

Workshop on Creating Sustainable Rural Employment through Industrial Process Outsourcing

Jointly Organized by IIIT Allahabad, India and University of Strathclyde, Scotland, UK.
(Supported by DST/EPSRC funded BURD Project)

11th July 2015 (9am - 2pm)

This special workshop session will focus on the technologies, business and opportunities associated with micro-outsourcing of Industrial work to IT Centres and/or individual workers in rural locations. The ability of modern information technology to dramatically reduce the costs of communication and data transfer is creating new opportunities for economic activities in rural areas. This workshop will explore both the emerging infrastructure (e.g. Rural IT and BPO centres and Crowdsourcing platforms) and research into novel forms of industrial work (e.g. CAD/CAM optimisation) that exploit human computational abilities to understand the skills and motivations of the people who form this new online labour force. Speakers from business and academia will share their work and experiences of this emerging area both in India and elsewhere.



Knowledge Intensive Work



Higher Income



Long Term Benefits

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| 9.00 | Dr Jacki O'Neill , Senior Researcher, Microsoft Research India, Bengaluru | <i>Workshop Inauguration</i> |
| 9.10 | Dr Gokula Vasantha , Research Fellow, University of Strathclyde, Glasgow | <i>Workshop background and aims</i> |
| 9.15 | Prof Jonathan Corney , Professor of Design and Manufacture, University of Strathclyde, Glasgow | <i>Using Scottish home workers for Geometric Computation.</i> |
| 9.45 | Prof Anupam Agrawal , Professor of Computer Science and IT, Indian Institute of Information Technology Allahabad (IIITA) | <i>Optimizing 2D component nesting layouts with Rural Indian IT Service Centres</i> |
| 10.15 | Mr. Maharaja Gokulavasan , Senior Vice President, Rural Shores Ltd | <i>"Rural Shoring" an 'operating template' for enabling rural Indian youth to deliver business IT processes in 10 states</i> |
| 10.45 | Dr Jacki O'Neill , Senior Researcher, Microsoft Research India, Bengaluru | <i>Qualitative studies into crowdsourcing and crowdworkers that identify the benefits and barriers for individuals.</i> |
| 11.15 | Break | |
| 11.30 | Prof Ashok Jhunjhunwala , Indian Institute of Technology Madras (IITM), Chair of the Rural Technology & Business Incubator | <i>Incubating start-ups to leverage ICT in rural/underserved societal segments</i> |
| 12.00 | Mr. R. Arvindhan , AGM, Maruti Suzuki India Ltd. | <i>Real Manufacturing efficiency - Impediments and scope for outsourcing</i> |
| 12.30 | Panel Discussion: Speakers plus Director Dr. P. Radhakrishnan PSG Institute, Ms. Geeny George , RCUK-India, Representatives of Rural BPO Centres and the TIAR2015 Conference. | |
| 1.30 | Closing Remarks | |