



## Economic Empowerment through BPO Services

### Initiative Summary

The Uduvil Girls' College Business Process Outsourcing (BPO) venture is designed to facilitate sustainable economic development in the village of Uduvil in the Northern Province of Sri Lanka. To achieve this goal, we are creating an employee-owned BPO company in Uduvil and empowering the local youth to collaborate with entrepreneurs across Sri Lanka to compete effectively in the growing outsourcing services sector.

The Foundation for Advancing Rural Opportunities (FARO), our partner organization in Sri Lanka, has successfully implemented this model in other parts of the country. Together, we will replicate this proven model in Uduvil to provide sustainable employment opportunities for the shareholder-employees of the proposed company. This initiative will also provide an avenue for youth in the North to collaborate with youth from similar BPO companies around Sri Lanka as well as Sri Lankan expatriates with experience in outsourcing & entrepreneurship.

### Initiative Components

We are collaborating with fellow volunteers and business partners in Sri Lanka to pursue the following components of the initiative:

- Rural youth owned BPO Service Company.** Establish a new BPO Services Company, called **Eliza Agnew BPO Service Center**, named after the first principal of Uduvil Girls' College. In March of this year, Rev Dr Daniel Thiagarajah, Bishop of Jaffna and the Chairperson of the Uduvil Girls' College Board, formally approved the setting up this first-of-a-kind local youth owned company. Our partners at F J & G de Saram ([www.fjgdesaram.com](http://www.fjgdesaram.com)), a leading law firm in Sri Lanka, is managing the legal matters related to incorporation of this Private Limited Company to be owned primarily by past-pupils of Uduvil Girls' College.
- Funding.** The Information Communications Technology Agency of Sri Lanka ([www.icta.lk](http://www.icta.lk)) and the World Bank have awarded a Rs. 3 million grant to startup the Company. We are also on track to raise an additional Rs. 2 million from individual donors.
- Anchor client.** The Hayleys Group ([www.hayleys.com](http://www.hayleys.com)), a Colombo based blue chip company, will be the anchor client of the **Eliza Agnew BPO Service Center**. Hayleys has committed to provide work opportunities for 20 Uduvil youth initially, with the possibility to double this number by adding a second shift based on the effectiveness of the first batch.
- Training & empowerment of Uduvil youth.** We will train Uduvil area youth to provide outsourced accounting, back office, call center, and/or data entry services. The principal and teachers of Uduvil Girls' College, together with Hayleys and FARO, will manage the selection & training of employees of this company. The Hayleys team will train the youth in three batches at their premises in Colombo. The first batch of seven shareholder-associates of the Company is expected to begin training in September with the second and third batches to follow soon thereafter. Once trained, the youth will return to Uduvil to commence service delivery in the latter part of 2011.
- Mentorship to rural youth.** We have mobilized Sri Lankan professionals with experience in entrepreneurship, management consulting, and related fields to serve as mentors to youth from the Mahavilachchiya, Seenigama, and the Uduvil outsourcing companies. The volunteer mentors will collaborate with the shareholder-employees of these companies to guide them to achieve service delivery excellence and pursue broader opportunities to grow their business.



### *Opportunity to Support this Initiative*

We encourage well-wishers to support this initiative by making a donation to cover the one time cost of training, hardware/software acquisition, and setup of an office within the school premises.

**Make a tax deductible donation in the United States:** Well-wishers in the U.S. may make a tax deductible contribution towards the one-time investment to set up the proposed **Eliza Agnew BPO Service Center**. Checks made payable to “*Reconcile & Rebuild Sri Lanka*” could be mailed to *P.O. Box 784, Palo Alto, CA 94302*.

**If you wish to send funds directly to Sri Lanka** donations could be made directly to our partner in Sri Lanka to support this venture, please use the information in the below link. Our partners at FARO and indicate that the funds are to be used for the Uduvil Girls College BPO initiative:  
<http://www.farolanka.org/helpingus.php>

We welcome the opportunity to provide you further information about this initiative. Please feel free to contact:  
Mrs. Shiranee Mills, Principal Uduvil Girls’ College at [UduColl1@sltnet.lk](mailto:UduColl1@sltnet.lk), +94 21 224 0300, or  
Mr. Kapila Gunawardana at [kapbem@aol.com](mailto:kapbem@aol.com), +94-1-5540405, or  
Mr. Arjuna Swaminathan at [secretary@reconcileandrebuilt.org](mailto:secretary@reconcileandrebuilt.org), +1-703-966-0036.

### *About Us*

**Uduvil Girls’ College**, is one of the oldest institutions of K-12 education in Sri Lanka. The history of the school dates back to 1820, when the Uduvil Seminary was established. In 1824, Harriet Winslow, a missionary and great-grandmother of former US Secretary of State John Foster Dulles, turned it into Asia’s first all girl’s boarding school.

**Foundation for Advancing Rural Opportunities (FARO)** is a non-profit volunteer organization ([www.farolanka.org](http://www.farolanka.org)) based in Sri Lanka with a proven track record of empowering rural youth in Sri Lanka to pursue Business Process Outsourcing (BPO) opportunities as an engine for economic growth in their respective villages. FARO has already set up BPO service companies in the villages of Mahavilachchiya ([www.ontimetechologies.net](http://www.ontimetechologies.net)) and Seenigama.

**Reconcile & Rebuild Sri Lanka (R&R)** is a grassroots volunteer network ([www.reconcileandrebuilt.org](http://www.reconcileandrebuilt.org)) with the vision to collaborate and work across ethnic and religious boundaries, fostering mutual respect, trust, and friendship among all communities in Sri Lanka and its Diaspora. R&R is a tax exempt Public Charity under section 501 (c) (3) of the United States Internal Revenue Code.