

Update on Progress at the Eliza Agnew BPO Service Center in Uduvil, Jaffna

Introduction

Many of you may already be aware that the Reconcile and Rebuild (R&R) Network Volunteers have been working closely with the Foundation of Rural Opportunities (FARO) in Sri Lanka to create sustainable economic opportunity for youth in the Northern Province of Sri Lanka. This effort has now culminated in the formation of Eliza Agnew Business Process Outsourcing (EA BPO) Service Center, named after the first Principal of Uduvil Girls' College. The center (www.eabpo.com) was incorporated as a Limited Company in Sri Lanka in June 2011 and formally began operations in October the same year. Formation of this enterprise was made possible by the generous support of donors like you and the cooperation of our Colombo-based corporate partners.

The aspiration of this BPO center is to help create sustainable economic opportunity for youth in the Northern Province of Sri Lanka. The company is fully owned by local youth who are the Shareholder-Associates of the company. Nine young women between the age of 19 and 25 from the village of Uduvil and surrounding areas are the initial group of Shareholder-Associates who have been providing data entry and related back office services since October 2011.

Progress since Inception

The first batch of young entrepreneurs from the Uduvil area travelled to Colombo to be trained at the Hayleys facilities before returning to Uduvil to begin work. The Shareholder-Associates gained exposure to Hayleys' business leaders during a three-week in-person training in Colombo followed by on-the-job training at their new state of the art office in Uduvil. This facility, housed at the Uduvil Girls' College, has broadband connectivity to Hayleys' Offices for seamless communications with the client.



Our R&R network volunteers have found it to be an enriching experience to mentor these young women in modern business processes and educate them about their responsibilities as Shareholder-Associates. Encouraging them to switch from speaking Tamil to English at work, and instilling the concept of taking their ownership role in the company seriously has been a challenge for the volunteer mentors and the promoter of this business model. Continuing active and patient engagement with our Associates by R&R volunteer mentors, particularly those with experience in the outsourcing sector, will be critical to the long term success and growth of this enterprise.



This year, Mr. Ken Nirmalan, a successful entrepreneur and past-pupil of the Uduvil Girls' College Primary School, (yes, the school served both girls & boys) joined our partner organization the Foundation for Advancing Rural Opportunities as the Director overseeing the EA BPO company. Mr. Nirmalan will play a lead role to help further improve operational performance and grow the enterprise over the next several months.

Training, Mentoring, and Empowering Rural Youth

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Shown below are our Shareholder-Associates with the Principal of Uduvil Girls' College Ms. Shiranee Mills and the Founder of FARO, Mr. Kapila Gunawardana, at the ceremonial opening of the company.



EA BPO Shareholder-Associates

Summary Benefits Realized To-Date

- Compensation for 5 young Shareholder-Associates since October, followed by the second batch of 4 Associates in December 2011.
- Acquisition of computers & peripheral hardware for the EA BPO company. The locally assembled computers were purchased from a local entrepreneur in the Jaffna area who will also provide desk-site maintenance support for 3 years.
- Broadband internet connectivity to the EA BPO company & students of the entire Uduvil Girls' College.



Senior Students participating in Opening Ceremony

- Business for a web developer in the Jaffna area CeyLabs Solutions (www.ceylabs.com) to develop the company website: www.eabpo.com.
- Employment for a senior Project Manager based in Jaffna since April 2011. Mr. Prem

Mills, from Uduvil, and a former Hayleys' employee is currently serving in this role.

- Remote mentorship opportunity for R&R network volunteers who are professionals with experience in Management Consulting and Business Process Outsourcing.

Ceremonial Opening of the Center

The ceremonial opening of the center was held in March 2012 and was presided over by the Bishop of Jaffna and the Principal of Uduvil Girls' College.



Opening ceremony presided over by the Bishop of Jaffna

What's Next & How Can You Help?

- ❖ Mentorship to the Shareholder-Associates to help improve communication skills & service effectiveness.
- ❖ Help to set up a similar venture for youth in the Eastern Province & elsewhere in Sri Lanka
- ❖ Fund special projects to foster collaboration among young entrepreneurs across Sri Lanka:
 - U.S. federal tax deductible donations payable to *Reconcile & Rebuild Sri Lanka* could be mailed to P.O. Box 784, Palo Alto, CA 94302.
 - Donations from Sri Lanka could be directed to FARO:
www.farolanka.org/helpingus.php

Contact Information

- ❖ General information & U.S. based volunteer opportunities, Mr. Arjuna Swaminathan at: secretary@reconcileandrebuilt.org
- ❖ Foundation for Advancing Rural Opportunities in Sri Lanka, Mr. Kapila Gunawardana at: kapbem@aol.com
- ❖ Uduvil Girls' College, Ms. Shiranee Mills, Principal, at: UduColl1@sltnet.lk