

Piramal Udgam becomes one of India's first rural BPO to become ISO-certified

- **Piramal Udgam has attained the ISO 9001:2008 certification for its robust Quality Management System (QMS)**
- **The certification has been granted by one of the oldest and most coveted ISO certification accreditation body globally**
- **Piramal Udgam has economically empowered over 420 women and men in rural Rajasthan**

Mumbai, 4 February 2016: Piramal Udgam, a Piramal Foundation initiative, has become one of the first rural BPOs in India to be ISO certified. It has been granted the ISO 9001:2008 certification by the auditors of Bureau Veritas Certification India (BVCi), one of the oldest and most coveted ISO certification accreditation body globally. Part of the world's first quality management system standard, ISO 9001: 2008 allows organizations such as Piramal Udgam to demonstrate that they can offer products and services of good quality consistently.

Also, speaking about the certification is **Paresh Parasnis-CEO, Piramal Foundation:** *"Piramal Foundation initiatives are pioneers in their respective domains. The certification exemplifies the process-centric approach and customer centricity at the Foundation. This is a testimony to the pursuit of excellence we have at Piramal Udgam, and the Foundation."*

Founded in 2007, Piramal Udgam is a rural BPO in Bagar, Jhunjhunu district, Rajasthan that provides top-quality services to global clients. More importantly, Udgam offers employment opportunities to rural youth, 60% of whom are women. Its comprehensive and rigorous training program is split over two modules – (i) core training in computer skills and (ii) soft skills training that includes team building, confidence-building, leadership and communication workshops.

Since its inception, the BPO has impacted the lives of over 420 rural families and has served over 45 clients spread across various geographies. Although, the women employees mainly belong to conservative families, Piramal Udgam is testament to the economic independence and social freedom available to these women. The BPO has uplifted women with an employable skill set to build their confidence, allowing them to invest in their families, particularly their children's education. Today, Piramal Udgam has flourished in to a state-of-the-art BPO with a resource capacity of 270 Full Time Equivalents (FTEs) spread across multiple shifts. Furthermore, it has worked with clients that constitute some of India's large private corporate groups, leading universities across the world, micro-financing institutions (MFIs) and other startups, social enterprises and NGOs from the development domain, such as Pratham, for a large range of services.



In addition to playing a crucial role in the economic and social empowerment of rural women and their families, Udgam has exceeded customer expectations. By providing high quality services, excellent infrastructure and competitive prices, the BPO has been contacted by nearly 33 per cent of its clients for repeat projects. In order to strengthen these processes further, Udgam's management team undertook a strategic decision to attain an ISO certification. Supporting it every step of the way was the Piramal Corporate QA team, which helped Udgam attain the ISO certification within 10 months.

About Piramal Foundation:

Piramal Foundation, the philanthropic arm of the Piramal Group, develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. Guided by the Piramal Group's core values of knowledge, action and care, Piramal Foundation works towards creating technology-based sustainable solutions in the four broad areas of healthcare, education, water and women empowerment. It operates across 19 states in India, employs close to 2000 people and impacts the lives of 50 million. Piramal Foundation has been featured in Best Workplaces List as one of India's Best NGO's to Work For 2015.