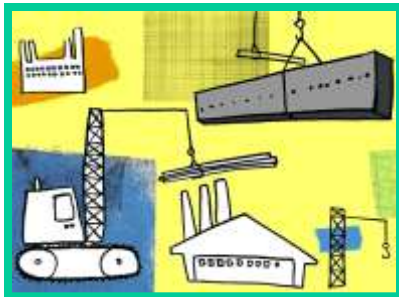
10 BENEFITS | Corporations

- Be seen as a organization committed to the welfare of the society.
- Demonstrate “corporate responsibility” in a multi-stakeholder context.
- Good relations with governments, communities & the media
- Enhanced brand value and reputation
- Share good practices and learning's.
- Improve local corporate image.



11 BENEFITS | Society

- Universal access to high-end skills & 21st. century employability and self sustaining training courseware
- More productive and efficient societies through better-trained work-force
- Embedment of the culture of continuous self-improvement via lifelong learning/education
- Enhance the job skills of disadvantaged populations as a means to self-sufficiency.
- Provide for efficient management of country resources through higher qualified workers.



**Empower youth - Empower a nation -
Bridge the digital divide**



12 CORPORATE WORLD | Gain



13 E-SKILLS 360⁰ | Solution

- This initiative employs an innovative approach,
- meets a critical need,
- has measurable outcomes and can be located in any community where the company operates.
- It serves an appropriate number of clients,
- has a long-term impact and is highly sustainable.
- It also provides a high-profile opportunity for publicity, and donor recognition.



14 How it works

- 1) **Company X sponsors** a “Youth Development Program” for Y country and sponsors a million courses .



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design, prints and brands the course for the sponsoring company

- 3) **Launches** and promotional activity in Y country with head of state/minister of IT /Workforce



15 **How it works**

- 4) **Students downloads and installs** the course on his/her PC.



- 5) **can now run the course** from his/her computer and need not worry about slow internet or disconnection problems



16 **And... How it worked !**

6) **student becomes** a skilled person thanks to Company X



Empower Youth, Empower a Nation.

Bridge the Digital Divide

Contact **SoftTech** and become part of the solution!
Empowering Transformation





is challenged with recommending policies and strategies that will enable the workforce of marginalized sectors to compete in the current and future global economy.



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