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Make IT inclusive: Nasscom

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Bangalore: IT industry association Nasscom wants its vision of becoming a \$250 billion industry by 2020 to be broadened with 'diversity' and 'inclusive' actions that can also help resolve global challenges like climate change. Nasscom's first two-day 'Diversity and Inclusivity Summit 2009' that began here on Tuesday looks at the issue in the context of India and its socio-cultural and economic pluralities. Som Mittal, president of Nasscom, stressed on the need to extend the benefits of information and communication technology to rural areas.

"The IT industry should adapt to the changes in society, and meet the aspirations of the rural population as well. It should be inclusivity not just in gender; it must also include different generations and varying geographies," he added.

On the sidelines of the summit, Nasscom launched a WEConnect India initiative to create competitive advantages and foster sustainable economic growth for women-owned businesses. The initiative will certify businesses that are at least 51% owned, managed and controlled by one or more women. Mittal also emphasised the need for the IT industry to develop new market segments. "Till now, we were plucking the low-hanging fruits. But, now, it's time to think higher and look into unchartered territories," he said.

Nasscom awards for Excellence In Gender Inclusivity 2009

BPO Companies: IBM Daksh Business Process Services Best Emerging Company: HyTech Professionals Best Company with under 1,000 employees: Integra Software Services Best Childcare Services: IBM India

