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NASSCOM launches WEConnect India for women-owned businesses

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Bangalore: IT industry lobby group NASSCOM on Tuesday launched WEConnect India, an affiliate of WEConnect International, which reaches out to women-owned businesses, certifies them according to established international norms and connects them to Fortune 500 companies, a global partner network and other women-owned businesses.

The goal of WEConnect India, launched on the sidelines of the two-day NASSCOM diversity and inclusivity summit which commenced here, is to create competitive advantages and foster sustainable economic growth for women-owned businesses, NASSCOM said. WEConnect India would certify businesses that are at least 51 per cent owned, managed and controlled by one or more women.

"The Indian IT-BPO industry has set high standards in inclusivity and is among the first to recognise the business imperative for diversity and inclusion", NASSCOM President Som Mittal said.

NASSCOM also announced the winners of gender inclusivity awards for this year, which honour companies in the IT-BPO industry which have implemented outstanding practices that promote gender empowerment and women leadership development.

IBM Daksh Business Process Services, HyTech Professionals India, Integra Software Services and IBM India won the awards in the categories of BPO companies, best emerging company with less than five years in existence, best company with less than 1000 employees and best childcare services, respectively.

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