



Datamation : Linking the disadvantaged Digitally

Chetan Sharma – Datamation Group

S-10 : Digital Communities



DATAMATION (ISO 9008:2001 ISO 27001 – INNOVATING KNOWLEDGE, RESEARCH & CAPACITY BUILDING WITH COMMUNITIES

- ▶ **Serving for over 25 years.**
- ▶ **Pragmatic business model.**
- ▶ **Investments in technology, people and community.**
- ▶ **Decentralized National operations.**
- ▶ **Internal organic growth.**
- ▶ **Operations from 15 locations in India & International affiliate offices.**





सत्यमेव जयते

► Diversified portfolio of services

- *Research & Evaluation
- *Digitization & Document Management
- *ICT delivery
- *Application Programming
- *E-Services
- *GIS applications

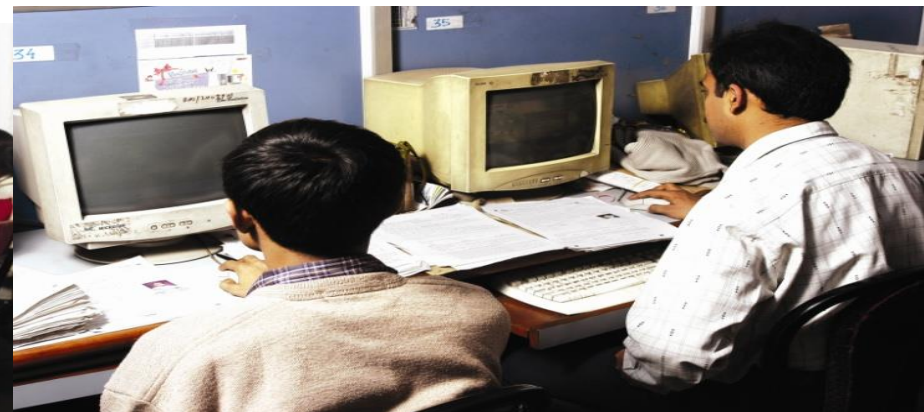


- **Training & Capacity Building**
- **Customer Relationship Marketing (CRM) Services**
- **Database Marketing**
- **Image Processing**
- **Market Research**
- **Logistics and Fulfillment**



- ▶ **Involved client servicing**
- ▶ **Competitiveness integral to business strategy.**
- ▶ **Client retention-90%.**
- ▶ **Projected jobs at Datamation by FY 2016-2017 → 5000+**
- ▶ **Statutory compliant.**
- ▶ **3600 employees spread over 30 locations.**





Datamation : Harvard Business & COL Best Practice:

- ▶ **Jobs within Datamation are set aside for the vulnerable.**
- ▶ **Recruitment from the voluntary groups & grass roots community structure.**
- ▶ **Rural ICT Delivery.**



Datamation Social Responsibility Initiatives : Maternal Child Health through Mobile Technology in partnership with Vodafone Foundation



- *Database of pregnant New mothers gets Set up from field survey

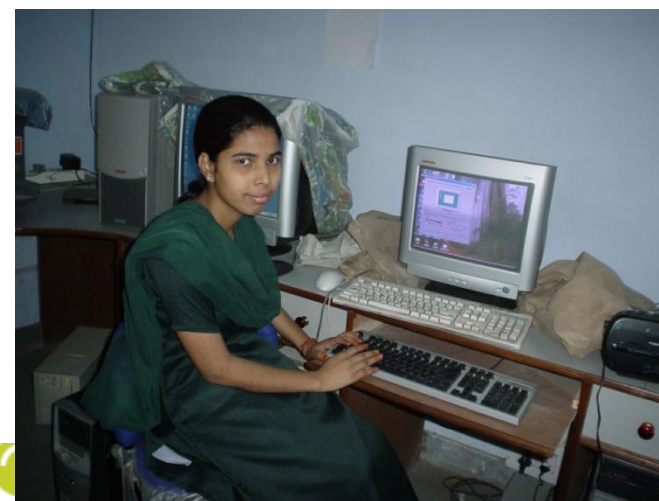
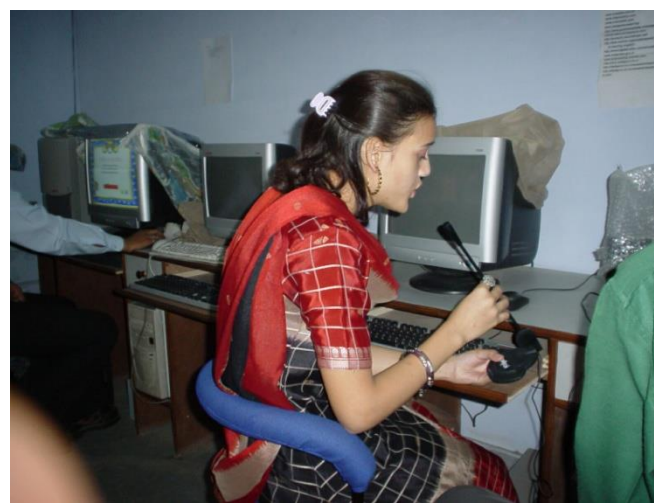
- *Volunteers in 560 Villages

- *Customized messages immunization, child care, maternal care, immunization pre & post-natal care delivered on Entry level handsets.



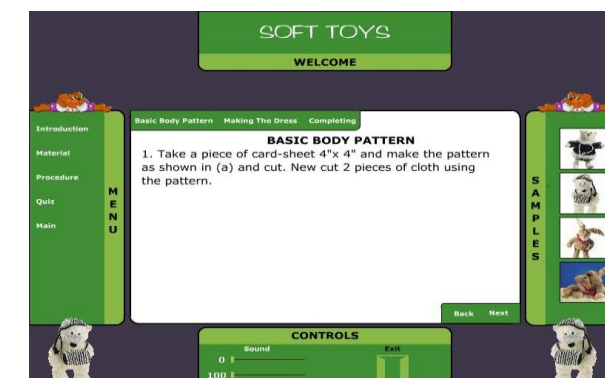
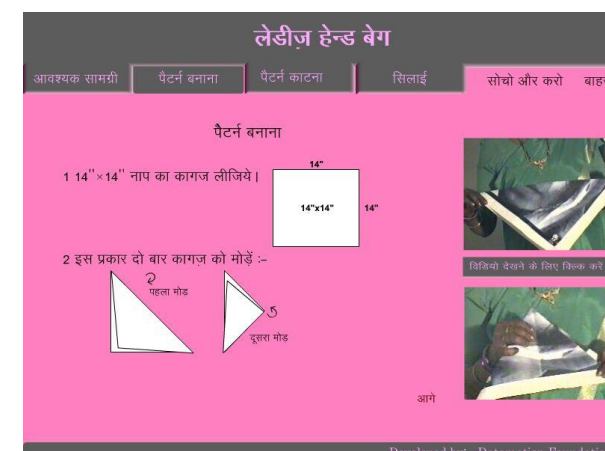
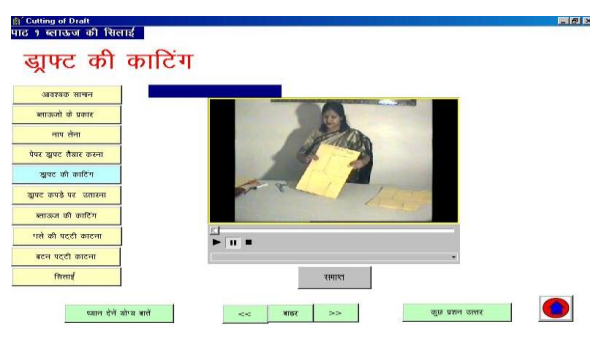
Datamation Foundation-UNESCO-Delhi Govt. Gender Resource Centre Case Study

- *Gender Resource Centre in North-East Delhi reaches out to the disadvantaged women.**
- *Basic Literacy, Health, Skills & Enterprise Development enabled by the ICTs.**



Skills Development from Digital Platforms

- **Skills enrichment on income-generation modules.**



Integrated Digitally enabled Human Development

- ▶ **Legal counseling, Health Care are critical service offerings.**
- ▶ **Community mobilization for 'rights based approach to life'.**
- ▶ **Community mobilization against domestic violence.**



Integrated Gender Development

- ▶ Integrated focus on development issues getting addressed by digitally.

स्वास्थ्य ही धन है

एक व्यापक चिकित्सा एवं स्वास्थ्य परिचर्या प्रणाली विकसित करने के लिए अभी हमें बहुत कुछ करना है। स्वास्थ्य की स्थिति निर्धारित करने वाले तीन मुख्य तत्व निम्नलिखित हैं:

- जन स्वच्छता, जलवायु एवं चिकित्सा सुविधाओं की उपलब्धता।
- स्वास्थ्य-विज्ञान और पोषण के बारे में लोगों की जानकारी एवं समझ।
- जनता की क्रय शक्ति।

स्रोत: "पुरुष" (परिवर्तन एवं प्रगति) - कमोडोर लोकेश के चर्चा, भारतीय नौसेना

निकाह

निकाह शादी-शुदा जिंदगी की शुरुआत है। लड़का और लड़की जब निकाह के जरिए शादी के पाक रिश्ते में बंधते हैं, तो समाज में एक नया परिवार आता है। उमंगों और आरजूओं से भरी जिंदगी की शुरुआत होती है। दोस्त, रिश्तेदार भी उनकी खुशहाली और कामयाबी की दुआएं करते हैं।

इस रिश्ते को कामयाब बनाने के लिए जरूरी है कि हम उसे समझे, परखें।



Monday 19th & Tuesday 20th
September 2016



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टीकाकरण

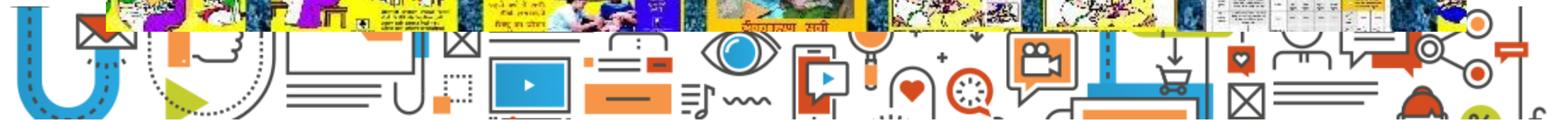
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