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| **Proposal for Stanford****Global Entrepreneurial****Marketing Project Team:****ASSET India Foundation****Why should you join this project?**India’s economy has grown very rapidly in recent years. Since 1991, it has been among the top 10% of the world’s countries in terms of economic growth. Specifically, business process outsourcing (BPO) services are growing at an increasing rate in India, with clients ranging from American Express and General Electric to large nonprofit organizations. India is considered globally as an outsourcing destination of choice. ASSET (achieving sustainable social equality using technology) India Foundation is at the confluence of India’s burgeoning IT and BPO industries and non-profit services for the socially and economically disenfranchised in India. Specifically, ASSET India Foundation works to educate and provide secure IT-related employment opportunities (e.g., placement in a BPO service center) for the children of sex workers and those rescued from sex-trafficking.By working with us, you will learn more about the BPO industry, in general, and India’s IT and BPO infrastructure, in particular, a rapidly growing industry in an emerging market. In addition, this project offers a tremendous opportunity to gain experience with the non-profit sector which faces issues of sustainability, serving disenfranchised and impoverished individuals, and working within a system marred by institutional roadblocks. Thus, working with us will allow you to gain for profit and non-profit experience in an extremely complex and challenging business and social environment, which will lend itself well to other complex business situations you might encounter.**About Us**ASSET India Foundation provides English language, computer, and life skills to adult (ages 17-21) female children of sex workers and adult females rescued from sex trafficking in India. To date, ASSET India Foundation has trained more than 1,000 girls and has placed more than 500 of them in various IT-related jobs in major cities across India. Those associated with the sex worker community and those rescued from sex trafficking are subject to physical and emotional abuse, live in dire poverty, and though they possess an insurmountable amount of potential, they are designated to a life of shame. ASSET’s goal is to tap their true potential to provide them with opportunities and choices outside of the sex trade.The key to ASSET India Foundation’s success is partnering with NGOs in the major cities in India who have an established relationship with the local sex worker community. ASSET sources computers, sets up a training lab, sources the curriculum, and hires the staff to run computer training centers. With the help of partner NGOs, ASSET is able to recruit to its target market. ASSET has partnerships with 6 NGOs in India and has 9 training centers in the cities of Hyderabad, Chennai, Mumbai, Kolkata, and Bangalore. **Marketing Problem Background**

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| In India, rural youth migrate to major cities in search of job opportunities since their villages offer few or none. These helpless youth have no choice but to leave their families and the proud village culture behind and flock the cities with the hope of making a decent living. The impressive economic progress the country is experiencing today is only limited to the urban areas and benefiting middle class and above. However, girls rescued from sex trafficking and those associated with the sex worker community do not have the skills nor the resources to travel to larger cities for work and thus are forced to remain a part of the local sex trade. ASSET India Foundation seeks to provide better opportunities to these young women by empowering them with technical literacy.  |

**Project Details** ASSET has partnered with Apne Aap Worldwide in Forbesgunj, Bihar, one of the poorest towns in India, to recruit children of sex workers and those rescued from trafficking to help them learn new skills in computers and English. ASSET has also partnered with Ruralshores, an expert in setting up BPOS. This joint partnership will allow for the students to not only be trained in English and computers but also the opportunity to get jobs at the BPO for gainful employment. The students are provided a minimum 6 months of training in basic English and computer skills. Selected girls will be paid 2000 Rupees per month during training. After training, they will be given jobs paying 4,200 Rupees per month. The BPO will be considered as a social entrepreneurship venture in which sustainability for profit is critical. A biomass power plant needs to be built to power the BPO and training center since electricity and energy are scarce in Forbesgunj.**Project Status** |

* The computer training center is up and running
* Infosys Foundation has donated 100 computers with accessories for the BPO
* Land for constructing the BPO center and Biomass Power plant has been procured
* Gates Foundation has expressed interest in using the center for training their health care field workers in Hindi and four regional languages.

**Where you come in**

In pursuit of our mission the following questions can be considered for the GEM project:

* Should we attempt to develop a model for other regions in India, and if so, what regions should we target first?
* Should the region selection depend on private industry, government contracts or a combination of the two?
* How do we attract specific industries such as telecommunications, insurance, banking?
* Which MNC clients should we target for the BPO? (eg., Accenture, HP, GE)?
* How do we recruit leadership?
* How do we foster collaboration across the non-profit, BPO, and MNC clients?

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**What you get out of this**

You will gain invaluable experience working with passionately committed individuals who have overcome incredible challenges. You will receive direct business development and marketing field experience. You will gain a clear understanding of the horrors of human trafficking and the importance of intervention through life changing opportunities using technology. Outsourcing and international experience, especially in India are invaluable to many employers in this global economy. You will gain a deep understanding of both outsourcing and India through this project. You will get to work with and learn from some of the top experts in the field of outsourcing including the CEO of Ruralshores and international outsourcing experts. Further, you will learn about (1) non-traditional microfinance loans (as applicable to the BPO trainees) and (2) the use of sustainable biomass power (used to power the BPO).

This is the perfect opportunity to not only learn about strategies related to entering new markets, but to actually implement these strategies in an emerging market. You will be at the forefront of social entrepreneurship by designing and implementing a profitably BPO operation using sustainable energy and information technology to educate and employ individuals involved in the sex trade in India.

You will be asked to present the final report to ASSET India Foundation’s executive team and advisors and will receive detailed feedback on your presentation. If some of you wish to continue this project as an independent study after GEM class is over, you will also have an opportunity implement your ideas with the guidance of your advisors as an independent study for academic credit. Those who do so will be able to put it on your resume and discuss your experience in implementing a real time project.

**Deliverables**

1. A presentation for potential donors for funding the biomass power plant
2. A marketing plan for attracting more clients to the BPO.
3. Skype presentation to ASSET’s partners in India
4. Presentation to the ASSET India Foundation executive team
5. As time permits, follow-up discussions with ASSET and partners in India

Sponsor Contacts:

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